

TRAIN THE ART OF KUFİ WRITING ON CANVAS MEDIA AS AN ONE IDEA FOR ENTREPRENEURSHIP

**Mohamad Torik Langlang BUANA^{1*}, Rona Tumiur Mauli Caroline SIMORANGKIR²,
Cut Edwina Safia OEbit³, Indra RAHARJA⁴**
^{1,2,3,4} *Universitas Mercu Buana, Jakarta, INDONESIA*
**m.torik@mercubuana.ac.id*

ABSTRACT

Entrepreneurship is a dynamic field that often demands a combination of creativity, innovation, and practical skills. These skills can be effectively nurtured through well-designed and targeted training programs. This study focuses on the integration of artistic practice with entrepreneurial development, using Kufi painting—a traditional form of Islamic geometric calligraphy—as a training medium. Kufi painting not only requires a deep aesthetic sense but also involves precise technical execution, making it a compelling tool for fostering both artistic and business competencies. The community service specifically targets micro, small, and medium enterprises (UMKM) in Tangerang, aiming to enhance their capacity for creative entrepreneurship. Through hands-on workshops, participants are introduced to canvas-based Kufi painting techniques, equipping them with applicable skills for producing marketable art. The initiative emphasizes the potential of cultural art forms as viable economic resources. Initial findings indicate that this approach effectively supports local entrepreneurs by stimulating creativity and opening new avenues for income generation.

Keywords: Kufi, Writing-painting, Font Arts, Calligraphy.

1. INTRODUCTION

Tridharma, (three pillars of higher education in Indonesia): education, research, and community service, clearly indicates the community service aspect of a lecturer’s responsibilities, and identifies the target community. The task of lecturers is not only as a lecturer for students in the campus, but also complementary to carry out community services.

Community as a common meaning or definition is group of society, people around the campus with their various differences, in this community service activity, the author chosed a community that are having interests in entrepreneurship in Islamic crafts, particularly Kufic Arabic calligraphy..

Crafts can be grouped as a type of business that is not common, which is not a commodity, or is an item that may not be needed in common by most people, Unlike widely consumed commodities such as food, crafts are niche products with limited market appeal, especially in the field of Islamic handicrafts.

Among these, Arabic calligraphy—specifically Kufic script—stands out as a unique form of artistic and cultural expression (Muti, 2023), which consists of various types, including the type of kufic writing (T. Abd Al Abdullah, 2021). With potential for business creation.



Figure : Mohamad Torik “محمد طارق”

The motivation for choosing Kufi art has psychological, social, spiritual and business backgrounds (Amrullah et al., 2021), is not intended to only make money upon doing business.



Figure : Kufi art in wooden as an interior wall

In entrepreneurship in the arts section, art marketing methods must be learned well, because there are special and different method of marketing from other commodities (Fadlan, 2023). Entrepreneurship in the arts also requires skills that must be fulfilled by providing some specific trainings (Astuti et al., 2023).

Art as an unique items could not be appreciated just simply deem as a basic need such as commodity items (Wardhana, 2022)..



Figure : Goody bag

Goody bag itself, is the commodity. The use of the goody bag is well known by all people. There is a chance for making it more value (Shiddiq, 2021).

Entrepreneurship is derived from the need for income. Entrepreneurial ability is not only supported by enthusiasm, but must be followed by an understanding of concepts and technical workmanship, not only think about profit (Regina, 2022). Entrepreneurship in the field of calligraphy crafts is different from other businesses, such as commodity businesses whose products are basic needs that are already known by many consumers.

The implementation of community service is one of the university's solutions for the surrounding community, especially in the area that intersect with existing needs (Samiono & Nurlatifah, 2021). Not all elements of society go through the same stages of life activities, this is due to the applicable majors and linearity . For authors who teach lectures at the faculty of economics and business, it is common to provide concepts, but for those who do not take this course, they have a focus in other fields, which will be a more qualified complement. This Community Service will provide teaching, not training, considering the limited time and tools.

2. METHOD

The community service was performed together with ten groups from management major, faculty economics and business UMB, in May 2025 at Kota Tangerang. Training activities were carried out through direct delivery methods in the classroom. Interaction between the presenters and training participants occurs directly throughout the session, from the beginning to the end of the material presentation. The series of events consists of: a) marketing b) finance and c) creativity.

The title of event is “*Kiat-kiat Marketing dan Finance untuk bisnis yang sustainable*”, the use of Indonesian and English wordings is intended for the understanding of our mixed language in commons.

Community service planning is carried out by contacting partners to map the problems faced, when submitting a proposal, it is mandatory to attach the proposer's CV, a Science and Technology Overview for the public and a map of the planned activity location. The implementation of community service under the KDN scheme is carried out within a radius of <200 km and KLN must be carried out in locations that already have the MoA or MoU with Mercu Buana University or locations fostered by the Faculty/Study Program, involving student participation. The implementation of community service will be carried out using the training method, starting with reintroducing the basics of understanding kufi as previously done by the author, then introducing the basic procedures for painting. The results of community service are study program integration activities based on scientific fields carried out by permanent lecturers at the University by involving student participation in order to advance public welfare and educate the nation's life (LPPM UMB, 2024).

3. RESULTS AND DISCUSSION

A short simple explanation was delivered about kufi, Kufic font Arabic calligraphy (also spelled "Kufic") is one of the oldest styles of Arabic calligraphy, known for its angular, geometric shapes and strong, bold strokes. The style originated in the city of Kufa (in present-day Iraq) around the 7th century and has historically been used in Quranic manuscripts, architectural inscriptions, and decorative arts.

Key Features of Kufi Calligraphy described as Geometric Precision, Minimal Curves: mostly straight lines and right angles., Highly Stylized: can become abstract or interlaced, forming square kufic or even pixel-like patterns, Versatile Medium: Found in architecture, textiles, ceramics, and digital art and non-vocalized

One of the principles of Kufi creation is that a Kufi work belongs to the creator himself, so the work made from Kufi is not good for other people to use.

Alhamdulillah, what the author can convey at the beginning of this paragraph is that the Tridharma task has been completed for this year.

Joint Service Group

The implementation of Community Service was carried out simultaneously with the joining of other Community Service groups from the UMB Management Department. So what was conveyed in this Community Service activity was quite complete, the discussion included the financial, marketing and creative sections by the author. And the title of the implementation of the joint service is: "Financial and Marketing Tips for Sustainable UMKM Businesses". The use of this title uses a mixture of English and Indonesian vocabulary, so that it is more appropriate for lecturers.

The implementation of the service began with a speech from UMB, and the author was asked to represent because the structural official could not attend.

Then continued in turns each lecturer delivered the material carefully with a set time period.



Figure : Opening speech

Kufi Training

It began by explaining the meaning and significance of Kufi, its availability in the market, the method of making, and immediately practicing painting on canvas.

The material provider is not the author, the training material provider is Mr. Amal Jamaludin SSn, an alumni of DKV, who academically meets the criteria of an author who has a background in economics and business education.



Figures : Kufi training and presentation

The most important thing in the kufi painting training itself is the kufi work, this is not taught specifically in this training, considering that there is some special knowledge, such as understanding the *hijaiyah* letters or *jawi* letters if the Indonesian script will be used. Then also the method of making the box motif. And also 'copyright' if the work is

the work of 'kufier' which is not permitted to be used by others. So the motifs used in this training are kufi motifs made by the material provider.



Figure : Kufi for training's exercise

When the author delivers the material, the tools used include canvas bags and frames, Kufic patterns and oil paint. The teaching aids used in this training are canvas media. Canvas media has been prepared by the author and the training material provider, namely a handbag called a 'goody bag' and a canvas frame.



Figure : Basic materials

Then the painting tools use a set of brushes, small and large, also acrylic paint or oil paint, also pencils.

The number of props prepared is ten, five in the form of handbags and five canvas frames, which are fought over by the participant groups.

The steps of the work begin by writing with a pencil the kufi motif provided and immediately painted with various colors according to the participants' tastes.



Figures : Training participants

Most of the participants were very enthusiastic about working on this kufic painting training. Among them, they seemed to be competing to do the impromptu assignments in this one-day training. Some worked in pairs, three persons, and some doing it alone. Because art activities are something that cannot be forced, there were also participants who used this opportunity to take a break from this busy activity, even though the enthusiasm to participate in the service was very high. The picture shows one group of participants who were worked on by three people, with interesting results.



Figure : one of the final results

The ten minutes provided were barely enough, so the completion of the training was ‘delayed’ to fifteen minutes.

4. CONCLUSION

This community service initiative successfully fulfilled the Tridharma Perguruan Tinggi **TASKS** by integrating artistic training with entrepreneurial insight for the surrounding UMKM (Micro, Small and Medium Enterprises) community. The activity focused on the introduction and practice of Kufi Arabic calligraphy, one of the oldest and most stylized forms of Islamic art, known for its geometric precision and adaptability across various media. Participants were given hands-on experience in painting Kufi motifs on canvas-based products, such as handbags and framed canvases. The training enhanced their appreciation for Islamic visual art while simultaneously opening avenues for potential creative entrepreneurship. The use of prepared kufi patterns, due to intellectual property considerations, ensured respect for the artistic rights of the designer while still enabling productive engagement.

The collaborative approach—wherein lecturers covered financial, marketing, and creative aspects—provided a comprehensive knowledge package tailored for sustainable business development. Enthusiastic participation

demonstrated the relevance and impact of combining cultural heritage with practical business skills. Despite time constraints, the extended session and final outputs reflected both creativity and potential for replication in broader community development efforts.

Overall, this initiative represents a meaningful integration of artistic, educational, and economic empowerment, making it a valuable model for future multidisciplinary community service projects

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