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Creative Economy Development Strategy in Banyumas Regency

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Abstract: The creative economy is a sector that has great opportunities to develop and make an economic contribution to the people of Banyumas Regency. This study aims to identify the strengths, weaknesses, opportunities and threats as a basis for planning the development of a creative economy in Banyumas Regency. The research was conducted using a qualitative method with a literature study approach. The results of the research show that the role of the creative economy community is very important in terms of public policy and has considerable strengths as well as opportunities.

Keywords: *strategy; strength; weakness; opportunity; threat; creative economy*

A. INTRODUCTION

The changing map of the global economy places creativity as the main capital in facing global challenges (Rini & Cafrani, 2010). One of the important issues in the context of global competition is the long-term competitiveness of a region. The efforts of each region/country are to develop ecosystems by attracting, retaining, and developing individuals who can guarantee the development of competitive creative industries (Strom & Nelson, 2010). In managing a business or the economy using rational and efficient methods it is considered inappropriate in economic conditions based on knowledge and creativity (Ndou et al, 2019). The creative economy system is believed to be the solution to this problem. In addition, as an alternative in facing global economic

challenges that will shift the existing economic system (Sharif & Azizah, 2015). It has been proven that the creative economy sector can have a significant impact on the country's economy, and many countries have made the creative economy the foundation of the national economy (Townsend et al, 2017).

Basically the creative economy is a form of sustainable development efforts through creativity in a competitive economic climate. With renewable resource reserves, the creative economy can run well if it is supported by the design of creative economic activities. Antariksa (2015) explains that the concept of the creative economy is a concept in the new economic era where the main support is information and creativity. The main factors in creative economic activities are ideas and stock of



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knowledge from human resources (HR). The creative economy has opportunities to develop employment, stimulate exports and boost the economy, as well as encourage social inclusion, cultural prosperity and community creativity (Unctad, 2018).

The government's role in enhancing the development of the creative economy in Indonesia is marked by the change in ministerial nomenclature from the Ministry of Culture and Tourism to the Ministry of Tourism and Creative Economy. In addition, the Creative Economy Agency was also formed through Presidential Regulation Number 6 of 2015 concerning the Creative Economy Agency. It is intended that the creative industry is able to contribute to the economy at the district/city level in all regions of Indonesia (Pangestu, 2008).

In Indonesia, the existence of creative industries should have been developed for a long time. Indonesia has a lot of potential that can be developed as a driving force for creative industries. But so far not all parties have been able to see the creative industry as a whole. Many aspects support the development of the creative industry, including raw materials which are natural resources, human resources with cultural wealth as capital which is very abundant. The role of the creative industries in supporting the Indonesian economy is very clear. As a real example when the 2014 global crisis occurred, Indonesia's creative industry was able to survive and become a strong pillar of the people's economic foundation.

The five-year National Medium-Term Development Plan (RPJMN), as written in the nine development priorities for the next five years point 6: "Increasing people's productivity and competitiveness in the international market so that the Indonesian nation can progress and rise together with other Asian nations". This statement can be interpreted as an effort to encourage

economic independence through increasing the productivity and competitiveness of the Indonesian people in the international market, as well as providing opportunities for the development of the creative economy (Swastuti, E., & Pudjiarti, E. S, 2021). The development of the creative economy today is not only at the central level. However, it has been comprehensive in all districts, including in the Banyumas regency.

Banyumas Regency is one of the regencies in Central Java with natural potential and cultural wealth. The natural potential with local wisdom owned by Banyumas Regency is still very potential to be developed as a driving force for the creative economy sector. The creative economy is felt to be very compatible for Micro and Small Business activities which are widely developed in Banyumas Regency. The main problem in developing the creative economy sector is the quality of human resources. Based on this, the development of the creative economy sector in Banyumas Regency needs to be supported with initial capital in the form of human resource conditions.

The creative economy is divided into 16 sub-sectors where Banyumas Regency has the potential to develop creative economic activities in almost all sub-sectors. Based on this, this study aims to find out what factors are faced in developing a creative economy in Banyumas Regency and alternative strategies that need to be considered in developing a creative economy

B. MATERIALS AND METHODS

Research on the Creative Economy in Banyumas Regency was carried out using a qualitative method with a literary study approach. According to M. Nazir in his book entitled *Research Methods* suggests that what is meant by: Literature study is a data collection technique by conducting a study

of reviews of books, literature, records, and reports that have to do with the problem being solved. Then according to Nazir (1998: 112) literature study is an important step where after a researcher determines a research topic, the next step is to conduct studies related to theories related to the research topic. Library sources can be obtained from: books, journals, magazines, research results (theses and dissertations), and other appropriate sources (internet, newspapers, etc.). If we have obtained the relevant literature, then it is immediately compiled regularly for use in research. Therefore the literature study includes general processes such as: identifying theories systematically, finding literature, and analyzing documents that contain information related to the research topic deemed appropriate for use in this study.

The data analysis technique used in this research is SWOT analysis. The SWOT method is used to formulate qualitatively and holistically both the internal and external environment of the object being observed. Within the internal scope, the analysis will explain in detail the aspects that are the weaknesses and strengths of the business. Meanwhile, in the external scope of this analysis will explain in detail the aspects of opportunities and constraints, threats or challenges that the business will face (Freddy Rangkuti: 2004, 23). In this activity, SWOT analysis is used to determine the creative economy development strategy in Banyumas Regency.

C. RESULT AND DISCUSSION

1. Result

SWOT analysis was conducted to find out various aspects that influence the development of the creative economy in Banyumas Regency both internally and externally. SWOT analysis consists of aspects of strengths, weaknesses,

threats, and opportunities. Based on the results of the research, the facts that show the things that influence the development of the creative economy in Banyumas Regency are as follows:

- a. Internal Factors (IFAS)
 - 1) Strength
 - a) Potential human resources and natural resources that can support the development of the creative economy sector;
 - b) The increasing support and attention from the local government.
 - c) The strength of social capital is quite high.
 - d) The formation of a creative economic community in the region.
 - 2) Weakness
 - a) Technology has not been optimally applied;
 - b) The climate for the creative economy is not yet optimal in encouraging creative economy actors to play a role in various economic sectors.
 - c) The creative economy ecosystem has not been optimally developed;
 - d) The definition of the role of the creative economy has not been reflected in the strategic decision-making at the local government level;
 - e) The creative economy ecosystem is still not optimally developed, thus encouraging some actors

- to move their activities outside the region;
 - f) Lack of public space as well as creative space;
 - g) There is not yet widespread awareness of intellectual property rights, especially among creative economy actors
- b. External Factors
- 1) Opportunity
 - a) The creative economy sector has a wide market share;
 - b) Availability of adequate information technology infrastructure;
 - c) Stable regional politics;
 - d) The creative economy has been included in the Ministry of Tourism;
 - e) The level of community involvement in the regional planning process is quite good;
 - f) The extent of the potential for institutional cooperation at the national level
 - 2) Challenge
 - a) Threat of potential economic recession;
 - b) The easier duplication of intellectual works;
 - c) The orientation of the perpetrators is still on areas outside Banyumas.
- c. Strategi SO, WO, ST, WT
- 1) SO strategy
 - a) Improving the quality of human resources for creative economy actors;
 - b) Carry out various innovations in the development of the creative economy sector both in the production process and in marketing patterns;
 - c) Increasing efforts to promote the creative economy sector.
 - 2) WO strategy
 - a) Improving the quality of supporting infrastructure for the development of the creative economy sector;
 - b) Increasing marketing training efforts for creative economy actors;
 - c) Increasing collaborative efforts to expand the market share of the creative economy sector.
 - 3) ST Strategy
 - a) Increase insight into business management for creative economy actors;
 - b) Carry out intense coordination with the government.
 - 4) WT Strategy
 - a) Improving socialization activities in a productive, effective and efficient manner;
 - b) Optimizing government support in the form of facilities & infrastructure assistance as well as promotional efforts.

2. Discussion

Each district/city and even the country has its own potential in developing its creative economic sector (Schlesinger, 2017). In Indonesia, President Joko Widodo gave an example that the great potential it has is in the arts and crafts sector which is proven to have enormous economic and social benefits (BEKRAF, 2019).

Banyumas Regency as an area that researchers are developing in the creative economy sector also has its own potential. This potential can be developed using various strategies.

The strategy for developing the creative economy in Banyumas Regency is mainly from the role of the local government. Furthermore, the empowerment strategy of creative economy actors in Banyumas Regency. As well as the last strategy for developing the creative economy, namely community participation and involvement.

SWOT analysis was carried out to find out various aspects that influence the development of the creative economy in Banyumas Regency. SWOT analysis consists of aspects of strength, weaknesses, opportunities, and aspects of threats. The SWOT analysis is to provide an overview of how the opportunities and threats (external factors) faced by creative economy actors are adjusted to the weaknesses and strengths (internal factors), each of which has a positive and negative impact.

Based on the results of the SWOT analysis, the strategy for developing the creative economy of Banyumas Regency can be analyzed. The development strategy includes strengthening sectoral / departmental institutions in charge of

the creative economy in the Banyumas Regency Government and the Banyumas Creative Economy Community. This strategy is for understanding the position and role of institutions (fields in charge) of the Banyumas Regency Government and Banyumas creative economy actors as district government partners in formulating creative development policies.

The next strategy is empowering creative economy actors in Banyumas Regency. The target of this strategy is to increase the number and quality of creative economy actors and improve the quality and creative economy actors in various sectors. The strategic policy direction is the development of an education and training system that supports the creation and empowerment of creative actors. The expected results of this strategy are the concept of introduction and creative economy education online and offline.

The next strategy is the development of creativity and the use of science and technology, art and culture for the development of local potential. The target of this strategy is the availability of creative space to stimulate and encourage creativity as well as the increased role of regions in equalizing growth points driven by creative economic actors. Strategic policy direction to create a conducive creative economy ecosystem and development of creative economic activities.

The next strategy is to encourage community participation and involvement to play a role in efforts to develop and maintain local creative products. The target strategy is to increase public awareness to be involved in supporting local creative

products. The policy direction is to increase public awareness and business actors regarding creativity and intellectual property rights.

The next strategy is institutional development that supports the creativity ecosystem. The target of this strategy is to increase the capacity of institutions that carry out the function of developing creativity empowerment ecosystems and to increase institutional collaboration that supports the empowerment of creativity ecosystems. With a policy direction for institutional development supporting the empowerment of creativity in government, private sector, and society.

The final strategy is to increase marketing and promotion of creative works. With the aim of increasing promotion and access to marketing of creative works as well as optimizing the promotion and marketing of creative works. The direction of strategic policy is to develop promotion strategies and marketing systems for creative works.

D. CONCLUSION

Based on the research results, it can be concluded that the creative economy is a sector that has great opportunities to develop and make an economic contribution to society. The role of the Regional Government of Banyumas Regency continues to provide support in the development of the creative economy sector. Based on the results of the SWOT analysis, the creative economy sector in Banyumas Regency has considerable strengths as well as opportunities. Based on this, the Regional Government of Banyumas Regency needs to implement a strategy to be able to seize opportunities for the development of the creative economy sector by optimizing its strengths. One of them is by increasing the

knowledge and skills of creative economy actors in Banyumas Regency as well as increasing promotional efforts outside the region. In addition, it is necessary to continuously increase innovation efforts in the creative economy sector so that the productivity of the creative economy sector in Banyumas Regency can be continuously increased.

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