

## Creative Economy Event Model in Improving the Economy in the Village

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### Abstract

*This study aims to find out how to increase people's income by utilizing the wealth of the village's creative economy, especially through cultural events. The purpose of tourism development research can be carried out through improving the creative economy of the community in cultural events with collaboration through human resources, relief, community products, as well as promotion through various media and planned in the event calendar. This research was conducted in Branjangan Village, Semarang Regency, Central Java Province. This research is important to determine the potential of the creative economy which is the strength of Branjangan Village to support tourism development. With cultural events, it indirectly has an impact on the surrounding community to create and promote creative products that can be marketed during the event. Cultural events are held indirectly to become an interesting promotional medium, because in addition to displaying various existing cultural uniqueness, it also displays various arts, culinary, crafts, natural wealth, interesting spots in the village and of course creative economy products. So that with an attractive packaging, it will give an impression to potential visitors. Cultural Event activities can improve the community's economy and the more pariwisata events are carried out, the more interest in visiting again increases, especially tourists so that they want to come back and visit the village. The visit will certainly provide enthusiasm for the community to continue to provide natural wealth and the various creative economies they have, so that the surrounding community will also benefit from the development of tourism. This research was conducted using qualitative methods using various sources including regional tourism offices, village officials, village managers, tourism managers, business actors, local communities and tourists. The output targeted in this study is published in 3 accredited journal articles in the Scientific Journal of Management and Business.*

### Keywords

tourism; creative economy;  
cultural events; economics



## I. Introduction

Tourism is one of the economic sectors that plays a significant role in increasing a country's income, especially for Indonesia. Tourism development is certainly very important today, because with optimal development, it will certainly provide an increase in economic growth for both a country and the local area. Branjangan Village is one of the Pioneer Tourism Villages that has a uniqueness in terms of nature, culture and creative economy. One of the uniqueness of its culture is the Nyadran culture which can be enjoyed at a certain time, namely when the harvest arrives. In this activity, the local community will carry out river

crossings and clean up the rice fields led by elder figures as a symbol of family. In addition to culture, Branjang Village also has natural wealth such as a large expanse of rice fields with a terrace arrangement of beautiful natural beauty. Visitors to be able to come to Branjang Village, facilitated by odong-odong as a means of transportation visitors around in several locations.

The route passed is the creative industry of crafts and culinary. The creative economy travel route starts from resin crafts, aquarium decorations, coconut bonsai, and ijuk brooms. Craft routes, where visitors are invited on educational tours, such as vineyards, and palm sugar. After that, visitors will be invited to the rice fields wearing various types of javanese traditional clothing. The goal is that visitors can enjoy a comfortable, quiet and fresh country life. The various uniqueness and wealth possessed by Branjang Village as a Tourist Village are actually quite interesting to sell. But the obstacle is the readiness of the community. This unpreparedness is supported by passive promotions both through social media and direct promotion. People still consider that they do not have something that can be sold, besides that there are doubts from the community as business actors.

The average person works as a farmer, laborer, and creative economy business actor. Some types of creative economy in Branjang Village are crafts, arts, processed food, culinary, photography, and visual communication desai. Branjang Village already has optimal human resources, institutions, and products, it's just that the obstacles faced to date are in promotion. Where people are still hesitant and not confident to do promotions, there are concerns that what is offered to tourists is not what visitors expect.

The problem above, then there is a need for promotional efforts that can bring in visitors in a short time and in large numbers. The strategy offered is to organize a cultural event which will later become an annual routine event of Branjang Village. This activity not only aims to bring in visitors but also to convince the community, that the development of tourism does not only aim to prosper the village, but also the welfare of the community. This cultural event activity not only displays a variety of cultural diversity and interesting spots, but also displays various uniqueness and creativity of the community.

The focus of this research is on promotional activities through cultural events which at the same time provide a forum for all communities involved. Thus, this activity will have a positive influence on Branjang Village in introducing itself as a tourism village based on the creative economy to be able to support the development of tourism. The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). The development of cultural tourism certainly requires increasing the utilization of youth potential optimally (Tambunan, 2021). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry (Nasution, 2021). The research focus is appropriate The research background is no more than 500 words that contain the background and problems to be studied, specific objectives and feasibility studies. In this section, it is necessary to explain the description of the specifics of the relationship between the scheme and the focus area or research plan of PT. with the strategic plan of PT, namely the independence of meeting economic needs, of course, in the development of tourism in Branjang village.

## II. Research Method

This research is an alternative solution to develop tourism based on the creative economy through cultural events with the aim of having an impact in improving the economy of the local community. To achieve this, a mature strategy is needed, especially in the canng of intimacy which has a selling value and can certainly reach from all socio-economic aspects in the local area. The marketing strategy that will be made is in the form of cultural events. Where this cultural event will contribute both from the increase in visitors and the beginning of tourism growth in Branjang Village as well as can have an impact on improving the economy of the local community. This research was conducted through qualitative research with the use of samples including regional tourism offices, village officials, village managers, tourism managers, business actors, local communities and tourists. The sampling technique was obtained using purposive techniques, where the selected respondents were adjusted to the capacity and considerations of the researcher. The data sources used in the study are primary data and skunder data. The data collection method uses observation, interviews, documents and FGDs (Focus Group Discussions). Based on the description above, researchers made a concept to develop tourism in Branjang Village, it is necessary to display the role of the creative economy through Cultural Events as an interesting promotional media solution as well as being able to involve all parties to get an impact from the event. The purpose of this study is to promote Branjang Village as a Tourism Village that has a selling value and is worth visiting, so that with the event activity, it is hoped that many visitors will come and get to know Branjang Village as a Tourism Village, thus this can help improve the economy of the local community. The solution offered by this researcher is to take advantage of the creative economy as one of the attractions through a cultural event to invite visitors to come to Branjang Village. To support this solution, the following stages are needed: 1. Data collection stage Data collected from the field will be obtained using data processing techniques with various stages as follows: (a.) Editing, which is a technique carried out to review the primary data obtained with the aim of avoiding errors and errors in the use of data. Data obtained from the research subjects directly, namely field observations in accordance with the instruments that have been set in the study. Researchers will directly enter the field in the midst of the community to obtain data from informants through interviews, documentation and secondary data literature. This stage is carried out by the first and second researchers. (b.) Interpretation, that is, a technique that is carried out by means of understanding and searching for the essence of any information obtained from the results of the interview. Researchers will evaluate the data obtained from the field to be able to find the core of the existing problem according to the data obtained.

### 2.1 Tourism

Tourism is a travel activity carried out by a group of people or individuals to visit a place with the aim of recreation, self-development, and learning about the uniqueness that the place has in a temporary time (A. Rahma, 2020). Tourism itself is one of the sectors that plays a role in building tourism to support economic growth. In addition, tourism can also support income increase by stimulating other productivity sectors (Mistriani, 2019; Krisnatalia, 2022). Tourism has a cross-sectoral and multidimensional nature, both in terms of infrastructure and with regard to human resources.

### 2.2 Creative Economy

The creative economy is closely related to the creative industry, but what distinguishes these two is in its scope, where the cretan economy has a wider scope compared to the creative industry (Rahmi, 2016). The creative economy is part of the integrity of a knowledge

that has an innovative nature by including elements of technology and culture in it. Some of the basic principles of a village or tourist area that can be used as a reference in the development of the creative economy are the development of tourist facilities and services in or close to the tourist area. These facilities and services are owned and carried out by the surrounding community. In addition, the development of tourism is based on one of the properties of traditional culture that exists in an area (Nurmilah, 2017). In this regard, it is hoped that the creative economy can provide an increase in income for the community and the region. By bringing out the creative economy in the Tourism Village, it will certainly be an attraction for visitors to come back.

### 2.3 Tourism Based on Creative Economy

Tourism based on the creative economy is a tourism treat that brings or unites at the same time natural elements with the rich culture and local wisdom owned by an area. In this case, it would be better if tourism development is carried out in villages that have uniqueness and wealth of local products. With the potential wealth possessed by each Tourism Village, it will certainly have a selling point that leads to creative tourism, where creative tourism itself will indirectly provide an authentic experience to visitors in engagement and learning in every activity offered by the Tourism Village (Aswan, 2021).

## IV. Discussion

The Cultural Event held in Branjang Village is one of the events that introduces culture and the various creative economies it has. The creative economy that played a role in enlivening the event came from the local community with various professions and expertise they had. Initially before the cultural event, the livelihood of the average community was as farmers by relying on the maintenance of village rice fields and some residents who had rice fields. However, after it was decided that Branjang Village would hold an event involving the role of the community, entrepreneurial opportunities began to emerge for people who already had products and for people who did not have them.

**Table 1.** Business Actors

No.	Business World	Sum
1	Art	8
2	Work	7
3	Processed Foods	15
4	Culinary	10
5	Photography	3
6	Visual Communication Design	2
Total		45

Source: processed data, 2022

Table 1. is a business actor involved in organizing Cultural Events. Where in the data shows the average person works as a processed food and culinary business actor. In addition, there are several businesses that also support and are involved. With the cultural wealth displayed and the diversity of the existing creative economy, it can support tourism in Branjang Village, which is increasingly known to the outside community widely.

The Branjang Cultural Event is displayed based on the goals to be achieved, namely introducing Branjang Village in the outside world as well as introducing the potentials of both natural and artificial in it. The people involved want to take advantage of their wealth as

an additional income that can be used as the main income other than agriculture. The comparison of income before and after the event is as follows:

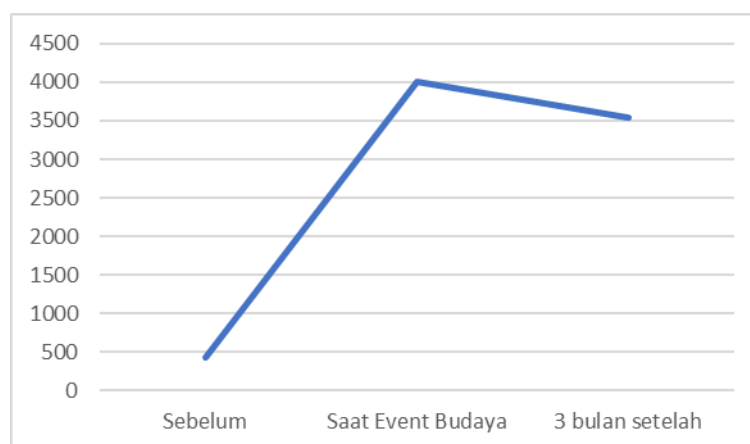
**Table 2.** Average Business Income

No.	Business World	Before	After
1	Art	IDR 800,000	IDR 3,500,000
2	Work	IDR 2,500,000	IDR 7,000,000
3	Processed Foods	IDR 1,500,000	IDR 4,250,000
4	Culinary	IDR 2,000,000	IDR 6,500,000
5	Photography	IDR 2,800,000	IDR 5,000,000
6	Visual Communication Design	IDR 2,450,000	IDR 5000,000

Source: processed data, 2022

The data in table 2 is data after the community or business actors are directly involved in organizing cultural events in Branjang Village. Data was obtained that the income received increased significantly from before. This shows that organizing Cultural Events has a positive impact on

Increased income of the local community. With the increase in community income, it was also followed by the disclosure of visitors from the last 3 months after the Cultural Event in Branjang Village



**Figure 1.** Visitor Graph

Figure 1 is a graph that shows the number of visitors from before the Cultural Event, where the number of visitors who came was still limited because the wider community did not know the tourism potential in Branjang Village. However, when the Cultural Event was carried out, the number of visitors who came increased drastically, this was due to the support of several government parties and tourism actors from various regions in Central Java. The event showcased various cultural creativity typical of Branjang and Semarangan Culture was no exception. In the implementation of the event, the community involved was from children, teenagers, adults to community leaders who were enthusiastic in supporting the event. Not only that, after the implementation of the Cultural Event was completed for 2 days, Branjang Village still had visitors from various cities outside Semarang City. It was recorded that during the last 3 months there were visitors who arrived although not as many as during the event.

The existence of cultural events not only has an impact on increasing visitors, but has played a role in grouping what products I have by Branjang Village, both products in the

form of natural potential and products that are ready to be sold to visitors. In addition, the leaders in Branjang Village also indirectly prepared in forming institutions so that the event could run smoothly. The task of this institution in addition to forming the village organizational structure is also in charge of preparing various parties who will be involved in the event. To achieve the success of the activity, it is also necessary to prepare human resources who will be involved who will later enter the committee, business actors and performers. With the readiness to manage the event, the event held can run as expected.



*Figure 2. MMT Design Cultural Events*

Figure 1, is a design produced by one of the youths of Branjang Village as a form of community enthusiasm with the implementation of cultural events. This MMT has also been disseminated to the public to provide information about the implementation of Cultural Events, so as to successfully gather visitors to come to Branjang Village. While Figure 2 below is the atmosphere of the event in the Reformation field as a performance venue and a place for business actors to offer their products.



*Figure 3. Cultural Event Atmosphere*

Figure 2, shows the atmosphere of some visitors to watch the Lumpung Horse dance. Around visitors there are stands that are used by business actors to offer their products, both processed food products, culinary, knick-knacks, crafts and so on. Not only that, because of the limited space, the committee still allows people who want to be involved in selling can use other courtyards at the entrance as a place to open a business.



*Figure 4. Business Actors*

Figure 3, is the stands of the business world that are agreed upon by the committee. Here people who have registered themselves can peddle any product to support the event. All participants in the business world are the indigenous people of Branjang Village. With the implementation of cultural events, the goal to be achieved has been carried out, namely in addition to promoting tourism villages. The next goal is to increase people's income and provide main employment opportunities for people who do not yet have a place to make a living. This event is fully supported by the people of Branjang Village and several parties, because with the annual event in the form of a Cultural Event, the greater the opportunity for the Village and the Community to bring in visitors.



*Figure 5. Towards Natural Potential*

Figure 4, is a series of Cultural Event events, but some visitors are directed to go around Branjang Village to enjoy the natural potential that exists, and introduce various places of processed food and handicraft production that can be enjoyed directly in place. With activities like this, visitors have an alternative if one day they take a tourist trip in Branjang Village. In addition to the natural potential offered, visitors can also do educational tourism in producing some of the preparations and crafts offered.

The existence of activities around the village using odong-odong, it turns out, has had a positive influence on craftsmen at home. Almost every week the community gets an order to provide education about how to process and craft. The average person who visits is a student from an elementary school, both from the local village and neighboring villages. With the

active activity of this activity, it fosters the spirit of the community to continue to produce and utilize the results of natural wealth as an educational medium to visitors.

Based on the results obtained, it can be explained that the Cultural Event that is carried out can be said to be very successful because it can simultaneously become a medium for widespread tourism promotion. In addition to attracting visitors to come, this event has also provided new business opportunities for the local community, both those who are already interested in the business world and those who are pioneering. Thus, the income received by the community can increase and have a tremendous impact on society. The community also began to realize the importance of tourism so that without realizing it, the local community tried to behave well so that visitors who came could bring a good experience as well, so they were willing to remain present to visit in the future.

## V. Conclusion

The conclusion of the study is that an event model is one of the effective ways to promote tourism. This is because, with an event, it can attract visitors to date to the Tourism Village and enjoy the existing potential. Thus, it will also contribute to increasing the income of the local community.

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