



# Development of a Creative Economy Based on Local Wisdom in Empowering MSME economic improvement to Face the Modern Market from a Sharia Economic Perspective

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## ABSTRACT

This study aims to better understand the existence of the creative economy as a strategy that is predicted to be able to trigger competitiveness both on a national and international scale to face the modern market. Until now, unemployment, poverty, and massive exploitation of nature, which ultimately causes inequality in terms of social and economic growth, are still classic problems that require solutions. Therefore, there is a need for harmony in obtaining these solutions, one of which is economic harmonization and local wisdom, which of course can trigger economic competitiveness and increase productivity which in turn improves people's living standards while maintaining culture, and customs that become the distinctive character that viewed from the perspective of Islamic economics. This study uses a descriptive-qualitative approach with data collection methods of observation, interviews, and data analysis. As a sample, the researchers took the reality of the development of a Creative Economy Based on Local Wisdom in empowering the economic improvement of MSMEs to Face the Modern Market with a Sharia Economic Perspective Study at PT Paiton Energy (Paiton Energy) and PT Paiton Operation & Maintenance Indonesia (POMI). The results of the analysis state that the empowerment of MSME economic improvement has a multiplier effect on the community because this product has contributed to moving the service trade sector and MSMEs. As well as being able to restore the values of local wisdom of the community both in terms of integration of the economic sector and integration of the social sector which includes ukhuwah Islamiyah, and the creation of social solidarity.

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## INTRODUCTION

Culture always departs from history, which then forms products that explain that a long evolution has occurred. Artifacts, social behavior, and value systems are these products. All cultural products are always based on local wisdom patterns from humans with all their understanding and mindset.

Local wisdom starts from cognition to act and behave in an event, then forms various expressions in customs, works of art, and human mindsets developed from this local wisdom. A synergy is shown between the two: local knowledge intervenes in cultural evolution, and artistic works depict forms of local learning that are unique to each region (Alexandro, 2020).

People use their ways to manage nature and the environment. These habits then form what is called local wisdom. Local wisdom is essentially an activity that protects and preserves nature and the environment. Therefore, studying and preserving local wisdom that develops in the community is essential. Because local wisdom is formed as a process of interaction between humans and their environment to meet their various needs. The methods of forming local wisdom depend on the potential of natural resources and the environment. They are influenced by the local community's views, attitudes, and behavior towards nature and the environment (Disemadi, 2021).

This is in line with the study of the sharia economic development strategy that sharia principles and products must be more concerned and sensitive and show the alignment of the whole community, including the village community. Economic development based on religious values plays a role in building society, not being centralized so that resources and economic participation do not accumulate in certain groups. In addition, one of the sources of law in the Shari'a, including mu'amalah, is the good habits and wisdom of the local community ('urf sahih), besides, of course, from the Qur'an, sunnah, ijma', qiyas, istihsan, mashlahah mursalah, etc. 'Urf Saheeh is a habit (custom) that is considered good and wise, which is the result of a series of social actions that are repeated and continue to be strengthened, acknowledge common sense, and do not deviate from the principles of the Shari'a (Hasan, 2018).

So local wisdom ('urf sahih), even though it is local but contains universal moral values. It can be seen from the village community that their lives are as they are, independent, not excessive, tolerant, wise in debt, not destroying the sustainability of generations and the environment, and so on. Because local genius like this is according to religious teachings. This form of local wisdom provides opportunities for community creativity which in turn gives rise to creative industries (Isa, 2016).

In Indonesia, entering the second millennium, the Government enacted Law No. 22 of 1999 on Regional Government which marked the start of the era of decentralization (read: regional autonomy), which aims to realize good governance, provide public services and improve regional competitiveness towards a prosperous society. This creates community intimacy with the creative economy, which is recognized through the creative home industry that sells creative ideas to generate income. Experts call it the term "creative economy," which is a new "economic talent" that changes people's lives through innovative ideas, which produce value-added economic products that can make life more prosperous (Haerisma, 2018).

Familiarity with the home industry makes people realize the importance of empowering local potential, which starts with "back to nature," looking more carefully at the surrounding nature towards the environment. This raises the harmonization of humans with the environment. One of them is the use of pandanus plants, creatively in the form of woven roofs, bags, and ropes by the local community (Jufra, 2020).

Micro, Small, and Medium Enterprises (MSMEs) fostered by PT Paiton Energy (Paiton Energy) and PT Paiton Operation & Maintenance Indonesia (POMI) are still running and growing, even being able to support the family economy amid the pandemic that hit Indonesia (Marlinah, 2017).

Paiton Energy and POMI have been empowering MSMEs in the Probolinggo area, East Java, since 2014. This program aims to help the community of home-scale processed food craftsmen to increase productivity, increase income, and create jobs for the surrounding community (Fatoni, 2017).

The company assists artisans in conducting production analysis, opening marketing networks and business feasibility standards, and encouraging residents to be involved in production and marketing activities.

This MSME empowerment program is aimed at women as superior entrepreneurs. In this case, the Company cooperates with the District Representative Council (DPK) for Women Farmers and the Indonesian Farmers Association (HKTI) of Probolinggo Regency to develop and produce local products (Mustaqim, 2018).

This creative economy is a part of local wisdom that develops in rural communities and is a form of community culture as a form of adaptation to nature and the environment in which they live. For PT Paiton Energy (Paiton Energy) and PT Paiton Operation & Maintenance Indonesia (POMI), their handicrafts are not only successful in the exporter directory but also inspire the wisdom of the nation itself to become a Back to nature resource as well as a challenge for the Islamic Economic Community in Uploading (uploading) the principles and practices of traditional communities that can be categorized as 'urf sahiih. Thus, Islamic economic development is not only based on labeling and adopting conventional practice schemes but can also learn from pandan-based local wisdom, which is also a form of It's the sunnatullah part that is often neglected (Pahlevi, 2017).

## RESEARCH METHOD

The method in this research is qualitative research by combining explanatory research and descriptive research. This study took samples and then interviewed, took documentation as the primary data collection tool, or called a survey-type investigation (Sangarimbun, 1989). This study looks at and examines the strategy of developing a creative economy based on local wisdom in empowering the economic improvement of MSMEs to Face the Modern Market with a Sharia Economic Perspective (Sadilah, 2015).

## RESULTS AND DISCUSSIONS

Micro, Small, and Medium Enterprises (MSMEs) fostered by PT Paiton Energy (Paiton Energy) and PT Paiton Operation & Maintenance Indonesia (POMI) are still running and growing, even being able to support the family economy amid the pandemic that hit Indonesia (Zamzami, 2018).

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Some of the stories of MSMEs fostered by Paiton Energy and POMI include Ninik's mushroom cultivation business and Pipit's cassava chips business. Now both local food products have become typical souvenirs of Probolinggo. Ninik is one of the participants in the mushroom cultivation training held by the Company and has successfully carried out all stages of mushroom processing. The Company also established the Mushroom House as a token of appreciation for its success in implementing the training results," (Sari, 2020).

Meanwhile, Pipit's cassava chips business began to develop and changed his family's economy after getting guidance from Paiton Energy and POMI. Pipit attended training on the packaging, marketing, and licensing for Home Industry Food (PIRT) and also had the opportunity to take part in comparative studies with similar business centers that were more advanced in Malang. After following all these processes, the name IKM Gazal Makmur was created. There has also been an offer to be sent to Thailand, but we haven't been able to fulfill the requested amount," (Sumar'in, 2017).

Paiton Energy's Chief Financial Officer, Bayu Widyanto, said that the Company had established the Sustainable Entrepreneurship Program as one of the focuses of its community empowerment program. "This program aims to increase the economic capacity of the community through sustainable development of MSMEs so that they can drive the regional economy, create jobs, and improve family welfare," (Herawati, 2016).

CFS Manager of PT Paiton Energy, POMI Bambang Jiwantoro, said the company consistently implements the MSME development strategy through 3 (three) stages, namely Empowerment (capacity building), Replication, and Scaling Up. "The company also has a common view, commitment, and strong spirit with our strategic partner, HKTI Women Farmers Probolinggo Regency," The "Bela Buy Local Products" program is a powerful form of partisanship and is expected to be able to encourage the acceleration of the development of MSMEs in Probolinggo Regency. Chairman of the DPK PTHKTI Probolinggo Regency, Dr. dr. Mirrah Samiyah MARS said the "Bela Buy Local Products" program helps MSMEs in creating a more equitable economy and, at the same time, can inspire the progress and development of MSMEs in Probolinggo Regency ( Shofa, 2018)

Paiton Energy has implemented a CSR program since 2000, designed annually and monitored by the Community Development Committee. Programs are categorized into three focuses: supporting companies' sustainability (generating plants), socio-economic sustainability, and energy and environmental sustainability.

The multiplier effect of pandanus handicraft in restoring the value of local wisdom, among others (Wibowo, 2018):

a. Economic sector integration

PT Paiton Energy Internusa handicraft as an MSME coach for the welfare of the community has indirectly been able to restore the value of local community wisdom, such as the success of PT Paiton energy's development in terms of mushroom cultivation owned by Ninik and the cassava chips business owned by Pipit. Now both local food products have become typical souvenirs of Probolinggo. Ninik is one of the participants in the mushroom cultivation training held by the Company and has successfully carried out all stages of mushroom processing. The Company also established the Mushroom House in recognition of its success in implementing the training results. "Our mushroom cultivation business currently has the name Mahkota Mushroom Group, and the cultivation products are backlog (wood shavings waste), mushroom seeds, edible mushrooms, and crispy processed mushrooms (Saksono, 2016).

Meanwhile, Pipit's cassava chips business grew and changed his family's economy considerably after getting guidance from Paiton Energy and POMI. Pipit attended training on the packaging, marketing, and licensing of Home Industry Food (PIRT) and also had the opportunity to take part in comparative studies with similar business centers that were more advanced in Malang. After following all these processes, the name IKM Gazal Makmur was created. "Currently, buyers come directly to the houses of mothers who PT has fostered. Paiton energy, usually for resale to markets in cities around Probolinggo Regency such as Surabaya and Malang, we have even delivered several times to Kalimantan. There has also been an offer to be sent to Thailand, but we haven't been able to fulfill the requested amount (Azizah, 2018).

Paiton Energy's Chief Financial Officer, Bayu Widyanto, said that the Company had established the Sustainable Entrepreneurship Program as one of the focuses of its community empowerment program. "This program aims to increase the economic capacity of the community through sustainable development of MSMEs so that they can drive the regional economy, create jobs, and improve family welfare (Purwaningsih, 2015).

b. Creating Business Opportunities and Increasing Income

The pandanus woven craft industry is a home industry that has become a hereditary tradition from generation to generation. As Anto said, economic activities based on heredity will experience

stability. The statement confirms that the pandanus craft had existed since the time of the ancestors and existed before the Dutch came to Indonesia (Purnomo, 2016).

The pandanus woven craft industry is one of the home industries engaged in the cargo-industrial sector, thus providing an economic multiplier effect, namely an increase in income for suppliers (woven artisans centers), due to the influence of job openings in the pandanus incorporated craft industry centers because the community is more productive and able to generate income to meet the needs of life. The pandanus woven handicraft industry from the supplier side can absorb as many as five workers per family, with a gain of around 30 thousand per day so that in a month, it reaches an increase of 900 thousand (Wiagustini, 2017).

Meanwhile, from the buyer side, PT Paiton Energy Internusa provides more fantastic opportunities, namely being able to offer business opportunities, namely by processing woven products into handicrafts, as shown in Table 1. PT Paiton Energy can absorb a workforce of around 50 people, with a target salary model and bonuses. PT Paiton Energy then sells its handicrafts to the international market, with the lowest price of 150 thousand or the equivalent of USD 11 with a minimum number of orders/orders per month of 500,000pcs. In addition, for the state, PT Pandanus Internusa contributes in the form of foreign exchange (Haudi, 2021).

c. Social Sector Integration (Aysa, 2020).

a) The Creation of Social Solidarity

In the social field, the multiplier effect of developing economic potential, especially in the pandanus woven craft industry, can foster solidarity and a sense of kinship among local communities caused by intense interactions when twisting between individuals. This creates a vital harmony and a sense of security in the surrounding environment.

b) Poverty reduction

The poverty rate will affect access to services and facilities provided by the government, such as the population's education, health, and welfare. One of the benefits of the creative pandanus industry is that it causes a decrease in the poverty rate of the pandanus supply area because the pandanus craft industry is one part of the metered industrial sector, namely the agricultural sector and the industrial sector, which have contributed to absorbing labor, increasing people's income. The multiplier effect also positively impacts the country by providing employment opportunities for residents to input income, thereby improving people's purchasing power. The increase in people's purchasing power will affect the fulfillment of the community's needs so that the community's welfare will be fulfilled. At the same time, for companies, there is the absorption of production results and provide profits. The company will issue company taxes, and the community will give purchase taxes. This has a positive impact on the achievement of development success which can be seen especially in the indicators of measuring development success through the human development index.

c) Back To Nature

Simplicity is the key to harmonization between humans and nature. An example of simplicity concerned with nature is the reciprocity between humans and nature. The purpose of interchange is to use and take the results of nature according to need, and after that, must repair or maintain cleanliness. Likewise, the use of pandanus as a woven material is one of the human interactions with nature or the environment that has existed for thousands of years, resulting in several forms of processing strategies. Looking at history, at first, humans survived with a hunting-gathering adaptation strategy, then continued with cultivation-plantation, and so on with animal husbandry. After that, intensive agriculture developed, and the last strategy was the industrial way of life (Hasan, 2021).

The creative industry that is built through the use of pandanus is one of the strategies for harmonization of humans with nature where the pandanus-based creative industry does not

arbitrarily exploit plant products but uses the harvest period and selection of pandan stem types, unlike the last human adaptation strategy, namely human sector has been able to reduce the limitations of seasons and climates, cities and industry have abandoned natural processes and turn off the human senses in their interaction with the environment.

#### d. Pandanus Handicraft-Based Creative Economy Development Strategy in Facing the Modern Market

Paiton Energy and POMI have been empowering MSMEs in the Probolinggo area, East Java, since 2014. This program aims to help the community of home-scale processed food craftsmen to increase productivity, increase income, and create jobs for the surrounding community. The following is the strategy for developing the creative economy at Pandanus Internusa (El Hasanah, 2015):

##### a) Work Culture

The work culture applied to develop its business is teamwork and the principle of kinship. In addition, emphasizing the friendship with nature by choosing pandanus material to be the essential craft, apart from the theme reflected in each product, by maintaining the reality of pandanus material which is very natural and unique, all products are made by hand, woven one by one, by presenting freshness of nature and displays the richness of Indonesian culture at the same time.

##### b) Production Response

One of the strategies applied at PT Paiton Energy in developing its creative economy is to respond to the market or respond to production. As a producer, the principle involved must meet consumer needs, especially to complement traditional interior designs to modern styles and prioritize quality assurance that is always maintained. In response to the production, PT Paiton Energy implemented the following steps: Design-to-Order (or Engineer-to-Order), Make-to-Order, Assemble-to-Order, Make-to-Stock, and Make-to-Demand.

##### c) Innovation and Friendly prices

PT Paiton Energy always pays attention to three important things for consumers; namely price, quality innovation, and speed. Due to the increasingly high competition in the modern era, producers or service providers must be able to provide these three things to consumers while maintaining the traditional art or culture of pandanus, which is the hallmark of their superior product.

##### d) Creative Marketing Strategy

Marketing strategy is a continuous creative stage that a company or organization pursues to achieve the best marketing targets by optimally realizing customer satisfaction. Marketing strategy has a vital role in preventing a decrease in the number of sales and customers and a decline in product competitiveness in the market.

The sales process will be able to run in a controlled and dynamic manner with an excellent creative marketing strategy. The expected systems are new methods, techniques, and styles for customer satisfaction. Improving consumer convenience is a critical factor that is always the basis of every marketing strategy. Besides, a product's maintained, consistent quality is another essential point for a good marketing strategy.

Optimizing marketing efforts and strategies is an essential factor that will affect the development and success of Pandanus Nusa's creative economy. Some of the innovative marketing strategies include (Haerisma, 2018):

##### a) Event

Marketing activities through "events" by PT Paiton Energy strive to create communication between the company and consumers or audiences, thus helping to solve marketing problems. Meanwhile, the goal of conducting marketing activities is to inform and increase the benefits of advertising to the company and encourage buying and selling by increasing sales results. Over hundreds of events have been attended by PT Paiton Energy, both

domestic and foreign.

b) direct buyer

Marketing and selling products directly to consumers outside fixed retail locations (direct buyers) are one of the marketing strategies used by PT Paiton Energy to promote natural pandanus handicraft as a product aimed at influencing consumer actions. Direct buyer (direct purchase) as a meeting medium. Direct selling (hard sell) emphasizes decision-making based on rationality or the additional benefits a product provides. So that consumers benefit from direct selling because of the convenience and services provided, including personal demonstrations and product explanations, home delivery, and guaranteed purchase satisfaction.

c) Via Agent

As a producer registered in the export directory, PT Paiton Energy selling via agents is one of the marketing strategies used by Pandanus Nusa, this is due to the ease of transactions provided, such as agents bringing together sellers and buyers to reach a sale and purchase agreement between the two, as well as managing needs before and after the transaction process.

Other conveniences can be obtained, and the agent has an extensive network. Information about the products owned by PT Paiton Energy that will be sold will be disseminated throughout the network owned by the agent. Marketing can be more effective because of a broad and targeted reach. Because agents generally already have a list of prospective buyers, finding potential buyers will be faster and easier. With today's technological advances, agents usually have a database of various profiles of natural handicraft pandanus products that are packaged as a website. This method can make the product sell faster (Daulay, 2018).

Furthermore, the owner of PT Paiton Energy does not need to spend time and energy to sell and market their products. In selling their products, agents will solve administrative problems first. If done independently, taking care of sales administration issues can be time-consuming and costly. For administrative management, all costs will be borne by the agent first.

e. Website

Marketing products and services online is one strategy chosen by PT Paiton Energy. In this case, the increasingly sophisticated technology also has a reasonably immediate impact on business development carried out by PT Paiton Energy. Because the modern era requires sellers not only to use a door-to-door selling system or telephone but also the internet. By utilizing internet facilities, PT Paiton Energy creates a company profile website and offers products on the website. This is also one of the primary triggers for the success of PT Paiton Energy so that it is registered as a CV in the export directory. This is supported by some consumers who prefer to shop online through websites because they can see pictures of goods and prices without coming to the nearest store/showroom, which may be quite far away. Buying online through the website is also more efficient because it doesn't take much time. The goods will be delivered directly to the consumer's place with just one click (Darwanto, 2018).

To attract the attention of potential consumers, PT Paiton Energy manages its website by providing attractive and sound designs that make consumers comfortable shopping through its website, explaining in detail information on products sold, stock of goods, and prices are also continuously updated and to further increase visitors on the website. PT Paiton Energy uses marketing tricks by giving discounts to potential customers and often distributing free shopping vouchers through social networks so that our website is more visited and known by many people (Kariada, 2019).

## CONCLUSION

Humans with all forms of mindset produce cultural works that reflect the spirit of local wisdom in them, as well as what is in the benefit-based creative economy in improving MSMEs. Ability in entrepreneurship that is continuously trained to become a successful entrepreneur. In addition, it is also necessary to have support from this creative economy development strategy that must be carried out always, such as marketing strategies, productivity strategies, etc.

With optimal efforts, this strategy will create a new generation of culture that upholds the spirit of locality, which will then impact improving the quality of human resources. This HR skill improvement includes cake dough artisans resources, beautiful flower craftsman cultivation resources with used aqua material, marketing resources, and modern entertainment resources that contribute to each other to build culture and deliver business skills to improve MSMEs towards industrial patterns that can penetrate the current market through the harmonization of humans with nature.

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