

## Research Article

# Governance Capacity of Creative Economy of Coastal Communities

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**Abstract.**

The development of the creative economy of the creative industry has currently faced challenges and obstacles, in the midst of the challenges of an increasingly global economy, one of the potentials of the creative economy is a community group in coastal areas, a mangrove group in Pangkalan Jambi Village, Bengkalis Regency, Riau Province, existing in Indonesia. This study aims to determine the model of governance capacity in empirical studies and forms of community creative economy implementation in mangrove groups in coastal areas. This study uses mix method research by conducting quantitative and qualitative analysis. The results of this study state that the governance capacity with indicators of institutional capacity and governance performance. This finding brings the main recommendations to improve the governance of farming communities through self-help partners from various sectors.

**Keywords:** governance capacity, creative economy, society

## 1. Introduction

The Mangrove Education Center (MEC) is located in Pangkalan Jambi Village, Bukit Batu District, Bengkalis Regency, Riau Province. In 2004 in Pangkalan Jambi Village, the Harapan Bersama group was established, which is a local fishing group. The condition of the fishermen who live in rural areas that have experienced abrasion is quite worrying. Abrasion that occurred in Pangkalan Jambi Village occurred due to two factors, namely from nature and humans. Naturally, abrasion is in the form of sediment that is on the coast carried by seawater in greater quantities or has passed the threshold. Therefore, if things like that continue to happen, the sediment on the coast will not only decrease, but will slowly run out. Meanwhile, the abrasion caused by human factors, namely the illegal logging of mangroves by irresponsible persons has exacerbated the abrasion situation

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there . Seeing from these conditions or conditions, it is necessary to have efforts that arise from the awareness of community groups, especially people who live in the area to start cultivating the coastal areas of the village by planting mangrove plants, especially mangroves to overcome these problems. So that the Mangrove Education Center (MEC) emerged as an effort to provide direction in overcoming these problems, especially in Pangkalan Jambi Village.

No.	Existing Problems	Impact
1	Low Education Level Judging from the last education level of the Mangrove group, there are many who graduated from junior high and high school, who has a bachelor's degree, but it can be said that only a few people. If the level of education is low, the group is rather difficult to have a permanent job.	If the group's education level is not addressed, it will also increase or increase the low level of education in the future.
2	Dropout The community in the Mangrove group has several group members who have dropped out of school. This has an impact on the level of education and skills.	The large number of group members who drop out of school will be a separate obstacle in carrying out group activities, due to low mindset and skills in carrying out group activities.
3	Unemployment Basically, unemployment occurs in the productive age. Due to a lack of interest, lack of human resources, and capital to open a business. Therefore, there are many unemployed because of themselves and there is no will from themselves to open up job opportunities.	If there is more unemployment, the poverty rate will increase and will cause a lack of experience to work and there are still social problems, namely unemployment but not as much as at this time

**Figure 1:** Identification of Community Social Problems.

If abrasion continues, it will have an impact on the disruption of village community activities to fulfill their needs and earn a livelihood. So that the existence of the Mangrove Education Center (MEC) becomes a new hope for the local community in growing a new economy and saving the state of the coast. Flora Diversity at the Mangrove Education

Center (MEC) Pangkalan Jambi The mangrove ecosystem at the Mangrove Education Center (MEC) Pangkalan Jambi is a mangrove ecosystem managed by the Harapan Bersama Group and Pertamina RU II Sungai Pakning which has benefits as a supporter of the coastal ecological system, a buffer area to reduce and protect it from abrasion, and as a mangrove educational tourism area/site.

Based on table 1. Above, it is known that the low level of education is caused by the high cost of education, the lack of equal distribution of educational opportunities, based on the explanation that education is the learning of knowledge, skills, and habits of a group of people passed down from one generation to the next through teaching, training, or research. Therefore, if in a group the low level of education causes a lack of knowledge gained in the group. In the Mangrove group, there is a low level of education which will be an obstacle to getting a permanent job. In addition, dropping out of school is caused by inadequate conditions or economic factors from the family, environmental factors which are easily influenced by people who do not have education, social factors, and others. Within the Mangrove group there are several group members who have dropped out of school. This has an impact on the level of education and skills. And unemployment is not limited to people who have not worked. People who are looking for work and people who work but their work is not productive can also be categorized. Unemployment is also the number of workers in the economy who are actively looking for work but have not yet found one. Basically unemployment occurs in the productive age. Due to lack of interest, lack of human resources and capital to open a business.

Based on this previous research, it is stated that CSR is able to build the community's economy through the empowerment of MSMEs. The results of the study (5) show CSR schemes or channels in helping the community and providing accountability for the consequences of the industry that was built through socialization and training to the community to be able to work and return to their activities. And research (15) The results demonstrate the limitations of existing governance strategies for enrolling mangrove groups in sustainable governance – an issue that we consider to be a 'governance gap.' This gap consists of three interrelated phenomena: 1) practical barriers related to the involvement of mangrove groups in the making of sustainability-oriented policies and programs; 2) cognitive barriers created by differences in approach, language, and mode of operation between the public sector and mangrove groups; and 3) or the matic barriers generated by viewing the mangrove group as carrying out the dominant economic function in the community.

This is in line with the definition of the creative economy according to Sari et al, (9) that the development of the creative economy of the creative industry is currently still

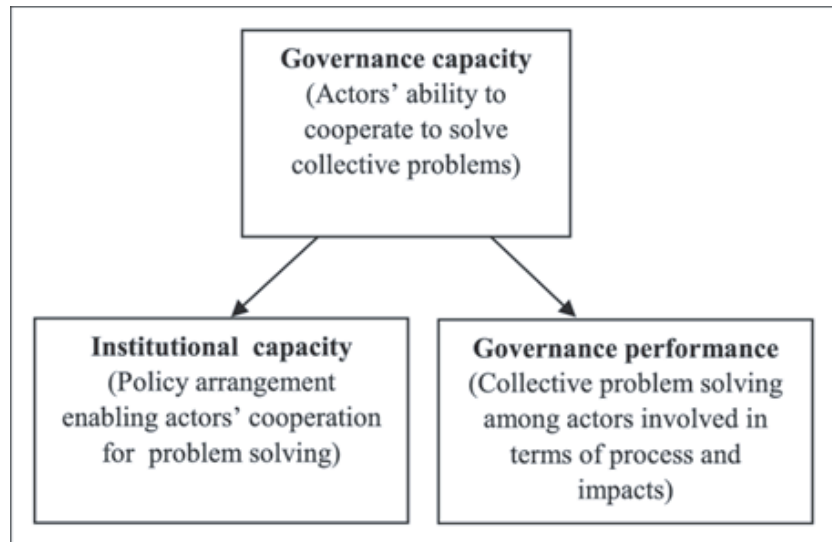
faced with various challenges and obstacles, amid the challenges of an increasingly broad global economy, the government continues to encourage the development of creative industries in Indonesia. In order to become a strategic sector capable of playing a larger role in the national economy in terms of contribution to gross domestic product (GDP), job creation and increasing the quantity of exports. Rapid technological developments provide opportunities for business actors, especially micro, small and medium enterprises (MSMEs) to take advantage of this technology to market their products and services to consumers. Technological developments make it easier for Micro, Small and Medium Enterprises (MSMEs) to be able to interact and market the products they produce (3).

This statement is supported by the research of Prime, P., & Utami, AF (10) that it is time for Indonesia to start actively taking concrete steps to encourage cultural activities and creative industries to a level where economically, derivative products from these sectors can help contribute to improving economy. A study submitted by Dronyuk et al (12) shows that the increasing number of creative companies and the number of employees in the creative industry proves the increasing importance of the creative economy and creative clusters. Then, the analysis carried out shows that the creative industry emerged due to the development of mass communication and globalism and in the future, these two issues will strategically increase due to the necessity of the times (12). Therefore, this group becomes a case study in this study which aims to determine the model of governance capacity in empirical studies and forms of community creative economy implementation in mangrove groups in coastal areas. This research uses Mix Method research method by conducting quantitative and qualitative analysis. The results of this study state that the governance capacity mentioned by Dang et al (1) with indicators of Institutional Capacity and Governance Performance.

## 2. Methods

This research is based on the pragmatism approach that employs a mixed method data collection (qualitative and quantitative). First, collect quantitative data using a questionnaire using a Likert scale of measurement: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). This is done to identify the influence of actors on the economic growth of the community, with the respondents' criteria being all members of the Harapan Bersama Mangrove Group totaling 30 people and analyzed using SPSS. Using Data analysis refers to the steps used by Miles and Huberman, these steps include four streams of activity at once, including: data collection; data

aggregation, data presentation, and conclusion drawing/validation. After that, carry out the operationalization of the indicators of the theory of governance capacity model of Dang et al (1) as shown below:



Source: Dang et al (1)

**Figure 2:** Governance Capacity Model.

Pangkalan Jambi Village is a village located in the Bukit Batu sub-district, Bengkalis Regency, Riau Province, Indonesia. This village which has 3 hamlets is a village directly adjacent to the village of Siak district, namely Lebuk Muda in the Kuala area, this village is the most end village in Bukit Batu. Based on the graphic above, it can be seen that 30 respondents consisted of various ages on a scale of 27-50 years, consisting of 16 women and 14 men. The majority have a role as field implementing members. The significance value ( $p$ ) in the Kolmogorov-Smirnov test is 0.46 ( $p > 0.05$ ), so based on the Kolmogorov-Smirnov normality test the data is normally distributed. The significance value ( $p$ ) in the Shapiro-Wilk test is 0.106 ( $p > 0.05$ ), so based on the Shapiro-Wilk normality test the data is normally distributed.

Look for the value of the R table first with the provisions of  $df (N-2, 0.05)$ .  $N$  is the amount of data tested, which is 30 samples, using the provisions of R table =  $df(30-2, 0.05) = 3.3610$ . if you see the significance level of the item  $< 0.05$  then the measuring instrument used in this study is valid. The reliability statistics table shows the results of the analysis of the reliability test with Cronbach's Alpha = 0.585 of 12 variable items. The reliability value of 0.585 is a moderate value ( $0.50 < \alpha < 0.70$  moderate reliability). So that this questionnaire is said to be consistent (reliable), it is known that both X and Y variables. The case processing summary table shows the total cases tested and the number of valid case values. Therefore, based on the Output Analysis of the Quantitative

Test of the Influence of Actor (X) on Community Economic Growth (Y), from the output of SPSS it can be seen that the value of t count = 3.026 with a significance value of 0.005 <0.05. Then Ho is rejected and H1 is accepted , which means there is the influence of actors on the economic growth of society.



Figure 3: Research Locations in the Pangkalan Jambi Mangrove Group.

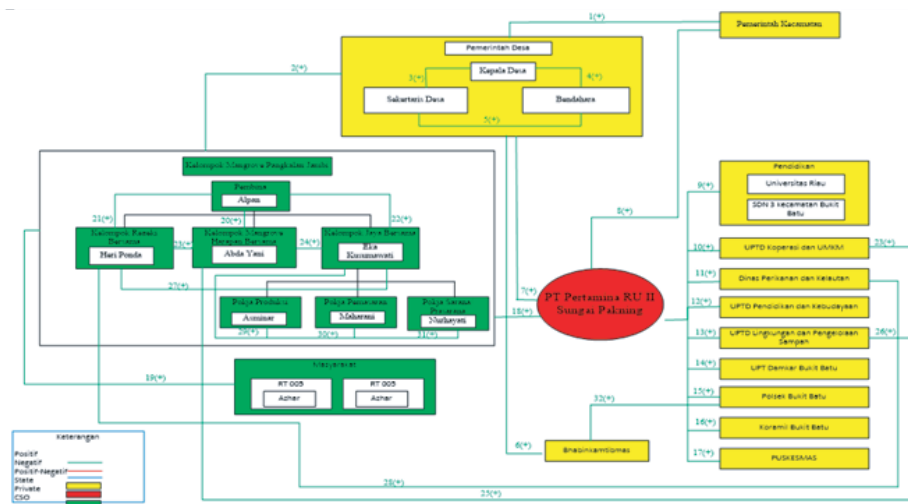


Figure 4: Actor Network Map of Pangkalan Jambi Mangrove Group.

Pangkalan Jambi was not a very well-known village, then because after the construction of mangroves, Pangkalan Jambi is now known to many people and is not like it used to be, which was never visited by outsiders. After the Harapan Bersama group had advanced, Mr. Alpan thought about creating another group consisting of women to produce their mangrove products and fish products from the fishermen's group. Mangrove products themselves are now widely produced by the Jaya Bersama women's group, for example there are Jeruju Leaf Sticks, Api-Api Leaf Sticks, Kedabu

Fruit Syrup and Kedabu Dodol, then fish products from fishing groups are produced into Lomek Fish Crackers and Lomek Fish Amplang.

### 3. Results and Discussion

Based on the results of observations and interviews, it is known that Pangkalan Jambi was not a very well-known village before, then because after the construction of mangroves, Pangkalan Jambi is now known to many people and is not like it used to be, which was never visited by outsiders. After the Harapan Bersama group had advanced, the local hero or actor who had a main role in the group, namely the group leader thought to create another group consisting of women to produce their mangrove products and fish products from fishing groups. Mangrove products themselves are now widely produced by the Jaya Bersama women's group, for example there are Jeruju Leaf Sticks, Api-Api Leaf Sticks, Kedabu Fruit Syrup and Kedabu Dodol, then fish products from fishing groups are produced into Lomek Fish Crackers and Lomek Fish Amplang. Several sectors of the Harapan Bersama Mangrove include :

Some of the sectors of the Harapan Bersama Mangrove, among others, are as follows:

#### 1. Joint Sustenance Group (Brackish Water Fish Cultivation Group)

This Joint Sustenance Group is part of the Harapan Bersama Mangrove group which was formed in 2015. This cultivation utilizes the tides of sea water or uses tidal innovations. This Joint Sustenance Group has 20 members. The average of the majority of ethnic groups in the Joint Sustenance group is Malay, the average education group is SMA (Sekolah Tinggi Tinggi). And the average income of this Joint Sustenance Group is fishermen and farmers. In this group the members own livestock and agriculture/plantation, the livestock owned by members in the form of cows, goats, chickens are private property. Meanwhile, the farms/plantations owned by the members, namely Sawit and Karen , are also privately owned. For local financial access, such as for borrowers at UED-SP, the system is easy depending on the requirements and must be complete and collateral. The facilities needed in this group are not sufficient, there are many shortcomings.

#### 1. Jaya Bersama Group (Fish Product Processing and Mangrove Processing Group)

The Jaya Bersama group is a sector that is part of the shared hope after the establishment of the Joint Sustenance. The Jaya Bersama group was formed in 2017 The facilities or equipment for the needs of the group have not been fully met or it can be said that

they are not fully sufficient, and there are still many shortcomings. If there is a dispute in this group, the method of settlement in this group is by discussion or deliberation. The first history of the formation of this group was because there were groups of fishermen, so in a few years from fishermen there was planting of mangroves, so judging by the potential of the better mangroves, the head of the mother-in-law group thought about making or processing products from mangroves, starting from jeruju leaves, what are the benefits? So that's where the thought of utilizing the group's mangrove forest. The group is now filled with various activities, the group also often gathers at the mangrove production site to make products that are no longer in stock.

This group is divided into parts of each working group, including: Production working group (Production working group is the one who gets parts to produce products to be marketed or finished products become part of the production working group to make their products), Working group Marketing (Marketing working groups are those who get the task of marketing processed products and recording expenses and inputs that have been marketed or sold), and Facilities/Infrastructure working groups (Working groups of Facilities/Infrastructure are part of the working group on equipment and materials needed by the group. For example, if the Production Working Group requires materials to make processed products, the facilities/infrastructure that buy them . This can be supported by the theory of tourism potential of the Mangrove Education Center (MEC), including:

1. Natural Attractions At the Mangrove Education Center (MEC) visitors can see natural attractions from the expanse of mangroves and the sea.
2. Environmental Education Besides being a tourist spot, the location of the Mangrove Education Center (MEC) is also one of the mangrove learning centers in Bengkalis Regency.
3. Artificial Attractions , At the Mangrove Education Center (MEC) visitors can enjoy artificial attractions such as mangrove tracks and photo spots.

The use of print media in promoting MSME products will have more impact because product information being marketed is faster and easier to access widely compared to conventional marketing systems. Mangrove groups in Indonesia themselves have switched to marketing through promotions in print or social media (11). This is supported by research from Mayarni, M., & Meiwanda, G. (6) that the management of tourism and economic potential by the community itself in the village provides the widest opportunity for the community to be able to develop and improve the economy of the local community as a whole.



	Elements	Criteria	
		Institutional Capacity	Governance Performance
Governance Capacity	Enabling rules of the game	Codification of decision-making rights	Practicing rights
	Converging discourses	Venues open attitude	Social learning
	Facilitating resources	Resources Availability	Effectiveness and cost effectiveness

Source: Arts and Government (2006)

Figure 5: The Governance Capacity Framework.

The results of the analysis from this previous study also explain that the implementation of CSR programs with empowerment models has not been widely carried out 2. The implementation of CSR programs is still limited to empowering the surrounding community in the social and environmental fields 3. The right model for empowering mangrove groups is through partnership programs (2) . As found in Mashur’s (7) research, Dronyuk et al. (12) that the coastal area has a lot of potential resources whose utilization has not been optimal. One of the potentials that must be developed is the potential of human resources, with their abilities and creativity, humans can create and develop everything that was originally not considered and has a low selling value into something of high economic value. Syahza (18) mention that adaptability and entrepreneurial orientation have an effect on innovation.

Based on the table above, it provides an understanding of the responsibility of the mangrove group to get a superior entrepreneur. Factors that influence mangrove groups in carrying out CSR activities so that they are sustainable for their businesses are the relationship between industrial actions (Charity giving, Generosity, Community relations) with business success (governance, financial drivers and financial performance) (14) . The culture of Pangkalan Jambi has a community culture that is still thick with customs and mutual cooperation and the most prominent culture in Pangkalan Jambi can usually be seen during big holidays, both national and religious, Pangkalan Jambi also participates in the plug-in lamp festival and often wins 1st place From this, it can be seen that the creative aspect of the community is very broad. Pangkalan Jambi Village has an area of 10.00 km 2.

TABLE 1: Potential for Sustainable Community Mangrove Groups in Pangkalan Jambi.

<b>Human Capital</b>	Mangrove product processing
	Lomek fish processing
	Brackishwater Tilapia fish processing
<b>Natural Capital</b>	The majority are in productive age
	Cayenne pepper or dragon fruit plantation
	Fisherman
<b>Social Capital</b>	Active community participation
<b>Financial Capital</b>	UED-SP (Village Savings and Loan Economic Unit)
<b>Physical Capital</b>	Saung for a meeting place or sit back
	Canteen or cooperative where the canteen sells various kinds of menus and sells processed products from the Jaya Bersama group
	A place of production for producing or a place for processing products
	A place of worship or a place of prayer for visitors who want to pray
	there is a post for payment of entrance tickets

Initially, the Harapan Bersama Mangrove group only caught fish. Because considering the location in Pangkalan Jambi village, there was an abrasion, so Mr. Alpan’s initiative wanted to prevent the abrasion. He has an idea how to turn this beach into a mangrove that attracts many visitors. And he also thinks that if the mangroves are not used and many are cut down, it is better to use it and also to prevent coastal abrasion that occurs on the beach, that’s why mangroves were built. So innovation is needed to increase the sales force of mangrove group products, one of which is the use of technology. The digital era has played a major role in the proliferation of mangrove group products through various online media such as: For example, social media. Social media has a wide enough network and reach to make it easier for consumers to find the products they want or need. Technological innovation is one way to increase the economic value of mangrove groups (17).

Prior to the existence of Pertamina RU II Sungai Pakning to make the Harapan Bersama Mangrove group a Pertamina target group, the Harapan Bersama Mangrove group was originally built by the group itself since 2004. Technological factors and individual factors partially have a positive and significant effect on e-commerce adoption. On the other hand, organizational factors partially have a negative and insignificant effect on e-commerce adoption and environmental factors partially have positive and

TABLE 2: The Governance Capacity Framework In Mangrove Pangkalan Jambi Community.

Jambi Pangkalan Village Government (States) Bukit Batu District Government UPTD Cooperatives and SMEs Department of Fisheries and Maritime Affairs	Elements	Criteria	
		Institutional Capacity	Governance Performance
	Improving the welfare of the community and groups by following include all Village government institutions and also village communities	Regulation	Responsible for carrying out the development and development of the Pangkalan Jambi Village community , making expenditure and income budgets in the village , and utilizing the budget funds
UPTD Education and Culture Bukit Batu			
UPTD Environment and Waste Management			
Firefighter Unit Bukit Batu Police			
Koramil 007 Bukit Batu Bhabinkamtibmas			
PT Pertamina RU II Sungai Pakning (Private)	Pakning has an interest in developing both groups and communities in carrying out group development so that they become independent groups and communities with the guidance of Pertamina's CSR.	Empowerment	Having the power, namely as an official company and has an obligation to develop the surrounding area.
Riau University (Academia)	Having an interest in providing education and teaching based on the culture and nationality of the Indonesian nation in a scientific manner, as well as developing science, technology and the arts.	Research and Community Dedication	The role of the University of Riau is as a center of knowledge and by paying attention to and applying the values of the Humanities, as well as implementing the Tridarma which is stipulated in the status of a university.
Harapan Bersama Mangrove Group (Civil Society)	Has a crucial role in local community participation.	Participant and object	The position of the collective hope mangrove group is as a group that is already widely known by many people and as a group that is involved in fishing at sea.
Joint Sustenance Group			The position of the joint Sustenance group is that the cultivated tilapia has been sold and has been felt by many people.
Jaya Together Group			The position of the Jaya Bersama group is that this group is already widely known for its various types of products.

Source: Researcher Process, 2022

insignificant effects on e-commerce adoption in the mangrove group. When Pertamina RU II Sungai Pakning held a selection of 5 villages, it turned out that the base village of Jambi in the Mangrove group of hope was selected, Pertamina paid attention to the activities. Because Pertamina RU II Sungai Pakning, with this CSR activity, Pertamina

assesses which ones can and which ones want to carry out activities and want to become a target group. It turned out that from these 5 villages, Pertamina RU II Sungai Pakning noticed the collective hope group and could, in the sense of wanting to tolerate or not just hoping that there would be no money for activities. Let a little money but a lot of activities and not to be proud of themselves, but that's how it is for the nature of the group let it be a little but a lot of work. Pertamina became a target group in 2017 .

Profit Maximization, Philanthropic Responsibility, External Pressure, Moral Responsibility indicate that mangrove groups are starting to concentrate on CSR to strengthen their market (4). In this study, Pertamina RU II Sungai Pakning coordinates and cooperates with the Pangkalan Jambi Village Government to implement Pertamina's CSR programs. Pertamina RU II Sungai Pakning and the Pangkalan Jambi Village Government have a good relationship. Pertamina RU II Sungai Pakning coordinates and cooperates with the Bukit Batu District Government to get support in implementing Pertamina's CSR program in various forms of activities.

Institutional capacity emphasizes the institutional arrangements in which actors interact, with potential institutional capacity centered on institutional opportunities and barriers to collective action and institutional capacity realized by highlighting rule enforcement (8). Pertamina RU II Sungai Pakning and the Harapan Bersama Mangrove Group have a good relationship or a positive relationship. Pertamina RU II Sungai Pakning coordinates and cooperates with the Pangkalan Jambi Mangrove Group so that the activities held from Pertamina's CSR are carried out for the Pertamina RU II Sungai Pakning foster group.

Governance capacity, on the other hand, has a broader focus (16). Without disqualifying the important role of the rules of the game in collective action, governance capacities go beyond institutions and decision-making structures, to also emphasize actors' discourses and resources. Therefore, we prefer to use the broader concept of governance capacity to denote the "quality" of governance. Since institutional capacity, in our opinion, can be considered an important part of the broader concept of governance capacity, this paper is informed by the literature on both concepts. The Harapan Bersama Mangrove Group and the community (RT/RW) have a positive relationship and coordinate with the Harapan Bersama Mangrove group.

Skilled human resources are needed to develop different ideas. However, this idea cannot easily be realized without the capital support provided by the private sector. However, economic activities (commercial) cannot run well without proper regulation, so the role of government is also important in ensuring that ideas can be realized and executed in an orderly manner and without fraud in their implementation (13). The

manager of the mangrove group coordinates with the mangrove group of mutual hope to make the mangrove even more advanced. The supervisor of the Pangkalan Jambi Mangrove group has a good relationship with the Joint Rezeki group. Both coordinate and work together. The supervisors of the Pangkalan Jambi Mangrove group and the Jaya Bersama group have a good relationship. As well as coordinating and working together in building groups.

## 4. Conclusion

Based on the analysis that has been carried out on the Governance Capacity Of Creative Economy of Coastal Communities, it can be concluded that community governance is maximally based on quantitatively measured values that the influence of actors (X) on community economic growth (Y), from the output of SPSS can be it is known that the value of t count = 3.026 with a significance value of  $0.005 < 0.05$ . Then  $H_0$  is rejected and  $H_1$  is accepted, which means there is the influence of actors on the economic growth of society. And qualitative analysis found that actors who have interests, strengths, positions, and roles from the actors, making it easier to understand how power and the interests of each of the above mentioned actors. The recommendation of this research is for the establishment of development or improvement of community potential through increasing self-help partners from various sectors, conducting training the use of social media to promote processed products from the group, training on how to overcome beach abrasion, leadership training for members of the Harapan Bersama group to improve the skills and knowledge of group members in each field, repairing better roads to get to mangroves, and training on financial management of the mangrove group canteen Jambi Base

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