

### ANALYSIS OF THE POTENTIAL AND IMPACT OF CREATIVE ECONOMICS ON REGIONAL DEVELOPMENT IN KETE KESU VILLAGE, SANGGALANGI DISTRICT, TORAJA DISTRICT

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#### Abstract

The potential of the Kete Kesu Tourism Object and the creative economy as an element of regional original income This study aims to find out what the potential of the creative economy is in Kete Kesu Village, Sanggalangi District, North Toraja Regency, and to determine the impact of the creative economy on development in Kete Kesu Village, Sanggalangi District, North Toraja Regency. The type of research used is quantitative research. The data collection method used in this study is observation, interview, and documentation, where the author sees the situation directly in the field. The research results obtained by researchers indicate that the creative economic potential in Kete Kesu Village, Sanggalangi District, North Toraja Regency, has very broad potential. It can be involved in the business that is mostly carried out, which is trending handicrafts, carvings, and souvenirs, as well as trending woven fabrics. Therefore, we can see that in Kete Kesu Village, it has very broad potential for developing the creative economy, and the second goal is the impact of the creative economy on development in Kete Kesu Village, Sanggalangi District, North Toraja Regency, namely to have a positive impact on development. Specifically, the existence of development makes tourists interested in visiting. This has increased the creative economy in the village.

**Keywords:** Tourism object, economic creative, regional development

#### Abstrak

*Potensi Objek Wisata Kete Kesu dan ekonomi kreatif sebagai salah Satu Unsur Pendapatan Asli Daerah. Penelitian ini bertujuan untuk mengetahui bagaimana potensi ekonomi kreatif di Desa Kete Kesu Kecamatan Sanggalangi Kabupaten Toraja Utara dan untuk mengetahui dampak ekonomi kreatif terhadap pembangunan di Desa Kete Kesu Kecamatan Sanggalangi Kabupaten Toraja. Jenis Penelitian yang digunakan adalah Metode Penelitian Kualitatif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah Observasi, Wawancara dan Dokumentasi. Hasil penelitian ini menunjukkan potensi ekonomi kreatif di desa tersebut memiliki potensi yang sangat luas. Dapat dilihat dari usaha yang paling banyak dilakukan adalah berdagang ciri khas yang ada seperti kerajinan tangan, pakaian, cinderamata, kain tenun, dan masih banyak lagi. Selain berdagang, juga ada wisata makam adat dan rumah tongkonan. Maka dari itu, dapat kita lihat bahwa di Desa Kete Kesu sangat mempunyai potensi yang sangat luas dalam mengembangkan ekonomi kreatif sehingga pembangunan daerah Desa Kete Kesu Kecamatan Sanggalangi Kabupaten Toraja Utara semakin berkembang dan meningkat secara positif.*

**Kata kunci:** Objek wisata, ekonomi kreatif, pembangunan daerah

## **Introduction**

Tanah Toraja is one of the regions in Indonesia that has enormous tourism potential, so it is hoped that it can be developed to the maximum extent possible in order to support regional development through increasing PAD. In the 2009 RI Constitution, Article 4 explains the objectives of tourism in Indonesia, namely: increasing economic growth, improving people's welfare, eradicating poverty, overcoming unemployment, preserving nature, the environment, and resources, advancing culture, elevating the nation's image, fostering a sense of love for the homeland, strengthening national identity and unity, and strengthening friendship between nations. In accordance with the mandate of the law above, the regional government has the opportunity to develop tourism in Tana Toraja so that it is able to support regional development in terms of economics, bilateral cooperation, and culture.

Economic development is a very important aspect to be developed in an effort to improve people's welfare in an era of globalization and increasingly fierce competition. Regions in Indonesia need to look for economic sectors that have the potential to make a significant contribution to sustainable development. One sector that is increasingly attracting attention is the concept of the creative economy. The creative economy concept is an economic concept that is based on human abilities and skills. The creative economy in question is an economic sector that focuses on utilizing creativity, innovation, and cultural uniqueness to produce products and services that have added value. This sector includes various industries such as art, music, film, literature, crafts, cultural tourism, design, architecture, culinary, and information and communication technology.

The creative economy refers to the economic sector that focuses on activities involving the creation, production, and distribution of various goods and services that have aesthetic, cultural, and intellectual value. This sector includes creative industries such as art, design, publishing, film, music, culinary, and information technology, all of which have the potential to be a source of significant economic growth. According to Hasan (2018), the creative economy is an important concept in empowering the community's economy. There are quite a lot of home industry sectors (MSMEs), whether carried out by individuals or village BUMs, that have been successful in the creative economy sector. One of the sectors that supports economic resilience from the creative economy side is the tourism sector, which can make a contribution when there is an economic downturn. The tourism sector is a strategic sector and is a medium for integrating programs and activities between development sectors, so tourism is determined to be a driver of development with the main tourism development program. The Toraja region is one of the regions in Indonesia that has unique cultural potential and richness.

There are still many objects being managed, and there are only four tourist objects that have been managed by the Nganjuk Regional Government, but the management is not yet optimal. There is no specific regional regulation regarding governance when using the district's tourism development

strategy. Nganjuk DISBUDPAR Kab. Nganjuk is optimistic about increasing tourism development in the district. Moving forward by optimizing the management of potential that has not yet been managed Primadany, Sefira Ryalita, and Murdiyono (2013) The development of superior objects must use a strategy that considers multiple economic effects. Potential strategies implemented by the District Government of Kuningan for the sake of increasing tourism development, namely: city branding concept, support through ease of licensing, Masruroh, Rina, and Nurhayati (2016)

In the North Toraja area, to be precise, Kete Kesu Village is one of the areas in Indonesia that is famous for its rich culture and unique traditions. This is where the creative economy can play an important role in regional development. This research aims to find out the potential of the creative economy in Kete Kesu Village, Sanggalangi District, North Toraja Regency, and to determine the impact of the creative economy on development in Kete Kesu Village, Sanggani District, North Toraja Regency. Therefore, it is hoped that the results of this research can become the basis for appropriate policymaking in promoting the creative economy as one of the mottos driving development.

The results of this research will become a strong research basis for local governments and stakeholders in formulating policies and strategies for developing the creative economy in Toraja. Identification of creative economic potential will help the community and creative economy actors in Toraja optimize their local potential. Understanding the contribution of the creative economy can increase people's income and create new jobs. The development of the creative economy will encourage innovation and creativity in society. Success in developing the creative economy can increase the competitiveness of the Toraja region at regional and national levels. With these aims and benefits, it is hoped that this research can make a positive contribution to the development of the creative economy in the Toraja region and encourage sustainable regional development.

### **Research methods**

This research uses a qualitative research method, which is a research approach that aims to understand and explain phenomena in depth to explore the potential and impact of the creative economy on the development of the Toraja region (Iswadi, 2023). The location of this research was Kete Kesu Village, Sanggalangi District, North Toraja Regency. The data collection techniques in this research are interviews, observation, and documentation. Specifically, what is meant by primary data and secondary data? Primary data is data obtained directly from the original source; secondary data is obtained through observation, namely data collection in research activities carried out by observing conditions related to the research object, and *interviews*, namely interviews with informants, which aim to obtain more in-depth information about various aspects involved. related to research problems. Meanwhile, secondary data was obtained through library research and online data searches. To obtain information related to the research problem, informants were selected who were considered capable and had capacity related to tourism in Kete Kesu Village, Sanggalangi District,

## **Results and Discussion**

According to Law Number 10 of 2009, tourism is defined as travel activities carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited within a temporary period. Meanwhile, the definition of tourism is various kinds of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Tourism development is carried out through the implementation of tourism development plans by taking into account the diversity, uniqueness, and specificity of culture and nature, as well as human needs for travel.

According to Republic of Indonesia Law No. 9 of 1990 concerning tourism, it is stated that tourist objects and attractions are everything that becomes a tourist target, whether it is the development of tourist objects and attractions, which is carried out by cultivating, managing, and creating new objects as objects and attractions. tourist attraction. Law number 10 of 2009, Article 8, Paragraph 1 states that tourism development is carried out based on the tourism development master plan, which consists of the national tourism development master plan, the provincial tourism development master plan, and the district/city tourism development master plan. Tourism development is an integral part of national development that is carried out in a systematic, planned, integrated, sustainable, and responsible manner while providing protection for religious values, culture that lives in society, environmental sustainability and quality, as well as national interests.

Law No. 32 of 2004 and Law No. 12 of 2008 concerning Regional Government state that "Regional Services are the implementing elements of Regional Government, which are led by a Head of Service who is appointed by the Regional Head from civil servants who meet the above requirements. The creative economy is an economic sector that focuses on utilizing creativity, innovation, and cultural uniqueness to produce products and services that have added value. This sector includes various industries such as art, music, film, literature, crafts, cultural tourism, design, architecture, culinary, and information and communication technology.

Kete Kesu has several names, such as Ke'te Kesu', Ke'te' Kesu', etc. The Kete Kesu tourist attraction is located  $\pm$  1 km east of the city of Rantepao, North Toraja. This tourist attraction is managed by a large family in the form of a family foundation. Kete Kesu is a tourist village that is famous for its people's customs and traditional life. The ancient remains that can be found in Kete Kesu are stone graves that are estimated to be 500 years old. Traditional Toraja graves or coffins (erong), which resemble sampan (boats), but there are also ones in the shape of buffalo and pigs, contain the remains of human skulls and bones. Apart from that, there are also several magnificent graves belonging to deceased Toraja nobles.

Based on the data obtained, the creative economic potential in Kete Kesu Village, Sanggalangi

District, and North Toraja Regency has very broad potential. It can be seen from the businesses that are most commonly carried out: trading in handicrafts, trading in carvings and souvenirs, and trading in woven fabrics. Therefore, we can see that Kete Kesu Village has very broad potential for developing the creative economy. It can also be seen from the ability of the handicraft trading business to provide opportunities to be developed and preserved in the area. Therefore, it is necessary to develop the potential that exists in Kete Kesu Village by establishing handicraft centers. Apart from that, skills also really need to be developed because carving is the best-selling merchandise after handicrafts.



Picture  
Handicraft Market Atmosphere  
Source: Processed Data, 2023

Toraja tourism has enormous potential to be developed. With its natural beauty, history, and culture, it is the main attraction for domestic and foreign tourists visiting Toraja. One of the famous tourist attractions in Toraja is the Kete Kesu Traditional Village, which is recognized by UNESCO as a World Heritage Cultural Reserve and is located in Bonoran Village, Tikunna Malenong Village, Sanggalangi District, North Toraja. Tourism in Toraja itself has been famous since the 1960s and has experienced ups and downs in development until now. The potential of the creative economy has a positive impact. We can see from the profits obtained by the people in Kete Kesu Village, namely that they are used to meet their daily living needs, then help pay for their children, then to save, and even to pay for everything. Based on the data obtained regarding profits, it can be concluded that generally, businesses at the Kete Kesu tourist attraction provide profits and even cover education costs for their families.

Apart from that, traders around the Kete Kesu tourist attraction have their own capital to do business. This indicates that they are optimistic that their efforts will provide benefits, especially for the survival of the community and the continuity of tourism in Toraja. Apart from that, looking at it

from an environmental perspective, it turns out that local people are increasingly flocking to continue selling the souvenirs they produce, whether directly related to the strong social and cultural ethnicities of Tana Toraja and North Toraja or from the destination itself.



Picture. 2

Tongkonan House

Source: Processed Data, 2023

Kete Kesu Village, Sanggalangi District, North Toraja Regency, is one of the regions in Indonesia that is famous for its rich culture and unique traditions. This is where the creative economy can play an important role in regional development. The following is an analysis of the potential and impact of the creative economy on regional development in Kete Kesu Village, Sanggalangi District, North Toraja Regency:

1. **Traditional and Cultural Tourism:** Kete Kesu Toraja has a rich cultural heritage, such as the Tongkonan traditional house, traditional peti (erong), and traditional rituals such as Rambu Solo, which can attract tourists. The development of creative economy-based cultural tourism can include making handicrafts, paintings, and traditional performing arts.
2. **Handicrafts:** The Kete Kesu Toraja people have a tradition of making unique handicrafts, such as wood carvings, weaving, and stone carvings. This potential can be developed by improving product quality, marketing, and distribution to increase market attractiveness.
3. **Arts and Culture:** Music, dance, fine arts, and other arts are an integral part of Kete Kesu Toraja culture. Creative development of arts and culture can enhance local cultural identity and can also attract tourist interest.
4. **Traditional Culinary:** The traditional food of this region, such as the food served at traditional events, has its own charm. Creative development of traditional culinary delights can attract the interest of culinary lovers and open up culinary business

opportunities.

Based on the second objective, namely the impact of the creative economy on development in Kete Kesu Village, Sanggalangi District, North Toraja Regency, namely providing a positive impact on development, Namely, the existence of developments makes tourists interested in visiting. This increases the creative economy in the village. It can be seen from the explanation below about the impact of the creative economy on regional development in Kete Kesu village. An Indonesian visitor from Kendari named Mr. Wawan Darmawan also expressed the vast tourism potential in Toraja. "Toraja is one of the icons of South Sulawesi that must be visited because it is rich in cultural values, culinary, natural nuances, religion, etc." (Interview with Nursafitra M., a tourist from Makassar)

"Promotion at Kete Kesu is still semi-manual. When there is an event, we invite the Tourism Department so that this is conveyed through the media, including websites, Facebook, and Instagram. We don't have anyone responsible for social media because it's hard for us to pay their salaries. The existence of social media helps disseminate information. For example, on this date, when we celebrate Thanksgiving on Facebook, there is an influence on the arrival of tourists by adjusting their visit schedule. " The influence of social media has had a huge impact since 2013 when we held an event and promoted it on social media so tourists would visit. The use of social media here started in 2007 but is still limited due to network problems." (Interview with Layuk Sarungallo, Ke'te Kesu tourist attraction manager)

1. Increased Income and Jobs: By developing the potential of the creative economy, it is hoped that it can increase people's income and create new jobs in the creative industry.
2. Introduction to Local Culture: The creative economy can help in preserving and promoting the local Toraja Kete Kesu culture through products and services created by the local community.
3. Improved Infrastructure and Facilities: With increasing tourist interest and investment in the creative economy sector, it is hoped that there will be an increase in the development of infrastructure and facilities in the area.
4. Economic Diversification: Creative economic development can be an alternative to diversifying regional income sources, apart from the conventional agricultural and tourism sectors.
5. Local Talent Development: Support and facilitation for local artists and craftsmen can increase the quality and quantity of production, as well as strengthen the cultural image of Toraja Kete Kesu.

One thing that needs to be done to successfully develop the creative economy is that it requires support from local government, businesspeople, local communities, and related institutions. Supportive policies, creative facilities, education, training, and effective promotion will be the keys to achieving the full potential of the creative economy in the Toraja Kete Kesu area. So it can be

concluded that there is great potential for developing the creative economy in Kete Kesu Village, and there is a positive impact of the creative economy on development in Kete Kesu Village.

## **Conclusion**

The conclusion of this research is that social media has not been optimally utilized by tourism object managers, local governments, and local residents due to limited knowledge and human resources. So far, the dissemination of information, such as activities at tourist attractions, has been carried out in collaboration with local governments, who disseminate it via social media. Even so, looking at social media managed by the regional government, in this case the Tourism Service, it is not optimal because the existing content is still lacking and some content is not in accordance with the main duties and functions of the Tourism Department in Kete Kesu Village, Sanggalangi District, North Toraja Regency. The existence of social media makes it easier for tourism stakeholders in Toraja to carry out promotions more easily, quickly, and cheaply compared to conventional promotions.

The Toraja DMO, the Tana Toraja Regency Tourism Office, and the Tana Toraja Regency Tourism and Culture Office, however, use these two promotional models in tandem and in a way that complements one another to broaden the scope of information dissemination. Conventional promotions, such as brochures, events, videotrons, etc., are carried out online through official websites and accounts on social media such as Facebook, Instagram, and YouTube. Kete Eksu's economic advantage is that it has a very broad potential. It can be seen from the businesses that are most commonly carried out: trading in handicrafts, trading in carvings and souvenirs, and trading in woven fabrics. Therefore, we can see that Kete Kesu Village has very broad potential for developing the creative economy. thus creating job prospects and business references for local residents. so that the financial management of local residents' families from local economic development is not only carried out for daily needs but is also used for savings and investment, both for livestock, paying installments and loans to develop homestays, and for children's education. In general, the community is able to fulfill primary and secondary needs. The local community also has a mindset that is aware of tourism, is active in innovation and creativity, has an attitude of never giving up, and is committed to developing the local creative economy through community-based tourism.

Based on these facts, it can be concluded that the development of the local creative economy for the economic welfare of the community has a positive impact, where there is progress in economic thinking, the addition of new livelihoods, increased income and financial management, as well as work methods and behavior. This impact is related to increasing local community income, employment opportunities, and entrepreneurship for local communities in the tourism and creative economy sectors, whether business, services, or others. It is hoped that in the future, formal training can be held by the local tourism office to provide supporting theory for the community in offering products as well as introducing unique products for visitors who are visiting the tourist attraction for the first time. It is



also hoped that in the future, the community will continue to create the latest distinctive products, introduce socio-cultural riches, and actively participate in tourism activities in Kete Kesu Village.

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