CREATIVE ECONOMIC EMPOWERMENT POLICY IN SUPPORTING TOURISM POTENTIAL IN BANTEN PROVINCE

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ABSTRACT

The purpose of this study is to discuss creative economic empowerment policies in supporting tourism potential in Banten Province. The research method uses a qualitative descriptive research approach. The technique of determining the informants in this study was determined based on the purposive sampling technique through data collection techniques through observations, interviews and document searches. Data analysis techniques are carried out continuously during data collection in the field until data collection is completed. This analysis includes several activities, namely reviewing data, grouping data, finding what is important according to the research focus and studying and deciding what to report. The results of the study indicate that the policy of empowering the creative economy in supporting tourism potential is still not fully effective, based on the analysis of the ABCD (Asset Based Community Development) approach even though the changes have come from within the community but still have obstacles to existing capacities and assets in the community, relationships and orientation towards sustainable community growth. The research recommendations of this study are first, resource utilization policies with a focus on community work, social planning, community development, social action, community education, second, an integrated policy-industry-community approach in an effort to grow tourism, third, changes based on relationships can start with initial mapping which aims to design community empowerment, fourth, creative economy development strategy is the main choice for policy stakeholders coupled with creative tourism initiatives at the organizational and wider community level.

Keywords: Empowerment policy, Creative economy, Tourism potential

Introduction

The dynamics of regional development is highly dependent on the availability of resources. One of the local government instruments to be able to maintain the sustainability of resources is to carry out appropriate policies in various development sectors with the aim of minimizing the impact of the degradation of the availability of resources (Balaceanu, 2012; Battilani, 2015; Kattumuri, 2018; Tsani et al., 2020). Thus development can continue to be carried out and the availability of resources is...
maintained so that both can complement each other and be sustainable (Fukuda-Parr et al., 2013) (Mensah, 2019).

The creative economy is one of the sectors that is expected to be a development force for a country in the future, along with the condition of natural resources that are increasingly being degraded every year. The concept of creative economy is an economic concept in the global era that intensifies information and creativity by relying on ideas, ideas and stock of knowledge from Human Resources as the main production factor (UNCTAD, 2008). In the context of Indonesia, the results of the 2019 creative economy survey show that the creative economy is able to contribute significantly to national economic growth. In 2019, this sector contributed IDR 852 trillion to the national GDP (7.38%), absorbed 15.9 million workers (13.90%), and an export value of US$ 19.4 billion (12.88%). The data shows a significant increase in the contribution of the Creative Economy to the national economy from 2015-2019, which is 10.14% per year. This proves that the creative economy has the potential to develop in the future and becomes one of the important aspects in the development of the creative economy in improving human resources or empowering communities that are efficient and effective through various ideas and ideas based on knowledge, creativity and community.

Banten Province is one of the regions currently implementing creative economic policies, especially in developing the tourism potential of Tanjung Lesung. Based on Government Regulation (PP) Number 26 of 2012, Tanjung Lesung has been designated as one of the Special Economic Zones (SEZ) and is part of a strategy for developing regional economic potential that is locally integrated and globally connected. This is supported by the determination of Banten as one of the buffer areas between the islands of Java and Sumatra in the paradigm of the Master Plan for the Acceleration of Indonesian Economic Development (MP3EI) 2011-2025.

Based on the results of the study, the existing conditions that are still obstacles to the creative economy in supporting tourism potential are the lack of impact on the community, limited opportunities and opportunities for the community, rigid and static regulations and community potential that has not been explored. Some of these problems are the main reasons for the need for a policy paradigm change that gives priority to the creative economy community to develop through the context of empowerment policies.

Community empowerment in the context of tourism development has not shown economic, social, psychological, and political benefits equally in society (Rachmawati, 2018). This is because tourism is a complex and ever-changing phenomenon that has diverse and often contradictory consequences, providing a number of social, cultural and economic impacts on society, both positive and negative (Butler, 2017; Cole, 2006), while on the other hand tourism is seen as a development tool for many developing countries to solve the problems they face. In this context, tourism is seen as having a number of roles, including empowering individuals and communities (Butler, 2017; Cole, 2006). Researchers are of the view that community empowerment and tourism potential must complement each other so that both have a positive impact, therefore encouraging creative economic empowerment policies is a necessity.

In a broader context, community empowerment must be able to become a vehicle for forming patterns of thought, patterns of action, patterns of attitudes, business patterns, and planned lifestyles with imagination based on natural wealth, culture, and regional advantages as well as building public participation (Sururi & Mulyasih, 2017). On the other hand, the government plays a role as a regulator as well as a catalyst for the creative economy by giving freedom to the community through empowerment formulation policies in order to increase individual capacity professionally and develop according to the dynamics of sustainable development. Thus, the creative economy is implemented through the formulation of community empowerment policies.

The synergy between the formulation of community empowerment policies and the creative economy will give birth to an innovation perspective that is able to encourage economic growth, business and competitiveness-oriented investment towards various
transformations of the tourism industry. Tourism is relatively unique as a sector because it directly impacts and is influenced by the socioeconomic and environmental dimensions of sustainability, including in relation to climate change (OECD, 2020). This is because tourism involves the movement of individuals from one area to another, which sometimes has a different culture. The interaction between tourists and local communities in tourist destinations is a social interaction and the community does not always react positively to the development of certain destinations or attractions (Piartrini, 2018) therefore growing an empowered community or community and a powerless community, where the empowered community consists of of individuals who are confident, energetic and independent (Markantoni et al., 2018) and have a stake in improving the welfare of society.

Based on the empirical phenomena and theoretical studies that have been described, the formulation of empowerment policies, the creative economy and the tourism industry are very important dimensions to be studied in depth in the development process and public policy analysis. Empirically, the public policy formulation stage is not only a process of implementing normative rules, but in the process, there is a potential for friction of interests between the interactions and the actors involved.

Community empowerment as a strategy has now been widely accepted and has even developed in various literatures in the western world. The context of empowerment and community are two complementary words (Travis & Leech, 2013). A more comprehensive definition put forward by (Maton, 2008) is as a group-based, participatory development process, in which marginalized or oppressed individuals and groups gain greater control over their lives and environment, acquire valuable resources and basic rights and achieve important life goals and reduce social breakdown. Basically, a framework that includes empowerment that is at any level of analysis must include citizen participation. In terms of policy, this means that there is an effort to increase the political freedom of local people and, where possible, to decentralize power and responsibilities (Christens, 2012)

What and how is the concept of the creative economy? The creative economy was first initiated in England by (Howkins, 2013) who saw that the economic growth of a region is largely determined by the level of productivity and the presence of creative people who have special talents with the ability to apply knowledge to create an innovation. According to Howkins, the creative economy is an economic activity that relies more on ideas or (creative) ideas to manage materials sourced from the surrounding environment to add economic value.

The creative economy is driven by the capitalization of creativity and motivation in producing products and services with high creative content in economic inputs and outputs (Chollisni et al., 2022). The creative economy sector consists of 14 sub-sectors, namely the advertising sector, architecture, goods market sector, arts sector, crafts sector, design sector, fashion, video, film and photography, interactive games, music, performing arts, publishing and printing, computer and software services, television and radio, research and development.

Tourism is always identified with travel activities or an activity that directly or indirectly touches and involves the community. Community involvement in tourism can be as consumers of tourism services or play a role as producers or providers of goods/services in tourism activities. Based on Law Number 10 of 2009 concerning Tourism, it is stated that the definition of tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited for a temporary period, while tourists are people who do tours. The World Tourism Organization (UNWTO) provides a definition that tourism/tourism (tourism) is the act of travel for the purpose of recreation and business, and the provision of services for this act. Meanwhile (tourists) are persons who are “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

Several studies that have been carried out related to creative economy empowerment policies have been carried out such as (Sururi, 2017) in the results of his research which states the need to strengthen synergy between various creative economic actors, namely the community, government, academics/intellectuals, business people and creative communities in encouraging economic development. Creative economy in Banten Province through innovation and creative economic governance that is integrated between various policy actors, then (Khair et al., 2020) in his research tries to develop a conceptual framework for sustainable cities and community empowerment through the introduction of community-based monitoring as a means to improve resilience and social welfare.

Research conducted by (Syahrullah & Muhtadi, 2021) shows that community economic empowerment through paper bag training programs can improve the welfare of the Kranggan village community. The Seba Usaha Cipta Boga Cooperative carries out the stages of community empowerment, starting from planning, implementing, institutionalizing, and evaluating monitoring, while (Setiawati, 2020) in her research says that the community empowerment program is to build public awareness and communication in realizing economic improvement for the welfare of the people around the city Old.

Furthermore (Chollisni et al., 2022) in his research results say that to increase income for the welfare of the community, the development and empowerment strategy of the community in the economic field is very feasible to be implemented. The concept of developing and empowering the creative economy of the community is part of economic development, one of which is to improve the quality of life of the community through the utilization of the resources available to them and emphasizing the principle of social participation. In a different perspective (Setyaningsih et al., 2012) revealed that women’s empowerment through managed creative industries can be a recommendation to be developed so that the creative industries can participate in empowering women.

Some of the studies that have been described above have similarities with the research being conducted, however, research that focuses on the creative economy in a policy perspective in supporting tourism potential has not been carried out in depth. In addition, the analysis in this study uses the ABCD approach as one of the approach models that can be carried out in an effort to empower the creative economy in supporting tourism potential. The ABCD (Asset Based Community Development) approach is an approach designed and implemented (Kretzman & Mcknight, 1993) as a way to counter the problem-based approach to community development. The main idea behind ABCD is based on observations made in the 1980s that disadvantaged communities have high levels of individual, association and institutional assets that are either underutilized or “underutilized”. According to (Pretorius & Nel, 2012) this observation is very important as material for thinking that the community can change if the population is mobilized to participate in the change process. The ABCD approach challenges people to think about what they have and not about what they don't have.

The analysis in this study adapts the ABCD approach which focuses on four main principles, namely change must come from within the community, development must be built based on existing capacities and assets in the community, change must be driven by relationships and change must be oriented towards sustainable growth (Ashford & Patkar, 2001; Ennis & West, 2010; Kretzman & Mcknight, 1993). The purpose of this study is to discuss how community empowerment policies support tourism potential in Banten Province.

Method

Research on the formulation of creative economy-based empowerment policies in supporting the tourism industry in Banten Province uses a qualitative descriptive research approach. Several other considerations that underlie the use of a qualitative approach, are as stated by (Yin, 2014), amely: (1) qualitative research presents a comprehensive (holistic) form in analyzing a phenomenon; (2) this type
of research is more sensitive in capturing descriptive qualitative information, by relatively still trying to maintain the wholeness of the object, meaning that the data collected in the case study is studied as an integrated whole.

The technique for determining the informants in this study was determined based on a purposive sampling technique using criterion-based selection, namely the determination of the number of informants was determined by the researcher himself based on certain considerations. Data collection techniques through observation, interviews and document searches. In the process of data collection, a human approach between researchers and data sources. Test the validity of the data using triangulation as stated by (Denzin, 1978) that the implementation of triangulation needs to be done to test the validity of the data by utilizing the sources, methods, investigators, and theories used. The data analysis technique follows the interactive data analysis model from (Miles et al., 2014) which is an analysis that is carried out continuously during data collection in the field until data collection is completed. This analysis includes several activities, namely reviewing data, grouping data, finding what is important according to the research focus and studying and deciding what to report. Thus, the data analysis process runs simultaneously or continuously during the research process.

Results and Discussion
Change from Within Society

The results of research based on the ABCD approach in the dimension of change that must come from within the community are still not effective, this can be seen from the tendency of community opportunities and opportunities that are still limited or in this case the community's position is passive and only becomes the object of empowerment in supporting tourism potential. This becomes an obstacle for the community to develop internally in developing investment, creativity, hope and control of citizens in society (Pretorius & Nel, 2012).

This is in accordance with the results of research (Chollisni et al., 2022) which says that to increase income for the welfare of the community, the development and empowerment strategy that comes from the community in the economic field is very feasible to be implemented and is part of economic development to improve the quality of life. community through the use of resources. In line with this, (Pretorius & Nel, 2012) emphasized the importance of community work as one of the three main methods applied in social work practice, aimed at bringing about the necessary social changes in the community.

In contrast to Pretorius & Nel, (Weyers, 2011) revealed the five models most often used to achieve change in society, namely social planning, community development, social action, community education and social marketing. Meanwhile (Ife, 2002) views community work as the activity or practice of someone who tries to facilitate the community development process.

Changes that come from society in the context of the creative economy are a form of awareness of each individual and group to jointly grow the process of continuous economic creativity. As stated by (Hidayat & Syahid, 2019) that the development of local potential-based entrepreneurship can be managed through the following stages: (1) business planning; (2) business organization; (3) business implementation; and (4) assessing and supervising the regularity of the business which aims to measure the effectiveness of implementation, supporting factors and constraints of business unit programs.

According to (Sahebzadeh & Nobaya, 2012) education is a method used in community development. This method is used to improve the quality of human beings and to increase their knowledge and skills. Education is the process of teaching people how to live better by learning ways that improve their lives. Simply defined, education of any kind is the production of change in human behavior – change in what people know, in what they think, in what they can do, and in what they actually do.

Appropriate educational approaches provide opportunities for individual and community change from four perspectives namely: 1) Changes in what people know – their knowledge about themselves, about their society and about their physical environment; 2) Changes in what people can do – their skills, mental and physical; 3) Changes in what people
think and feel – their attitudes towards themselves, towards their society and towards their physical environment; 4) What changes people actually make where their actions are related to the factors that determine their own well-being.

Based on the description above, the policy on resource utilization with a focus on community work, social planning, community development, social action, community education and social marketing as well as growing awareness of each individual and group to jointly foster the process of economic creativity continuously become a solution for the creation of change that comes from society.

**Existing Capacity and Assets in the Community**

The findings of the study indicate that the capacity and assets in the community are still not effective in providing effective feedback for the community in utilizing tourism potential, this is known from the unexplored potential of the community. This has an impact on the not yet optimal tourism potential which continues to develop.

This is contrary to the concept put forward (Ife, 2002) which says that community development as a process of “building, or rebuilding, the structure of human community in which new ways of relating, organizing social life and meeting human needs become more effective and This is not in accordance with the results of research (Rachmawati, 2018) which says that community empowerment in the context of tourism development has not shown economic, social, psychological, and political benefits equally in society.

In the context of tourism, adopting an integrated policy-industry-community approach becomes very important by emphasizing tourism policy which is treated only as one component of a diverse economy. Policy makers therefore need to ensure that efforts to grow tourism are carried out within the broader context of a broader creative economy development strategy, and in close collaboration with industry and civil society (OECD, 2020)

Therefore, encouraging relationships from various stakeholders in increasing the capacity and assets of the community to continue to develop needs to be carried out continuously, especially relations with fellow citizens, communities, and local institutions (Pretorius & Nel, 2012). In line with this (Pretorius & Nel, 2012) emphasizes the importance of a community-centered change process that is facilitated by local communities to take decisions and actions as an effort to exist for basic needs and improve the quality of life of individuals and the wider community.

To achieve the quality of society as described above, the emphasis on the active role of community members as productive citizens needs to be carried out continuously, where according to (McKnight & Block, 2010) one way for individuals to act as quality citizens can be done by take roles and responsibilities in community development activities independently and to a minimum avoid the intervention of government agencies and groups outside the community.

One of the efforts in achieving effective asset and capacity-based community development practices, described by (Ennis & West, 2010) which emphasizes the need to apply the benefits of integrating key concepts from social network theory. This is in accordance with the arguments (Ife, 2002; Schenck et al., 2010) which suggest that an asset-based approach is able to facilitate collaboration and partnership between different stakeholders in society and enable potential empowerment practices.

Thus adopting an integrated policy-industry-community approach in an effort to grow tourism can be carried out in a wider context, a broader creative economy development strategy, and in close collaboration with industry and civil society through facilitation of local communities to take decisions and actions. creatively and productively as an effort to exist for basic needs and improve the quality of life of individuals and the wider community.

**Change Must be Driven by Relationships or Partnerships**

Empowerment of the creative economy in supporting tourism potential requires relationships and partnerships with all stakeholders, but the results of the study show that the relationships and partnerships that have been
carried out have not been carried out in accordance with the principles of relationships and partnerships as they should. In this case, the community has not benefited from the pattern of relationships and partnerships that have been carried out so far, this is due to regulatory factors that are rigid, static and have not been able to accommodate the interests of the community.

The results of this study contradict (Butler, 2017; Cole, 2006) which states that tourism is a complex and ever-changing phenomenon that has diverse and often contradictory consequences, providing a number of social, cultural and economic impacts on society, both positive and negative. Tourism is seen as a development tool for many developing countries to solve the problems they face. In this context, tourism is seen as having a number of roles, including empowering individuals and communities (Butler, 2017; Cole, 2006).

According to (Setiawati, 2020) in her research, she said that to realize the needs of the community, an initial mapping is needed that aims to design community empowerment so that it can increase profits while building the community's creative economy. Furthermore, it is interesting to observe the view (Khair et al., 2020) that to overcome the problem of the lack of public participation in the context of social relations and partnerships. In line with this, (Maton, 2008) asserts that tourism development is ideally a group-based, participatory development process, in which marginalized or oppressed individuals and groups gain greater control over their lives and environment, acquire resources and rights, value basic rights, and achieve important life goals and reduce social damage

In contrast to the view above, (Pretorius & Nel, 2012) emphasizes the social capital owned by the community as relationship and partnership capital by referring to networks, connectedness and relationships of trust and reciprocity, acknowledging, respecting, and embracing a community. Thus, the pattern of relationships and partnerships that give priority to problems in society will effectively be able to foster positive change.

Based on the description above, change based on relationships can be initiated through initial mapping which aims to design community empowerment that is able to increase profits while building the creative economy of the community, maximizing public participation in the context of social relations and partnerships, group-based development processes, and strengthening social capital that owned by the community as capital for relationships and partnerships.

**Change must be Oriented to Sustainable Growth**

The results show that the orientation on sustainable growth has not been effective, this can be seen from the minimal impact of creative economic policies and tourism potential on the community. This indicates that the creative economy policy is not yet optimal so that the creative economy development strategy is the choice for policy stakeholders. This is different from the research conducted by (Syahrullah & Muhtadi, 2021) which states that there is an impact on the behavior and economic life of the community because people get additional income, increase knowledge and get activities for entrepreneurship.

Economic growth and sustainable development are important issues for social welfare. Sustainable development seeks a moderate and responsible use in economic activities of limited resources while economic growth does not limit the exploitation of resources and energy, especially in increasing productivity (Pittel & Rübbelke, 2004). Therefore (Korez-Vide, 2013) suggests the importance of analyzing approaches as creative tourism options and initiatives that cover the wider organizational and community levels so as to create creative tourism initiatives that are able to inspire new ideas and contribute to cultural vitality and serve as a platform for collaboration, exchange and local development.

According to (Korez-Vide, 2013), due to the declared changes in the world economy and sustainability issues, cultural tourism is looking for its new form. One of them is creative tourism by offering tourists the possibility of self-development and co-creation experiences. By developing a sustainable creative tourism model, we have shown in this paper how to achieve an appropriate balance between
economic, social and environmental aspects through the development of creative tourism. In this case, community-based monitoring is designed and expected to be an approach in encouraging urban communities to achieve a more inclusive, safe, resilient, and sustainable environment (Khair et al., 2020).

A paradigm shift in the perception of tourism ‘success’ is needed at all levels of government and on behalf of all stakeholders, with a greater focus on the environmental and sociocultural pillars of sustainability. Success should not be judged from the number of visitors alone, but from a more holistic perspective and considering the positive impact that tourism can have at the destination level. In addition to the economic benefits, adopting such a philosophy will help deliver net benefits to local communities and indigenous peoples, contributing to achieving the SDGs (OECD, 2020).

Thus, a creative economy development strategy is the main choice for policy stakeholders coupled with creative tourism initiatives at the organizational and wider community level so as to be able to inspire new ideas and serve as a platform for collaboration, exchange, and local development. Assessed from the number of visitors only, but from a more holistic perspective and considering the positive impact on the creative economy and sustainable tourism.

Conclusion

Community empowerment policies in supporting tourism potential in Banten Province are still not fully effective. Various problems such as the lack of impact on the community, limited opportunities and opportunities for the community, regulations that are rigid and static and the potential of the community that has not been explored are some of the obstacles that must be faced by creative economy stakeholders.

Analysis based on four ABCD approaches that focus on four main principles, namely change must come from within the community, development must be built based on existing capacities and assets in the community, change must be driven by relationships and change must be oriented towards sustainability, in supporting tourism potential in Banten Province.

First, the policy of resource utilization with a focus on community work, social planning, community development, social action, community education and social marketing as well as raising awareness of each individual and group to jointly grow the process of continuous economic creativity as a solution for the creation of change that comes from society.

Second, an integrated policy-industry-community approach in an effort to grow tourism can be carried out in a broader context, a broader creative economy development strategy, and in close collaboration with industry and civil society through facilitation of local communities to take decisions and take action in an integrated manner. Creative and productive as an effort to exist for basic needs and improve the quality of life of individuals and society at large.

Third, change based on relationships can be initiated through initial mapping which aims to design community empowerment that is able to increase profits while building the community’s creative economy, maximizing public participation in the context of social relations and partnerships, group-based development processes, and strengthening community-owned social capital as capital, relationships and partnerships.

Fourth, the creative economy development strategy is the main choice for policy stakeholders coupled with creative tourism initiatives at the broader organizational and community level so that they are able to inspire new ideas and serve as a platform for collaboration, exchange, and local development. From the number of visitors only, but from a more holistic perspective and considering the positive impact on the creative economy and sustainable tourism.

References


