

EMPOWERMENT OF CREATIVE INDUSTRY BASED E-COMMERCE IN THE REGIONAL GOVERNMENT OF ENREKANG DISTRICT

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Abstract

This research aims to find out how to empower creative industry-based *e-commerce* in local governments in Enrekang district. This research uses a qualitative method with a descriptive method in the form of observation. Data collection techniques were carried out using observation, interview, and documentation techniques. The reference for this research determines informants using *purposive sampling techniques*. The focus of this research is the efforts and strategies of MSME owners and the Enrekang district government in empowering creative industry-based *e-commerce* to increase creative industry income in the melona baba dairy cattle group. In this research, the research target is collaboration between the local government and the MSME owners of the Melona Baba dairy cattle group in empowering *e-commerce*. The results of this research show that the regional government has facilitated the procurement of dairy cows, food, and budgets for other needs in developing MSMEs. In terms of *e-commerce* empowerment itself, it has been implemented by the Melona Baba dairy cattle group as the only dairy cattle MSME that utilizes digitalization in the development of its MSMEs, but cooperation in *e-commerce* empowerment has not yet been developed with the Enrekang district government. The results of the interview research indicate that there is a need for direct involvement from local governments in increasing understanding of empowering *e-commerce* based on creative industries.

Keywords : Empowerment , *e-commerce* , creative industry

Abstrak

Penelitian ini bertujuan Untuk mengetahui bagaimana pemberdayaan *e-commerce* berbasis industri kreatif pada pemerintah daerah di kabupaten enrekang. Penelitian ini menggunakan metode kualitatif dengan metode deskriptif berbentuk observasi. Teknik pengumpulan data dilakukan dengan menggunakan Teknik observasi, wawancara, dan dokumentasi. Acuan penelitian ini menentukan informan menggunakan teknik *purposive sampling*. Fokus dari penelitian ini adalah upaya serta strategi pemilik UMKM dan pemerintah kabupaten Enrekang dalam pemberdayaan *e-commerce* berbasis industri kreatif untuk meningkatkan pendapatan industri kreatif pada kelompok ternak sapi perah melona baba. Dalam penelitian ini, yang menjadi sasaran penelitian adalah kolaborasi pemerintah daerah dengan pemilik UMKM Kelompok ternak sapi perah melona baba dalam pemberdayaan *e-commerce*. Hasil penelitian ini menunjukkan bahwa dari pemerintah daerah sudah memfasilitasi dalam pengadaan sapi perah, pangan dan anggaran untuk keperluan lainnya dalam pengembangan UMKM. Dalam pemberdayaan *e-commerce* itu sendiri sudah diterapkan oleh kelompok ternak sapi perah melona baba sebagai satu satunya UMKM sapi perah yang memanfaatkan digitalisasi dalam perkembangan UMKMnya tetapi belum terbangun Kerjasama dalam pemberdayaan *e-commerce* dengan pemerintah kabupaten enrekang. hasil penelitian wawancara dapat disimpulkan bahwa perlu keterlibatan langsung dari pemerintah

daerah dalam meningkatkan pemahaman dalam pemberdayaan e-commerce berbasis industri kreatif.

Kata kunci: Pemberdayaan, e-commerce, industri kreatif

Introduction

Indonesia has realized that the creative industry can be a hope for being able to rise, compete, and achieve excellence in the ASEAN and global economies. Creative Industry MSME Competitiveness Strategy Towards *Go Global* (A Research Using the Penta Helix Model), because the creative economy can be a pillar of economic development for Indonesia both from Nawacita and towards the creative economy in 2025, where this requires support from MSMEs in synergy to make a "leap " with a focus on the creation of goods and services accompanied by collaboration with expertise, talent and creativity as well as intellectual property (IPR). Collaboration between academics, business people, communities, government and mentoring is the basis for the development of the creative economy so that it runs in harmony and overlaps with each other. . The form of collaboration is adapted to existing laws, procedures and political realities . (Syahbudi, 2021). Empowering MSMEs is very important in improving the Indonesian economic sector. Various programs to encourage increasing the capacity of MSMEs are being carried out jointly by all existing *stakeholders*. Starting from maximizing the quality of the products they produce to marketing strategies that can reach society globally, one example is utilizing increasingly sophisticated information and communication technology with the internet. (Fauziyah, 2018)

The creative industry is defined as an industry that originates from the use of individual creativity, skills, and talents to create prosperity and employment opportunities by generating and empowering the individual's creativity and inventiveness. To be able to produce new ideas and have aesthetic value, humans are needed who have skills and taste. beauty that exceeds the capabilities of the average human. There are several key words in this definition, namely creativity, skills, and talent. This will improve our livelihoods if the intellectual property we have can be utilized as well as possible. In an effort to improve the creative industry in Indonesia, the Indonesian government has launched a blueprint for the "Indonesian Creative Economy", namely a new economic concept oriented towards creativity, culture, cultural heritage, and the environment. The main foundation of the creative industry is Indonesia's human resources, which will be developed so that they have a central role compared to other production factors. The Ministry of Trade also makes directions for the development of this creative industry, such as development that focuses more on industries based on: (1) creative and cultural business fields (creative *cultural industry*); (2) creative business fields (*creative industry*); and (3) intellectual property rights such as copyright (industry *copyright*). Economic development towards creative industries is a form of optimistic aspiration to support the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI) in

realizing Indonesia's vision of becoming a developed country. It contains thoughts, ideals, imagination, and dreams to become a society with a high quality of life that is prosperous and creative. The creative economy, which includes creative industries, in various countries in the world today is believed to be able to contribute significantly to the nation's economy. Indonesia is starting to see that various subsectors in the creative industry have the potential to be developed because the Indonesian nation has creative human resources and a rich cultural heritage (Kamil, 2015).

In this era of globalization, information technology is experiencing very complex and rapid developments over several years. The latter has an impact on various aspects of life, including the business world. This development is giving rise to new terms that are no longer foreign to us, such as *e-business*, *e-commerce*, *earning*, *e-university*, *e-book*, *e-banking*, and similar terms in circulation. The high rate of human mobility requires the world of trade to meet the need for services and goods quickly according to consumer demand. E-commerce is the use of the internet and computers with web browsers to buy and sell products; most e-commerce occurs between businesses and not between businesses and consumers. (Wirapraja, 2018). Therefore, *e-commerce* is here to meet these needs. *E-commerce* is a link between service or goods providers and consumers. Through *e-commerce*, every individual has the same opportunities to succeed and compete in the business world in cyberspace. On this occasion, the author will examine e-commerce more deeply. The use of the internet is not only limited to the use of information that can be accessed through this medium but can also be used as a means to carry out trade transactions, which in Indonesia has now begun to be introduced through several seminars and has been It is starting to be used by several companies, namely *electronic commerce*, better known as *e-commerce*, which is a form of electronic commerce via the internet. *E-commerce* is basically a trade transaction between sellers and buyers using the internet. So the process of ordering goods is communicated via the internet. The existence of *e-commerce* is a business alternative that is quite promising to be implemented at this time because *e-commerce* provides many conveniences for both parties, both from the seller (merchant) and from the buyer (buyer), in carrying out trade transactions, even though the parties are on two different continents. With *e-commerce*, every transaction does not require a meeting at the negotiation stage. Therefore, this internet network can penetrate geographical and territorial boundaries, including legal jurisdiction (Aco, 2017).

As stated in previous research published in 2019 with the title "Utilization of E-Commerce to Improve Promotion and Sales Strategies for MSME Bags in Kudus Regency". Micro, small, and medium enterprises are some of the productive economic enterprises that have driven the process of improving the Indonesian economy in recent years. One of the MSMEs that can be appointed in the Kudus Regency area is Tas MSMEs, whose address is Mejobo Kudus Japanese Village. So far, the promotions carried out are still very low, and sales are marketed directly to buyers through

traditional markets. This often wastes time and energy, and the market share cannot expand. Therefore, there is a need for a new breakthrough in the form of utilizing e-commerce by creating a website as a promotional medium and a place to sell products.

The output resulting from this community service program is an expansion of market share and an increase in the number of sales transactions, although there has not been a significant increase in turnover. Meanwhile, the benefits obtained from implementing online-based sales are that it provides convenience in transactions and sales recapitulation because all processes are carried out automatically. Apart from that, it is efficient in financing and effective in time because everything is done online (Azizah, 2019). It is also stated in the research title, "Community empowerment in marketing home industry products through the application of e-commerce in Vii Koto Talago, Guguk sub-district, 50 city districts, with the aim of providing an understanding of the importance of increasing competence in using the internet as a medium for marketing and promoting industrial products. households that are engaged in e-commerce. The approach strategy used in implementing community service activities is in the form of face-to-face and training strategies, where the implementer of this activity comes to the activity location to provide training material. The material and exercises are prepared with concepts as simple as possible so that participants can explore more deeply through exercises and questions and answers with the instructor during the training process.

The results of this activity have a positive impact on the community, especially home industry entrepreneurs who are able to create and implement e-commerce in marketing and promoting home industry businesses in Kenagarian VII Koto Talago District. Guguk Fifty Cities Regency (Elfizon, 2020), as well as in research entitled "Strategic to Increase Sales of Small and Medium Enterprises Through E-Commerce Case Study: Company SME Partners," it is said that small and medium enterprises (SMEs) contribute a lot to the Indonesian economy. This is reflected in the increase in the number of workers. The development of SMEs is increasing, making competition in the market increasingly fierce. The government plays a role in protecting small and medium enterprises through proactive policies. Small and medium enterprises also need to expand their markets so that their businesses can grow further. One way to develop a market is through e-commerce. Based on this, it is necessary to know the development of SME product sales through e-commerce, what strategies SMEs are implementing through e-commerce, and what business sectors are experiencing an increase in sales.

This research uses primary data, namely obtained from direct interviews with internal parties at company X, and secondary data, namely through literature and also data from company X's SME partners. Research results show that sales strategies through e-commerce have increased by 348% from 2014 to 2015. The increase also occurred from 2015 to July 2016, by 25%. What

entrepreneurs do through e-commerce is approach customers and make it easier to carry out purchasing transactions. The business sectors that the market is interested in are the food, fashion, and household sectors (Maya, 2016).

During the economic crisis, Indonesia learned that small and medium businesses, known as “Small and Medium Entrepreneurship,” or MSMEs, have helped the economy survive and improved the country's economy through e-commerce. This new technology has been used in almost every segment of human activity, from e-commerce to education, medicine, transportation, tourism, the environment, and entertainment (Rahayu, 2015). As a country consisting of many islands with a land area the size of the United States, Indonesia faces many problems in preparing its population to face global competition in the new era of the digital economy. There are wide gaps in economic and technological levels due to geography and local conditions. Indonesia realizes that information technology and telecommunications play a major role in the nation's competitiveness in the global digital economy. (Sayekti, 2018) It is currently difficult to access information technology or telecommunications in Indonesia due to a lack of access to telecommunications infrastructure, poor performance and quality of access due to aging cables that are only suitable for telephone calls, and inadequate financial resources. technological knowledge and competent human resources, low understanding of the advantages of information technology (Fitriyadi, 2021)

Based on the explanation above, it is necessary to empower creative industry-based *e-commerce* in the local government in Enrekang district. So the focus of this research is the efforts and strategies of MSME owners and the Enrekang district government in empowering creative industry-based *e-commerce* to increase creative industry income in the Melona Baba dairy cattle group. However, MSME owners and the government must also participate in current developments so that they are not left behind by several well-known companies and are able to be involved, compete, and be competitive. Based on this idea, the government needs to collaborate with MSME owners to empower creative industry-based *e-commerce* in Enrekang Regency, especially in the Melona Baba dairy cattle group. On the other hand, MSME owners can also increase the existence of Enrekang Regency.

Research Methods

The research method used by the researcher is a qualitative method with descriptive research in the form of observation. The research location is the Secretariat of the Melona Baba Dairy Cattle Group, Enrekang Regency. The research uses data collection techniques, namely observation, *interviews*, and documentation study techniques. This research uses field studies as a strategy to obtain primary data information from subjects that supports research objectives through data collection instruments in the form of observation, interviews, and documentation. then the reference is to determine the informants using a purposive sampling technique, namely selecting

subjects or parties who best understand and know the most about the things to be researched and understand holistically the government's efforts and strategies in empowering creative industry-based e-commerce in the regional government in Enrekang Regency. The parties and agencies chosen to be *key instruments include two* people who own the Dangke Kak Figri business, several local residents, two regional government parties, the sub-district head, and the village head. This research uses Miles and Huberman's interactive model data analysis techniques (Herdiansyah, 2011), which are carried out through 4 stages, namely: data collection (a series of processes data collection from the beginning to the end of the research), data reduction (combining and homogenizing the data obtained), data display (determining sub-categorization of themes and sub-theme coding), and conclusions/verification (revealing and describing existing data obtained). The data validity testing in this research was carried out in three ways: triangulation in terms of theory (interpretation of data using more than one main theory), triangulation in terms of data collection methods (using more than one data collection tool), and rechecking (collecting data again if something was missed).

Results and Discussion

The role of the government: the main role of the government in the development of the creative industry is a) catalyst and facilitator; and b) advocacy, which provides stimulation, challenge, and encouragement so that business ideas move to a higher level of competence. That support can take the form of a commitment by the government to use its political power proportionally and by providing good *public administration services in addition to supporting financial assistance, incentives*, or protection. b) Regulators, which produce policies relating to people, industry, institutions, intermediation, resources, and technology. The government can accelerate the development of the creative industry if it is able to create policies that create a conducive business climate for the creative industry. The government, as an investor, must be able to empower state assets to be productive in the creative industry and be responsible for investment in industrial infrastructure. Creativity will flourish in cities that have a creative climate. In order for the development of the creative economy to run well, it is necessary to create creative cities that are able to become attractive magnets for individuals to open businesses in Indonesia (Sulastri, 2015).

Enrekang Regency has a melona baba dairy cattle group, and the products produced from this dairy cattle business are dangke and dangke crackers. The average profit obtained from a dangke business varies based on the scale of the business. Like the MSMEs in Enrekang Regency that process milk from dairy cows into typical food products in the form of dangke and dangke chips, they are able to help the family's economy. This is due to the existence of supporting factors in developing or undertaking these activities. The supporting factors for

dairy cattle products are that land for dairy cattle feed is still available. As is known, Enrekang Regency is a highland area with cold temperatures that is suitable for developing dairy cattle. The climate in Enrekang Regency is suitable for the development of dairy cattle, namely a tropical climate, which according to the Schmidt-Fergusson scale is included in the type B and C climate categories, where the rainy season occurs from November to July and the dry season from August to October. Geographically, Enrekang Regency is located at an altitude of 47–3,329 m above sea level. This condition affects the topography of a number of villages in Enrekang Regency. 90.97% are hilly (98 villages), and the remaining 9.03% (10 villages) are in the form of plains. The area of dry land in Enrekang Regency is 74,956 ha, of which 41,422 ha is grassland. Other potential feed supplies are relatively available, such as agricultural waste in the form of rice straw and corn.



Picture Melona baba dairy cattle group's dairy cattle pen
(Source: research documentation, 2023)

One thing that is very important to pay attention to in caring for dairy cows, according to the Melona Baba dairy cattle group, is the cleanliness of the cage. The cage is cleaned twice a day before milking so that the milk produced is not mixed with bacteria that stick to the body of the cow that will be fed. milk. Not only that, important things that must be paid attention to are the provision of feed and the mineral content that is mixed into the drinking water of dairy cows for bone formation, and both can influence the creation of milk that is fresh and has good quality for production into dangke, chips, and others.

Fresh cow's milk is only processed into dangke products and dangke chips (a product that is still relatively new). Apart from that, the largest population of dairy cows is in Enrekang Regency. Meanwhile, the inhibiting factors in the business of processing products from dairy cows are the marketing area, which is still limited and substandard; bran and concentrate are difficult to obtain; and the price is expensive. The marketing area for products from dairy cows

is still limited to Enrekang Regency and its surroundings because this product is a typical food in Enrekang Regency. Apart from that, these products (especially dangke) have a very short shelf life because there is still a lack of technology to extend the shelf life of these products, so they cannot be widely marketed in other areas. Efforts are needed so that processed products from dairy cows (Dangke) are widely known by the public, so steps need to be taken, such as opening wider marketing access by assisting with national and international promotional efforts so that regional and local private companies can grow and develop, through operational steps in the form of participation in national and international level exhibitions.

Apart from that, it can also be done by cultivating eating traditional dangke food in every official activity in the region, including when entertaining official regional guests. So it is hoped that it can increase consumption and introduce this product to a wider marketing area. Adequate infrastructure support, as well as institutional support from upstream to downstream in the form of cooperatives or other institutions that assist with distribution and marketing, has the potential to increase the income of industry managers or dairy milk processors. Dairy farmers use concentrate feed and bran to feed dairy cows. Expensive concentrates and bran affect milk production in dairy cows. According to respondents, the expensive price of bran and concentrate causes farmers to use other types of feed, namely rice straw and corn. They really need a concentrate factory so that breeders can easily obtain concentrate at an affordable price. The empowerment program needed by women who make a business out of dairy products in Cendana District, Enrekang Regency, is entrepreneurship training. Entrepreneurship training aims to provide knowledge to women who make dairy products about business management (business management and bookkeeping), and they do not consider this business as a side business. According to Marwanti and Ismi (2012), the empowerment that needs to be carried out for poor women through the entrepreneurial development model includes the need to foster creativity through capacity building and skills training so that the products produced are attractive to buyers and suit market tastes, both in terms of product appearance and diversification. business and packaging, provide knowledge about market potential so that the products produced can really be absorbed by the market both locally and in a wider scope (regional and national).

Another empowerment strategy for the business development of dairy products in Enrekang Regency is capital assistance. With this capital assistance, the business of dairy products can develop further, and the marketing area becomes wider. The Bapak Angkat system can be expanded to help MSME owners who operate from dairy products in terms of capital and marketing of the products produced. As is known, the marketing area for dairy cow products produced by MSME owners in Enrekang Regency is still limited. The capital

assistance provided can be used to buy or increase the number of dairy cows they raise so that they can produce more milk and the amount of product produced can be increased. Processed products from dairy cow's milk (especially dangke) produced by MSME owners in Enrekang Regency have a short shelf life, so a technological touch is needed that can extend the product's shelf life. Technology packages and improvements are provided by universities and related agencies; guidance is provided to breeders; monitoring of results and evaluation is carried out by the regional government together with officials from agencies such as the agricultural service and livestock service.

Therefore, the development of MSMEs requires direct support or contributions from the Enrekang district government. In accordance with the government's role in developing creative industries, it can be said that the Enrekang district government has implemented it because it has provided support, encouragement, and business ideas so that it can move to a higher level of competency. higher. Even for the Melona Baba dairy cattle group, the government has provided assistance in the form of dairy cattle, food aid, responsibility for investment in industrial infrastructure, and a budget for other needs. In order for the development of the creative economy to run smoothly, it is necessary to empower creative communities because, through their hands, they are able to create attractive magnets for consumers and tourists visiting Enrekang district.

On the other hand, the creative industry has become a new phenomenon, a source of growth in the economic sector, and Indonesia has become a new foundation for the world economy. However, the potential for economic growth is still low in terms of the application of *e-commerce* in the internet application sub-sector in the business world. In this case, the potential of the creative economy for the national economy is very significant when this potential coincides with the implementation of the internet in the creative economy sector in Indonesia. For example, in Enrekang Regency, among all dairy MSMEs, only the Melona Baba dairy cattle group implements an industry-based e-commerce system. Therefore, direct guidance from the local government is needed to *empower e-commerce*, because until now the government has not had an initiative in empowering *e-commerce*. Even though it plays a very important role in increasing income.

Conclusion

Empowerment of creative industry-based *e-commerce* is very important in the development of MSMEs, for the reason that it has a much wider market reach, even without any restrictions at all. This is because business people offer their products or services online and can be accessed by consumers from all over the country. On the other hand , government

support is really needed in empowering *e-commerce* so that it can be more effective and able to introduce the creative industry that is the identity of E nrekang district.

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