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The Role Of Creative Economy In Improving The Welfare Of Local Communities: Case Study In Tourism Area

Mahmuddin¹, Nurul Fadhilah², Puteri Aprilani³, Muhammad Hirsan⁴¹ Universitas Negeri Makassar, Indonesia² Universitas Sriwijaya, Indonesia³ Universitas Widya Gama Mahakam Samarinda, Indonesia⁴ Politeknik Pariwisata Medan, Indonesia

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Corresponding Author:

Author Name*: Mahmuddin

Email*: mahmuddin@unm.ac.id

Abstrak: *Tourism areas have great potential in improving the regional economy, especially when integrated with the creative economy sector. The creative economy, which relies on ideas, creativity and innovation, plays an important role in tourism development, not only to increase tourist attraction but also to create sustainable economic opportunities for local communities. This research aims to explore the role of the creative economy sector in improving community welfare in tourism areas, with a focus on local creative products such as handicrafts, performing arts, culinary, and design. The creative economy can reduce dependence on the seasonal tourism sector and enrich the tourist experience, while creating business opportunities and improving the skills of local communities. This research uses a descriptive qualitative approach in Indonesian tourism regions, such as Bali, Yogyakarta, and Labuan Bajo, which have great potential in this sector. Through interviews, focus group discussions, and observations, the research identified key challenges such as limited capital, market access, and adequate infrastructure. The findings of this study are expected to provide recommendations for the development of policies that support the creative economy sector, in order to create an inclusive and sustainable economy for local communities, and improve the competitiveness of tourism areas*

Keywords : *Creative Economy; Local Community Welfare; Tourism Area*



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INTRODUCTION

Tourism areas have great potential to improve the economy of a region, especially when integrated with the creative economy sector. The creative economy refers to a sector that relies on ideas, creativity, and innovation as the main sources in creating value-added products and services (Maulana et.al., 2022). As the tourism industry develops, more and more destinations are utilizing the richness of local culture and creative potential to attract tourists. In this context, the creative economy becomes an important pillar in tourism development that not only benefits the industry sector itself, but also improves the welfare of local communities. By optimizing the creative potential that exists in an area, tourism can have a significant positive impact on the economy and social of the local community (Tjilen et.al., 2023). Therefore, it is important to understand how the role of the creative economy can contribute to improving the welfare of local communities in tourism areas. Through the utilization of local creativity, both in the form of cultural products and art-based activities, the creative economy sector can be an effective means of strengthening tourism attractiveness as well as creating employment opportunities for local residents. This research aims to explore the role of the creative economy in improving the welfare of local communities, with case studies in certain tourism areas.

Economic development based on creativity and local culture is one of the solutions to overcome economic inequality in various regions, especially in tourist areas. Areas that have natural or cultural tourism attractions often face the problem of dependence on the seasonal tourism sector. This can result in sharp income fluctuations for local communities, who often have no other alternative sources of livelihood. By incorporating elements of the creative economy, such as handicrafts, performing arts, local cuisine or design, communities can enrich the tourist experience while creating more sustainable economic opportunities (Maharani & Nisa, 2024). These creative ventures also

provide opportunities to improve the skills and capacity of local communities, allowing them to make the most of their potential. In addition, the creative economy sector can also help preserve local culture, which is a major attraction for tourists. Therefore, it is important to see how this sector can strengthen the tourism sector in increasing community income and welfare. This study will explore how the creative economy can support tourism more holistically.

The creative economy sector in Indonesia has been growing rapidly, along with the increasing interest in unique and distinctive local products. In the context of tourism, this sector includes various types of businesses that can attract tourists, both in terms of aesthetics and cultural value. Handicrafts, music, fine arts, and regional culinary specialties are examples of products that can be promoted to enrich the tourist experience. In some tourism areas, such as Bali, Yogyakarta, and Labuan Bajo, the creative economy has become an integral part of the tourism industry that brings in domestic and international tourists. By optimizing the potential of local creative products, these areas not only increase tourist attraction, but also create business opportunities for local communities (Pasulu et.al., 2024). Therefore, tourism areas that can integrate the creative economy sector well have the potential to reduce dependence on a single source of income and create a more inclusive and sustainable economy. This of course has an impact on improving the welfare of local communities who can feel the direct benefits of this sector.

However, the development of the creative economy in tourism areas is also not free from challenges. One of the main obstacles faced by local communities is limited access to capital and technology. Many creative businesses have great potential, but are hampered by a lack of financing or access to wider markets. According to Darmawan & Mahadewi (2024), inadequate infrastructure, such as supporting facilities for the production or distribution of creative products, is also one



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of the obstacles. Local communities often find it difficult to take advantage of existing opportunities due to a lack of knowledge or skills in marketing their products. In this case, the role of the government and private sector is needed to provide training, access to capital, and other supporting facilities so that the creative economy sector can develop optimally. Without adequate support, the potential of the creative economy will be difficult to achieve maximum results, despite the increasing demand for creative products. Therefore, these challenges need to be identified and addressed so that the creative economy can have a significant impact on the welfare of local communities.

On the other hand, the creative economy sector not only provides economic benefits, but can also improve the quality of life of the community. One other positive impact is the increased competitiveness of the tourism area itself. Tourists are increasingly interested in visiting places that not only offer natural beauty, but also the uniqueness of local culture and creativity. This is in line with the findings of Kutsiyah (2019), which states that tourism areas that integrate creative products with tourism offerings will be better able to maintain their position as a destination of interest to tourists. In addition, the creative economy sector can also be a driving force for other sectors, such as hospitality, restaurants, and transportation, due to the increasing number of visitors who come to enjoy various creative products. Thus, the creative economy becomes a catalyst that drives the wider economy, creating a multiplier effect that not only benefits creative businesses, but also other sectors involved in the tourism industry. This opens up opportunities for the creation of an economic ecosystem that is mutually supportive between sectors.

In certain tourism areas, such as Bali or Yogyakarta, the creative economy has changed the pattern of the local economy, creating space for creativity to flourish. In Bali, for example, painting, sculpture and handicrafts have become the main attraction for tourists coming

to the island. The same goes for the diverse local cuisine, which has become both a cultural identity and a promising economic product. Local communities that previously depended on agriculture or formal sector jobs now have alternative sources of income through the creative sector (Muzaqi & Hanum, 2020). Many local artists, crafters, and other business actors have successfully utilized their creative potential to create products that can be marketed both domestically and abroad. Thus, the creative economy has opened up new opportunities for the community to access a wider market and generate higher income. Not only that, the creative economy sector also provides an opportunity to introduce and preserve local culture through the products produced. This is one way to maintain regional cultural identity amidst the onslaught of globalization.

However, although the creative economy sector has great potential, efforts to develop this sector must be carried out carefully and consider the principle of sustainability. Creative economy development that does not prioritize environmental and cultural sustainability can lead to exploitation that damages local ecosystems and traditions. Therefore, it is important to create a sustainable business model, which not only prioritizes economic benefits, but also social and environmental sustainability. Governments, businesses and communities need to collaborate to create policies that support the development of a creative economy that is environmentally friendly and based on local cultural wealth. With the right approach, the creative economy can be a catalyst in creating tourism areas that are not only profitable, but also sustainable and inclusive. This will ensure that the benefits derived from the creative economy sector can be felt by all parties, whether local communities, tourists, or the government. Therefore, it is important to develop appropriate strategies in utilizing the creative economy as a resource that supports the welfare of local communities in a sustainable manner.



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This study aims to analyze how the creative economy can contribute to improving the welfare of local communities in tourism areas. By understanding the role and impact of this sector, it is expected that effective solutions can be found in addressing the challenges faced by local communities in developing their creative potential. This study will also explore the factors that support and hinder the development of the creative economy in tourism areas, as well as its impact on the tourism sector itself. The results of this study are expected to provide useful recommendations for the development of better policies and strategies to maximize the contribution of the creative economy in improving the welfare of local communities in tourism areas.

METHOD

This research uses a descriptive qualitative approach to explore the role of the creative economy in improving the welfare of local communities in tourism areas. The research locations were chosen in Indonesian tourism areas that have great creative economy potential, such as Bali, Yogyakarta, and Labuan Bajo. The research subjects consisted of three main groups: creative economy actors (crafters, artists, culinary entrepreneurs, and other creators), local communities directly involved in the sector, and policy makers such as local governments and tourism associations. The number of subjects involved was estimated at 30 to 40 people, with details of 15-20 creative economy actors, 10-15 local communities, and 5-7 policy makers.

Data were collected through in-depth interviews, focus group discussions (FGDs), participatory observation, and documentation studies. The data obtained were analyzed with b to identify key themes related to the impact of the creative economy on the welfare of local communities. Data validity and reliability were maintained by source triangulation and method triangulation, which combined various data collection techniques from various relevant parties. This research aims to provide a clear picture of the role of the creative economy in improving the welfare of local communities and

provide recommendations for the development of more effective creative economy policies in tourism areas..

RESULTS AND DISCUSSION

The Impact of the Creative Economy on the Wellbeing of Local Communities

The creative economy sector contributes significantly to creating jobs for local communities in tourism areas. Based on interviews with creative economy actors, such as handicraft artisans, artists, and culinary entrepreneurs, many of them employ family members or local communities. For example, in Bali, many handicraft businesses involve local people in the production process, from making art goods, traditional clothing, to jewelry sold to tourists. In Yogyakarta, regional culinary businesses also employ local people as kitchen staff, waiters, or store managers. The creative economy also encourages the emergence of new businesses based on local creativity, such as art galleries, cultural performance venues, and graphic designs that attract tourists or other businesses (Pemayun, 2018). This creates opportunities for individuals who previously did not have access to formal employment. Thus, the creative economy sector acts as a driving force that provides employment opportunities for local communities, especially those in tourism areas with relatively high unemployment rates. Small and medium-sized entrepreneurs engaged in the creative economy also create jobs on a wider scale, providing opportunities for workers in the informal sector to earn a more stable income.

The creative economy sector is proven to increase the income of local communities. Based on data obtained from interviews and FGDs, most creative economy actors in tourism areas recorded a significant increase in turnover due to high demand from domestic and international tourists. In Bali, for example, arts and crafts products sold in art markets or souvenir shops are often priced higher due to their artistic value and the uniqueness of the local culture. Therefore, these products are not only well received by tourists, but also create greater income for the communities involved in their production and distribution. Likewise in Yogyakarta, the regional culinary sector that is



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packaged with a creative approach (such as thematic restaurants or cafes with local cultural concepts) has succeeded in attracting many tourists. This benefits not only the business owners, but also the workers involved. Restaurant or shop workers who previously relied solely on seasonal work can now earn a higher regular income. This income also leads to an improved quality of life, as workers are able to fulfill their daily needs more stably, and are even able to save and invest in their children's education. In addition, this increased income encourages greater local consumption, positively impacting other sectors such as trade, transportation and hospitality.

While the creative economy plays an important role in improving the welfare of local communities, the research also found several challenges that need to be addressed. One of the main challenges is limited access to capital and marketing knowledge. Many creative businesses in tourism areas have quality products, but struggle to reach a wider market or to modernize the way they produce and market their goods. The government and private institutions need to provide business skills training, access to capital, and support in digital marketing so that local products can compete in the global market. In addition, changes in tourism trends and seasonal fluctuations can affect the income of people who depend on this sector. While the creative economy provides better employment and income opportunities, dependence on seasonal tourism can lead to income instability for some communities (Prasetyo, 2018). Therefore, product diversification and marketing strategies are needed that can reduce dependence on seasonal tourists and make creative products more resilient to changing market trends.

Creative Economy Business Model in Tourism Areas

Creative economy business models in tourism areas are growing rapidly, covering a wide range of sectors such as local crafts, culinary, performing arts and other cultural products. One prominent example of a business model is local crafts, which is particularly strong in Bali. Many entrepreneurs develop traditional handicraft businesses, such as jewelry, sculptures, wood carvings, and woven

textiles. These products are sold in art markets or directly to tourists, capitalizing on the uniqueness and first-hand quality produced by local artisans. The main advantage of this business model is the cultural value added in each product, which attracts tourists looking for exclusive and authentic items. On the other hand, the biggest challenges faced by these businesses are high production costs and global competition, which forces them to innovate in product design and expand their market through online stores or partnerships with large retailers.

The culinary sector is also one of the fastest growing business models, especially in tourist cities like Yogyakarta. Many restaurants and cafes offer regional culinary specialties with a more modern or thematic concept, providing a unique experience for tourists who not only want to enjoy the food but also feel the atmosphere of the local culture. This business model relies on experiential value, where culinary delights are served with a creative touch that is appetizing and adds to the appeal of tourists. Some culinary businesses even utilize social media to market their products, allowing them to reach a wider market. However, a challenge in the culinary sector is that demand fluctuations are highly dependent on the tourism season, which causes some businesses to experience a decrease in turnover in the low season (Widyaningsih et.al., 2024). To overcome this, many culinary businesses have started to diversify their menus, offer delivery services, or hold special events such as culinary festivals to attract local customers.

The performing arts sector also plays an important role in the creative economy in tourism areas, especially in Bali and Yogyakarta. Traditional art performances such as Kecak dance or wayang kulit are not only tourist attractions, but also business models that rely on collaboration between artists, tourism managers and local governments. This performing arts business model highlights experiential marketing, where tourists can interact directly with artists, learn about local culture, and experience the uniqueness of the art (Islahuddin et.al., 2022). However, the challenge faced by the performing arts sector is to maintain the authenticity and sustainability



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of the arts amidst market demands that increasingly lead to the commodification of culture (Arif, 2023). This encourages the need for innovation without sacrificing the traditional values contained in each art performance.

In addition, other cultural product sectors, such as souvenirs and merchandise, are also growing business models in tourism areas. Products such as knitting bags, scarves, or mini statues that reflect local culture are widely sold in souvenir shops and art markets. The advantage of these products is their high cultural value, which makes them a popular choice among tourists who want to bring home a memento of their trip. Handayani & Sari (2020) mentioned that the biggest challenge in this business model is design piracy and product standardization, which can reduce the artistic value and originality of the goods. Therefore, it is important for businesses to protect their intellectual property and continuously improve product quality to remain competitive in the global market.

Overall, each sector in the creative economy in the tourism region relies on product innovation and differentiation, balanced with local cultural values as the main attraction. Nonetheless, businesses in this sector face various challenges such as demand fluctuations, high production costs, and global competition. Therefore, greater support is needed from the government and related institutions, such as providing access to capital, managerial training, and digital marketing, so that this business model can develop further and have a greater impact on local communities. Such support will help expand the market, improve product quality, and ensure that the benefits of the creative economy can be felt equally by the people directly involved in this sector.

The Role of Government and Infrastructure in Supporting the Creative Economy

The role of government policies in supporting the creative economy in tourism areas is crucial. Local governments, as seen in Bali, have launched various policies to support creative businesses, such as skills training subsidies, tax incentives, and product promotion facilities. One important policy is a

community-based tourism promotion program that encourages creative businesses to participate in arts and cultural festivals, providing opportunities for them to introduce their products to a wider market. In addition, the government also supports creative economy players' access to digital platforms so that they can market their products online, expanding their market reach both domestically and internationally. However, despite these policies, Surjono (2020) points out that the implementation of policies in the field still faces obstacles, such as a lack of socialization and understanding among small business actors regarding intellectual property rights and the opportunities available.

Apart from policies, infrastructure also plays an important role in supporting the development of the creative economy. The government has made efforts to build creative centers and business incubators to provide space for creative economy players to develop their businesses. In Bali, for example, the Bali Creative Industry Center offers training, seminars, as well as access to industry networks that greatly assist entrepreneurs in improving their product quality and business management. Easier access to transportation and information technology is also a supporting factor, as seen from the improvement of road infrastructure and the provision of better internet access in tourist areas (Buditiawan, 2021). This makes it easier to distribute creative products to a wider market and allows businesses to reach the global market through e-commerce. Challenges in this sector still exist in some remote areas that still lack access to infrastructure, such as limited internet facilities that hinder the development of creative businesses.

The sustainability of the creative economy is also greatly influenced by collaboration between the government, private sector, and local communities. In Bali, for example, several large companies play a role in funding training programs and providing facilities for creative economy actors, enabling them to develop their businesses more professionally. The sustainability of the sector also relies heavily on product and market diversification, to reduce dependence on the tourism sector, which is vulnerable to seasonal



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fluctuations (Soeseno, 2019). The government plays an important role in creating incentives for sustainable businesses, such as rewarding businesses that integrate environmentally friendly practices in their production. In Yogyakarta, for example, some culinary businesses have started to emphasize the use of local and environmentally friendly ingredients as part of their product identity, which not only adds value, but also fosters awareness of sustainability.

While government policies and infrastructure already provide significant support to the creative economy, the biggest challenge faced is maintaining a balance between modernization and preservation of local culture. There is a concern that excessive modernization may diminish the traditional values that characterize creative products. Therefore, it is important for the policies implemented to not only support the development of the creative economy, but also pay attention to the preservation of cultural heritage. The products produced should still reflect local wisdom and cultural identity, so that the creative economy does not only focus on profit, but also maintains the sustainability of traditional values that are the main attraction for tourists.

Overall, the role of government and infrastructure in supporting the creative economy in tourism areas is crucial to ensure the sustainability of the sector. Appropriate policies, such as skills training, tax incentives, and product promotion, as well as adequate infrastructure development, can have a positive impact on the development of the creative economy. However, the biggest challenge is the equitable implementation of policies, especially in remote areas, and ensuring that policies not only support the tourism sector, but also focus on the development of the non-tourism sector. Therefore, collaboration between the government, private sector, and local communities, as well as an emphasis on sustainability practices are needed to create a creative economy that is not only profitable, but can also have a positive impact on society in the long run

Challenges and Obstacles in Creative Economy Development in Tourism Areas

In developing the creative economy in tourism areas, local communities face some significant challenges, especially related to limited capital. Based on interviews with business owners in Bali and Yogyakarta, many of them revealed that limited start-up capital is the main obstacle in starting and developing their creative businesses. Although the government provides various incentives and training programs, access to easier and cheaper financing is still an obstacle that needs to be overcome. Many entrepreneurs are trapped in a high-interest credit system that reduces the profitability of their businesses, or are unable to access financing facilities at all due to lack of collateral or required documents. This leads to reliance on personal funds, which are often insufficient for business expansion, and limits the scope for small and medium-sized enterprises to compete in a wider market.

In addition to limited capital, limited skills are also a major obstacle to the development of the creative economy (Bangsawan, 2023). Entrepreneurs in the local craft, culinary and performing arts sectors revealed that although they have traditional talents and knowledge, they often struggle to adopt the latest technology or manage their businesses in a more efficient way. In the craft sector, for example, while many artisans are highly skilled in making traditional products, they often lack skills in business management, digital marketing or product innovation. This makes it difficult for them to introduce their products to a wider market or improve the competitiveness of their products. In addition, businesses also expressed the need for digital skills training, in order to utilize online platforms to market their products globally.

Market access is also a key challenge for local communities in developing the creative economy (Wawuru & Ayaningtyas, 2024). Some businesses revealed that although they have quality products, they struggle to reach a wider market due to limited information and limited distribution networks. Many small businesses do not have access to international marketing networks or the ability to utilize digital marketing technology to its full



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potential. This results in limited competitiveness of their products in an increasingly competitive global market. In Bali, for example, while local handicrafts and cultural products are in high demand by tourists, local artisans often struggle to market their products overseas without the support of an efficient e-commerce platform or distribution partner that can help them penetrate international markets. Sometimes, this obstacle is exacerbated by the lack of digital literacy among creative businesses in remote areas, which hinders them from tapping into the growing potential of the online market.

One of the other barriers identified was the lack of coordination between the government and local businesses. Some businesses complained that while there are many policies that support the development of the creative economy, their implementation often does not directly address their needs. Many businesses feel that existing government programs are often not targeted or appropriate to the conditions on the ground, such as training programs that are irrelevant to their business needs or no concrete follow-up of the policy. This indicates a communication gap that needs to be addressed so that the policies implemented are truly beneficial and acceptable to local communities. In addition, the lack of strong organization within the creative business community in some tourism areas also limits cooperation between them to support each other and share resources, so that the potential for collaboration and synergy cannot be maximized.

Another obstacle is the often unpredictable changes in market trends and demand. Many businesses rely on traditional products or regional culinary specialties, whose demand is strongly influenced by tourist interest. When tourism trends change or there is a decrease in the number of tourists, income from the creative economy sector becomes very volatile (Madianto et.al., 2021). This worsens the condition of businesses that are already stressed with high operational costs, especially in low tourism seasons. Many businesses find it difficult to adapt to rapidly changing market trends, hampering their productivity and profitability.

Overall, the main challenges faced by local communities in creative economic development in tourism areas are limited capital, skills, market access, and lack of coordination between the government and businesses. To overcome this, synergistic efforts are needed between various parties, including the government, private sector, and local communities. The government needs to strengthen easier access to financing for creative businesses, provide relevant skills training, and build infrastructure that supports creative business development, such as digital platforms and distribution networks. On the other hand, businesses need to improve their managerial capabilities and digital skills to adapt to market developments and expand their market reach. By addressing these challenges, the creative economy in tourism areas can develop more optimally and have a greater positive impact on the welfare of local communities.

CONCLUSIONS

Creative economy development in tourism areas has a significant positive impact on the welfare of local communities, especially in creating jobs and increasing income. However, the main challenges faced are limited capital, skills, market access, as well as demand fluctuations that are highly dependent on tourism trends. Although the government has launched various policies to support this sector, the implementation of policies that are less targeted and lack of coordination with business actors are obstacles that need to be addressed immediately. Therefore, closer collaboration between the government, private sector, and local communities is needed to strengthen access to financing, provide skills training, and expand distribution networks. In addition, it is important for businesses to improve their managerial skills and digitalization so that their products can compete in the global market. Product diversification and marketing strategies that are more adaptive to changing market trends are also indispensable. With these steps, the creative economy can develop more optimally and provide long-term benefits to local communities. Top of Form



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