

## Strategies in Developing Creative Economic Activities Based on Local Wisdom

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### Abstrak

Ekonomi kreatif berbasis kearifan lokal lebih mengutamakan budaya sebagai ide kreatif dari pemikiran sendiri yang kemudian dapat berpengaruh positif dalam sebuah kehidupan bermasyarakat. Mengembangkan ekonomi kreatif berbasis kearifan lokal adalah cara untuk menstimulus perkembangan ekonomi kreatif untuk bisa mandiri dan bisa mengembangkan usaha terutama di daerah. Tujuan penulisan artikel ini yaitu untuk mendeskripsikan bagaimana upaya meningkatkan ekonomi kreatif berbasis kearifan lokal. 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 menjelaskan bahwa upaya yang dilakukan untuk mengembangkan produk ekonomi kreatif berbasis kearifan lokal yaitu dengan penetrasi pasar, pengembangan pasar dan pengembangan produk. Sedangkan upaya yang dilakukan dari pemerintah yaitu menyiapkan insentif pada pelaku usaha, mengadakan pelatihan ekonomi kreatif, dan peningkatan penggunaan teknologi

**Kata kunci:** ekonomi kreatif, kearifan lokal, dan upaya meningkatkan ekonomi.

### Abstract

The creative economy based on local wisdom prioritizes culture as a creative idea from one's thinking, positively affecting social life. Developing a creative economy based on local wisdom is a way to stimulate the development of the creative economy to be independent and develop businesses, especially in the regions. The purpose of writing this article is to describe how to improve the creative economy based on local wisdom. The method used is literature study, namely collecting books, journals, and other relevant literature. The data search was done by searching on Google Scholar and e-book. This article explains that efforts are made to develop innovative economy products based on local wisdom, namely market penetration, market development, and product development. Meanwhile, the efforts made by the government are preparing incentives for business actors, conducting creative economic training, and increasing the use of technology

**Keywords:** creative economy, local wisdom, and efforts to improve economic.

### PRELIMINARY

At the beginning of the 21st century, the creative economy was born as a new economy that relies on creative ideas to increase welfare and income, wealth that can generate money, job opportunities, welfare, and income. The creative economy is a creative industry that creators and innovators drive. Creativity and innovation are the secrets of the creative economy (Priadi, 2020). Strengthening the creative economy sector following the Nawacita in the Joko

Widodo government's development program, namely, the creative economy is expected to be able to become the backbone of the national economy (BPS, 2020)

Since Presidential Instruction No. 6 of 2009, the concept of the creative economy has been issued and planning for the development of 14 economic sub-sectors in the new creative industry. Furthermore, following Presidential Regulation No. 92 of 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 Arts and Culture-Based Creative Economy and the Media, Design, and Science and Technology-Based Economy (Rakib, 2017).

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

The creative economy is not only seen from economic and cultural elements. The creative thoughts or ideas come from the local wisdom of the area. The uniqueness of each region is based on the potential of natural resources and the environment (Matondang, 2018). Each region has its product characteristics based on its culture. This ability can be improved as a locally-based product that uses advanced technology to become unique and has its characteristics (Sopanah, 2020). Efforts are needed to improve the creative economy to continue to have an existence in the business world. This study aims to find out how to improve the creative economy based on local wisdom.

## **METHOD**

The method used in writing this article uses the literature review method or literature review related to creative economy material. The literature search strategy in this study uses keywords that contain information related to the topic of research discussion, whether in books, e-books, or journals published on the internet. The data search mechanism was carried out by researchers using Google Scholar. In this search, the data was found in scientific journals, e-books, and scientific articles (Sugioyono, 2018).

## **RESULTS AND DISCUSSION**

Cultural diversity spread across various regions is closely related to the development of the creative economy. There is a foundation for the development of creative industries due to the influence of socio-cultural diversity. Local wisdom that contains meaningful values is the

culture that forms the basis for developing the creative economy (Matondang, 2018; Abbas et al., 2019; Rahmah, 2021).

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

The creative economy is an economic activity that generates 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, talent, innovation, and intelligence from individuals as the primary source of the creative economy (Priadi, 2020). Through creativity can achieve sustainable development (Ministry of Commerce, 2008)

In general, the creative economy is a human activity that is 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 sasirangan fabric products for Eid. The creative economy leverages skills and creativity to generate profits and create unique and exciting new products (Artatanaya, 2013).

Local wisdom is a community characteristic that must be maintained as a sign of community-building in an area and a filter from various aspects of destructive external culture (Jumriani, 2021). According to Constitution No. 32 of 2009, local wisdom is the noble value that applies to people's lives to protect and manage the environment in a sustainable manner. From this explanation, it can be seen that local wisdom is a wise way of life for people to solve life's problems. Local wisdom is obtained from policies and knowledge in specific communities and is not sure to have been felt by other communities. It has passed through the time of society's existence and will be attached to certain people (Daniah, 2019, 2020).

Local wisdom has two different words. Wisdom is an inherent human trait that makes humans wise and wise. The local is a specific place or region. Law No. 32 of 2009 states that local wisdom is the life of a person with high values and aims to protect and regulate the community's environment. Local wisdom is also a philosophy in one's heart in the form of wisdom, customs, and the like. The wisdom of a person or group that develops in a particular place or region as a way of life-related to culture or belief in a particular area. The nature of wisdom in a place or region is very different from the nature of wisdom in other places or regions (Rakib, 2017).

A culture-based creative economy prioritizes culture as a creative idea from one's thoughts, positively affecting social life. When connected in business, creative ideas from their thoughts can create unique and creative products. Culture is a significant way of life that is implemented into a uniqueness where culture-based products will be different from other products (Mukaffi, 2019).

Developing a creative economy based on culture and local wisdom is a way to stimulate the development of the creative economy to be independent and develop businesses, especially in the regions (Azizah, 2017). As an area with sophisticated geographical characteristics, South Kalimantan has become a stipulation in its economic development and development. The potential that exists in South Kalimantan. Economic development and local resources in South Kalimantan are illustrated in several community economic activities with the development of a creative economy based on local resources such as rattan, purun, bamboo, and so on, which have been developed in various forms or models (Mulyana, 2017). People in South Kalimantan can be said to be productive and creative people. In terms of product development is sufficient; for example, purun is produced in various forms, including mats, hats, and bags. In addition, rattan is produced in various forms, including guest chairs, shelves/cupboards, fruit baskets, and parcel baskets (Sarwani, 2017; Abbas et al., 2019; Lestari et al., 2019; Syaharuddin et al., 2020).

Life needs are increasing, but financial access is limited, so weaving activities become the community's daily activities to meet their needs (Cemporaningsih, 2020). One way for humans to 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 woven can have a positive impact on the economy and welfare of the surrounding community. Purun woven crafts are now a creative economy that relies on expertise in the South Kalimantan area, creating products based on local wisdom (Suprpto, 2019). A result of natural wealth (woven purun) has a positive influence on the community because of new job opportunities and can increase people's income (Azizah, 2017; Lestari et al., 2019; Syaharuddin et al., 2021).

There are several types of purun woven products in South Kalimantan, namely the traditional woven form, the modified woven form, and the woven form according to the typical Banjar motif. The traditional purun woven form is a plain mat. Meanwhile, the modified purun woven product is in the form of a tissue holder. In addition, the purun woven motif is adapted to the typical Banjar motif in the form of a striped chess motif. Strategies to improve innovative products based on local wisdom:

1. **Market Penetration Strategy**  
Promote products on social media, Facebook, and Instagram, looking for new, more significant markets. The existence of promotions and a larger market for showrooms make it easier for buyers to get to know.
2. **Market Development Strategy**  
They are introducing the product to a new area. Now purun woven has entered the modern market like Giant. We need to strengthen promotions with digital marketing so that products are better known.
3. **Product Development Strategy**  
Product development with product diversification by increasing the number of various types of unique woven such as purun hats, baskets, mats, and flower pots (Ernawati, 2021; Lestari et al., 2019).

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 access to promotions, facilities, and infrastructure, protecting copyright. The existence of intensive giving, creative economic behavior can quickly develop its business.
2. **Conducting creative economy training**  
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 and provide a briefing to creative economy actors to use ideas and develop more appropriately and correctly. The city of Banjarmasin, for example, is famous for its sasirangan cloth. Therefore, someone conducts training in making sasirangan from the beginning to the end (Hastuti, 2018).
3. **Increased use of technology**  
They are keeping up with technological developments by starting online marketing methods. Online marketing can have a positive effect on achievement to improve the creative economy. Through buying and selling online, the product will be better known by various regions. For example, selling sasirangan cloth on Instagram and endorsed to areas outside Kalimantan so that other regions get to know the typical products of South Kalimantan.

## **CONCLUSION**

A culture-based creative economy prioritizes culture as a creative idea from one's thoughts, positively affecting social life. When connected in business, creative ideas from their thoughts can create unique and creative products. For example, South Kalimantan has several purun woven products, namely traditional woven forms, modified woven forms, and woven shapes according to typical Banjar motifs. The traditional form of purun woven is a plain mat. At the same time, the modified purun woven product is in the form of a tissue holder. In addition, the purun woven motif is adapted to the typical Banjar motif in the form of a striped chess motif. Efforts are being made to develop innovative economy products based on local wisdom, namely market penetration, market development, and product development.

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