

CREATIVE ECONOMY: A CULINARY BASED ENVIRONMENT

Indrayani, S. Pd
Prof. Dr. Wahjoedi, M. E
Dr. Djoko Dwi Kusumojanto, M. Si

ABSTRACT

The ability to manage natural resources and human resources is of particular concern by each government to advance the region. One process to advance this region is to increase the creative economic capacity of its citizens to produce environmental-based culinary products. The purpose of this study was to determine the culinary creative economy with environmental insight in the Mentawir mangrove tourism village community in North Penajam Paser Regency. This study uses a qualitative approach to the type of phenomenology research that is oriented to subjective experiences or experiences that reveal specific phenomena in the Mangrove Tourism Village of Mentawir Village, Sepaku District, Penajam Paser Utara Regency.

Key words: Creative Economy, Culinary Based Environment, Mangrove Forest, Tourism, Economic Development.

INTRODUCTION

In the industrial revolution 4.0, the development of the creative economy is a step to improve the people's economy. In realizing the era of industrialization marked by the mechanism, electrification, and modernization in economic activities (Hamdan, 2018). Indonesian culture is inseparable from global culture which has a big influence on its people. Currently the community is in the era of creative economy based on knowledge (Darmada, 2016). Indonesia is a country that strongly supports the development of the creative industry, because Indonesia is supported by the potential of Natural Resources and Human Resources which have a very abundant amount. So that the management of creative industries is considered as a solution to sustain economic growth (Ananda & Susilowati, 2017; Irawan, 2015; Suparwoko, 2010). Based on the results of the 2016 Creative Economy Special Survey conducted by the Creative Economy Agency with the Central Statistics Agency, the Gross Domestic Product (GDP) of the Creative Economy created in 2015 amounted to 852.24 trillion rupiah while in 2014 it was 784, 82 trillion rupiah. The three sub-sectors that dominated the contribution of the creative economy's GDP were culinary by 41.69 percent, fashion by 18.15 percent and craft by 15.70 percent. With a significant contribution in increasing Gross Domestic Product, the development of culinary creative economy in all regions is very important. The government has constitutionally provided support in the form of regulations.

The development of the creative economy begins with the stipulation of Presidential Instruction No. 6/2009 concerning the Development of the Creative Economy and Presidential Regulation No. 72/2015 concerning Amendments to Presidential Regulation No. 6/2015 concerning the Creative Economy Agency. According to Howkins (2001) Creative economy as an economic activity whose input and output are ideas that originate from the essence of creativity. Correspondingly, the creative industry is not only used as a solution for the welfare of the community, but as an innovative human resource, the creative industry also has a positive impact, increasing product sales value and reducing unemployment rates (Fitriana, Nurul Aisyah, 2014; Irawan, 2015). In addition, the central government also gives authority to local governments to make rules relating to the creative economy in accordance with the needs of their respective regions. One of them is the Regional Regulation of the Province of East Kalimantan Number 4 of 2012 concerning Empowerment of Cooperatives, Micro, Small and Medium Enterprises.

Regional Regulation of the Province of East Kalimantan Number 4 of 2012 concerning Empowerment of Cooperatives, Micro, Small and Medium Enterprises aims to increase participation, productivity, expansion of the community's market share and the business world in growing cooperatives, Micro Enterprises, Small Enterprises, and Medium Enterprises. In addition, the government also aims to increase independence and develop to develop a people's economy that is based on the principle of justice, and is based on natural resources with an environmental perspective and human resources that are productive, independent, advanced, competitive and sustainable.

Creative economy as an activity that is based on natural resources with environmental insight is expected to be able to produce community creativity in line with tourism in order to form a linkage between the creative economy and tourism. Local government as an agency that has the authority to make and implement existing policies must know the potential that exists in each region. One example that is carried out by the government such as the one in Penajam Paser Utara Regency is developing a Mangrove tourism village in Sepaku District. As one of the regencies in East Kalimantan, Penajam Regency has a geographical area of 3,333.06 km² and the population based on data from the Central Statistics Agency of North Penajam Paser in 2018 amounted to 174,120 people and has a wide enough natural potential that has a great opportunity to increase insightful creative economy environment by utilizing the potential of existing natural resources, namely the utilization of Mangrove conservation.

Judging from the data from the Central Statistics Agency in 2019, Sepaku District has an area of 1,172.36 ha with a population of 31,814 inhabitants. One of the villages in Sepaku Subdistrict which is a development area of the Mangrove Tourism Village is the Mentawir Village, which consists of a population of 215 family cards or 740 inhabitants. For legal certainty in protecting the environment of mangrove forests, the Government issued a policy in the form of Regional Regulation of North Penajam Paser

Number 24 of 2012 concerning Management of Mangrove Forests. The initial step taken by the Government in relation to economic activities with environmental nuance is through the inauguration of the Tourism Awareness Group in Mentawir Village which is oriented towards developing a culinary creative economy in the form of mangrove fruit processing.

The large number of residents for rural areas makes the community of Mentawir mangrove tourism areas to look for opportunities for other business activities as community livelihoods. Because, the tourist village basically depends their lives as fishermen and shrimp farmers. Therefore, as a mangrove conservation area managed by PT. Inhutani, with an area of around 7,600 hectares, the people of the Mentawir Village area have great economic opportunities in processing mangrove fruit products. Mangrove fruit processing was initiated by a tourism-conscious group with around 24 members. The mangrove fruit is currently processed to become mangrove fruit syrup. However, the processing is still limited with modest production equipment making the Mentawir tourism village community still produce mangrove fruit syrup manually. This means that it does not use sophisticated production equipment. In addition, in the Mentawir village, there is only one group that strives to carry out the production of the mangrove syrup.

Based on the description that has been explained, the researcher wants to conduct a literature study on a creative economic model of culinary nuances in the environment as an effort of the Government to utilize the potential of Natural Resources and the efforts of the community to be more creative.

RESEARCH METHOD

This study uses a qualitative approach to the type of phenomenology research that is oriented to subjective experiences or experiences that reveal specific phenomena in the Mangrove Tourism Village of Mentawir Village, Sepaku District, Penajam Paser Utara Regency.

The study was conducted in the Mangrove Tourism Village of Mentawir Village, Sepaku District, Penajam Paser Utara District with the "Tiram Tambun" Tourism Awareness Group (POKDARWIS) consisting of 24 members. This research uses purposive sampling technique. The selected members are the members who directly carry out the activity of making mangrove syrup as one of the culinary creative economy in the Mentawir district. The following are specific criteria for determining samples:

- 1) Communities in the District of Spaku, North Penajam Paser Regency
- 2) Mentawir Tourism Village, North Penajam Paser Regency
- 3) Mentawir Tourism Village people who are members of the Tiram Tambun Tourism Awareness Group who carry out mangrove syrup and dodol processing activities.

The researchers then determined the informants using the Snowball Sampling technique. In order to obtain a sample of 9 informants, 5 were members of the Tiram Tambun Tourism Awareness Group, Head of the Mentawir Village Office, Head of the UMKM Service Office, Head of the Tourism Office and the Head of the Environment Office.

RESULT AND DISCUSSION

Data collected through Indept Interview. In-depth interviews in the study were used to find out how the meaning of the culinary creative economy with an environmental perspective in the Mentawir tourism village of Penajam Paser Utara Regency. Participant Observation. Researchers observed the meaning of a culinary creative economy with environmental insight in Mentawir tourism village. The documentation in this study is in the form of documentation of records and culinary creative economic record with environmental insight in the Mentawir tourism village community in North Penajam Paser Regency.

In this study the analysis of data processing consists of 4 stages, including the stage of data collection, the stage of data reduction, the stage of displaying data, the stage of drawing conclusions / verification. Triangulation used in this study is Data Source Triangulation, Location Triangulation, Time Triangulation, and Method Triangulation.

Results 1

1. Creative Economy

"Tiram Tambun" tourism awareness group was inaugurated in August 2019 by the Culture and Tourism Office of North Penajam Paser Regency. However, the activity of processing mangroves into mangrove syrup has been carried out since 2017. Processing of mangrove syrup is not a hereditary tradition in the tourism village of Mentawir. This was done since the training activities carried out by a group of people who were members of the "Tiram Tambun" Tourism Awareness Group who conducted a comparative study with a village in Semarang City. His creativity still faces obstacles in the form of human resources and capital resources which are still very limited, implementation in the field using simple tools and production that is still manual. Nevertheless the mangrove syrup processing activities carried out pay great attention to aesthetic values, both in packaging and in labeling.

Culinary processing from other mangroves is dodol mangrove processing. This culinary processing is a culinary processing which can be categorized as a tradition. Because, this activity has been carried out long ago and is still maintained for generations. However, dodol mangrove culinary is not so consistently produced because of its durability which only lasts a few days. That's why this culinary is only presented when there are activities in the Mentawir Mangrove Tourism Village. Therefore, the culinary processing of mangrove in the form of mangrove syrup and dodol mangrove is also classified as a local wisdom of

the people in Mentawir Mangrove Tourism Village. Apart from the fact that the natural resources of mangroves which are the main ingredients in making culinary are abundant, this is also due to the ability of human resources that can process them well. So that the culinary processing activities of this mangrove fruit, gives its own impact for some members of the tour aware group "Tiram Tambun".

Mentawir Tourism Village as a tourism pilot village in North Penajam Paser Regency still does not have a variety of culinary specialties as food or drinks when visited by tourists. Conceptually, the tourism group "Tiram Tambun" has planned to make a variety of culinary available when visitors come. However, the group's financial limitations made the group gradually realize the stages to build the Tourism Village. So, if the Mentawir Mangrove Tourism Village is visited by local tourists, foreign tourists, and the government, the culinary dinner is still very simple, that is, a meal made from one of the houses of the community leaders. Even then, if visitors provide information beforehand, but if not, then visitors must travel about 20 km to the Semoi 2 area or about 30 km to the Capital District of Sepaku District just to find food such as breakfast, lunch or dinner. Like a culinary impression is an inseparable unity with the aim of tourists to travel to a destination.

2. Environmentally Economics

Good quality in mangrove fruit processing activities is an important element. In order to safeguard it, some members of the "Tiram Tambun" Tourism Awareness group often participate in various training activities both provided by the government and universities and also the private sector. In addition to maintaining quality, the "Tiram Tambun" group also helps private parties such as PT. Inhutani in planting mangroves so that sustainability in economic activities in the Mentawir Tourism Village has always been a priority. Mangrove syrup processing activities as economic activities that are environmentally sound also provide additional activities for the local community. Aside from that, the sustainability of mangrove syrup processing activities is also maintained by teaching neighbors and families for members of the "Tiram Tambun" Tourism Awareness Group how to process and sell mangrove syrup.

The "Tiram Tambun" tourism awareness group continues to carry out mangrove fruit processing activities by thinking long term as a manifestation of the group's love for the nature of mangroves in the Mentawir Tourism Village. Utilization of mangrove forests that do not require logging activities makes Mentawir Mangrove Tourism Village one of the climate plus villages in East Kalimantan. The coronation also gave its own enthusiasm to the entire Mentawir Mangrove Tourism Village community in general and the "Tiram Tambun" Tourism Awareness Group in particular to better protect the existing Mangrove forest. About 7,000 hectares of Mangrove forest concessions by PT. Inhutani, is a great opportunity for mangrove fruit syrup processors. Even though this mangrove fruit is also a seasonal fruit.

In addition, by maintaining the sustainability of the mangrove culinary business to be sustainable, that has an impact on the award as the winner of the "Tiram Tambun" Tourism Awareness Group in the competition between POKDARWIS in North Penajam Paser Regency in 2019.

3. The Meaning of Culinary Creative Economy with Environmental Insights

The "Tiram Tambun" Tourism Awareness Group in general provides job opportunities for some members. This is because in general the group also manages mangrove and crossing tourism bridges so that some members also feel the impact directly. However, in mangrove syrup processing there are only two families who feel there are job opportunities for these members with mangrove syrup processing activities.

The majority of group members aware of the "Tiram Tambun" tour are women and housewives. But there are also those who work as fishermen. Culinary creative economic activities in the form of making mangrove syrup carried out by some members of the tourism awareness group "Tiram Tambun" provide opportunities for group members to earn additional income. Both of production and sales activities. But in reality there are currently only two members who are active in this mangrove syrup production activity, while other members of the "Tambam Tambun" aware tour group choose to be inactive and only help occasionally. Some members felt that there was still lack of transparency in the group. Because profit sharing is only per month

Processing mangroves into culinary is also a promising business opportunity in the Mentawir area. The abundant support of mangrove resources and the absence of mangrove syrup production in Penajam Paser Utara District other than in Mentawir Tourism Village made this group a pioneer. In addition, the manufacture of mangrove dodol is also a promising business opportunity, even if only when there is an event in production, but also provides benefits for the processor.

Another culinary creative economic meaning is tourism. In this Mangrove Tourism Village, visited by local and foreign tourists. The enthusiasm of tourists visiting this village, also encouraged tourists to witness the making of mentawir mangrove syrup. Because, members of the tour-aware group "Oyster Tambun" always market the mangrove syrup to every visitor. Therefore, the mangrove tourism community in general and the "Tiram Tambun" tourism awareness group received training as a pilot tourism village so that they were prepared to host the tourism village. With the elaboration as follows: Encourage increased income, job creation, and export income while promoting social care, cultural diversity, including social, cultural, economic aspects in the development of technology, intellectual property rights, and tourism.

Results 2

Economic education activities that occur in members of the "Tiram Tambun" Tourism Awareness Group have basically been carried out for a long time, but are still in the traditional order with a very strict instruction pattern.

Members of the "Tiram Tambun" tourism awareness group that conducts mangrove syrup and dodol mangrove processing activities basically have implemented economic education activities in their daily lives. The member started the principle of

example through business activities carried out by giving examples directly and even involving family members in production activities. In addition, they also teach children to carry out consumption activities more effectively. Because economic activities carried out are not continuous so every family member must be economical. Some of them have not been able to teach production activities to family members in this case are children because the age of the child is still very small. So that more habituation is done more on giving examples to them.

Members of the "Tiram Tambun" tour aware group also direct children and family members to save money. In the coaching activities, as parents who are taught is a way to save everyday for children. Parents provide savings and motivate children to save. The motivation provided is that if a child has a desire, then they should set aside savings to realize their desires. This member also teaches children to help parents in making daily sales to get pocket money so that the allowance is more than usual. There are also some members who do not have children so that economic education activities are directed to their immediate family, their nephews.

Internalization of economic education conducted by the members is very good. Despite the economic limitations, but from the inadequacies that parents still teach children and other family members to live better.

Results 3

The role of the government through Mentawir Kelurahan Penajam Paser Utara Regency is to inaugurate the "Tiram Tambun" Tourism Awareness Group. In addition, the Kelurahan also continues to assist the community through the allocation of CSR funds of private companies located in the Mentawir Kelurahan. The assistance provided as a form of support from the village government is in the form of administrative support, for example in the form of proposals. This was done because there was no specific budget for the empowerment activities. Until now, the kelurahan government has not provided meaningful input for the "Tiram Tambun" tourism awareness group.

The regulations set by the kelurahan related to the group also do not yet exist, because the kelurahan domain is very different from that of the village. Because basically, the village has the authority to manage the budget and also has a special budget while the village is in accordance with the distribution of funds provided by the District. Kelurahan alignments, namely participating in the initial formation of this group which at that time was carried out with all levels of society. Another step taken by the Kelurahan is to increase competitive local entrepreneurs by introducing mentawir culinary products both at the Regency level, as well as at meetings with related agencies to help carry out promotions. The government through the Kelurahan also knows that the mangrove culinary activities greatly open up employment opportunities to the community, women and village officials who are also still mentawir communities.

The role of the government through the Office of Culture and Tourism in community empowerment and assistance in tourism in the Mentawir Tourism Village is to establish a tourism awareness group "Tiram Tambun". The assistance was carried out by the Culture and Tourism Office by providing socialization of enchantment and socialization as a pilot tourism village to the Mentawir Tourism Village community. One of the steps taken is also by holding a competition between POKDARWIS in North Penajam Paser Regency as a form of how the Culture and Tourism Office promotes Mentawir Mangrove Tourism Village. The Government through the Department of Culture and Tourism also strives to always support the community in the creativity of creating food and drinks typical of Mentawir Tourism Village. The food and drinks that become special foods are mangrove syrup and mangrove dodol processed by the tourism awareness group "Tiram Tambun".

The government through the North Penajam Paser District Tourism Office is also trying to create a souvenir center which will become a trading center for tourists visiting Penajam Paser Utara Regency.

The role of the Government through the North Penajam Paser District Environmental Agency is not optimal. Because, Mentawir Mangrove Forest basically belongs to the area of the area so that it is the domain of the East Kalimantan Provincial Environment Office. Therefore, the Environmental Service Office of North Penajam Paser Regency does not have a stake in supporting culinary creative economic activities with environmental insight in the Mentawir Mangrove Tourism Village community.

The role of the Government through the Department of Cooperatives, SMEs, Industry, and Trade of North Penajam Paser Regency in providing facilities related to licensing, one of which is the halal certification process. One of the inputs made by the Department of Cooperatives, SMEs, Industry and Trade is hygiene and packaging which also has to have a expired period. But until now what has not been realized is regulations to strengthen the power of the Mentawir people, especially those who process the culinary. That is because of constraints regarding the budget. So that coaching is only in the form of monitoring of "Tiram Tambun" mangrove syrup culinary business. Other participation is facilitating the public to get loans with an interest of 0.6% per year. So far, the Department of Cooperatives, SMEs, industry and trade have conducted socialization and training in the form of improvements to the mangrove syrup culinary packaging. The Department of Cooperatives, SMEs, Industry and Trade has prepared land for the construction of the IKM Center and the development of the business itself by registering the business group with the results of its efforts to obtain HAKI

CONCLUSION

Culinary creative economic research with environmental insight in the Mentawir Mangrove Tourism Village community gives meaning to increased income in the tourism awareness group "Tiram Tambun" which processes mangrove syrup and also dodol mangrove. There is a meaning of employment opportunities, business opportunities, and also tourist destinations for local and foreign communities. However, as a pilot tourism village, several sectors need to be addressed to improve tourism facilities to

support culinary creative economic activities. Production limitations caused by manual technology are obstacles in the large-scale production and marketing process. However, to date culinary creative economic activities in the form of making mangrove syrup by the tourism awareness group "Tiram Tambun" have greatly helped the economies of the group members.

Internalization of economic education has basically been carried out as the concept of economic education in the form of examples, communication, behavioral demands and discussions among family members related to the economy. However, the daily concept applied is still very simple in the form of teaching patterns to help parents sell mangrove syrup ice for profit. Then the proceeds from the sale are set aside in part for pocket money to school and saved.

The role of the government in the context of community empowerment and assistance regarding business activities, environmental balance and tourism in the Mentawir Village of Penajam Paser Utara Regency is carried out by the Mentawir Village and the Culture and Tourism Office as inaugurators of the "Tiram Tambun" tourism awareness group and always assisting the group to socialize related sapta charm. Other offices that also play a role are the Office of Cooperatives, SMEs, Industry and Trade of North Penajam Paser Regency.

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Indrayani, S. Pd
Economic Education
Postgraduate Programe Faculty of Economics Universitas Negeri Malang
Email: indrayaniahiruddin@gmail.com

Prof. Dr. Wahjoedi, M. E
Economic Education
Postgraduate Programe Faculty of Economics Universitas Negeri Malang
Email: wahjoedi.fe@um.ac.id

Dr. Djoko Dwi Kusumojanto, M. Si
Economic Education
Postgraduate Programe Faculty of Economics Universitas Negeri Malang
Email: djoko.dwi.fe@um.ac.id