

Empowering Village Communities in Kampar Regency, Indonesia based on Creative Economy: Collaborative Governance Approach

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Abstract

The aim of this research is to determine the social and economic impact of community empowerment carried out by local governments through a creative economic approach. The research method used in this research is exploratory qualitative with a case study approach that occurred at the regional level with a collaborative governance pattern in community empowerment. This research was analyzed using Nvivo 12 Plus software. The results of this research show that firstly community empowerment through the creative economy in villages is hampered by problems such as limited infrastructure, lack of skills and training, market limitations, limited access to capital, inconsistent government support, intense competition, lack of awareness about creative service products, and geographical conditions. Therefore, researchers suggest that it is necessary to increase access to basic infrastructure such as electricity and internet, provide training in the field of marketing design, help access financing, support local government policies, market products and services based on e-commerce, build networks and collaborate with other creative economy entrepreneurs, involving local communities, and continuing to monitor and evaluate the success of creative economy initiatives in villages. This research contributes as a knowledge reference for overcoming social and economic problems in villages in Riau Province, Indonesia.

Introduction

The creative economic conditions of each country in Asia are different, but in general this region has experienced significant creative economic growth over the last few years. Asia consists of many countries, including Indonesia, Malaysia, Singapore, Thailand, etc. Philippines, Vietnam, Brunei, Cambodia, Laos, and Myanmar. Each country has its own characteristics in developing its creative economy. (Puutio, 2016). Please note that each country in Southeast Asia has unique characteristics, and creative economic conditions may vary from one country to another. Despite these obstacles, Asia's creative economy continues to grow and has great potential to contribute to regional economic growth.

In Indonesia, the creative economy subsector that most dominantly absorbs workers is the Fashion subsector; Culinary; and Kriya. In 2021, the three subsectors will absorb 32.62 percent, 31.87 percent and 25.92 percent respectively. However, the average wages for these three subsectors are relatively small. In 2021, the subsector with the highest average wage is the Architecture subsector, namely 5.78 million rupiah. (Akhsan Na'im, 2021).

The creative economy in Indonesia has experienced significant growth in recent years. As one of the largest countries in Southeast Asia, Indonesia has great potential in the creative economy sector. General description of the condition of the creative economy in Indonesia which is

experiencing rapid growth. This sector spans a wide range of industries, including performing arts, film, music, design, fashion, video games, culinary, and more. (Afriantari & Putri, 2017).

The process or effort known as community empowerment aims to increase people's capacity, participation, and control in managing resources, making decisions, and addressing problems. The main goal of community empowerment is to improve people's quality of life, helping them to become more independent, active, and have the ability to manage various aspects of their own lives.

Studies on various aspects of community empowerment include education (Mebane et al., 2023), health (Kirkwood et al., 2023), economy, politics, and culture (Moghadam & Senftova, 2005). Depending on the context, purpose, and focus of the research, research on community empowerment is very diverse and covers a wide range of areas. Some research topics often associated with community empowerment include education and skills (Shetty & Hans, 2019), the study of how skills development and formal and non-formal education can improve people's ability to deal with problems and participate in decision-making. Political Participation (Savaget et al., 2019), the study of ways in which people can more actively engage in political processes, such as participating in elections, supporting campaigns, and participating in governing institutions. Health and Social Services: (Crawford Shearer, 2009), (Starkey, 2003) the study of how people can gain access to health, sanitation, and other social services, and how empowerment can improve people's well-being and quality of life.

Economic Empowerment (Postmus, 2010) study of initiatives that promote economic growth, such as cooperatives, micro and small enterprises, access to markets, and job skills training. Women's Wellbeing and Gender Equality (Grown et al., 2013) the study of how women's empowerment can help address gender discrimination, violence and inequality. Local Community Empowerment (Adamson & Bromiley, 2008) the study of how local communities can work together to solve common problems, utilize local resources, and create sustainable projects. Technology and Access to Information (Ghose, 2001) the study of how technology and access to information can help communities learn and make decisions. In Conflict and Post-Conflict Contexts (John, 2011) research on how community empowerment can be critical to peace building and post-conflict recovery. Environmental Conservation and Sustainable Development: (Petriello et al., 2021) a study on how local communities can participate in environmental conservation and sustainable development efforts. Empowerment in Indigenous Communities (Cattermole et al., 2013) Research on how indigenous communities can maintain their cultural identity while participating in development processes.

Village community empowerment based on the creative economy is interesting and novel, especially in relation to the condition of villages known as traditional, underdevelopment and poverty. The central government's policy to establish 50 creative villages in Kampar Regency is the beginning of increasing community empowerment based on the creative economy. The involvement of the central government through the Ministry of Tourism and Creative Economy of the Republic of Indonesia together with the local government of Kampar Regency strengthens the concept of collaborative governance as a model of community empowerment based on the creative economy.

Figure 1 shows the development of the creative economy in Kampar Regency until 2023 in 21 sub-districts. Kecamatan XIII Koto Kampar is the location with the largest number of creative economy sectors with 77 sectors, followed by Kecamatan Bangkinang Kota with 58 sectors, and third place is Kecamatan Kampar Kiri Hulu with 46 sectors. In detail can be seen in the following figure:

data sources, namely indepth interview techniques and secondary data, namely passive observation techniques (Bogason, 2007). Data collected from interviews, observation notes, and documentation (Creswell et al., 2007) were organized and selected through coding and reduction processes to facilitate identification, classification, and categorization of the tendency of informants' answers and other recorded facts about the creative economy in Kampar Regency.

Results and Discussion

Existing Conditions of Village Creative Economy in Kampar Regency

Villages in Indonesia have enormous creative economy potential, which can contribute significantly to local and national economic development. The creative economy includes various types of creativity-based products and services, such as art, culture, design, information technology, fashion, handicrafts, tourism, and more. There are several creative economy potentials that can be found in villages in Kampar Regency:

Handicrafts creative economy: Many villages in Indonesia have unique handicraft traditions, including weaving, batik, wickerwork, woodcarving and more. The manufacture and sale of these handicraft products can be an important source of income for village communities. Based on the results of field research, it shows that in the XIII Koto Kampar District there is potential for the Muara Takus Kampar Batik House (KUB) Maju Jaya Bersama Bangkinang Kota which offers a creative economy of doing batik using traditional tools. Kampar batik has a distinctive Kampar batik motif.

Community empowerment through the creative economy is also found in the craft house in Pulau Gadang Village, XIII Koto Kampar District. In the craft house, various woven crafts and other handicrafts are seen. As found in the following picture :



Figure 2. Creative Economy Handicrafts in Kampar

In addition, the existing conditions of community empowerment in Kampar Regency can be seen from the creative use of cultural tourism: Many villages have a rich cultural heritage, such as traditional dances, music, traditional ceremonies, and distinctive architecture. Exhibitions, handicrafts, and culinary tours can make money. Data from the research results there are 86 objects of tourist attraction in Kampar Regency. Based on the results of the research, researchers can present the conditions of 18 tourist attraction objects developed into a creative economy displayed in the following table:

Table 1. of Creative Economy Tourism Locations in Kampar Regency

No	Object Name	Location	Image
1	Camp WWF Baru Tunjuk	Kec. Kampar Kiri Hilir	
2	Bukit Cadika	Kec. Bangkinang Kota.	
3	Jembatan Front City Bangkinang	Kec. Bangkinang.	
4	Tugu Pahlawan Kusuma Bantolo	Kec. XII Koto Kampar	
5	PLTA Koto Panjang	Kecamatan Kuok	
6	Masjid Islamic Center	Kecamatan Bangkinang Kota	
7	Air Terjun Sungai Duo	Kecamatan Koto Kampar Hulu	
8	Taman Bukit Sikumbang	Kecamatan Kampar	

9	Hutan Larangan Rumbio	Kecamatan Kampar	
10	Pulau Ghindu Kuapan	Kecamatan Tambang	
11	Makam Panglima Khatib	Kecamatan Kampar	
12	Makam Syekh Burhanuddin	Kecamatan Kampar	
13	Teluk Jering	Kecamatan Tambang	
14	Rumah Lontiok	Kecamatan Kuok	
15	Rimbang Baling	Kecamatan Kampar Kiri Hulu	
16	Desa Wisata Pulau Belimbing	Kecamatan Salo	

17	Panorama Ulu Kasok	Kecamatan XIII Koto Kampar	
18	Candi Muara Takus	Kecamatan XIII Koto Kampar	

Source: Research results 2023

In addition to tourist attraction objects in Kampar Regency, it also conducts community empowerment through Creative agriculture. Villages can also develop creative agriculture by producing organic or unique agricultural products, such as traditional food and beverages, ornamental plants, and other local products. Agritourism may be one of the most profitable business models. Based on the results of the research, there are several creative agriculture models in Kampar Regency that can be felt by the community, especially in vegetable and fruit crops as presented in the following table based on land area (Ha):

Table 2. Creative Agriculture Potential in Kampar Regency

No	Plant Type	2019	2020	2021	2022
1	Bawang Merah	4	35	8	6
2	Bayam	472	496	496	535
3	Buncis	0	1	0	6
4	Cabai Besar	0	0	0	1
5	Cabai Rawit	298	271	279	221
6	Kacang Panjang	511	440	429	322
7	Kangkung	435	506	499	478
8	Ketimun	357	374	379	271
9	Labu Siam	0	17	11	14
10	Terung	309	308	352	208
11	Tomat	0	3	2	7
12	Melon	80	89	47	51
13	Semangka	348	326	425	279

Source: Regional Government of Kampar Regency in 2022

Another existing condition of community empowerment is Infrastructure development: The government can participate in infrastructure development such as internet access, which can help villagers connect with consumers and potential business partners.

Education and training, access to markets, protection of intellectual property rights, and proper policy support are all factors that are important to maximize the potential of the creative economy in Indonesian villages. In this way, the government, NGOs, and the private sector can work together to advance the creative economy in villages in a way that will benefit both local and national economies.

Creative Economy Policy Network

The tourism and creative economy sector has a significant role in the Indonesian economy, both in terms of added value, foreign exchange earnings, as well as job creation and community empowerment. Indonesia's beautiful landscape composed of a series of islands and the diversity of cultures, ethnicities and languages is a great potential in the development of tourism, as well as being a special attraction for visiting tourists. The creative economy sector has the potential to become a locomotive for increasing employment or opening new business fields due to labor-intensive industries, based on the creativity of human resources that open opportunities for anyone to enter into it.

The development of the tourism and creative economy sector in 2021 still faces severe challenges, especially with the global situation that is not conducive due to the ongoing COVID-19 pandemic. 2021 is a year full of struggles, when we have to face the second wave of the Delta variant of the COVID-19 pandemic which has again worsened the national economy which has begun to move towards recovery. As a result, all national energy and resources must again be consolidated to handle the impact of the COVID-19 pandemic in various sectors. Not least in the tourism and creative economy sectors, budgeting policies must be reorganized to support the government's efforts to cope with the impact of the pandemic, maintain national economic stability and accelerate recovery.

With the limited resources available, we can pass through challenge after challenge in 2021 safely. With better performance towards accelerating the recovery and growth of the tourism sector and creative economy in the future. Slowly but surely, we have been able to realize strategic policies and activities that can become the foundation for the recovery of the tourism sector and the creative economy, so that the movement of tourists, especially archipelago tourists, can recover and drive the tourism industry which had slumped and the regional economy. We continue to strive for the recovery of foreign tourists and the development of the creative economy. Through important events (especially the G20 Presidency, World Superbike (WSBK) 2021 and other tourism and creative economy events) we hope to strengthen international confidence in Indonesia as a safe, attractive and competitive country and destination.

In 2021, the number of foreign tourist visits was 1.56 million; the average foreign tourist expenditure per visit was 2,356 USD; the number of domestic tourist trips was 603.02 million; tourism foreign exchange was 0.52 billion USD; exports of creative economy products were 23.90 billion USD; tourism investment realization was 1.93 billion USD; the amount of financing channeled in the tourism and creative economy sector was 129.64 trillion rupiah; the TTDI (Travel and Tourism Development Index) ranking was 32 and the number of graduates of tourism vocational universities was 2,696 people.

The successful development of the tourism sector and creative economy in Indonesia is certainly influenced by several supporting factors, both related to natural resources, human resources, and the effectiveness of government policies, strategies and programs. In an effort to improve the performance of the tourism sector and creative economy, the availability of data is one of the challenges as well as a necessity for the government and business actors in boosting tourism and creative economy development.

The success of national level policies has an impact on creative economy development policies in Kampar Regency based on the tourism sector. Based on the results of the research, it was found that the Minister of Tourism and Creative Economy Sandiaga Uno inaugurated 50 creative villages at SDN 02 Tanjung Belit Village, Kampar Kiri Hulu District in 2022.

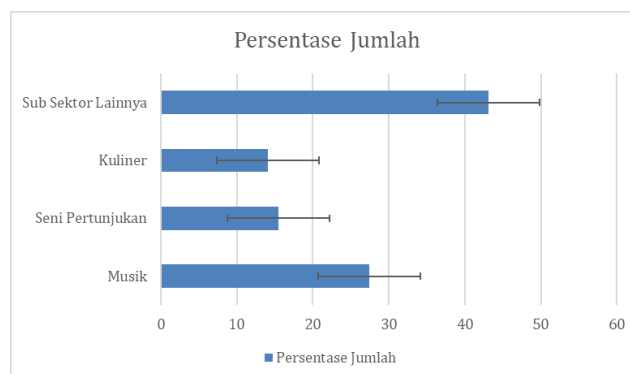
The Minister of Tourism and Creative Economy expressed his appreciation and appreciation to the Regional Government of Kampar Regency for the inauguration of 50 villages and 50 Villages Towards Creative Economy Villages, hoping that the village heads can develop tourism in their respective villages. The Regent of Kampar stated:

"Each village can also work with the government through the Tourism Office and with the Indonesian Creative Village Association in their respective regions, the purpose of forming this tourist village is an effort to support the advancement of tourism, in every village in Kampar Regency through the Kampar Child Friendly Ecotourism Village Program (Derapp)."

In addition to 50 Creative Villages, as many as 50 villages in Kampar Regency are also included in the Village Towards Creative Village. In the future, with the existence of creative villages, it will be the beginning of tourism progress in Kampar Regency in improving the community's economy through superior products in each village that can be sold in line with banking and market places. In addition to inaugurating the creative village, the Regional Government of Kampar Regency also inaugurated the Kampar MSME Forum and as many as 14 Tourism Awareness Groups (Pokdarwis) in the Kampar Kiri Hulu District.

Challenges and Opportunities

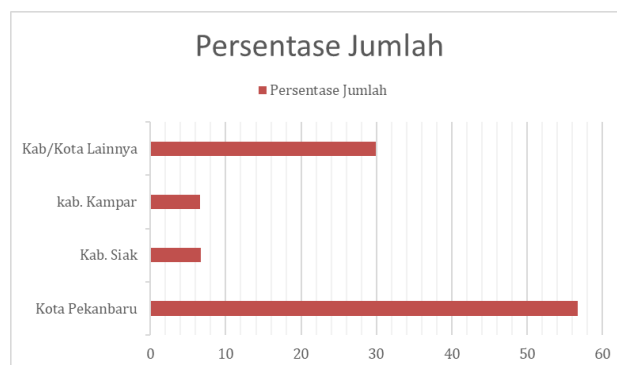
The village creative economy in Indonesia has a number of challenges and opportunities that need to be considered to optimize its growth. The following are some of the challenges and opportunities associated with the village creative economy in Indonesia: (1) Limited Access to Resources and Technology: Some villages may face difficulties in accessing the resources and technology needed to develop creative products and services, such as the internet and technological devices; (2) Education and Training: Lack of access to quality education and training in creative fields can be an obstacle in developing the necessary skills for these industries; (3) Marketing and Distribution: Villagers may face difficulties in marketing their creative products and services to wider markets, both domestically and internationally; (4) Intellectual Property Rights Protection: Legal protection of copyrights, trademarks and patents may not always be effective at the village level, which may result in intellectual theft issues; (5) Access to Capital and Finance: Difficult access to capital and finance to start or grow a creative business can be a serious obstacle; (6) Creative economy actors: scattered in urban areas with the top 3 creative economy subsectors in music, performing arts and culinary. As shown in the following data:



Source: Research Results, 2023

Opportunities that can be utilized in creative economy-based community empowerment are Cultural Diversity and Tradition: Indonesia has tremendous cultural diversity, which can be a source of inspiration for unique and interesting creative products and services. Not only in big cities but in the regions creative economy actors can take advantage of the opportunities

available. Of the 12 regencies/cities in Riau Province, Kampar Regency is among the top 3 as shown in the following figure:



Source: 2023 Research Results

Tourism Growth: Cultural and natural tourism continues to grow in Indonesia. Villages with rich cultural heritage can benefit from this tourism industry. **Internet Access and Technology:** The development of internet access and technology in rural areas can open up new opportunities to develop creative businesses, such as e-commerce and online marketing.

Based on the results of interviews with the Head of the Kampar Regency Tourism Office, some information related to creative economic opportunities in villages is influenced by:

“Local Support, Innovation and Creativity, and Rural communities often have unique views and approaches to art and creativity, which can result in products that are different from those in the market. In addressing these challenges and capitalizing on the opportunities, it is important to build a supportive ecosystem, involving the government, private sector, and local communities. With the right support, the village creative economy in Indonesia can become a significant source of economic growth and help village communities improve their quality of life.”

Utilizing creative economic opportunities in Kampar Regency requires good strategies and efforts. Here are some steps that can help you take advantage of creative economic opportunities in Kampar Regency, based on the results of an interview with the Head of the Kampar Regency Tourism Office:

“Identify Potential: First, identify creative fields that have potential in Indonesia. This can include art, culture, music, design, culinary, information technology, and more. Skill Development, Product and Service Innovation: Look for ways to produce products or services that are different or better than those already in the market. Form Collaborations: Collaborating with others in the creative industry can open up new opportunities”.

Work with Government and NGOs: Find out about programs and support provided by the government and NGOs for the creative economy industry. They can provide assistance in the form of training, funding, and promotion. Capitalizing on creative economy opportunities in Indonesia requires a combination of creativity, skill, commitment and market understanding. With the right strategy and hard work, you can succeed in this growing industry.

Conclusion

Empowerment of village communities in Kampar Regency based on the creative economy has not been optimally implemented. This is due to the existing conditions of tourism utilization that contribute a significant impact on the development of the creative economy in Kampar

Regency. Of the 86 tourist attractions, there are 18 tourist attractions that have a broad impact on community economic empowerment. In addition to tourist attraction objects in Kampar Regency, community empowerment is also carried out through Creative agriculture. Villages can also develop creative agriculture by producing agricultural products dominated by spinach cultivation reaching 535 Ha in 2022. Second, the national level policy network has a positive impact on the formation of tourist villages. There are 50 creative villages designated by the Ministry of Tourism and Creative Economy. However, the implementation still encounters obstacles in empowering the village creative economy in Kampar Regency, namely Limited Access to Resources and Technology, minimal Education and Training, Marketing and Distribution, Protection of Intellectual Property Rights, Access to Capital and Finance, and creative economy actors spread in urban areas with the top 3 creative economy subsectors in music, performing arts and culinary. The solution offered in this research is the need to identify creative fields that have potential in Kampar Regency. This could include art, culture, music, design, culinary, information technology, and many more. Skill Development, Product and Service Innovation: Look for ways to produce products or services that are different or better than those already in the market. Form Collaborations: Collaborating with others in the creative industry can open up new opportunities.

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