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Efforts To Improve The Creative Economy Based On Local Wisdom

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Abstract

The culture-based creative economy prioritizes culture as a creative idea from one's own thoughts which can then have a positive effect in social life. Creative ideas from one's own thoughts when linked in the business field can create unique and creative products. The creative economy makes use of individual skills, creativity and talents to generate wealth and create unique and interesting new products. The purpose of writing this article is to describe the development of creative economy material and the addition of teaching materials to make it easier for teachers and students to learn. The method used is literature study, namely collecting books, journals and other relevant literature. Data search is done by searching on google scholar and ebook. The results of this article are written to discuss the development of teaching materials that contain local wisdom-based creative economy material.

Keywords: Creative economy, local wisdom

Abstrak

Ekonomi kreatif berbasis budaya lebih mengutamakan budaya sebagai ide kreatif dari pemikiran sendiri yang kemudian dapat berpengaruh positif dalam sebuah kehidupan bermasyarakat. Ide kreatif dari pemikiran sendiri jika dihubungkan dalam bidang usaha dapat menciptakan produk yang unik dan kreatif. Ekonomi kreatif memanfaatkan keterampilan, kreativitas serta bakat individu untuk menghasilkan kesejahteraan dan menciptakan produk baru yang unik dan menarik. Tujuan penulisan artikel ini yaitu untuk mendeskripsikan pengembangan materi ekonomi kreatif serta penambahan materi bahan ajar guna mempermudah guru dan peserta didik dalam belajar. Metode yang digunakan adalah studi literatur yaitu mengumpulkan buku, jurnal dan pustaka lainnya yang relevan. Pencarian data dilakukan dengan pencarian di google scholar dan ebook. Hasil penulisan artikel ini bertujuan untuk membahas pengembangan materi ajar yang memuat materi ekonomi kreatif berbasis kearifan lokal.

Kata Kunci: *Ekonomi kreatif, kearifan lokal*

PRELIMINARY

At the beginning of the 21st century, the creative economy was born as a new economy that relies on creative ideas to improve welfare and income, wealth that can make money, job opportunities, welfare and income. The creative economy is a creative industry driven by creators and innovators. Creativity and innovation are the secrets of the creative economy (Priadi, 2020). Creative behavior is the foundation for facing competition in the era of globalization. The main capital to face challenges in the 21st century is creativity (Agung, 2015).

Since Presidential Instruction No. 6 of 2009, the concept of the creative economy has been issued and the development of 14 economic sub-sectors in the new creative industry has been issued (Mutiani et al., 2024). In accordance with Presidential Regulation Number 92 of

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2011, the government officially established the Ministry of Tourism and Creative Economy which is responsible for the development of the creative economy in Indonesia, both the Creative Economy Based on Arts and Culture and the Media, Design, and Science and Technology Economy (Rakib, 2017).

The source of inspiration to improve the creative economy is the contribution of Indonesia's creative economy and culture with socio-cultural diversity. The creativity of the community is full of unique influences from Indonesia's socio-cultural diversity. The supporting factor for the development of the creative economy is due to the diversity of products from various ethnicities (Husna, 2019).

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The creative economy is not only seen from economic and cultural elements. The creative thoughts or ideas come from the local wisdom of the region. Each region has its own characteristics of products based on its culture. This is an ability that can be improved as a local-based product that uses advanced technology so that it becomes unique and has its own characteristics (Sopanah, 2020).

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The habits that people have in managing the environment and nature have become a habit in itself which has become a local wisdom. Local wisdom is a cultural work or unique characteristic of each region. This uniqueness is based on the potential of natural resources and the environment (Matondang, 2018)

METHOD

The method used in writing this article uses *the literature review* method or literature review related to creative economy materials. The literature search strategy in this study uses keywords that contain information and are related to the topic of research discussion, be it in books, *e-books* or journals published on the internet. The data search mechanism carried out by the researcher using *Google Scholar* in this search is the data found in the form of scientific journals, *e-books*, and scientific articles.

RESULTS AND DISCUSSION

Cultural diversity spread across various regions is closely related to the development of the creative economy. The existence of the foundation for the development of the creative industry is the result of the influence of socio-cultural cultural diversity. Local wisdom that contains meaningful values is a culture that is the basis for the development of the creative economy (Matondang, 2018).

The way of thinking and strategies of human life and can produce new creations that can withstand difficulties in finding goods and services is the influence of science and technology. The result of the continuous development of innovation is the demand of goods and services from consumers to meet the needs of life. As a result, it changes people's way of life in the field of community economy due to the influence of unique and interesting new products (Fanani, 2019)

Creative economy is an economic activity that produces added value in the social, cultural, economic, and environmental fields based on the idea of creativity from humans. The creative economy arises from the existence of ideas, creativity, talents, innovations, and intelligence from individuals as the main source of the creative economy (Priadi, 2020). Through creativity, sustainable development can be achieved. (Department of Commerce, 2008)

In general, the creative economy is a human activity related to the activity of processing or adding value to an item with various uniqueness, the activity of distributing goods to consumers through j&t, and the activity of spending the use value of an item or buying

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sasirangan fabric products for Eid. The creative economy utilizes skills and creativity to generate profits and create new products that are unique and interesting (Artatanaya, 2013)

Local wisdom is a characteristic of society that must be maintained as a sign of community building in an area as well as a filter for various aspects of destructive foreign culture (Jumriani, 2021). Local wisdom is the policy and knowledge of the community of a certain ethnicity (Rahyono, 2009). This means that local wisdom is obtained from policies and knowledge that exist in certain communities and has not necessarily been felt by other communities. This has passed through the entire existence of society and will be attached to certain communities (Daniah, 2020)

Local wisdom has two different words. Wisdom is an inherent trait in humans that makes humans wise and wise. The local is a certain place or region. Law No. 32 of 2009 states that local wisdom is the life of a person who has high values and aims to protect and regulate the community's living environment (Berutu et al., 2023). Local wisdom is also a philosophy that exists in a person's heart in the form of wisdom, customs and the like (Syaharuddin et al., 2023). The wisdom of a person or a group that develops in a certain place or region as a way of life related to the culture or beliefs of a certain area. The wisdom of a place or region is very different from the wisdom of another place or region (Rakib, 2017)

Culture-based creative economy prioritizes culture as a creative idea from one's own thoughts which can then have a positive effect on a social life. Creative ideas from one's own thoughts if connected in the business field can create unique and creative products. Culture is a large way of life that is implemented into the peculiarities where culture-based products will be different from other products (Mukaffi, 2019).

A creative economy based on local culture is an economy that utilizes the skills and ideas of the surrounding community and local abilities that can be developed as the main factors to meet the needs of life (Hasanah, 2015). South Kalimantan as a region with sophisticated geographical characteristics, has become a stipulator in its economic development and development. The potential that exists in South Kalimantan. The development of the local economy and resources in South Kalimantan is reflected in several community economic activities with the development of a creative economy based on local resources such as rattan, purun, bamboo and so on that have been developed in various forms or models (Mulyana, 2017). The people in South Kalimantan can be said to be a productive and creative society. In terms of product development, it is enough, for example, in products in various forms there are mats, hats and bags. In addition, there are also rattan produced in various forms, there are guest chairs, shelves/cabinets, fruit baskets and parcel baskets (Sarwani, 2017).

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The needs of life are increasing but financial access is limited, so weaving activities have become a daily activity for people to meet their living needs (Cemporaningsih, 2020). One of the ways humans take advantage of local potential is to use purun, purun in weaving according to the many requests from the community such as in the form of woven mats. Purun weaving can have a positive impact on the economy and the welfare of the surrounding community (Maulana et al., 2023). Purun weaving crafts are now a creative economy that relies on expertise in the South Kalimantan region that can create products based on local wisdom (Suprapto, 2019). The consequences of natural wealth (purun weaving) have a positive influence on the community because of the existence of new job opportunities and can increase community income (Azizah, 2017). There are several types of purun woven products in South Kalimantan, namely traditional woven forms, woven forms that have been modified and woven forms according to Banjar's typical motifs. The traditional form of purun weaving is in the form of a plain mat (Handy et al., 2024). Meanwhile, purun woven products are modified in the form of tissue holders. In addition, the purun woven motif is adapted to the typical Banjar motif in the form of a chess stripe motif. Strategies to improve creative products based on local wisdom:

1. Market Penetration Strategy

   Promote products on social media facebook and instagram, looking for a new and larger market. The existence of promotions and a larger showroom market makes it easier for buyers to get to know (Noviani et al., 2023).

2. Market Development Strategy

   Introduce products to new areas. Now purun weaving has entered the modern market such as Giant. It is necessary to strengthen promotion with digital marketing so that the product is better known (Abbas et al., 2023).

3. Product Development Strategy

   Product development by diversifying products by increasing the number of various types of unique weaving such as purun hats, baskets, mats, and flower pots (Ernawati, 2021).

The government's strategy in developing the creative economy. Some of these strategies include the following

1. Prepare incentives for business actors.

   Facilitate access such as promotional access, facilities and infrastructure, protecting copyright. With intensive giving, creative economy behavior can easily develop its business (Mursid et al., 2023).

2. Conducting creative economy training

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In an effort to improve the creative economy, training is an important thing that must be done. The training is carried out to provide an understanding of the culture-based creative economy, provide briefings to creative economy actors so that they can use ideas and further develop them properly and correctly (Isnaini et al., 2023). The city of Banjarmasin, for example, is famous for its sasirangan fabric. Someone holds training in making sasirangan cloth from the beginning to the end (Hastuti, 2018).

3. Increased use of technology

   Keep up with technological developments by starting online marketing. Online marketing can have a positive effect on the achievement to improve the creative economy (Rusmaniah et al., 2024). Through buying and selling online, the product will be better known by various regions. For example, selling sasirangan cloth on Instagram and endorsing it to areas outside Kalimantan so that other regions know South Kalimantan's typical products (Eni et al., 2024).

CONCLUSION

Culture-based creative economy prioritizes culture as a creative idea from one's own thoughts which can then have a positive effect on a social life. Creative ideas from one's own thoughts if connected in the business field can create unique and creative products. There are several types of purun woven products in South Kalimantan, namely traditional woven forms, woven forms that have been modified and woven forms according to Banjar's typical motifs. The traditional form of purun weaving is in the form of a plain mat. Meanwhile, purun woven products are modified in the form of tissue holders. In addition, the purun woven motif is adapted to the typical Banjar motif in the form of a chess stripe motif. Efforts are made to develop creative economy products based on local wisdom (purun weaving) by promoting in large markets such as transmart and duta malls. Introducing creative economy products to new areas.

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