

THE ROLE OF CREATIVE ECONOMY IN COMMUNITY ECONOMIC EMPOWERMENT IN PAKU VILLAGE, KAYUAGUNG SUB-DISTRICT, OKU DISTRICT (EMA MULYADI KEMPLANG CRACKER BUSINESS)

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Abstract

This research aims to understand the role of the creative economy in empowering the community economy in the Paku sub-district, Kayuagung sub-district, Ogan Komering Ilir district. This research uses the empowerment theory approach according to Gunawan Sumodiningrat in looking at the success of community empowerment in fulfilling their lives. This research is qualitative, research using descriptive methods. Data collection was carried out using observation, interview, and documentation techniques, utilizing primary and secondary data sources, using a population of 4 employees plus one business owner as informants for Ema Mulyadi's kemplang cracker business. The results of this research show the role of the creative economy in empowering the community's economy in the kemplang cracker business, that the creative economy plays a very important role in economic growth in the community, with the existence of this creative economy, the community can take advantage of skills, ideas, and creativity to get opportunities to improve the economy. Based on the results of research on the role of the creative economy in economic empowerment, the Ema Mulyadi kemplang cracker business in the Paku sub-district can provide a role in the presence of job vacancies that do not look at the age of employees, improving the economy. In this economic improvement, business owners also often provide necessities and extra money when there are celebrations for big holidays, reducing poor people from this kemplang cracker business which employs 15 employees can reduce poor people in the Paku sub-district.

Keywords: Role of the Creative Economy, Community Economic Empowerment

Abstrak

Tujuan penelitian ini untuk mengetahui peran ekonomi kreatif dalam pemerdayaan ekonomi masyarakat dikelurahan paku kecamatan kayuagung kabupaten ogan komering ilir. Penelitian ini menggunakan pendekatan teori pemerdayaan menurut gunawan Sumodiningrat dalam melihat keberhasilan keberdayaan masyarakat dilihat dalam memenuhi kehidupannya. Penelitian ini merupakan penelitian kualitatif, penelitian dengan menggunakan metode deskriptif. pengumpulan data dilakukan dengan menggunakan teknik observasi, wawancara dan dokumentasi, memanfaatkan sumber data primer dan sekunder, dengan menggunakan populasi 4 karyawan ditambah satu pemilik usaha sebagai informan usaha kerupuk kemplang ema mulyadi. hasil dari penelitian ini dari peran ekonomi kreatif dalam pemerdayaan ekonomi masyarakat di usaha kerupuk kemplang ini, bahwasanya ekonomi kreatif ini sangatlah berperan dalam pertumbuhan ekonomi di masyarakat, dengan adanya ekonomi kreatif ini, masyarakat bisa memanfaatkan skill, ide, kreatifitas untuk bisa peluang dalam meningkatkan ekonomi. Berdasarkan hasil penelitian peran ekonomi kreatif dalam pemerdayaan ekonomi yang melalui usaha kerupuk kemplang ema mulyadi dikelurahan paku ini dapat memberikan peran dengan adanya lowongan pekerjaan yang tidak memandang umur

karyawan, peningkatan ekonomi, dalam peningkatan ekonomi ini pemilik usaha juga sering memberi sembako dan uang lebih saat ada perayaan hari-hari besar, pengurangan masyarakat miskin dari usaha kerupuk kemplang ini yang memperkerjakan 15 karyawan dapat mengurangi masyarakat miskin dikelurahan paku.

Kata kunci: Peran ekonomi Kreatif, Pemerdayan Ekonomi, Masyarakat

Introduction

Good economic growth is one of the indicators of a developed country, Indonesia itself has many provinces, and cities and is separated by islands so the government will have difficulty in suppressing the economic growth rate of each province and city, each city in the province of Indonesia has a different economic growth rate, for this reason, the government gives authority to each region to manage regional income and regional assets owned for the benefit of the region itself, because the region itself knows more about the potential wealth and opinions of the region so that the government does not interfere in its management. (Anantrasirichai & Bull, 2022). The Indonesian state is experiencing development in the development sector. Rural areas are one of the government's priorities in the community welfare program. Because most rural people are still poor, rural areas are the main target of development. One aspect that requires development is the economic sector which has a major influence on the survival of people in Indonesia. Increasing the economic development of rural communities is carried out by promoting a creative economy that focuses on large-scale economic development. (Chalmers et al., 2022).

According Landoni et al., (2020) Creative economic empowerment is a solution to alleviate poverty in the community while creating various innovations in line with the concept of a new economy that refers to optimizing existing resources in an area. The creative economy can also be said to be the creation of added value based on ideas born from the creativity of human resources (creative people) and based on the use of science, including cultural heritage and technology. (Comunian & England, 2020). In determining the success of community economic empowerment, indicators are very instrumental in knowing the purpose of empowerment, empowerment can be seen from a person or community in terms of their daily life and how their needs are fulfilled. According to Kačerauskas, (2020) There are several indicators of the success of the economic empowerment program, namely 1) a Decrease in the number of poor people, 2) Increased opinion in business, by the poor in the utilization of available resources. 3) Increased public concern for improving the welfare of poor families in the neighborhood. 4) Increased group independence, characterized by the development of productive businesses and group administrative management. Increased community capacity and equalization of opinions marked by an increase in family income are increasingly able to meet basic needs.

Further defined Creative economy also known as knowledge-based economy is an approach and trend of economic development where technology and science have an important role in the process of economic development and growth. In the development of the creative economy, a synergy of the roles of government, intellectuals, and business is needed, which is then called the triple helix system. (Boğa & Topcu, 2020). The triple helix system has now been refined with a quad-helix system that involves the role of the community in the development of the creative economy. The society also innovates along with the development of the public service sector, the internet, and the era of globalization. (Chang & Chen, 2020). The creative economy can be the largest contributor to the main capital of creative economic activities is skilled Human Resources (HR) to achieve prosperity. Welfare is a subjective thing, so each family or individual in it who has different guidelines, goals, and ways of life will provide different values about the factors that determine the level of welfare. (Richards, 2020).

The Home Industry or Household Industry in an economy is one of the keys that has a role besides

being able to improve the economy of a country, small industries are also able to absorb greater Human Resources (HR). Home Industry small business activities indirectly open up jobs for relatives or neighbors of home industry players. The supporting and inhibiting factors in the development of the creative economy can be divided into two factors, namely factors from within (internal) and factors from outside (external). The supporting and inhibiting factors that come from within (internal) include:

- a. Capital is one of the most important factors of production activities.
- b. Human Resources (HR) are people who carry out production either directly or indirectly.
- c. Equipment, adequate equipment is also a very important factor in the production process.

While the supporting and inhibiting factors of the creative economy that come from outside (*external*) include:

- a. The Role of the Government, In the creative economy, the government has an interest in directing companies to prioritize common welfare. In addition, through the creative economy, the government is also interested in empowering the community to be more creative and productive, as well as preserving cultural heritage and the environment.
- b. Natural Potential In this case, natural resources (SDA) are factors of production that come from natural resources such as land, water, air, etc. This factor depends on how much or how little is available. This factor depends on how much or how little is available from nature.
- c. Marketing Facilities and Infrastructure Facilities and infrastructure are the driving force in the creative economy because they can enable goods and services to move from one place to another (from the place of production to consumers).

Research Methods

This research uses a qualitative method, a method used by data in research not obtained through statistical procedures but will produce words (Barlian, 2018). According to Jaya, (2020) qualitative research is research that is used to investigate, find, describe, and explain the quality or features of social influences that cannot be explained, measured, or described through a qualitative approach. This research approach is to disclose events or facts, circumstances, phenomena, and circumstances that occur when research takes place by presenting what happens. This type of research is field research, namely observing directly to the research location. Researchers only use a qualitative approach. Documentation to those concerned. Then after the data is collected the researcher uses an inductive analysis based on the facts found in the field and then contracts into a hypothesis or theory, or explains it. In this study, the guided free interview method was chosen by researchers, where the guided free interview method is a combination of unguided and guided interviews. So the interviewer only makes the main points of the problem to be studied, then in the process, the interviewer must be smart to direct.

Tabel. Nama Informan

NO	INFORMANT NAME	GENDER TYPE	AGE	ROLE
1.	Dedy Armansyah	Male	33	Owner
2.	Asi	Female	50	Employees

In this study, the location used as a research site is Jalan Kolonel Noeh, Lingkungan Iv, Kelurahan Paku Kec. Kayuagung Kab. OKI.

Results and Discussion

The following is the identification of research subjects, namely Kemplang Crackers Business Owners and employees.

Business Owner Identification

Name : Dedy Armansyah

Gender : Male

Address: Paku

a. Employee Identification

Name : Asia

Gender : Female

Address : Paku

b. Overview of the Role of Creative Economy in Community Economic Empowerment in Paku Village, Kayuagung District, OKI Regency.

The following are the results of interviews with two subjects about the role of the creative economy in community economic empowerment, which can be seen in the table below

Table. Interview Results Aspects of the Role of Community Economy in Community Economic Empowerment

NO	SUBJECT	QUESTION	INTERVIEW RESULTS
1	Dedy Armansyah (Owner)	Has running this kemplang cracker business been able to employ the community or has it been able to open job vacancies for the community?	Alhamdulillah, it has been more than 20 years since Ema Mulyadi's kemplang cracker business was established, thank God we can employ 15 employees, and we take almost all of them residents of Paku Village.
	Asia (Employee)		Alhamdulillah, thanks to Ema Mulyadi's Kemplang Crackers business, I and 14 other employees can get a job.
2	Dedy Armansyah (Owner)	What is the condition of efforts in utilizing resources to increase opinions?	Alhamdulillah, we can use resources well, by utilizing the main ingredients for making kemplang crackers such as fish, and sago we can make a kemplang cracker business.
	Asia (Employee)		In utilizing resources, thank God, we can utilize them so that we can produce this kemplang cracker product.
3	Dedy Armansyah (Owner)	How are efforts in caring for the welfare of employees in running this kemplang cracker business?	Efforts in employee welfare usually provide necessities or other money from their salary, for example during religious holidays such as the prophet's maulid day, welcoming fasting, and Eid.
	Asia (Employee)		Alhamdulillah, we as employees are very grateful to the business owner because we are often given necessities in the form of oil, sugar, and others or money on holidays, such as the day of the prophet's maulid, welcoming fasting, and Eid.

4	Dedy Armansyah (Owner)	How is the work system with employees while running this kemplang cracker business?	The work system with the employees is very good, here we are not determined one by one in the work, we here use the work system alternately, for example, today frying can be tomorrow as dough making, it is done very well by the employees.
5	Dedy Armansyah (Owner)	How is the salary given to employees and can it fulfill the needs of the family?	Giving salaries to employees, depends on the production, if 100k kemplang crackers are made, a salary of 100 thousand is given to one employee, usually, 100 kg of kemplang crackers can be broken in one day if the weather is hot and the system of giving salaries to employees when they reach 500 kg of kemplang crackers, then we can give the salary. And alhamdulillah from the sale of kemplang crackers, my family's economy has improved.
	Asia (Employees)		Alhamdulillah, if you work here, you are usually paid a salary of 500k for kemplang crackers, 100 kg a day if the weather is hot. In 100kg, one employee is given 100 thousand. And I am very grateful that from the results of working here, I can fulfill the economic needs of my family.

From the results of interviews with the two subjects, it can be concluded that we can find out aspects of the role of the economy in the economic empowerment of the community, we can see that there are job vacancies for the community, so people can work and stay away from poverty, in running the kemplang cracker business, they can manage resources so that they can produce a good kemplang Cracker product, the existence of gifts by business owners in the form of groceries and money for the welfare of their employees.

Table. Interview Results on the Aspects of Obstacles and Encouraging Factors in Economic Empowerment

NO	SUBJECT	QUESTION	INTERVIEW RESULTS
1	Dedy Armansyah (Owner)	Are there any capital constraints in running this kemplang cracker business?	When it comes to capital, running a kemplang cracker business is very high in capital, because it uses sago and cork fish, these 2 ingredients often increase in price.
	Asia (Employees)		The capital is definitely high, because we use fish and sago, the two staples are fairly high in price.
2	Dedy Armansyah (Owner)	Is the equipment for making kemplang crackers adequate in	If the equipment is adequate, thank God, we use tools as usual using a stove to fry.

	Asia (Employees)	making kemplang crackers? making these kemplang crackers?	For equipment, we no longer use the traditional method, we have used a stove.
3	Dedy Armansyah (Owner)	Does the manufacture of kemplang crackers use natural potential?	In making kemplang crackers, we clearly use the potential of nature, because in drying the kemplang crackers using direct sunlight, making kemplang crackers also during hot weather, if the weather is rainy we do not produce.
	Asia (Employees)		As for natural potential, we really need sunlight during the drying process of the kemplang crackers when the kemplang crackers are dried before frying.
4	Dedy Armansyah (Owner)	Has the use of human resources been optimal in running this kemplang cracker business?	For the use of human resources such as expertise or so on, we have been as optimal as possible in their utilization.
	Asia (Employees)		For the use of human resources, the use is optimal.
5	Dedy Armansyah (Owner)	How is the facilities and infrastructure system in running this kemplang cracker business?	The facilities and infrastructure are good, we are not burdened in this regard, because buyers also buy directly from most places.
	Asia (Employees)		For facilities and infrastructure, there are no problems.

This research was conducted on October 03 to October 08 to answer the formulation of existing problems, researchers conducted interviews with pottery handicraft business owners and employees of pottery crafts, the formulation of the problem as follows:

- a. How is the role of the creative economy in the economic empowerment of the community in the Kedaton village?
- b. How the inhibiting and supporting factors of the economic role in the economic empowerment of the community in the village of Kedaton.
- c. For more clarity, it can be from the results of the discussion of the role of the creative economy in community empowerment through pottery crafts in the Paku village.

The Role of Creative Economy in Community Economic Empowerment

After the conclusion of the theoretical basis in Chapter 2 and the data collected from interviews, observation, and documentation. A creative economy is a concept to be able to build a sustainable economy with creativity, and utilization of resources, which are not only renewable, but even unlimited, such as ideas, ideas, talents, talents, and creativity (Jaelani, 2020). From the results of observations, interviews and documentation, we can conclude that the creative economy can build the community's economy with this kemplang cracker business, from the role of this creative economy for the community in this Paku village, it has played a lot of roles for the economy of its people, such as the existence of employees in the Ema Mulyadi Kemplang cracker business right in the Paku village, Mrs. Ema Mulyadi has recruited 15 employees where the employees are taken from residents of Paku Village from this Kemplang cracker business there is also an increase in the economy of both

the business owner and his 15 employees, which from the results of the interview above explained that his employees work in this Kemplang cracker business, very grateful because with this Kemplang cracker business they can work and make money, this is very helpful for the family economy. From the results of this krupuk kemplang business, it can also reduce poverty.

Supporting and inhibiting factors in community economic empowerment

Supporting and inhibiting factors for this kemplang cracker craftsman:

- a. The weather is very influential in making these kemplang crackers, because after making these kemplang crackers, they must be directly dried in the hot sun, if the weather is hot, the making of these kemplang crackers can be done and the results are good, but if the weather is huja then there is no making of these kemplang crackers, because in making these kemplang crackers, they must be dried immediately, if they are not dried, these kemplang crackers will become moldy, and the making of these kemplang crackers will fail and will result in losses.
- b. Capital for capital can also be a driving and inhibiting factor because, in making kemplang crackers, it is very influential with the price of capital, with the unstable price of sago, the price of fish is very influential with capital, because if it is unstable, sometimes the selling price of kemplang crackers also increases.

Conclusion

With the existence of this kemplang cracker artisan business, the role of the creative economy in economic empowerment through this kemplang cracker business can play a role in job vacancies for the community, an increase in the economy for the community, and a decrease in poverty levels. From the business of ema mulyadi kemplang crackers, there are also inhibiting and driving factors such as weather, which can be a driving and inhibiting factor because when the weather is hot it is a driver of the business and if the weather is rainy it will be an obstacle because there is no production of kemplang crackers.

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