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## Community Empowerment Strategy of Creative Economy Based on Local Potential Development

Ainul Luthfiana

<sup>1</sup>Pascasarjana, Universitas Islam Kadiri, Indonesia, [ainulluthfiana@gmail.com](mailto:ainulluthfiana@gmail.com)

\* Correspondence: [ainulluthfiana@gmail.com](mailto:ainulluthfiana@gmail.com)

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**Abstract:** Progress of the national development paradigm that is moving toward decentralization raises awareness the important of community role as main actor in stimulating economic growth and increasing regional competitiveness. The creative economy is an alternative solution as a new talent to develop the economy by exploring and optimizing the local potential of the region, both natural and human resources as an effort of accelerating village economic recovery after the COVID-19 pandemic. This study aims to formulate a strategy for community empowerment in order to accelerate the development of a creative economy based on local potential. The method used in this research is Community based Research by data collection through observation, interviews, and documentations. Analysis was carried out with stages data collection, condensation, presentation and drawing conclusion. The results obtained indicated that the idea and management of local potential as capital for creative economic development have been pursued by the community yet the lack of direction and assistance by other stakeholders in the context of human capital capacity and flexibility in developing local potential have not been implemented optimally so that it has an impact on slow growth and development of rural economy.

**Keywords:** community empowerment, creative economy, local potential.

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### 1. Introduction

Covid-19 plague has had an impact that is felt by all levels of society throughout 2020 (Wahyono et al., 2020). This pandemic has also hit the joints of the economy, industry and business which have led us to enter a new world full of terrible and extreme challenges (W. Setyawan, 2020). However, 2021 is expected to be a momentum for national economic recovery. According to Abraham Maslow, economics is a field of study that seeks to solve basic problems of human life by unifying existing economic resources based on economic theories and principles that are considered effective and efficient. Broader than this view, a Muslim historian from Tunisia named Ibn Khaldun believes that economics is a positive and normative science. In addition to meeting needs, the economy also aims to improve the welfare of the wider community (Hastuti & Setyawan, 2021).

The national development paradigm that is moving towards decentralization is in accordance with the provisions of the Government of the Republic of Indonesia in Undang-Undang No. 22 of 1999 concerning Regional Autonomy raises awareness of the need for the role of the community as the main actor in stimulating economic growth and increasing regional competitiveness (Karyoto et al., 2020). The concept of community empowerment emerged as the antithesis of the industrialization development model that was not in favor of most of the people. Karl Marx argues that

this is a process of struggle by the powerless to obtain surplus value through the distribution of control over the factors of production through political struggle. Meanwhile, Fiedmann formulated that empowerment is a process for weak people to gain strength and access to resources. It is stated in the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages in Article 1 Paragraph 12 that Village Community Empowerment is an effort to develop independence and community welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness and utilizing resources through the establishment of policies, programs, activities, and assistance that are in accordance with the essence of the problem with the needs of the Village community (Bito et al., 2021; Conkin, 2019).

From several opinions and theories related to the concept of community empowerment, it can be concluded that community economic empowerment is an effort to strengthen factors related to production, control of distribution, marketing, adequate wage income, easy access to information, knowledge and skills both in social and policy aspects.

These strategic issues and strategic problems are local in nature and the problems are specific so that the concepts and operations of community empowerment cannot be generalized. In reviewing this, a clear and deep and comprehensive understanding of each community's economic problems are needed.

The industrial revolution 4.0 brought fundamental changes in the global economy marked by the rapid development of creativity and innovation by optimizing information technology that disrupts competition in the economic field. This era made the creative economy a strategic issue that deserves to be prioritized as a strategic step to lead global competition by increasing economic value added through creative ideas and the use of information. Reporting from [umy.ac.id](http://umy.ac.id), the Minister of Tourism and Creative Economy (Menparekraf) Dr. H. Sandiaga Salahuddin Uno, BBA, MBA at the 5th International Conference on Islamic Economic and Financial Inclusion (ICIEFI) Universitas Muhammadiyah Yogyakarta, said that Indonesia's creative economy and tourism sector is in third place after the United States with Hollywood and South Korea with K. -Pop. This sector is also stated to have great opportunity because it has contributed 11,000 trillion rupiah to Indonesia's economic growth and offers 20 million quality jobs for the younger generation. The Ministry of Industry continues to strive for creative economy actors to continue to innovate as a solution for the post-pandemic economic recovery in Indonesia (Hidayatno et al., 2019; Soeprajitno et al., 2019a, 2019b).

In simple terms, John Howkins, n.d. (2001) in one of his books entitled "Creative Economy, How People Make Money from Ideas" stated that economic development in a particular area is influenced by productivity and the presence of creative people who have special talents and can apply knowledge and skills. knowledge to create an innovation. Howkins also said that the creative economy is an economic activity that puts forward ideas and ideas for managing the surrounding resources (local potential) so that they have additional economic value (value). The creative economy is a knowledge-based economy that is built from the synergy of human resources and natural resources through rapid growth, high value addition and a positive community perspective.

The Ministry of Tourism and Creative Economy on the [kemenparekraf.go.id](http://kemenparekraf.go.id) page describes the 17 sub-sectors of the creative economy as follows:

1. Game Developer
2. Architecture

3. Interior Design
4. Music
5. Fine Arts
6. Product Design
7. Fashion
8. Culinary
9. Movies, Animations and Videos
10. Photography
11. Visual Communication Design
12. Television and Radio
13. Crafts
14. Advertising
15. Performing Arts
16. Publishing
17. Application

In this era of regional autonomy, it is necessary to implement an effective, efficient, economical, and productive local government. With demographic conditions, Indonesia has the main capital for developing the creative economy in the large number and distribution of its population. If each region can explore and map its regional potential and then be supported by human resources who have the capacity to develop, then this could become an asset to strengthened creative economy and develop according to the uniqueness and local wisdom of each. To support this, it takes the government's commitment and action to determine the steps in order to support and facilitate potential awareness to capacity building of industry players and the creative economy. However, the facts found that the government and related agencies are not serious in assisting and increasing the capacity of village community resources which are the main capital for managing and optimizing other natural and local potentials as creative economic assets based on local potential. The limited capacity of human resources and weak support related to the granting of authority for the utilization of natural potential by the government have become significant obstacles in the development of the community's economy.

## **2. Methodology**

This research was conducted using a qualitative approach. While the method used is descriptive analysis. The type of research used is a literature study or literature review. According to (Snyder, 2019), literature study research is conducted to evaluate the state of knowledge on a particular topic. Jørgensen et al., (2017) also explains that the purpose of a literature study is to analyze critically a segment of a published body of knowledge through summary, classification and comparison of research studies, reviews of literature and theoretical article. This technique is done by collecting various information or data from various literatures in the form of books. In addition, other literature sources in the form of research materials and journal articles relevant to the issue of using mind map as a medium of language learning. This research was conducted by collecting various related information and data with the issue of mind map as medium of learning in universities. After the data necessary for the research to be collected, the data are then examined, analyzed, interpreted, and packaged into a comprehensive explanation (W. H. Setyawan & Nawangsari, 2021).

### 3. Research Results

Geographically, the Besuki Tourism Area is a hamlet located in the Tourism Village Area, namely Jugo Village, Mojo District, Kediri Regency, East Java Province. This village has a height of 500-1200 meters above sea level and is approximately 25 kilometers from the center of Kediri City. Along the road from Kediri City to Jugo Village, visitors will get beautiful and natural scenery, namely passing through pine forests from Selopanggung whose height is in the range of 500 meters above sea level to reach Jugo Village. Based on the Mojo Subdistrict in Figures in 2021 published by the Central Bureau of Statistics of Kediri Regency, the largest livelihood in this area is secondary crops farmers, most of which are cassava and corn (Hamyana et al., 2021). These agricultural products are then processed into cassava and tiwul as the main food ingredients in the Besuki area, including being the mainstay raw material for food menus sold by 68 food and beverage stalls located around the Besuki Tourism Area (HALIMI, 2015). The food stall business or culinary tour that was established and run by the community is the largest creative economy sub-sector in the Besuki Tourism Area which has also brought up the potential of the area such as the use of ferns, processed fermented bamboo shoots, as well as coffee from local Besuki hamlets. These menus are the main attraction that is sought by visitors when traveling there.

The next creative economy sub-sector in the Besuki Tourism Area is a combination of music and cultural performances, namely Macapat Traditional Song Art. According to Agus, a cultural activist in Besuki, this macapat activity is the original culture of the local community where they gather and together read or hum a macapat song which is believed to be a prayer to the Almighty with Javanese culture. This is a unique characteristic that can be used as a show for visitors if they are able to manage it well and are integrated in a series of tourism village development. In this area there is also a hotel, two guesthouses/inns and several plant stalls selling orchids native to the Besuki area and the slopes of Mount Kelud which are obtained by the community as plant sellers by getting the plants directly from the local forest (Kusuma, 2018).

In the last two years since the pandemic occurred at the end of the first quarter of 2020, the economy of the Besuki Tourism Area community has decreased due to the closure of access to areas where community businesses are run, namely around Dolo Waterfall and Irenggolo Waterfall which are icons of Kediri Regency tourist destinations by the local government.

Community empowerment is a strategy in the concept of community-centered development as the main actor in development itself. Ridwan & Surya (2018) Bottom up development provides a great opportunity for rural communities to see more deeply and broadly the potential around them in the form of natural and human resources. Local potential becomes the main asset of the community to be used to improve the welfare of the community with noble manners that maintain harmonious relations with nature through a sustainable development process. This means that this empowerment must be carried out in an organized and gradual manner from the beginning to the evaluation (Muchson, 2020; Saptaria & Setyawan, 2021). This process also seeks to improve the economic and social quality of the community by exploring and utilizing natural and human potentials to fulfill needs and to make the community independent through their active participation.

In the context of empowerment, the community is a subject (actor) who acts independently to open space and capacity for potential development, control and solve problems so that they actively participate in development. The presence of outsiders to the community is as a facilitator who helps in relationships that are equal, mutual trust, respect, open, learn and grow together. This empowerment is an effort to generate strength from the potential of the community itself with a participatory approach and learning together towards community self-reliance collectively (Endah, 2020).

Training and guidance that is in nature increasing the capacity of the community according to their needs is actually an obligation that must be carried out by the village government as stated in the Village Law article 67 paragraph 2. The local government, both regency and provincial, must also carry out community empowerment in accordance with article 112 paragraphs 3 and 4 concerning three things. First, namely the application of the results of the development of science and technology, appropriate technology, and new findings to advance the economy and agriculture of rural communities. Second, improving the quality of government and village communities through training, education, and counseling. The last is that the government must recognize and function the original and existing institutions in the village community (Herry Setyawan et al., 2019; Sari & Setiawan, 2021).

The Besuki Tourism Area has abundant natural potential. The location which is in the Wilis circle and is a pathway to the protected forest area means that the mountain forest here is still natural and provides a calm atmosphere for visitors who are accustomed to the hustle and bustle of city life (Hasan & Azis, 2018). This natural potential is a big asset that needs to be managed with sustainable management and carries the concept of ecotourism so that it can be a source of life for the community in the long term.

Empowerment activities that were originally carried out by the government even though in a long pause have not met the needs of the community because they were completely stopped during the COVID-19 pandemic (Alias et al., 2020; Islahi, 2015; Sadikin & Hamidah, 2020). This has had a major impact on the local economy. Limited capital and human resource capacity are two things that become complaints from the community, there is great hope that this aspiration will be accommodated by the government, both village, regional and so on. The government needs to play a more active role in empowering rural communities to develop local potential as the main asset of the Tourism Village so that it has a direct impact on the development of the creative economy in the Besuki Tourism Area.

Based on interviews with the Jugo Village apparatus, it is known that the village does not yet have an independent community empowerment program. What happened previously was that the community capacity building program was proposed by the relevant agencies in collaboration with the village for its implementation. Although formally Jugo Village has the title as a Tourism Village, the mapping of local potentials, both natural and human resources, has not been owned in writing in the form of documents by the village and the local community. Further data mining was carried out by discussing with several community leaders who have experience caring and being actively involved in the development of their villages, providing the fact that the main problems faced are limited independent capital, limited human resource capacity and inadequate assistance from village, regional and institutional governments (Hakim, 2016; Nawawi, 2020; Rifai et al., 2020). others who can have a positive impact on the community and are directly related to economic growth in Jugo Village.

#### 4. Discussion

Referring to information obtained from the community and tourism village data related to local potential in the form of natural resources in the Besuki Tourism Area, namely natural conditions that are still natural, beautiful to be explored and developed. This is a valuable asset for the community who have realized that their village has this potential, but they are constrained by capital and human resource capacity which are considered inadequate to develop it independently without intervention. (BAKARBESSY, 2020; Budiman & Samani, 2021)(BAKARBESSY, 2020) states that public participation is still driven by the government through a stimulant program, which means that if the government does not actively socialize and run the program, it will have a direct impact on community participation in development.

Sarinah et al., (2019)The natural potential that has naturally been created by God Almighty as the biggest asset for the people in Jugo Village, is equipped with various creative economic sectors such as regional culinary specialties, plantations to coffee products, as well as support from the agricultural sector, this is a local potential that needs to be developed. Creativity and innovation are indispensable in managing and synergizing existing resources so that they can become a positive sustainable economic development program for the community. Esti Cemporaningsih et al (2020) said that development and development plans in an area require the synergy of various stakeholders, namely village, regional and regional governments, scholars, community leaders as well as tourism actors (Cemporaningsih et al., 2020). However, the final focus on this development strategy returns to the active role of the community itself.

As an effort to develop a creative economy strategy based on local potential in the Besuki Tourism Area, it is necessary to design an Ecotourism Pilot Project by utilizing the natural area in Besuki carrying the concept of sustainability in order to guard against natural damage due to human exploitation itself. A pilot project requires the synergy of various parties including the village government, local government, and academics as well as local non-governance organizations to assist and support the community as the main actors (Chaniago, 2021).

In the 3 main principles of tourism, namely something to do, something to see, and something to learn, the creative economy will be directly connected to the third principle, namely something to buy. This pilot project needs to be designed, realized, and executed jointly by the stakeholders as a strategy in the form of a new breakthrough to develop a creative economy based on local potential. This step can be started by mapping the potential of nature and human resources, conducting group discussion forums with stakeholders, then designing and creating a sustainable ecotourism business model that is estimated to be able to attract visitors so that it has a positive impact on the increase in the number of tourists which is directly proportional to the improvement of the community's economy. The next stage is to work together, synergize and collaborate with the community to take on a development role based on their respective potentials in the success of the pilot project so that it becomes a sustainable program that can be duplicated by other community groups.

#### 5. Conclusion

Community empowerment programs should have been listed in laws and government regulations which confirm that it is the obligation of village, regional and

provincial governments. However, in practice, the support and guidance that have been implemented have not had a significant impact on the community due to the lack of seriousness of government figures and related supporting institutions to assist and increase the capacity of human resources in the local community. In addition, evaluation of existing programs needs to be carried out in conjunction with designing the development of community empowerment programs to suit the needs in the field. Therefore, assistance is needed from various parties including third parties, in this case academics and non-governance organizations can take a role in assisting the process of capacity building of human resources in the utilization of natural resources and other local potentials into assets that are utilized properly and wisely to increase growth. rural economy. As a first step, a pilot project needs to be designed and implemented as a pilot in the hope that it will raise public awareness and provide an example which will later be duplicated independently, innovatively, and collaboratively as an effort to develop Jugo Tourism Village, especially in the Besuki Tourism Area.

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