

PRODUCT DEVELOPMENT OF BAKPIA MBAH WIRO 378 INDEPENDENCE COACHING BASED ON CREATIVE ECONOMY AT YOGYAKARTA CLASS IIA PRISON



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ABSTRACT

This study aims to analyze the development of the independence training program through the production of “Bakpia Mbah Wiro 378” at Lapas Class IIA Yogyakarta, which integrates creative economy principles into correctional vocational activities. The research focuses on examining how the product development process is implemented within the training program and identifying the challenges that hinder its optimization. The study employs a qualitative descriptive approach, with data collected through observation, structured interviews with key informants, literature review, and document analysis. The findings indicate that the bakpia production program contributes positively to improving inmates’ practical skills, work discipline, and entrepreneurial insight, which can support their social reintegration after release. Through participation in the production process, inmates gain experience in food processing, teamwork, and responsibility in a work environment. However, the program still faces several obstacles, such as limited access to quality raw materials, the lack of modern production equipment, limited marketing strategies, and restricted access to broader markets. Therefore, the study highlights the importance of product innovation, strengthening cooperation with government institutions and private partners, and utilizing digital platforms such as social media and e-commerce to expand market reach and improve the sustainability of correctional industry products. This research contributes to the discussion on creative economy-based correctional empowerment programs and provides recommendations to enhance the competitiveness and sustainability of products produced within correctional institutions.

Keywords: Correctional Institution; Inmate Empowerment; Vocational Training; Creative Economy; Product Development; Reintegration

INTRODUCTION

The correctional system represents one of the most crucial pillars in the criminal justice process, serving not only as a mechanism for punishment but also as a space for rehabilitation, reformation, and reintegration. In Indonesia, the implementation of the correctional system is guided by Law Number 22 of 2022 on Corrections, which highlights the importance of human rights and emphasizes that inmates are not merely objects of state control but subjects of rehabilitation who are entitled to guidance and opportunities for self-improvement. This paradigm shift is essential to ensure that individuals who have violated the law are given the chance to transform into responsible, law-abiding citizens capable of reintegrating into society. Correctional institutions, or Lembaga Pemasyarakatan (Lapas), therefore serve a dual purpose: maintaining security and order while at the same time preparing inmates to become independent and productive upon their release.

The guidance process within correctional institutions is divided into two main dimensions: personality development and independence development. Personality development focuses on moral, spiritual, and intellectual growth, including efforts to increase religious awareness, improve mental health, and foster pro-social behavior. Independence development, on the other hand, is centered on vocational training and the acquisition of practical skills that can be used to earn a living once inmates complete their sentences. This dual approach reflects the state's commitment to a holistic model of rehabilitation, one that balances character formation with economic empowerment. In this context, the Lapas Class IIA Yogyakarta has taken significant steps to integrate vocational training into its correctional programs. Among its most prominent initiatives is the production of "Bakpia Mbah Wiro 378," a traditional Yogyakarta delicacy that holds both cultural and economic significance as one of the city's most popular souvenirs. The introduction of bakpia production as a prison industry program is a strategic choice, aligning with local cultural heritage (kearifan lokal) and capitalizing on Yogyakarta's strong reputation as a culinary tourism destination. By engaging inmates in a culturally relevant and economically viable activity, the program not only equips them with marketable skills but also contributes to the local economy.

The importance of such programs is heightened by the reality of prison overcrowding, which remains a persistent challenge in many Indonesian correctional facilities, including Lapas Class IIA Yogyakarta. According to data from the Directorate General of Corrections, the institution houses more than 600 inmates, exceeding its official capacity of 470. Overcrowding creates challenges for security, program management, and the overall quality of life for inmates. At the same time, it underscores the urgency of implementing meaningful activities that can prevent idleness, reduce tensions, and promote positive behavior among inmates. Productive work programs such as bakpia production serve not only as tools for skill-building but also as mechanisms for maintaining order within the prison environment. The adoption of creative economy principles within correctional industries represents an innovative step forward. The creative economy, which is defined as an economic system driven by ideas, creativity, and intellectual property rather than merely physical resources, has been recognized as a key driver of growth and innovation in Indonesia.

This approach is codified in Law Number 24 of 2019 on the Creative Economy, which encourages collaboration between government agencies, educational institutions, business sectors, and creative communities to promote sustainable local industries. By incorporating these principles into correctional industry programs, Lapas Class IIA Yogyakarta is not only providing vocational training but also positioning its products to

compete in the broader market, thereby generating revenue and increasing the visibility of inmate-made goods. Despite these advances, the program still faces several challenges that limit its optimization. One significant issue is the availability and quality of raw materials, as inconsistent ingredient supply directly affects product standardization and consumer satisfaction.

Another challenge is the relatively basic level of production technology, which restricts the ability to scale production efficiently, especially during peak tourism periods when demand for Yogyakarta's culinary souvenirs is highest. Additionally, marketing strategies have yet to fully embrace modern distribution channels, such as e-commerce platforms and social media, which could greatly expand market reach and consumer awareness. There is also a need for stronger collaboration with external stakeholders, including local government, small and medium-sized enterprises, and tourism operators, to support branding, packaging innovation, and distribution networks.

This research was therefore conducted to explore in depth how the bakpia production program is developed within the framework of independence training and how it applies the principles of the creative economy. The study aims to analyze the development process, identify the obstacles encountered, and propose recommendations for improvement. The results are expected to contribute both theoretically and practically. From an academic perspective, the study enriches the discourse on prison industries, vocational training, and creative economy integration, providing insights that can inform future research. Practically, the findings can guide policymakers and prison administrators in enhancing product quality, strengthening partnerships, and implementing marketing innovations that ensure the sustainability and competitiveness of prison-based enterprises.

Underlying this research is the assumption that the bakpia production program has the potential to become a model of correctional industry innovation that balances rehabilitative objectives with economic relevance. It is assumed that by improving product design, packaging, and marketing especially through digital platforms the program can increase competitiveness and create more significant economic value. Addressing resource limitations, including skilled labor and raw material quality, is also considered crucial for ensuring consistency and scaling production effectively. Finally, this study is relevant to the broader goals of Indonesia's creative economy development. By equipping inmates with entrepreneurial and digital skills, correctional institutions can prepare them to participate in creative industries after their release, thus reducing the risk of recidivism and fostering sustainable livelihoods. This approach not only benefits the inmates themselves but also contributes to local economic growth and strengthens the connection between correctional institutions and the surrounding community.

The development of Bakpia Mbah Wiro 378 has the potential to be positioned as part of Yogyakarta's culinary tourism ecosystem, offering consumers an authentic product that carries a socially responsible narrative. This research is structured to systematically address these issues. It begins with a comprehensive literature review to situate the study within existing academic discussions on correctional rehabilitation, prison industries, and creative economy frameworks. The methodology section then outlines the qualitative descriptive approach employed, including data collection techniques such as observation, interviews, document analysis, and literature review. The findings and discussion section presents the results of the research, highlighting both the successes and limitations of the bakpia production program. Finally, the study

concludes with recommendations aimed at enhancing the sustainability, scalability, and market competitiveness of the program, thereby maximizing its contribution to inmate rehabilitation and community development.

LITERATURE REVIEW

Several previous studies have explored the relationship between technological capabilities, entrepreneurial orientation, and competitive advantage in small and medium enterprises. Siti Alfi Wildayati, in her thesis entitled “The Influence of Information and Communication Technology (ICT) Capabilities and Entrepreneurial Orientation on Competitive Advantage of Top GoFood Partners in Pekanbaru,” found that entrepreneurial orientation had a significant partial influence on competitive advantage.

This research focused on understanding how ICT adoption and entrepreneurial mindset contribute to business competitiveness in technology-based MSMEs. The relevance of this study lies in its use of competitive advantage theory as a primary analytical framework, which is also applied in the present research. However, the main distinction lies in the research object: while Wildayati’s study examined GoFood partners in the context of online food delivery services, the current study analyzes a prison-based vocational training program that applies creative economy principles to develop a marketable product.

Theory of Competitive Advantage

The theory of comparative advantage was first introduced by David Ricardo in his influential work *On the Principles of Political Economy and Taxation* (1817) as an improvement on Adam Smith’s concept of absolute advantage. Ricardo argued that international trade should not be limited only to countries with absolute advantages in producing certain goods. Instead, even countries without absolute superiority can benefit from trade if they specialize in producing goods where they have a relative efficiency advantage. This idea formed the foundation of comparative advantage, where trade becomes mutually beneficial when each country focuses on producing goods with the lowest opportunity cost. Ricardo emphasized that the cost of a product is largely determined by labor time, implying that productivity differences can create opportunities for mutually advantageous exchanges.

Over time, the concept of competitiveness continued to evolve to address the complexities of global markets. Michael E. Porter, in his seminal book *Competitive Advantage: Creating and Sustaining Superior Performance* (1985), developed the theory of competitive advantage, which expands the idea of comparative advantage from nations to firms and industries. Porter proposed that companies can achieve sustainable competitive advantage by adopting one of three generic strategies: cost leadership, differentiation, or focus. Cost leadership refers to a strategy where a firm seeks to become the lowest-cost producer in its industry, allowing it to offer products at lower prices while maintaining profitability. Differentiation, on the other hand, involves creating unique products or services that provide distinctive value to customers, enabling firms to charge premium prices and build brand loyalty. The focus strategy emphasizes targeting a specific market niche, either through cost focus (offering lower prices for a particular segment) or differentiation focus (tailoring unique products to a narrow segment), thereby avoiding direct competition with mass-market players.

Porter also introduced the concept of market scope, distinguishing between a

broad target where firms compete across a wide range of customer segments and a narrow target where they concentrate on a specific demographic, geographic area, or consumer need. These strategic frameworks provide a comprehensive way to analyze how organizations position themselves in competitive markets, choose their target segments, and build capabilities to sustain long-term success.

Concept of Creative Economy

The creative economy is defined as an economic system where creativity, innovation, and intellectual property are the primary drivers of value creation. Alvin Toffler (1980) predicted that after the agricultural and industrial revolutions, societies would enter a post-industrial era characterized by information and creativity as the central elements of economic activity. This idea was further popularized by John Howkins in his groundbreaking book *The Creative Economy: How People Make Money from Ideas* (2001), in which he argued that ideas and imagination have become key resources, shaping industries ranging from design, film, and music to software development and cultural heritage products.

The future of the creative economy depends on the ability to adapt to technological disruption, foster collaboration across global networks, and embrace sustainable practices. Emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are transforming the way creative products are designed, produced, and consumed, creating new experiences and business models. Creative economy actors must leverage these tools while maintaining a focus on cultural identity and user experience to remain relevant in competitive markets.

In the Indonesian context, the creative economy is seen as a strategic sector for achieving the nation's 2025 vision, supported by five key pillars: resources, industry, technology, institutions, and sustainability (Adinugraha et al., 2022). Resources include not only natural assets but also human capital with creativity, knowledge, and technical expertise. The industry pillar encompasses production and distribution systems that must remain innovative and competitive. Technology acts as the backbone for scaling production and expanding market access through digital platforms. Institutions, both formal (laws, regulations, intellectual property protection) and informal (cultural norms, creative communities), play a role in safeguarding innovation and fostering collaboration. Finally, sustainability ensures that creative industries grow inclusively, respecting cultural heritage and contributing to long-term economic resilience.

By combining the theories of competitive advantage and creative economy, this research provides a framework to analyze how the bakpia production program at Lapas Class IIA Yogyakarta can become a competitive and sustainable prison industry. The program's success relies on its ability to specialize in culturally relevant products, achieve efficiency in production, differentiate through quality and branding, and leverage technology and institutional support to expand its reach. This theoretical framework positions prison-based vocational programs not only as rehabilitative tools but also as contributors to regional economic growth.

METHOD

This study adopts a qualitative research approach, which is considered most appropriate for examining the development and implementation of the bakpia production program as part of the independence training activities at Class IIA Yogyakarta Correctional Facility. The qualitative method was selected because it allows for an in-depth

exploration of the processes, challenges, and outcomes associated with vocational training for inmates, as well as the institutional strategies employed to enhance product quality and market competitiveness. The research design employed is a case study, focusing on a single correctional facility in order to capture the complexity of the program in its real-life context and to provide a comprehensive understanding of the phenomenon being studied.

Data were collected through multiple techniques to ensure credibility and richness of information. Primary data were obtained from semi-structured interviews with key stakeholders, including the Head of the Work Training Section, correctional officers responsible for inmate guidance, and selected inmates who participated in the bakpia production program. Field observations were conducted to document the production process, work environment, and interaction between staff and inmates during training activities. Secondary data were gathered from institutional documents, such as production records, standard operating procedures, and relevant government regulations, as well as from academic literature and previous studies related to correctional industries and creative economy development.

Thematic analysis was applied to organize and interpret the data systematically. This involved several steps, including data reduction, categorization into key themes (such as production management, marketing strategy, and resource challenges), data display, and conclusion drawing. Triangulation was conducted by comparing findings from interviews, observations, and documents to strengthen validity and minimize researcher bias. This methodological approach enables a holistic understanding of how the bakpia production program contributes to inmate skill development, what barriers hinder its optimization, and what strategies may be adopted to improve sustainability.

The results of this study are expected to contribute theoretically by enriching the literature on prison-based vocational training and the integration of creative economy principles, and practically by offering recommendations for policymakers and correctional administrators to enhance program outcomes and expand market opportunities for correctional industry products.

RESULTS AND DISCUSSION

Implementation of the Bakpia Production Program

The results of the study indicate that the implementation of the bakpia production program at Class IIA Yogyakarta Correctional Facility is generally well-organized and serves as a core component of the independence development efforts for inmates. The program engages selected inmates in every stage of the production process, from dough preparation and filling to baking and packaging, under the supervision of correctional officers and vocational trainers. Participation in the program provides inmates with hands-on training in culinary production techniques and basic entrepreneurial skills, which align with the goals of correctional rehabilitation by preparing them to re-enter the labor market after release. Inmates reported gaining not only technical knowledge but also discipline, teamwork, and work ethics.

However, the program still faces notable limitations that reduce its potential impact. Production capacity is relatively small and highly dependent on available raw materials, which are not always supplied in sufficient quantity or quality. This results in inconsistent product output and difficulties in meeting fluctuating market demand, especially during peak tourism seasons in Yogyakarta. The program also lacks modern production equipment, limiting efficiency and scalability. In terms of marketing, sales remain concentrated within the prison environment and through occasional

partnerships with local stakeholders, meaning that the product's reach is still relatively narrow. Digital marketing and e-commerce platforms have not been fully utilized, which restricts visibility and brand development in a competitive market.

Supporting and Inhibiting Factors

Several factors support the successful partial implementation of the bakpia production program. The commitment of correctional officers and the Head of the Work Training Section is a key enabler, as they consistently provide guidance and maintain quality control during production. The program also benefits from Yogyakarta's reputation as a culinary tourism hub, where bakpia is a well-known and highly demanded product, giving the initiative a natural market advantage. Moreover, inmates participating in the program express high levels of motivation, as they see the training as an opportunity to acquire practical skills and potentially earn income after their release.

Nevertheless, significant challenges hinder the full optimization of the program. Limited budget allocation restricts the purchase of higher-quality raw materials and advanced equipment, leading to inefficiencies. Human resource constraints also affect implementation, as there are relatively few staff members with specialized expertise in culinary production or entrepreneurship who can provide continuous technical assistance. Another inhibiting factor is the absence of a structured marketing strategy that includes digital outreach, branding, and product diversification to appeal to a wider customer base. Additionally, strict security protocols sometimes limit opportunities for inmate interaction with external markets, which can reduce learning opportunities related to real-world business practices.

Human Rights and Rehabilitation Perspective

From a human rights and correctional rehabilitation perspective, the bakpia production program reflects the state's commitment to fulfilling the mandate of Law No. 22 of 2022 on Corrections, which emphasizes independence development as part of the overall correctional process. Providing inmates with vocational training and productive activities supports their right to personal development and prepares them for eventual reintegration into society.

However, the current challenges particularly in terms of market access and production sustainability suggest that the program's rehabilitative potential is not yet fully maximized. If these issues remain unaddressed, there is a risk that inmates may not gain sufficient entrepreneurial skills or experience to compete in the open labor market upon release, which could undermine the long-term goal of reducing recidivism.

Comparative and Policy Implications

When compared to previous studies on correctional industry programs in Indonesia, these findings confirm several recurring issues, including limited production resources, lack of modern equipment, and insufficient integration with external stakeholders. However, this study contributes uniquely by highlighting the potential of integrating creative economy principles into a prison-based vocational program, particularly through the production of a culturally significant product like bakpia.

The findings have important policy implications for the Directorate General of Corrections and local government agencies, suggesting that targeted interventions are needed to strengthen collaboration with private sector partners, improve access to funding, and adopt digital marketing strategies. Introducing structured entrepreneurship modules, developing partnerships with local SMEs, and leveraging e-

commerce platforms could significantly increase the reach and profitability of the program. These measures would not only enhance the sustainability of the bakpia production initiative but also strengthen its role as a model of independence training that contributes to social reintegration and local economic development.

CONCLUSIONS AND SUGGESTIONS

This study concludes that the bakpia production program at Class IIA Yogyakarta Correctional Facility plays a significant role in supporting the independence development of inmates and serves as a concrete example of how correctional institutions can integrate vocational training with local cultural and economic potential. The program provides inmates with hands-on experience in culinary production, instills work discipline, and fosters essential soft skills such as teamwork, responsibility, and time management.

These outcomes align with the correctional philosophy of rehabilitation and social reintegration as mandated by Law No. 22 of 2022 on Corrections. Despite these achievements, several challenges remain that hinder the full optimization of the program. Production capacity is still limited due to constraints in raw material availability, basic production technology, and lack of specialized personnel. Marketing efforts are primarily focused within the correctional facility and local community, with minimal use of digital platforms or broader distribution networks. These limitations reduce the program's potential to become a sustainable source of income and a scalable model for other correctional facilities.

The findings emphasize the need for innovation and strategic collaboration. Strengthening partnerships with local government agencies, small and medium-sized enterprises, and private sector stakeholders could improve access to resources, funding, and market opportunities. Incorporating entrepreneurship training, modern production techniques, and digital marketing strategies would enhance product quality, competitiveness, and visibility in the marketplace.

Overall, the bakpia production program has demonstrated that correctional industries can contribute not only to the rehabilitation of inmates but also to the local creative economy. With appropriate improvements and sustained support, the program has the potential to become a model of sustainable vocational training that reduces recidivism, empowers inmates, and creates shared value for both the correctional system and the surrounding community.

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