

Implementation of the Creative Economy Program in Sambas Regency in Supporting the Archipelago's Capital City

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Abstarct

This paper aims to describe the implementation of the Creative Economy Program in Sambas Regency in Welcoming the Archipelago's Capital City. This research method uses descriptive qualitative. The research location is at the Office of Cooperatives, SMEs, Industry and Trade, Sambas Regency, Indonesia. The informant in this research is Mr. Musa. The results of the study show that the programs that have been built by the Sambas Regional Government in developing the Creative Economy, include: One Village One Product Program, however, there are several villages that have implemented it and there are also villages that have not implemented/looking for superior products in his own village; Sambas IKM Program (web marketing from DISKUMINDAG); Program from Sambas Regent Tema Sipindu (Community Economic Level Through Integrated Savings and Loans), a kind of collective to help people make loans to open a business; When we already have a brand, the local government provides a facility program that is registered with IPR (Intellectual Property Rights) from the Ministry of Law and Human Rights. For example, Locale, CW.

Keywords: Creative Economy Program, Sambas, Capital City of the Archipelago

Introduction

One of the entrances to the Archipelago Capital City from land is Sambas District, West Kalimantan. In order to support the archipelago's capital city, although indirectly, this has been done by the regional government of Sambas district (Sipayung et al., 2018), through the implementation of creative economy programmes. The term creative economy has been increasingly discussed by the public since the President formed the Ministry of Tourism and Creative Economy in 2009. It seems that the idea of forming this was not something that came out of the blue but had been prepared for a long time (Maryunianta & Kesuma, 2021). In 2008, the Ministry of Trade published a book entitled 2025 Creative Economy Development Plan (Ministry of Trade of Indonesia, 2008)

The creative economy is a programme launched by the government as a support for the Indonesian economy. In addition, the programme also wants to form a community that is economically independent. Sambas Regency is one of the border areas of the country that has the potential to grow and make breakthroughs in the welfare of its people. Another effort is to help the local government implement creative economic programmes in Sambas by discovering and developing the economic potential of gifted villages. This paper aims to describe the implementation of the Creative Economy Programme in Sambas Regency: Welcoming the Archipelago's Capital City.

Methods

This study uses a descriptive qualitative approach. Data collection techniques using documentation (Minami et al., 2019). The interview will be held on Wednesday, May 17 2023, Time 08.40 WIB – finished. Place in the Department of Cooperatives, SMEs, Industry and Trade District. Sambas. The informant was Mr. Musa, S.T.P, as an employee of the Department of Cooperatives, MSMEs, Industry and Trade of the District. Sambas. The recorder is Ariel Muqshit

Findings dan Discussion

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The findings of this study were taken from the transcripts of interviews with informants. Sambas Regency has implemented the Creative Economy Programme, which can be seen from the programmes implemented by the government. Programmes that have been built by the Sambas Regional Government to develop the creative economy include: One Village, One Product Programme; however, there are several villages that have implemented it, and there are also villages that have not implemented it or are looking for superior products in their own villages. Sambas IKM Programme (web marketing from DISKUMINDAG); Programme from Sambas Regent Tema Sipindu (Community Economic Level Through Integrated Savings and Loans), a kind of collective to help people make loans to open a business; When we already have a brand, the local government provides a facility programme that is registered with IPR (intellectual property rights) from the Ministry of Law and Human Rights. For example, Locale, CW

The steps taken in developing the creative economy in Sambas Regency are: The steps taken in developing the creative economy in Sambas Regency, namely the local government going down to the villages to see the potential for the creative economy, have been implemented in several villages and sub-districts. For example, in Sendoyan, Tebas, Sajad, and several other villages that have been fostered, the local government has taken care of regulations, such as domestic worker permits and halal permits. This programme is carried out free of charge to support the ongoing creative economy in Sambas Regency.

Programmes that have been successfully developed regarding the Creative Economy in Sambas Regency, namely: training on how to process goods, and the government also carries out the labelling process (the process of making a brand); licencing; the marketing process; and DISKUMINDAG already has a marketing website (<https://ikmsambas.com>). villages that have implemented the Creative Economy programme according to the Sambas Regional Government programme are Sendoyan, Tebas, Sajad, Tempapan Hulu, Selakau, Pemangkat, Paloh, Dalam Kaum Village, Galing, Sejangkung, Tumuk Manggis Village, Seberang, Kartiasa Village, Durian Village, Nagor Village, Sabung Village, Saing Rambli Village, Mekar Sekumtum Village, Sijang Village, Pasar Melayu Village, and Lubuk Dagang Hamlet.

The obstacles faced in developing the creative economy in Sambas Regency are: The obstacle is distance, because Sambas has a large area. Different societal mindsets or changes in the mindset of people as business actors and as workers For example, people don't want to wait for messages that leave market demand unfulfilled. Sometimes knowledge is also an obstacle, because sometimes people only get knowledge from heredity; they don't want to get knowledge from others, such as the internet and journals, which can be combined with the weak points of product or goods processing so they don't make the same mistakes.

According to (Majid et al., 2021), to increase their productivity, SMEs must continue to increase the level of efficiency and technical efficiency by applying the principles of good business governance and making extensive use of ICT facilities, such as online sales and the internet of things,

in their marketing activities. SMEs must fully utilise existing capital and inputs that are selected and mixed properly to produce maximum output. Finally, the government should give priority to promoting SMEs in districts and cities experiencing lower productivity levels by providing more financial assistance and regular entrepreneurship and managerial training programmes.



Gambar 1. After an interview with informants at DISKUMINDAG, Sambas Regency

The industrial revolution 4.0 brought fundamental changes to various global life arrangements, marked by the growing development of creativity and innovation along with the use of information technology. The creative economy can be said to be an economic concept in a new era that relies on the potential for creative ideas in human resources. Building the National Capital of the Archipelago does not only rely on physical buildings, but having human resources who think creatively and like to make changes to adapt to the latest technology is also very important.

Because it provides a considerable contribution to the national economy, the creative economy is a strategic sector for future national development (Boccella & Salerno, 2016). The cultural and creative industries and the creative economy are factors propelling economic growth and regional development. (Drake, 2003; Fathurahman & Huseini, 2018) state that the creative economy can create added value with a knowledge base, including cultural heritage and extant technology, from creative ideas and innovations, so that creative ideas become creative works that can be used and have a market. A creative city is a metropolis based on creativity as a way of life in three primary aspects: economic (creative economy), social (creative society), and governmental (creative policy). Inventive people, as defined by UNCTAD, are individuals with inventive talents who are capable of influencing economic, social, and cultural dynamics, particularly in urban areas. In the economic sphere, creative individuals include scientists, engineers, architects, designers, educators, artists, and musicians who generate new concepts, new technologies, and creative content. People who are creative typically have a work ethic that promotes creativity, individualism, diversity, and meritocracy (Fathurahman & Huseini, 2018).

Conclusion

Sambas Regency has implemented creative economy programmes in various villages that have the potential to be developed. One of these superior programmes is the One Village, One Product programme. However, there are several villages that have implemented it, and some have not implemented it or searched for superior products in their own villages. In this case, the local government continues to try to explore the villages to find the community's potential so that it is worth developing. Then, the existing potential continues to be accommodated and developed through appropriate training and marketing. With the implementation of the creative economy programme, it is hoped that it can prepare the community to welcome the capital city of the archipelago.

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