

Assessing the impact of the creative economy approach on economic growth: A case study of Pedekik Village

Silvi Alya Nurlaila Putri¹, Putri Sani Nabawi², Annisa Sri Wahyuni³, Kharisma Ahmad Nurzaman⁴, Elis Nurhasanah⁵

Islamic Economics, Faculty of Economics & Business,
Universitas Perjuangan Tasikmalaya, Indonesia^{1,2,3,4,5}

Received: 17-02-2023 | Revision: 23-05-2023 | Accepted: 28-07-2023 | Published: 26-10-2023

DOI: <https://doi.org/10.22219/jiko.v9i01.21386>

Abstract

This study aims to assess the impact of the creative economy approach on economic growth. However, the hypothesis testing results indicate that the influence of the creative economy on economic growth is not significant. This finding is supported by the results of simple linear regression analysis, which suggest a weak correlation between the creative economy and economic growth. It appears that the creative economy sector in the village of Pedekik lacks sufficient innovation, creativity, and novel inventions to effectively compete with evolving market trends. While it is believed that over time, the creative economy may gradually supplant commodities and natural resources as key contributors to the Indonesian economy, this study's findings do not support a direct influence of the creative economy on economic growth.

Keywords: Economy, Creative Economy, Economic Growth.



Copyright (c) 2023 Silvi Alya Nurlaila Putri, Putri Sani Nabawi, Annisa Sri Wahyuni, Kharisma Ahmad Nurzaman, Elis Nurhasanah | This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

*Corresponding author: salyanputri07@gmail.com

1. Introduction

Pedekik Village is one of the villages in Bengkalis Regency categorized as having a Pre-Prosperous Economic Status, as this category dominates compared to residents categorized as prosperous. This statement is supported by data obtained from the Pedekik village apparatus. Additionally, Pedekik Village can be seen as a community that is independent in developing a creative economy, evidenced by the presence of home industries, such as craft houses for used goods, coconut shells, and coconut fiber. The creative economy is a concept in the new economic era that prioritizes information and creativity, relying on ideas and knowledge from human resources as key factors of production. In economic studies, there are four factors of production: natural resources, human resources, and management orientation (Arjana, 2016).

The creative economy sector consists of 14 sub-sectors: advertising, architecture, goods market, arts, crafts, design, fashion, video, film and photography, interactive games, music, performing arts, publishing and printing, computer services and software, and television and radio, as well as research and development. The creative economy is driven by the capitalization of creativity and motivation to produce products and services with high creative content, contributing to the input and output of economic activities (Ministry of Culture and Tourism, 2010). The resilience of the creative economy has proven to be the most effective concept, particularly when large companies went bankrupt during the economic crisis experienced by Indonesia. Moreover, the creative economy has the potential to enhance the national economic landscape (Polnaya, 2015).

In Bengkalis, particularly in Pedekik Village, there is a rural area that is part of the creative economic distribution. This is evidenced by the presence of home industries, such as craft houses for used goods, coconut shells, and coconut fiber. Some community members spend their time working in these home industries; however, this situation does not significantly impact the local economy. The community has not yet experienced the benefits of these home industry activities, and some individuals do not contribute to improving the standard of living for the Pedekik Village community. This situation warrants careful consideration and study.

Based on the results of a pre-survey conducted in Pedekik Village, it was found that the majority of the community members work as farmers, relying on agricultural products and managing home industries to meet their daily needs. The primary agricultural products include soybeans and rubber. However, the current selling prices for soybeans and rubber are very low, and the income from home industry products is similarly affected. There is a lack of new innovations and inadequate infrastructure. If this situation persists, the community will struggle to improve their standard of living. Therefore, there is a need for training in processing home industry products into items with higher selling value. To address these challenges, a strong cooperative relationship between the government and the community is essential.

Based on the data that has been presented above, it is necessary to further examine the economic situation of the Pedekik village community in improving welfare.

2. Method

This study employs a quantitative approach using a survey method to examine the influence of the creative economy on people's income. The quantitative approach is based on the assumption that truth exists independently of the observer, thus requiring a distance between the researcher and the subjects to maintain objectivity. The study is located in Pedekik Village, Bengkalis District, Bengkalis Regency, and was conducted from April to June 2018.

The sampling method used in this study is nonprobability sampling, where each element in the population does not have an equal opportunity to be selected as a sample, and the probability of selecting a specific member of the population is unknown. The sample consists of 100 home industry business operators in Pedekik Village.

The data utilized in this study is cross-sectional, meaning it was collected at a specific point in time, allowing for a snapshot of the situation and activities during that period. Data was gathered through a questionnaire. The types of data used in this study include primary and secondary data. Data collection was conducted using questionnaires, documentation, and interview techniques. For data analysis, the study employed validity tests, reliability tests, normality tests, simple linear regression, and hypothesis testing.

3. Empirical Result

Data Validity Test Results

The validity of the variable data uses a significance level of 5%, while the decision of the validity test is: if $r_{\text{count}} > r_{\text{table}}$, then it is said to be valid, if $r_{\text{count}} < r_{\text{table}}$, then it is said to be invalid, r_{count} can be seen in the Corrected Item-Total Correlation column. The r_{table} formula is:

$$\begin{aligned} r_{\text{table}} &= df ; N-2 \\ &= 5\% ; 100 - 2 \\ &= 0,05 ; 98 \\ &= 0,1654 \end{aligned}$$

Reliability Test Results

Guided by the established formula in determining the level of reliability of a questionnaire is to use the cronbach alpha formula. Decision making for the reliability test is as follows: cronbach alpha < 0.6 (poor reliability), cronbach alpha $0.6-0.79$ (acceptable reliability), cronbach alpha 0.8 (good reliability). Some also interpret if $\alpha > 0.90$ then the reliability is perfect. If α is between $0.70-0.90$ then the reliability is high. If α is low, it is likely that one or more question items are not reliable.

All research variables are reliable because cronbach alpha is greater than 0.7 or cronbach alpha $0.6 - 0.79$ (acceptable reliability). So the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

Simple Linear Regression Results

The results of the simple regression equation show that a is a constant number of unstandardized coefficients with a value of 36.916. If the creative economy (X) is equal to zero (no change), then economic growth (Y) is 36.916. b is the regression coefficient number. Its value is -0.152, this number means that for every 1 unit of creative economy (X) added, economic growth (Y) will decrease by 0.152. The regression coefficient value is (-), so it can be said that the creative economy has a negative effect on economic growth. This negative value means that there is a negative relationship between the creative economy and economic growth, the higher the creative economy, the lower the economic growth.

The results of the determinant coefficient show an Adjusted R Square value of 0.024 or equal to 2.4% of the influence of the creative economy (X) on economic growth (Y) in Pedekik village. While the remaining 97.6% can be explained by other factors not examined in this study.

Hypothesis Results

The hypothesis states that there is an influence of the creative economy on economic growth. From table 7 it can be seen that the sig. value = 0.069 and is greater than (α) = 0.05, so it can be said that the hypothesis is rejected which means that there is no influence of the creative economy (X) on the economic growth (Y) of Pedekik village.

In addition, hypothesis testing can also be done by conducting a t-test, namely by comparing t count with t table with a significance level of 5% with the provision that if $t \text{ count} > t \text{ table}$ then the independent variable has a significant influence on the dependent variable, if $t \text{ count} < t \text{ table}$, then the independent variable has no significant influence on the dependent variable. Count = -1.841 and t table = 1.98447, so $t \text{ count} < t \text{ table}$ which means that there is no influence of the creative economy (X) on the economic growth (Y) of Pedekik village.

This study examines the influence of the creative economy on economic growth. Based on the results of the study, the hypothesis tested, namely the influence of the creative economy on economic growth, is rejected. This has been proven by the results of simple linear regression tests which show that the influence of the creative economy on economic growth is weak.

The results of the study can be understood that the creative economy in Pedekik village is engaged in the creative industry sector which still lacks new innovations, creativity and new discoveries, so it is less able to compete with the increasingly sophisticated market developments at this time. In fact, the creative economy will slowly replace the role of commodities and natural resources as supporters of the Indonesian economy.

Industry is one of the pillars in building the national economy. Because, it is able to create competitive human resources in the era of globalization, while at the same time prospering the community and can make it seen as very strategic. From the test above, it shows that the research results that have no effect occur because the development of the creative economy in Pedekik village still has many shortcomings in all things. And for now it is only able to finance daily living needs, to contribute to economic growth it

is still not possible and this still needs attention from various parties so that this creative business is more productive.

4. Conclusions

The creative economy is a concept in the new economic era that emphasizes the importance of information and creativity, with knowledge from human resources (HR) serving as the main production factor in economic activities. Therefore, ideas are a crucial element in the development of the creative economy.

The creative economy has the potential to impact Indonesia's economy because the HR in the country consistently generate new ideas. This leads to economic growth in the creative economy sector, which can be observed through Gross Domestic Product (GDP) metrics. However, the creative economy does not significantly influence economic growth in Pedekik Village, despite the overall positive development of businesses in the area. Challenges remain, such as a lack of capital, skilled workers, and insufficient financial support from the local government.

Thus, in the case of Pedekik Village, it is essential for all stakeholders—including the community, government, and private sector—to collaboratively address these issues with seriousness and cooperation. This collective effort is necessary to develop the creative economy, ensuring that its products possess innovative value, high competitiveness, and contribute to more robust economic growth.

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study

5. References

- Abdullah, B. (2008). *Ekonomi Islam*. Jakarta: PT. Raja Grafindo Persada.
- Arjana, I. G. B. (2016). *Geografi pariwisata dan ekonomi kreatif*. Jakarta: Rajawali Pers.
- Basri, M. C. (2012). *Rumah ekonomi rumah budaya*. Jakarta: Gramedia Pustaka Utama.
- Creswell, J. W. (2010). *Research design: Pendekatan kualitatif, kuantitatif, dan mixed (Terjemahan)*. Yogyakarta: Pustaka Pelajar.
- Desa Pedekik. (2017). *Data kependudukan Desa Pedekik Kecamatan Bengkalis tahun 2017*.
- Fahrudin, A. (2008). *Pemberdayaan partisipasi & penguatan kapasitas masyarakat*. Bandung: Humaniora.
- Furqon. (2011). *Statistik terapan untuk penelitian*. Bandung: Alfabeta.
- Ibrahim, H., et al. (2013). Analisis keberlanjutan usaha pengrajin ekonomi kreatif kerajinan sutera di Provinsi Sulawesi Selatan. *Jurnal Teknologi Industri Pertanian*, 23(3), 210-219.
- Suharto, E. (2014). *Membangun masyarakat memberdayakan rakyat*. Bandung: PT. Refika Aditama.
- Sukirno, S. (2002). *Makro ekonomi modern*. Jakarta: PT. Rajawali Grafindo Persada.

- Suryana. (2017). *Ekonomi kreatif, ekonomi baru mengubah ide dan menciptakan peluang*. Jakarta: Salemba Empat.
- Polnaya, G. A., & Darwanto. (2015). Pengembangan ekonomi lokal untuk meningkatkan daya saing pada UKM ekonomi kreatif batik bakaran di Pati, Jawa Tengah. *Jurnal Bisnis dan Ekonomi*, 22(1).