

# The Development of Moci Entrepreneurial in Sukabumi: A Case Study on the Factors Driving the Growth of Local Creative Industries

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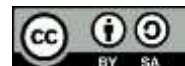
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## ABSTRACT

Moci entrepreneurship is one of the main focuses in the development of creative industries in Indonesia. One area that shows great potential in the development of moci entrepreneurship is Sukabumi. This study aims to analyze the factors that drive the growth of the local creative industry in Sukabumi. The research method used was a case study by taking samples of a number of moci entrepreneurs in Sukabumi and conducting in-depth interviews to collect data. The results showed that factors such as government support, availability of quality human resources, networking and collaboration between creative industry players, as well as significant market interest and demand are important factors in encouraging the growth of moci entrepreneurship in Sukabumi. In conclusion, the development of moci entrepreneurship in Sukabumi is highly dependent on these factors. Therefore, government support and collaboration between local creative industry players need to be increased to accelerate the growth of the creative industry in Sukabumi and Indonesia as a whole.

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## 1. INTRODUCTION

The creative industry is one of the growing sectors in Indonesia. Along with the development of technology and changes in people's consumption patterns, the demand for creative products is increasing. One of the creative industry sub-sectors that is the main focus is moci entrepreneurship. Moci entrepreneurship offers promising business opportunities with relatively little capital, but can generate high added value for the local economy.

The creative industry is one of the sectors that has an important role in economic growth in Indonesia. In recent years, the creative industry sector continues to experience significant growth, where its contribution to the economy is getting bigger [1]. Along with the development of technology and changes in people's consumption patterns, the demand for creative products and services is increasing.

However, even though the creative industry continues to grow, there are still various challenges faced, especially related to the development and marketing of creative products that are not optimal, as well as the lack of support from the government and related institutions in terms of human resource development and financing.

The local creative industry is one of the sectors that has great potential in developing the regional economy. Local creative industries can add value to the products and services produced, as well as create new jobs for local communities [2]. However, there are still various obstacles and challenges faced in the development of local creative industries, such as lack of capital, limited access to markets, and lack of support and facilities from the government and related institutions.

MOCI entrepreneurship is one type of entrepreneurship in the creative industry that has great potential in developing technology-based creative products and services [3]. MOCI entrepreneurship provides opportunities for creative industry players to develop creative products and services more flexibly, with relatively small capital, and can be accessed through digital technology.

In Indonesia, the creative industry and moci entrepreneurship have become the focus of national economic development, given the great potential it has [4]. However, the development of moci entrepreneurship is still not optimal, especially in areas that have great potential but have not been explored much.

One area that shows great potential in the development of moci entrepreneurship is Sukabumi. Sukabumi has a variety of potential natural, historical and cultural resources that can be an inspiration in the development of the creative industry, especially moci entrepreneurship [5]–[7]. Therefore, it is necessary to conduct a case study to analyze the factors that drive the growth of the local creative industry in Sukabumi, especially in the moci entrepreneurship sector.

Moci entrepreneurship is one form of entrepreneurship that has an important role in regional economic growth. Moci entrepreneurship allows entrepreneurs with limited capital to start and develop their businesses, so as to create new jobs and improve the welfare of local communities. However, there are still various obstacles and challenges faced by moci entrepreneurs, such as limited access to capital and markets, as well as lack of support and facilities from the government and related institutions.

Therefore, this study aims to explore deeper information and understanding of moci entrepreneurship and its potential in developing the creative industry in Indonesia. Through this research, it is expected to identify what factors can influence the development of moci entrepreneurship and how its potential in developing the local creative industry. In addition, it is hoped that the results of this study can provide recommendations for the government, creative industry players, and the community in increasing the development of moci entrepreneurship in Indonesia. Thus, it is expected to create a conducive environment for the development of sustainable and highly competitive creative industries and moci entrepreneurship.

## 2. LITERATURE REVIEW

### *2.1 Moci Entrepreneurship and Creative Industries*

MOCI entrepreneurship is a type of entrepreneurship related to innovation and creativity, where MOCI entrepreneurs create new products or services that have never existed before or provide added value to existing products or services through the innovation process. MOCI entrepreneurship is often identified with the creative industry, which includes various types of businesses that create added value by combining expertise and creativity in producing products or services [8].

The creative industry itself has a fairly broad definition, but generally includes all types of activities that produce products or services with a high level of creativity. Some examples of business

types included in the creative industry include graphic design, architecture, music, fine arts, culinary, fashion, film, and games [9]

The creative industry also has special characteristics that distinguish it from other industries, namely the presence of elements of creativity and aesthetics in every product or service produced [9]. In addition, the creative industry also has the potential to become the driving force of the regional economy, because it is able to create new jobs and increase people's income.

Despite its great potential, the creative industry also faces several challenges, such as limited capital, limited market access, and lack of support from the government and related institutions.

### *2.2 Development of Moci Entrepreneurship in Indonesia and Sukabumi*

Moci entrepreneurship in Indonesia is growing rapidly along with the development of technology and the internet. Moci entrepreneurship is now one of the attractive career choices for young people who have high creativity and innovation [8]. However, there are still many factors that influence the development of moci entrepreneurship in Indonesia, such as limited access to capital, limited quality human resources, and low levels of education about entrepreneurship [10].

Meanwhile, Sukabumi is one of the cities in West Java that has great potential for the development of moci entrepreneurship, especially in the field of creative industries. Some types of creative industry businesses that have developed in Sukabumi include the culinary industry, arts and crafts, and fashion and design [11]. This is supported by the creative and innovative socio-cultural conditions of the Sukabumi community, as well as support from the local government which provides various programs and facilities for the development of the local creative industry [12].

In an effort to develop moci entrepreneurship in Sukabumi, collaboration between the local government, the business world, academics, and the community is needed. Local governments can provide support in the form of facilities and programs that support the development of local creative industries, while the business world can contribute through innovation and the development of more creative and quality products or services. Meanwhile, academics can provide education and training on moci entrepreneurship to the younger generation, and the community can provide support through the consumption of products or services produced by local creative industries [11].

### *2.3 Factors Driving the Growth of Local Creative Industries in Sukabumi*

The factors that drive the growth of the local creative industry in Sukabumi can be influenced by various factors, both internal and external. Some of these factors include:

- a. Supporting infrastructure Supporting infrastructure that includes the availability of internet access, transportation, and other supporting facilities plays an important role in the development of the local creative industry in Sukabumi [13].
- b. Availability of business capital Business capital is also a crucial factor in the growth of the local creative industry in Sukabumi. The availability of business capital can help business actors in developing and expanding their business [13].
- c. Creativity and innovation Creativity and innovation are the keys to success in the creative industry. Business actors must be able to produce unique and attractive products or services to be able to compete in the market [14].
- d. Local government support Support from local governments in the form of policies, programs, and other assistance can help the development of local creative industries in Sukabumi [14].
- e. Availability of quality human resources Quality human resources are also an important factor in the development of the local creative industry in Sukabumi. Business actors need a workforce with sufficient skills and knowledge to produce quality products or services [15].

## **3. METHODS**

The research method used in this study is a case study by taking samples of a number of moci entrepreneurial actors in Sukabumi. Samples were selected using purposive sampling

techniques. Data was collected through in-depth interviews using pre-conceived interview guidelines. Interviews were conducted with MOCI entrepreneurs who have experience and success in running their business. In addition, data is also collected through direct observation and study of documents, such as financial statements and company profiles. All collected data will be analyzed using qualitative descriptive analysis methods to identify factors that drive the growth of the local creative industry in Sukabumi.

#### 4. RESULTS AND DISCUSSION

Based on the results of the research that has been done, there are several things that need to be discussed in this discussion. First of all, related to the development of moci entrepreneurship in Sukabumi, it was found that moci entrepreneurship has experienced significant development in recent years. This can be seen from the many moci business actors that have sprung up and developed in the Sukabumi area.

Factors that encourage the development of moci entrepreneurship in Sukabumi include the existence of large market potential, support from the government and local communities, as well as ease in obtaining raw materials and access to markets. In addition, creativity and innovation in creating different and attractive moci products are also one of the important factors in increasing the competitiveness of moci business actors in Sukabumi.

However, there are also several obstacles faced by moci business actors in Sukabumi, such as lack of business capital, lack of knowledge and skills in developing a business, and lack of adequate infrastructure support. Therefore, efforts are needed to overcome these obstacles, for example by providing training and mentoring for moci business actors, increasing access to business capital, and improving infrastructure that supports the growth of the local creative industry.

In addition, from the results of the study, it can also be concluded that moci business actors in Sukabumi tend to have an orientation to local and regional markets, although there are some business actors who have succeeded in penetrating national and even international markets. This shows that the potential of local and regional markets is still quite large and needs to continue to be developed.

The following are the results of research that has been conducted related to the development of moci entrepreneurship in Sukabumi:

- **The Number of Moci Entrepreneurs Increases** Based on the results of interviews, there has been an increase in the number of Moci entrepreneurs in Sukabumi in the last five years. This can be seen from the increasing number of moci businesses that have sprung up in the area.
- **Local Moci Products Able to Compete in the Market** Local moci products produced by entrepreneurial actors in Sukabumi have been able to compete in the market. This can be seen from the increase in demand from consumers and also the increase in the number of visitors in traditional markets selling local moci products.
- **Support from the Regional Government** The local government of Sukabumi provides support in the form of training and mentoring for moci entrepreneurs. In addition, local governments also provide adequate facilities and access for business actors.
- **Moci Product Innovation Continues to Be Carried Out** Moci entrepreneurs in Sukabumi continue to innovate on the moci products produced, both in terms of taste, packaging, and branding. This is done to maintain the competitiveness of local moci products in an increasingly competitive market.
- **Obstacles Faced by Moci Entrepreneurs** There are several obstacles faced by MOCI entrepreneurs in Sukabumi, including limited business capital, lack of knowledge in the field of marketing and business management, and lack of broad market access.

Based on the results of the research above, it can be concluded that the development of moci entrepreneurship in Sukabumi shows a positive trend. The support from the local government and product innovations that continue to be carried out by business actors are factors that encourage the growth of the local creative industry in the area. However, there are still obstacles that need to be overcome so that the development of moci entrepreneurship in Sukabumi can run more optimally.

Based on the results of the research conducted, several factors were identified that encourage the growth of the local creative industry in Sukabumi, especially in the moci entrepreneurship sector. These factors are outlined as follows:

- **Creativity and Product Innovation** One of the important factors that encourage the growth of the local creative industry in Sukabumi is creativity and product innovation. Moci entrepreneurs in Sukabumi can develop creative ideas and apply the latest technology in the production process. In this case, creativity and product innovation become added value for MOCI entrepreneurs in increasing the competitiveness of their products.
- **The use of local raw materials** is also a factor that encourages the growth of the local creative industry in Sukabumi. Most moci entrepreneurs use local raw materials, such as bamboo, rattan, and wood, in the production process. In addition to supporting the development of local creative industries, the use of local raw materials can also reduce production costs and increase profits for moci entrepreneurs.
- **Government and Local Community Support** Government and local community support is an important factor in encouraging the growth of the local creative industry in Sukabumi. The local government of Sukabumi provides various facilities and support programs for moci entrepreneurs, such as entrepreneurship training, product exhibitions, and market access. In addition, the local community also provides support in terms of product promotion and marketing, as well as providing inspiration and motivation for moci entrepreneurs.
- **Wide Market Access** Wide market access is also a factor that drives the growth of the local creative industry in Sukabumi. Moci entrepreneurs in Sukabumi have been able to market their products to various regions in Indonesia and even abroad. This broad market access is supported by the ability of MOCI entrepreneurs to develop business networks and utilize information technology to market their products.

Based on the factors described above, it can be concluded that the development of moci entrepreneurship in Sukabumi is supported by factors that encourage the growth of the local creative industry, such as creativity and product innovation, the use of local raw materials, government and local community support, and broad market access. In this case, these factors must continue to be improved and developed by moci entrepreneurs in Sukabumi so that the local creative industry can continue to grow and develop sustainably.

Based on the results of the study, it was found that moci entrepreneurship in Sukabumi has experienced rapid development in recent years. This can be seen from the many moci business actors that have sprung up in various regions in Sukabumi. Factors that encourage the development of moci entrepreneurship in Sukabumi include the increasing market needs, support from local governments in terms of developing local creative industries, and the availability of adequate raw materials and human resources.

In addition, moci entrepreneurship in Sukabumi also experiences several challenges such as increasingly fierce competition, rapid changes in market trends and tastes, and difficulties in obtaining business capital. However, moci business actors in Sukabumi are able to overcome these challenges by innovating in products, improving quality and design, and expanding marketing networks.

In the context of developing the local creative industry in Sukabumi, moci entrepreneurship has an important role because it is able to make a significant contribution to regional economic

growth. Therefore, support from various parties such as the government, educational institutions, and the community is needed in terms of developing moci entrepreneurship in Sukabumi.

Overall, the development of moci entrepreneurship in Sukabumi can be an inspiring example for the development of local creative industries in other regions. In this case, moci business actors in Sukabumi can play a role as agents of change in improving community welfare and regional economic growth.

Overall, the results of this study show that the development of moci entrepreneurship in Sukabumi is quite promising, with great market potential and support from the government and local communities. However, more serious and integrated efforts are needed from various parties, both the government, the community, and the moci business actors themselves, to increase competitiveness and overcome the obstacles faced.

## 5. CONCLUSION

Based on the results of this study, it can be concluded that moci entrepreneurship in Sukabumi has experienced rapid development in recent years. Factors that encourage the growth of the local creative industry in Sukabumi include support from the local government, the availability of creative and talented human resources, and the use of information and communication technology in the production process and product marketing.

In addition, moci entrepreneurs in Sukabumi also have high enthusiasm and motivation to develop their business. They have a desire to create unique and innovative products, so as to compete in the global market.

However, there are still several obstacles faced by moci entrepreneurs in Sukabumi, such as lack of access to capital and a wider market. Therefore, there needs to be stronger support from the government and related institutions to help strengthen the moci entrepreneurial ecosystem in Sukabumi.

Overall, this study provides an overview of the development of moci entrepreneurship in Sukabumi and the factors that influence it. It is hoped that the results of this research can make a positive contribution to the development of moci entrepreneurship in Sukabumi and also become a reference for future research in this field.

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