



THE CREATIVE ECONOMIC DEVELOPMENT IN IMPROVING THE INCOME OF WOOD ARTISTS

Siti Mariam¹, Pramudi Harsono^{2*}, Irwan Sukmawan³, Tabroni⁴

¹ Universitas Esa Unggul, Indonesia

^{2,3,4} Universitas Bina Bangsa, Indonesia

Email: pramudi1909@gmail.com²

Abstract

Creative economy development plays a role in a country's economy, especially in income generation, job creation, export revenue, technology, intellectual property, and other social roles. This study aims to find out how the role of the creative economy increases the income of wood artisans. This type of research is field research, while the nature of this research is descriptive and qualitative with data collection techniques using interviews and documentation. And all these data were analyzed by induction. The results obtained from this study are that the development of the creative economy carried out by wood artisans is to continue to improve innovations that consumers want so that other artisans do not abandon their products. Increased creativity and innovation by artisans increase the interests of consumers and affect the income received by artisans. The development of the role of the creative economy influences the increasing the business income of the wood artisans.

Keywords: Creative Economy, Income and Wood Crafts

INTRODUCTION

Revenue is the amount of money received by a person or company from selling products or services to customers. Income can be considered as an indicator to measure the level of prosperity and welfare of society because the higher the income per capita, the more money is available to spend on individual needs and wants. (Komang and Purbadarmaja, 2017). However, it is also important to note that income does not always directly reflect people's well-being. For example, if only a small proportion of people receive high incomes while the majority of people live in poverty, then high income will not automatically bring prosperity to the whole community. Therefore, it is also important to pay attention to a fair and equitable distribution of income so that the welfare of society can increase as a whole.

It is believed that the creative economy system is the solution to this problem and an alternative to the challenges of the global economy that will drive the already executed economic system. Indonesia, rich in culture and a large population, has great potential to develop a creative economy.

The development of the creative economy has become an important phenomenon in the current development and challenges of globalization. Information technology and digitization factors have accelerated the development of the creative economy, which includes sectors such as art, design, fashion, film, music, games, architecture, advertising, and so on. The creative economy can be considered as an answer to the challenges of social welfare because it can create job opportunities, increase income, increase economic growth, and improve the quality of life and people's welfare. (Azizah and Muhfiatun, 2017). In addition, the creative economy can also reduce unemployment by creating new jobs in creative sectors, which offer opportunities to create, innovate and collaborate.

This opens up opportunities for people with a talent and interest in the arts and creativity to develop their own careers and businesses.

Continuous innovation, research and development are also very important in the creative economy, as they create products and services that consumers want and need. By continuing to develop innovative and creative products and services, companies and businesses can meet the needs and desires of consumers, and increase their competitiveness in the global market.

Creative economy development can increase business income. Income is the number of money craftsmen receives from selling products to customers. Income is an indicator to measure the community's level of prosperity and welfare so that the measure of economic income reflects economic progress.

Entrepreneurs are innovators, as individuals who have the instinct to see opportunities and have enthusiasm, capacity, and thinking that beats slow and lazy thinking tools. An entrepreneur plays an important role in discovering new combinations consisting of the introduction of new goods and services, new production methods, new sources of raw materials, new markets, and new industrial organizations. This new combination can produce innovative products and services, meet consumer needs and wants, and increase a company's competitiveness in global markets (Alma, 2016). Entrepreneurial growth has also brought tremendous economic improvement in developed countries. Entrepreneurship drives innovation, creates new jobs, promotes economic growth, and makes an important contribution to the country's economic and social development. Entrepreneurs can also become agents of change in driving positive social and environmental changes.

Many entrepreneurs are developing their businesses by increasing creativity and innovation to make their products more attractive according to consumer demand. More and more entrepreneurs increase their creativity and innovation to make their products more attractive so that consumers will also consider and compare their products with other places to increase income for entrepreneurs.

Business is the organized activity of individuals who produce and sell goods and services to benefit from the satisfaction of the needs of society. From another point of view, a company is many companies that include agriculture, production, construction, distribution, transportation, communication, service and government companies involved in manufacturing and marketing goods and services to consumers. We can conclude that the company is an organized individual commercial activity that produces, produces and sells goods and services to consumers to meet their needs (Juliyani, 2016).

The name of Pd obtained the results of the pre-survey. Forward Jaya. This woodworking company is led by Mr Jumadi, assisted by 4 employees, and has many orders. The products produced by these craftsmen are tables, chairs, shelves, windows, doors, and others according to consumption orders. So the income cannot estimate.

According to the efforts of wood artisans in Banten, there are several problems, namely, if the weather conditions are bad, artisans struggle to find wood which is the main raw material for making wood artisans. For each of these wood craftsmen, the wood that is often used to make wood artisans is teak wood. The teak they get comes from purchases with other people (Panglong Kayu) but not all purchases but some of their wood. Artisans are very concerned with the quality of the wood used for the sustainability of the wood crafts they produce.

In addition, artisans must have new creativity and innovations to develop the woodcraft sector to compete with other businesses. The creativity of the products produced affects the income earned by artisans in Banten. Here, the role of the creative economy is highly developed because the creative economy is growing, and it will increase the commercial income of artisans. Because wood artisans who use the creative economy, of course, the price will be higher than those who don't have sculptures, the company's income increases.

The formulation of the problem in this study is how the role of the creative economy in increasing the income of wood artisans? While the purpose of this study is to find out how the role of the creative economy in increasing the income of wood artisans.

Creative Economy

John Howkins introduced the concept of the Creative Economy in 2001 in his book "The Creative Economy: How People Make Money from Ideas". According to Howkins, the creative economy is an economic activity that includes the production and distribution of goods and services that originate from creativity, cultural heritage and the environment. In the creative economy, creativity, culture and the environment are used as the main basis for creating economic value. The fact is that productivity comes from creative people who rely on their knowledge capacity (Firdausy, 2017).

In the creative economy, creativity is seen not only as the ability to create new products, but also as a way to add value to existing products and services. In addition, the use of cultural and environmental heritage is also considered as a new source of economic value. For example, the use of environmentally friendly natural materials in the production of fashion products can increase the economic value of these products. Creating goods and services with economic value is the primary goal of the creative economy, which is based on the community's ingenuity, in terms of the state (resident cultural)'s and natural resources and its community's talents and abilities (Muis, 2019).

In other words, the creative industry is an industry that relies on the authenticity of the creativity, skills and talents of individuals who can improve living standards and create job opportunities through the exploitation of intellectual property rights.

Creative Economy Sectors

Architecture includes the design and construction of buildings and other structures. Product design includes the design and production of functional and aesthetically pleasing products. Fashion includes the design, manufacture and sale of clothing and accessories. Interior design includes the design and arrangement of interior spaces for aesthetic and functional purposes. (Moelyono, 2010).

Visual communication design includes the design and production of visual works for marketing, advertising or other communication purposes. Performing arts include stage, theater and musical arts that are performed directly in front of an audience. Animated films and videos include the production of films, videos and animations for entertainment or educational purposes. Photography includes taking pictures and producing visual works using a camera.

Publishing includes creative activities related to the production and distribution of books, magazines and other publications. Advertising includes creative activities related to the marketing and promotion of products and services through print, digital and visual media. Fine arts include creative activities related to painting, sculpture and other arts. Television includes the production of television programs and digital content for entertainment or educational purposes. Radio includes the production of radio programs for entertainment or educational purposes.

The Role of the Creative Economy

The creative economy plays a role in a country's economy, especially in income generation, job creation and increasing export revenue, technology improvement, intellectual property improvement, and other social roles. As a result, the creative economy can be considered a driving force for a country's economic growth and development.

Another approach to the role of creativity is that creativity is considered a measurement tool for social processes. Creativity can increase economic values such as income, job opportunities and welfare, which can reduce social problems such as poverty, unemployment, low education, health, inequality and other problems of social instability. Consequently, from an economic point of view, there is a close relationship between creativity and socio-economic development, which is especially inseparable. The creative economy can create prosperity because it can create job opportunities/reduce unemployment, reduce inequality and encourage renewal and use of local raw materials.

Craft Art Craft Concept

Crafts are meanings produced by people working for their skills, either psychological or skills. Craft is also called skill which is interpreted as skill. In addition, the craft can define that it is an activity that modifies raw materials with skills that can learn to become pre-determined products (Sefmiwati, 2016). The manual skills possessed by artisans in the craft sector are a form of the craft business, which makes many manual skills in the form of a family business.

Types of Craft Arts

There are many types of crafts produced by artisans. The raw materials used to make crafts also vary. The selection of materials in the manufacture of craft is very important because the material will support the value of form and comfort. Types of craft can be divided into 2, namely:

1. Two-dimensional craft art includes embroidery, mosaics, collages, batik, weaving, reliefs, and wall decorations.
2. Three-dimensional craft arts include ceramics, metal crafts, leather crafts, wood crafts, woven crafts, and other crafts.

Income Concept

Income is indeed one of the important indicators in measuring the level of prosperity and welfare of society, especially in the economic context. However, it is also important to understand that income does not always guarantee the welfare of society as a whole (Iskandar, 2017). For example, there are countries with high levels of income, but still experience significant social inequality and economic inequality between certain groups of people. Therefore, apart from income, other indicators such as the happiness index or poverty index are also needed which can provide a more comprehensive picture of the level of welfare and socio-economic balance of a country or region.

Types of Income

Income can also be interpreted as a person's net income in money or kind. In general, income can be classified into 3 of them (Iskandar, 2017):

1. Salary and wages

A reward that someone gets after working for another person, private company or government.

2. Income from wealth

Profits from one's own business represent the total value of production minus any costs incurred, whether monetary or otherwise.

3. Income from other sources

Income earned without devoting labour includes receipts from the government, unemployment insurance, renting assets, bank interest and donations in other forms.

Factors Affecting Income

Several factors affect income, namely:

1. Capital

Capital is a very important contribution (factor of production) to determining high and low income. But that does not mean that it is the only factor that can increase revenue. In this case,

capital for traders is also one of the factors of production that affect income. The size of the working capital used in the company will affect the income earned by traders.

2. Length of business

Company duration is the duration of traders in their business management, indicated in one year (Wahyono, 2017). Effort can lead to a commercial experience, where experience can influence the observation to behave. The duration of opening can affect the level of income, and the length of time an entrepreneur pursues a line of business will affect his productivity.

3. Labor

Labour is an important factor in production because work is the driving factor of other input factors. Without work, other factors of production will not be significant. Increasing labour productivity will encourage increased production so that management will also improve.

METHOD

Types of research

This type of research is a qualitative type of field research, namely field research procedures that produce descriptive data in the form of written or oral data from people and experimental research (Sugiyono, 2019). Qualitative field research can be used to collect data from communities and social organizations regarding the role of the creative economy in increasing the income of wood craftsmen. Qualitative methods can provide a deeper and more detailed understanding of the views, perceptions and experiences of the community regarding the topic. Data collection was carried out by means of observation, interviews, and documentation in the field. The data obtained was then analyzed descriptively to get a complete and accurate picture of the topic under study.

Data source

Sources of data in qualitative research can come from subjects interviewed or observed, such as the community or wood craftsmen in the research. If using a questionnaire or interview, the data source is the answers given by the respondents or informants in the study. Data sources can also come from documents, archives, or records related to the research topic. (Sukardi, 2015). Data sources, in general, can be divided into primary data sources and secondary data sources. The observation method can also be used as a source of data in research. This method allows researchers to see directly and record information related to the research being carried out, such as human behavior, environmental situations, and physical or non-physical conditions of the research object. Observations can be made in an open or closed way, and can be done directly or indirectly. Another source of data that can be used in research is statistical data obtained from institutions or agencies that have the authority to collect and publish data. Statistical data can be used to provide a broader picture of the

phenomena under study, such as income data, the number of wood craftsmen, and the development of the creative economy in a particular area.

Data collection technique

Data collection techniques are techniques used to obtain valid data. To obtain clear, precise and complete information, the authors use several methods, including:

1. An interview (*interview*) is a form of direct communication between researchers and respondents. Direct communication in the form of questions and answers in a face-to-face relationship so that the movements and expressions of the respondents are media patterns that complement verbal words. The questions are prepared in advance and directed to the topic to be studied for interviews.
2. Documentation, namely looking for data regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, longer, agenda, etc. The documents needed in this research are in the form of activities related to community activities. The required documentation is in the form of photos at the interview.

Data analysis technique

Data analysis in this study is a systematic research and compilation process of data obtained through second-in-depth interviews, field notes and other materials so that they are easy to understand and the results can be transmitted to others.

This research uses qualitative data analysis using the inductive reasoning method, which is used to obtain scientific knowledge that deviates from observing certain things or problems and then drawing general conclusions.

DISCUSSION AND RESEARCH RESULTS

The creative economy plays a role in a country's economy, especially in income generation, job creation and increasing export revenue, technology improvement, intellectual property improvement, and other social roles. Another approach to the role of creativity is that creativity is considered a measurement tool for social processes. Creativity can increase economic values such as income, job opportunities and welfare, which can reduce social problems such as poverty, unemployment, low education, health, inequality and other problems of social instability. Consequently, from an economic point of view, there is a close relationship between creativity and socio-economic development, which is especially inseparable.

This study aligns with what Jumadi craftsmen stated: "By doing bookshelf creativity and other things, I have my creativity that other craftsmen don't have." From there, my consumers have increased to the point where the income I receive, thank God, can meet the daily needs of my daily family. Previously, my income was only around Rp.50,000.00 per month, but now my average

income is Rp.2,750,000.00 per month. I also delegate work to my employee, who now lives with me, to assist in fulfilling consumer orders for woodcraft.

Of course, there are factors of support and resistance in every business management. The artisan explained the factors of support and inhibition of the craftsmen themselves with the existence of a credit system that I implemented so that more consumers were interested in ordering home furnishings at my place. When opening this woodworking company, the obstacle that I experienced was consumers paying the credit system fees to buy woodcraft products. So sometimes, income is a bit too clogged. Then, craftsman Mr Jumadi added that many school consumers who lead woodcrafts such as tables, chairs, frames and others are a factor of support for my business. The inhibiting factor of the woodcraft industry that I pointed to was the lack of innovation due to a lack of motivation and me.

Analysis of the Role of the Creative Economy in Increasing the Income of Wood Craftsmen

Based on the discussion above, we can see that by continuing their business, each wood artisan has their creativity to make wood crafts more demanded by consumers and always develops innovations so that their business can compete with other woodcraft efforts. The creativity development carried out will increase the income earned by the artisans so that the more artisans increase their economic creativity, the more income. Meanwhile, if the artisans do not develop their economic creativity, it will be abandoned by other craftsmen, and their income will decrease.

CONCLUSION

Based on this research and discussion, we can conclude that the development of the creative economy itself affects the income received from each wood artisan. The more these craftsmen increase the creativity of their products, the more interested consumers there will be in buying their products to increase their income. Meanwhile, if the artisans cannot provide innovations, consumers are less interested in buying their products, affecting the income earned. Wooden handicrafts made by these artisans adhere to business ethical principles such as management, maintenance, mutual benefit, and personal accountability for results.

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