

Research Article

Sustainable Development Goals (SDGs) and the Multistakeholder Role of Creative Economy Actors in Sampang Regency

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Abstract.

Sustainable development goals (SDGs) are a global agenda for sustainable development. The creative economy is an important part of sustainable development. The objectives of this study are to: (1) analyze the contribution of the creative economy in realizing the SDGs in Sampang district, and (2) analyze the role of multi-stakeholders in developing the creative economy sustainably. The type of research used in this study is qualitative descriptive research, with a case study approach. The results of this study are: (1) The creative economy contributes to the SDGs, including: no poverty (Goal 1), gender equality (Goal 5), decent work and economic growth (Goal 8), industry, innovation and infrastructure (Goal 9), reducing inequality (Goal 10), sustainable cities (Goal 11), sustainable consumption and production patterns (Goal 12), peaceful and inclusive societies (Goal 16) and means of implementation and global partnerships (Goal 17). (2). The role of multi-stakeholders in developing sustainable tourism is not yet fully apparent. Collaboration can connect elements of business, government, community, academics, and media in order to realize the creative economy sector sustainably. Attention and commitment from multistakeholders are needed, especially the Sampang district government. Collaboration between actors, between sectors, and between lines in the development of the creative economy must be maintained sustainably and integrated.

Keywords: SDGs, multistakeholders, role, creative-economy

1. Introduction

The creative economy can play a strategic role in the national economy. According to Prajanti, et.al (2021), the creative economy is the backbone of the national economy because it is able to create added value [1]. The creative economy is able to absorb labor (Alfariza, et.al, 2023) [2]. The creative economy supports the strengthening of Indonesia's image and culture. According to UNCTAD (2008), the creative economy

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is the process of creation, production and distribution of goods and services that use creativity and intellectual capital as the main input of the production process [3].

According to UNCTAD (2022), the creative economy includes knowledge-based economic activities[4]. According to the Ministry of Tourism and Creative Economy, there are 17 types of sub-sectors in the creative economy which include applications, game developers, music, architecture, visual communication design, fashion, crafts, culinary, interior design, product design, photography, advertising, publishing, performing arts, fine arts, and television and radio. The seventeen sub-sectors are integrated with their parent economic sectors based on business fields[5]. The development of the creative economy is expected to increase the rate of regional economic development. This creative economy has the potential and a fairly strategic role in providing an impact on job creation which will later have an impact on community welfare. Multi-stakeholders in Sampang Regency do not seem to have been optimized in developing the potential of the creative economy. Multi-stakeholders still seem to be working partially, so the results cannot be optimal. This study aims to: 1. Analyze the implementation of SDGs in the context of developing the creative economy in Sampang Regency, and 2. Analyze the role of multi-stakeholders in developing the creative economy in a sustainable manner.

2. Methods

This research was conducted in Sampang Regency. The selection of research locations was done purposively. Purposive sampling is a non-probability sampling method with certain consideration criteria (Sugiyono) [6]. The type of research used in this study is qualitative descriptive research, with a case study approach. The data collection method uses primary data and secondary data. Primary data is obtained through: (1) observation aimed at finding out the real conditions of creative economy actors at the research location. (2) interviews conducted with multi-party informants of creative economy actors. Secondary data collection in this study was carried out by: (1) literature study (2) documentation, namely data collection through archives owned by government agencies. The data analysis method in this qualitative research is carried out through several stages: (1) data reduction, namely summarizing data, selecting the main points, according to the focus of the research; (2) presentation of data in this study is presented in the form of diagrams, tables, or descriptions; (3) Drawing conclusions. According to Creswell (2014), qualitative data analysis involves open data and is based on general questions and analysis from informants [7].

3. Result and Discussions

The COVID-19 pandemic has had a negative impact on the creative industry, namely: loss of jobs, decreased turnover, and disruption to the value chain. According to the UNCTAD report (2022), during the COVID-19 pandemic, around 10 million jobs were lost from the cultural and creative sector, resulting in a contraction of USD 750 billion globally in 2020 [4].

The creative economy sector is closely related to sustainable development and the Sustainable Economic Goals (Manioudis M and Angelakis A, 2023) [8]. The creative industry contributes to sustainability in various ways. The industry within the creative economy framework plays a significant role in accelerating sustainable consumption and production patterns and promoting regional sustainable development. According to UNCTAD (2022) [4], the creative economy contributes to the SDGs in various ways, such as: no poverty (Goal 1), gender equality (Goal 5), decent work and economic growth (Goal 8) [9], industry, innovation and infrastructure (Goal 9), reduced inequalities (Goal 10), sustainable cities (Goal 11), sustainable consumption and production patterns (Goal 12), peaceful and inclusive societies (Goal 16) and means of implementation and global partnerships (Goal 17).

According to Boggs (2009), employment in the creative economy sector is not easy to measure [10]. The significant contribution of the creative economy of 3% to Global GDP continues to have the potential to grow, making it a resilient economic sector strengthened by the surge in digitalization and services. The creative economy has the potential to contribute to achieving the 2030 sustainable goals, by driving economic growth and innovation, reducing poverty, creating jobs and decent work for all, improving the quality of life and empowering women and youth, and reducing disparities both domestically and between countries (Dronyuk, et.al, 2019) [11].

Based on the data obtained, 17 creative economy sub-sectors in Sampang Regency are grouped as in Table 1.

Based on table 1, it is known that there are 5 creative economy sub-sectors in Sampang Regency with a value above 5%, namely: crafts (32.75%), performing arts (31.90%), fashion (15.95%), and culinary (10.77%). Meanwhile, other sub-sectors have the potential to be below 5%, namely: photography (3%), visual communication design (1.29%), television - radio (1.29%), architecture (0.44%) and advertising (0.44%). According to Dronyuk, et.al (2019), the increase in the number of creative industries and the number of people working in them illustrates the importance of the creative economy sector [11].

TABLE 1: Creative Economy Potential in Sampang Regency.

No	Sub Sector	Amount	%
1	Game Developer	-	
2	Craft	76	32,75
3	Interior Design	1	0,44
4	Music	-	
5	Fine Arts	1	0,44
6	Product Design	2	0,86
7	Fashion	37	15,95
8	Culinary	25	10,77
9	Film, Animation and Video	1	0,43
10	Photography	7	3
11	Visual Communication Design	3	1,29
12	Television and Radio	3	1,29
13	Architecture	1	0,44
14	Advertising	1	0,44
15	Performing Arts	74	31,90
16	Publishing	-	
17	Apps	-	
	Total	232	100

Source: Office of Industry and Trade, Sampang Regency, 2023

Efforts to strengthen the creative economy are in line with efforts to develop the tourism sector in Sampang Regency. With the acceleration of tourism development in Sampang Regency, it will rise and continue to be driven for the progress of the region, especially the creative economy. Efforts to strengthen tourism in Sampang Regency will have a real impact on the development of the creative economy.

The principles of developing a creative economy in the region are: 1. Empowering creative human resources to realize their creativity into products and/or services protected by intellectual property rights, 2. Increasing literacy regarding design thinking which aims to transform creativity into innovation, 3. Creating creative works by utilizing cultural heritage as a source of inspiration to create uniqueness and strengthen the identity, unity and integrity, and existence of the Indonesian nation in international forums, 4. Developing and utilizing media as a channel for distributing and presenting

quality local creative works and content to increase appreciation and recognition of the Indonesian and world communities[12].

The Sampang Regency Government plays a role in creating a creative economy by:

1. Increasing the Capacity of Creative Economy Actors;
2. Establishing and developing creative spaces;
3. Increasing public appreciation of creativity and intellectual property;
4. Providing adequate technological infrastructure to support the development of creativity;
5. Developing institutions that support the creativity ecosystem;
6. Increasing marketing and promotion of creative works at home and abroad.

Of the entire creative economy, the craft, performing arts, fashion and culinary sub-sectors provide the largest contribution, namely: 91.37 percent of the total creative economy. Unfortunately, economic development in Sampang Regency has not had a significant impact on the creative economy sector. In fact, the development of the creative economy in Sampang Regency can be said to show a positive trend as a future economy. For this reason, the Sampang Regency Government needs to map the leading creative economy sectors. The creative economy is understood as a new concept in the economic sector which prioritizes intellectual property as its point. An overview of the innovation strategy for developing the Creative Economy in Sampang Regency can be expressed through multi-party collaboration as follows:

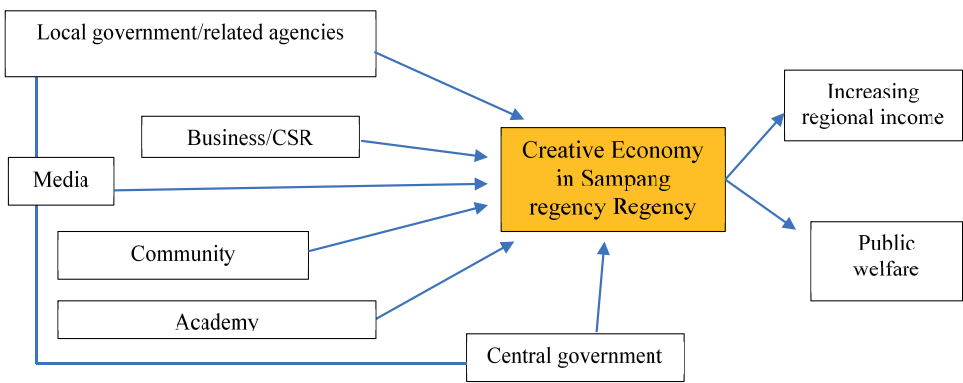


Figure 1: Multistakeholder collaboration of creative economy actors in Sampang Regency.

The Sampang Regency Government has steps to develop the creative economy sector, such as mapping the leading creative economy sectors in Sampang Regency. The initial planned step where the Sampang Regency Government together with academics conducted a mapping of the potential of the leading creative economy sectors obtained based on the results of research and development.

Tourism and the creative economy are two sides that are inseparable from each other. Tourism activities are always related to what can be purchased in tourist areas.

TABLE 2: The Multistakeholders Role of Creative Economy Actors.

No	Multistakeholders	Role
1	Local government	1. Provider of policies, regulations and infrastructure 2. Provide access to financing through programs such as People's Business Credit (KUR) and creative-based startup financing. 3. Facilitate cooperation with private investors to accelerate the development of creative businesses. 4. Build tourist areas
2	Bussiness	1. Providing financial assistance to MSMEs. 2. Providing creative economic training 3. Building tourist areas
3	Community	1. Creative economy actors 2. Creative economy consumers
4	Academy	1. Studying the problems of the creative economy 2. Consumers of the creative economy
5	Media	1. Providing information related to the creative economy 2. Creative economy actors (advertising, TV, radio, publishing)

Source: Primary Data, 2024

Provision of creative economic works as typical products of tourist areas is needed to strengthen the position of tourist destinations. Based on the research results of Mah DN and Hills, P (2012), sustainable tourism pays attention to collaborative planning which can be realized by paying attention to several things as follows: (a) All parties involved are willing to open themselves up, so that trust arises; (b) The approach must be collaborative or synergistic; (c) Each party positions itself as the same or there is equality so that there is no high or low, but different in role [13]. The government as a mediator, facilitator. The private sector as a practitioner and investor.

The development of the creative economy is in line with tourism. One of the strategies initiated by the government in the development of tourism and the creative economy is through the use of the Pentahelix Model collaboration. The Pentahelix model was introduced and outlined in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations that in order to create orchestration and ensure the quality of activities, facilities, services, and to create tourism experiences and benefits in order to provide benefits and benefits to the community and the environment, it is necessary to drive the tourism system through optimizing the role of government, private sector, community, academics, and media (Purwanto H.et.al, 2023) [14].

From this multi-actor approach to sustainable tourism development, actors are defined as entities that have a position in the system being studied and play a role

in mobilizing the resources they have to influence outcomes directly or indirectly through their influence on other actors (Fauzi, 2019) [15]. Like tourism, the creative economy sector represents a complex multi-actor system because it involves various public institutions, private companies, local public agencies and communities working together for mutual benefit (Farsari et al, 2011) [16].

From a cooperation perspective, tourism is a heterogeneous relationship between various actors that form a hybrid network that benefits all parties (Erdogan & Erdogan, 2010) [17]. Therefore, it is imperative to involve all actors in planning the development of a successful tourism destination (Avelino and Wittmayer, 2016) [18]. An actor is an institution, group, or individual that plays a major role in a system (Rees and MacDonell, 2017) [19].

4. Conclutions

The creative economy sector is closely linked to sustainable development. The creative industry contributes to sustainability in various ways. The creative economy contributes to the SDGs, including: no poverty (Goal 1), gender equality (Goal 5), decent work and economic growth (Goal 8), industry, innovation and infrastructure (Goal 9), reduced inequalities (Goal 10), sustainable cities (Goal 11), sustainable consumption and production patterns (Goal 12), peaceful and inclusive societies (Goal 16) and means of implementation and global partnership (Goal 17).

All parties involved in the creative economy sector are willing to open themselves up, so that trust arises. The approach is cooperation or synergy. Each party positions itself as the same or has a level. So there is no high or low, but different in role. The government as a mediator and facilitator. The private sector as a practitioner and investor. The role of multi-stakeholders in the development of sustainable tourism is not yet fully apparent. Collaboration that is able to connect elements of business, government, community, academics, and the media in order to realize the creative economy sector sustainably. Attention and commitment from multi-stakeholders are needed, especially the Sampang district government. Collaboration between actors, between sectors and between lines in the development of the creative economy must be maintained sustainably and integrated.

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