

Analysis of The Role of The Creative Economy on Society Increasing in Household Income from The Prespective of Islamic Economics (Studies in Society District Pringsewu)

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Abstract

This research is motivated by rural poverty a major problem in the implementation process of development in rural areas, because the majority of poor people living rural areas, the rural development as part of the development. Creative economy is a new economic concept that mix and match information and creativity that relies on ideas, ideas, and knowledge of human resources as a factor of production. There are 14 sub-sectors of the creative industry, one of which is agriculture. Creative economy that is on the village's waringin cider industry refers dragon fruit, dragon fruit farmers who produce the household is an effort to improve the welfare of one of them increase their family income. The problem in this research led to the role of the creative economy in increasing household income through the efforts of dragon fruit cultivation in the village of Sari subdistrict Adiluwih K. Pringsewu district, and the creative economy in increasing household income in the review from the perspective of Islamic economics. Research methods used in this study using qualitative research, using the population of dragon fruit growers 30 plus one vote collectors and village officials as informants. From note analysis can be concluded that based on interviews done by the farmers of dragon fruits in the village of K. Sari subdistrict Adiluwih District Pringsewu., with the creative economy has an important role for farmers, seen from 30 respondents 9 craftsmen increased revenue, 18 stable artisans and craftsmen 3 decreased in the year 2016. Meanwhile, for the study of Islam, the craftsmen have met the production process, marketing market, government policies, economic conditions, the environment and partnership. But does not meet the financial and management indicators were good.

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A. INTRODUCTION

Rural poverty became a major problem in the process of development in rural areas, because the bulk of the poor population living rural areas, the rural development as part of national development should take priority.¹

In an effort to improve the welfare of rural communities is reflected in the economic development goals that originally oriented toward sustainable growth of large-scale economic development priority must now be to the fore. Creative economy is a new economic concept that mix and match information and creativity that relies on ideas, ideas and knowledge of human resources as a factor of production. In economic studies known there are four factors of production, namely natural resources, human resources, capital (the main factor) and the orientation or the management.²

Creative economy in Indonesia are described in chronological attention of the government in 2006 in which President Susilo Bambang Yudhoyono has instructed to develop a creative economy in Indonesia. The development process is realized first with the establishment of Indonesian Design Power by the Ministry of Industry and Trade of the time, to help the development of the creative economy in Indonesia. Creative economy has started to grow and develop into the economic sectors that have an

important role for the economy in Indonesia. In 2014, the creative economy is estimated to have contributed 7.1% to the national GDP, providing 12 million jobs and contribute to the national economy by 5.8%. In the next five years, this sector is targeted to have contributed to the national GDP reaches 12%, 13 million work force, and contribute 10% of exports. Observing the development of the creative economy as described above, then the creative development and economic growth in Indonesia is collectively need to be integrated into Indonesia's economy as a whole system, so Indonesia has the resilience of the economy at a time of cultural resilience.³

The core or heart of the creative economy is the creative industries. Definition of the Industry according to Indonesian Dictionary is the activity of processing or processing of goods by using the means and equipment. Economic development is a process that causes the per capita income of residents of a community to rise in the long term. One important goal of economic development is the provision of sufficient jobs to pursue growth in the labor force more so for developing countries, especially Indonesia where labor force growth faster than the growth of employment opportunities. Utilization of existing human resources in the industrial sector, is the key to success in achieving the objectives of the industrial sector

Table. 1
Society 15+ by type of main activities
in Lampung Province, 2013-2017

Work Force	2013	2014	2015	2016	2017
The Labor Force	3.957.697	3.626.291	3.724.119	3.724.119	3.857.936
1. Work	3.737.078	3.399.844	3.532.975	3.532.975	3.673.158
2. Unemployment	220.619	226.447	226.447	191.144	184.778
Not Labor Force (School, are of Household) aothers)	1.866.673	1.912.359	1.912.359	1.884.641	1.901.235
Total	5.824.370 million	5.538.650million	5.538.650 million	5.608.760	5.759.711
Participation Rate	67.95	65.47	65.47	66.40	66.99
Work Force					
Unemployment Rate	5.57	6.24	6.24	5.13	4.79

Source: Statistics Lampung, the number is processed in 2017.

The origin of Pringsewu own in 1925, through the Dutch East Indies government colonization program, a group of Java open residential areas around Margakaya who was filled with the bamboo tree. From this blaze Pringsewu name derived from the Javanese language, which means Bamboo Thousand. In 1997, when the district Tanggamus be aloof, Pringsewu become part of the Tanggamus accordance with Act No. 2 of

1997. Later in 2008, through Act No. 48 of 2008, Pringsewu be the lone district thousands of cities in Pringsewu. Pringsewu District has an area of 625 KM. Consisting of 96 pekon (village) and 5 villages spread over 9 districts, namely: Pringsewu, performances, Pardasuka, Gadingrejo, Sukoharjo, Ambarawa, Adiluwih, Banyumas, and North Pagelaran.

Table. 2
The Number Of Residents Pringsewu District Population
by Gender 2017

Year	Man	Woman	Total	Sex Ratio
2003	181.489	176.065	357.554	103.08
2014	187.982	177.387	365.369	105.97
2015	190.702	178.634	369.336	106.76
2016	189.954	180.203	370.157	105.41
2017	194.497	184.693	379.190	105.31

Source: BPS District Pringsewu, 2017.

Central Bureau of statistics has been to use a new edge of poverty. Since March 2011, the poverty line is spending limit of Rp 233,740

per capita per month, up 10.39 percent compared with the limit of the poverty line in March 2010 amounted to Rp 211,726.

B. THEOREYTICAL

1. Creative Economy

Creative economy in the UK was first conceived by John Howkins through his book "Creative Economy, How People Make Money from Ideas". Howkins idea inspired by the thought of Robert Lucas who see that the economic growth of a region is determined by the level of productivity and the presence of creative people who have a special talent with the ability to apply knowledge to create an innovation. According Howkins, "Creative Economy" is an economic activity that relies on the idea or notion of (creative) to manage material sourced from the surrounding environment into a value-added economy.

Creative economy makes human resources (HR) as the main capital in a development that originated from ideas, ideas and thoughts. In the future, it is expected of HR is able to make low-value items into high-value goods and selling power. Profession requires someone to have a high creative power is an entrepreneur. The development of creative economy is indirectly aim and try to create entrepreneurs (entrepreneur) are reliable in a variety of fields. The creative power should be based on forward thinking, full of new ideas that are different from existing ones.

The notion of the creative economy should be instilled early. Given that creativity and innovation are indispensable as a tool to compete in the modern era.

a. In the sector of the Creative Industries

Subsector which is part of the creative industries are:

- 1) Agriculture
Agriculture is a creative activity related with regard to creation, which includes the process of creation, production and distribution of agricultural products produced for example such as fruits and vegetables.
- 2) Architecture
A creative activities relating to services of building design, cost planning instruction, conservation of heritage buildings, supervision of construction in whole from the macro level (town planning, urban design, landscape architecture) to the micro level (detail of construction, eg garden architecture, interior design).
- 3) Design
Activities associated with the creation of graphic design, interiors, product design, industrial design, corporate identity consulting and marketing research services as

well as the excretion of packaging and packing services and marketing research services as well as the production of packaging and packaging services. Product design is a process of creation of a product that combines functionality with aesthetic elements that benefit and added value to society. This sub-sector trends is unbelievably positive. With a population dominated by productive age, the potential for the formation of the interaction between industrialists and the market is huge. Plus the community and the market now have an appreciation of a quality product.

- 4) Art goods market
Art goods market is a creative activity related to trade in goods original, unique and steps and has a high aesthetic value through auctions, galleries, shops.
- 5) Craft
Craft is a creative activity that is related to the creation, production, and distribution of products produced by skilled craftsmen who started from the initial design to the process of settlement products.
- 6) Music
Music is creative activities relating to creation / composition, performance, reproduction, and distribution of recorded sound.
- 7) Fashion
Fashion is creative activities associated with the design of clothing, footwear design, and other fashion accessories design, production of fashion apparel and accessories, consulting fasyen product lines, as well as product distribution fashion.
- 8) Interactive Game
Creative activities associated with the creation of the production, distribution, computer and video games that are fun, agility, and education.
- 9) Video, film, and photography
Is a creative activity associated with the creation of video production, film and photography, as well as the distribution of video recordings and films.
- 10) Computer services and software
Constitutes Of creative activities with the development of information technologies, including computer services, processing, it base development, software development.
- 11) Research and Development
Research and development is the creation associated with innovative businesses that offer discovery science and technology, the application of science and knowledge for product improvement and creation of new products, new processes, new materials, new tools, new methods, and new technologies that can meet the needs of the market,
- 12) Publishing and Printing

Pliers creative activities associated with content writing and publishing books, journals, newspapers, magazines, tabloids, and digital kontetn, as well as the activities of news agencies and news search.

13) Performing Arts

Creative performing arts are concerned with content development, production pertunjukan, design and manufacture of fashion shows, stage layout and lighting system.

14) Telivis and Radia

Is a creative activity related to the creation of the production and packaging business television (games, quizzes reality show, infotainment, and others)

b. Creative Economic Development in Indonesia

Creative economy to rely more on individual creativity through ideas, creativity, and creativity to enhance the economic value of his work, so as to create jobs and prosperity. Listening to the magnitude of the absorption of human resources (HR) reaches \pm 7.5 million workers in the creative industry sector, indicating the huge potential of creative talented country boy. Human resources (HR) is the terms of the creative to fill the role of the creative industries. The creative industry is the way to build a creative economy or knowledge based economy (knowledge based economy). And the economy is the foundation of economic models are built based on the synergy between human talents and natural advantages, which is characterized by rapid growth, high value added, as well as positive social perspective.

c. Creative Economy Sustainability Indicators

Indicators of economic sustainability of the creative on the creative industries by Deni Dwi Hartono and Malik Cahyadi are as follows:

1) Product

In the conventional theory, according to andiwarman mentioned that the theory of production is shown to provide an understanding of the behavior company in the purchase and use of inputs (inputs) to produce and sell the output or product.

2) Markets and Marketing

The market is a physical place where buyers and sellers come together to buy and sell goods. The market potential customers with specific needs and desires are willing and able to take part in buying and selling to satisfy the needs and desires. Marketing is a total system of business activities designed to plan, price, promotion, distributing goods to satisfy the present and reach the target market as well as the company's goals.

3) Management and finance

Financial management is the combination of science and art that discuss, examine and analyze how one financial manager by using the entire resources of the company to raise funds, manage funds, and funds with the aim of dividing the profit or able to provide prosperity for its shareholders and sustainability.

4) Government Policy

Government is the central government and local governments related to the development of creative economy, good linkages in substance, as well as administrative linkages.

2. Creative Industries In Islamic Perspective

The values of brotherhood, if applied to the economic environment, will be brought about collaboration, not competition, wider spread or "socialization of the means of production" and not the contribution as well as the exploitation of natural resources (and humans) further.

Likewise in a production process of creative industries. All forms of economic activities undertaken by the creative industry should also have a benefit, not merely to maximize profits as the main motive though very much productive activities. Unlike conventional deep economic activities simply maximizing profits.

In Islam it is not a ban if his people have a plan or a desire to succeed in its efforts, but should be in accordance with the terms do not contradict the teachings of the word of God according to QS An-Najm 24-25

۲۵۰ وَالْأُولَى الْأَخِرَةُ فَلِلَّهِ ۲۴۰ تَمَتَّى مَا لِلْإِنْسَانِ أَمْ

This means:

*"Or are humans going to get everything it wanted?
"" (No!) Then belongs to God the life of the hereafter
and life of the world "(QS). An-Najm 24-25.*

Islamic economics stands on the belief that God is the creator of one of its owners and controllers universe with his destiny turn on and turn off his statutes. With confidence in the role and ownership of the Absolute of God. Rabb of the Worlds, then the concept of production in the Islamic economy is not solely to maximize profit world, but more importantly to achieve profit maximization hereafter.

All production purpose in Islam is essentially to create an optimum maslahah for humanity as a whole that will be achieved Falah is the ultimate goal of economic activity at the same goal of human life. Falah itself is the glory of living in the world and the hereafter which will provide essential to human happiness. Therefore, the production activities in the perspective of Islamic economics related to the existence of human and economic activities. With the aim of happiness the world and the hereafter, the production principles of Islamic economics related to maqashid al-shari'ah 'ah, among others:

- a. Production activities must be based on the values of Islam and in accordance with the maqasid al-shari'ah 'ah. Does not produce the goods / services that are contrary to the preservation of religion, life, intellect, lineage and property.
- b. Production priorities should be in accordance with the priority needs are necessities, hajjiyat and tahsiniyat.
- 1) Dharuriyyat needs (primary needs) is a requirement that there must be fulfilled because it could threaten the safety of mankind.
- 2) Hajjiyat needs (secondary requirement) is a necessary requirement of human, yet unmet needs to threaten the very existence of human life to be damaged, but simply to cause trouble and hardship.
- 3) Tahsiniyyat needs (tertiary) is a human need that support human life of ease and comfort.
- c. Production activities must consider the aspect of justice, social, alms, charity, donation and endowment.
- d. Managing natural resources optimally, not extravagant, not excessive and does not damage the environment.

- e. Fair distribution of benefits between owners and managers, management and labor.

C.METHODOLOGY

1. Type Of Research

This type author of the research is a field research and research uses literature as a support for doing research. The author uses a variety of existing literature in the library that are relevant to the issues raised writer.

2. The Data Source

The data used in this research is primary and secondary data. In this case, the primary data obtained by researchers sourced from dragon fruit cultivation business, to know the type, quantity of goods produced, marketing, and revenue. While the secondary data obtained by researchers from the Qur 'an, Hadith, books, journals, articles, and monographs on BPS data waringin sari village that has relevance to the issues to be examined in this study.

3. Populasi dan Sampel

This research population numbered 30 people, and samples that will be used in the research is divided into two i.e. probability sampling and non probability sampling.

4. Data Collection Teqhnique

In an effort to gather data to provide research, the author uses several methods, namely, observation, Interview (interview), and documentation.

5. Data Processing

Data processing done by way of weighing, filter, organize and classifying it. Weighing and filtering data is really choose carefully the relevant data, appropriate and related to the problem being researched. Set the mengklas and ifikasikan, that characterize, compose, according to certain rules.

D.RESULS AND DISCUSSION

1. Role of Civil Society in the Creative Economy Increase In Household Income
Efforts to improve rural welfare is reflected in the economic development goals that originally oriented toward sustainable growth of large scale economic development priority must now be to the fore. This is in accordance with the instructions the president no. 6 of 2009 on the support of the development of the creative economy. This support is expected to

further expand the creative economy towards household, so that will significantly affect Indonesia's economic recovery.

The existence of a dragon fruit cultivation in Indonesia is estimated to have existed in 2001. Making kehalian cultivation has owned villagers in Sari K. hereditary taught by the family. Economic circumstances in strurtur livelihood K. types of jobs in the village of Sari find: farmers amounted to 550 people, traders 47 people, 570 people labor, rental services 4 and private 2.

Dragon fruit cultivation is the head of the household, in addition to wanting additional revenue, dragon fruit cultivation is also a reliable livelihood. Where the dragon fruit produced can be sold commercially or can be purchased or paid to collectors whenever the farmers want.

The sustainability of the creative economy in the dragon fruit can be seen from:

- a. Production
In practice, in the village of Sari K. of their dragon fruit cultivators in plant and care based on previous experience and perseverance in care obtained from various sources such as the Internet, books, friends and relatives. Then the results of the high inquiry dragon fruit dragon fruit farmers market makes viable to meet the needs of the market.
- b. Markets and marketing
The dragon fruit farmers in running their business using setrategy in the promotion by performing traditional activities direct sales outlets and send supply requests to meet the needs of traditional markets and supermarkets. Price is the determinant production of dragon fruit prices are high enough to make the villagers of K. Sari lot of dragon fruit cultivation. Verilly selling price of cultivation to collectors has begun its determination that followed the market and determined by collectors.
- c. Management and Finance
In managing the structure of management in praktinya on dragon fruit farming industry is still using the organizational structure. This is evident from management, the production of committed by family members. From interviews with the farmers never a good financial record in monthly or yearly from the sale of dragon fruit. Income of farmers is an estimate, so make the weakness of financial control for farmers to meet their needs.
- d. Government Policy
Policies in boosting economic creative industries dragon fruit cultivation in the

village of K. sari. It is seen from the training provided to farmers in order to enhance the creativity of owned and promote the results of dragon fruit events held di event local government such as the exhibition of the dragon fruit cultivation birthday Pringsewu District.

- e. Economic conditions
Economic conditions in the cultivation of dragon fruit evidenced by the revenue received from the sale. In this case the economic conditions in revenue from year to year are uncertain due to erratic price which sometimes increases even came down and the resulting production can be fickle. Economic development, with their cultivation in the village of Sari K. bit much can be felt by the local community. It can be seen from the addition of the local workforce.
- f. Environment
In conducting its business activities, farmers have an important role in the sustainability both in the availability of the raw material and the surrounding environment. In Practice farmers who buy raw materials directly to collectors do not necessarily knowing where the seed and fertilizer available and how its preservation on the environment.
- g. Business Partner
Partnership which is a good cooperative relationship do undertaken by small and medium enterprises, or to large industries. Cooperation by the farmers is still into partnership to private parties, namely the collectors. Where the distribution of dragon fruit farmers directly to collectors, which they have not had a permanent partnership.

2. On the Creative Economy Society in Increasing Household Income in the Review of Islamic economic perspective

The sustainability of the creative economy in the village of Sari K. can be seen from some of the indicators that have been studied are:

- a. Production
At this stage of production the farmers began to dragon fruit garden in the morning, which can be seen in the village of Sari K. in the mornings, there are several groups of farmers gathered cleanse dragon fruit orchard. And not infrequently growers still have young children to bring their children to the dragon fruit cultivation land to learn and play .. Of these activities as the Word of Allah in surah An Naba verse 11:

وجعلنا أَلَنهارَ معاشاً ١١

This means:

"And We made the day for seeking livelihood."

From the above verse states that Allah SWT. Make during the day for work.

- b. Markets and Marketing
With the bargaining process that is conducted between farmers and wholesalers, make their decisions in pricing. With the hope of contentment of both parties, in addition to the agreement in jointly determined price then in this case to minimize their one injured party.

- c. Management and Finance
Islamic Economics discusses in a commercial with a recording. Based on the word of Allah. Surat Al-Baqarah verse 282:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِذَا تَدَانَيْتُمْ بِدِينٍ إِلَى أَجَلٍ مُّسَمًّى فَاكْتُبُوهُ
وَلْيَكْتُبْ بَيْنَكُمْ كَاتِبٌ بِالْعَدْلِ

This means:

"The Faithful people, if you do not interaction (bermu'amalah) in cash for the specified time, you should write it. And let a writer among you write properly.

Explains that with the purchase is expected to do the recording. It is necessary to anticipate their negligence in running the business. But in practice, the farmers do not have accounting or registration to conduct business.

- d. Government Policy
To make it easier the access of information to the general public. In this case the government has an important role in the sustainability of the creative economy in the creative industries in the village of K. Sari. And is an attempt to improve the welfare of farmers especially on increasing revenues.

- e. Economic Conditions
Economic condition of farmers a little more visible can be perceived locals or local communities living in the village of K. Sari. It looks at the times demand more orders dragon fruit. As word of Allah. In Surah Al-Isra verse 26:

وَأَتِ ذَا الْقُرْبَىٰ حَقَّهُ وَالْمِسْكِينَ وَابْنَ السَّبِيلِ وَلَا تَبْذُرْ نَبْذِيرًا ۚ

This means:

"And give to families who close their rights, to the poor and the traveler, and do not squander (your wealth) in wantonness."

The above verse describes the command of God to do good to the poor as the poor, displaced people, and also people on the way. Dragon fruit cultivation industry by increasing labor means giving the opportunity for local communities to be able to have sustenance or income other than income that has been generated from his family. In addition to the dragon fruit processing, will also tighten

silahurami for farmers and society.

- f. Environment
Necessity in protecting the environment is an important measure because it will affect the sustainability of the process, especially in the industrial cultivation of dragon fruit. Farming industry conducted by the farmers in making raw materials obtained directly from collectors so in preserving.
- g. Business Partnership
The work done in the running bamboo in the village of Sari K., seen from the partnership established between farmers only with collectors. Where farmers only distribute directly to the collectors. Also in the capital for farmers who are found to lack of funds, for the purchase of raw materials, so in this collectors who provide assistance by providing raw materials beforehand. When compared with its other partnerships both medium industrial partnerships and financial partnership, can make it possible for dragon fruit farmers further expand its business. Both in terms of capital in running the business as well as in pemroduksian.

E. CONCLUSION

1. The creative economy on Dragon fruit cultivation industry in the village of sari k. already good looks from research results known from 30 people there were 18 farmers farmers with stable income from the year 2015 to 2016, though he was still fluctuating, 9 people farmers are experiencing a rise in the year 2016, and 3 farmers has increased in the year 2016.
2. Review of creative economy in increasing income of farmers in the Islamic perspective can be seen the Production farmer with either dilakukan and harnessing time in accordance in accordance with the suggestion of Islam. Market and marketing in terms of marketing, even though the price is the determining policy pengepul but still provide an opportunity for farmers doing the bargaining and Financial Management as a cottage industry that has not had the organizational structure, so that the absence of pecatatan/bookkeeping is done either monthly or yearly. The Government's policy so far has performed upon effort in encouraging the sustainability of creative economy in the village of k. sari. Economic situation is uncertain, but has so far has contributions that can be perceived for the community. Environment safeguard environmental sustainability by optimizing the remaining raw materials. The partnership

can be seen from the existence of a working relationship between their pengepul and farmers. Next in income in Islam that it is

possible to get rich can be seen from a Hadith narrated by Ibn Majaah NARRATED No. 2141 and Ahmad 4/69.

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