

COLLABORATIVE GOVERNANCE IN THE FRAMEWORK OF COMMUNITY EMPOWERMENT THROUGH CREATIVE ECONOMY

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Abstract. The administration of the state involves many actors in solving public problems, which is a must for the current government, considering that the concept of governance includes the integration of various sectors within a country. Collaborative governance is defined as a process that involves beneficial interactions between governance actors so that the positive goals of each party can be achieved. One of the most important goals of a country is to improve the economy of its people so that it affects the national income of the country. Efforts to improve the populist-based economy, the government should be present in empowering the economy in the context of improving the quality of human resources where the people as the driving force of a country's economy, and as a facilitator for creative economy industry players to develop their market and establish regulations as well as supervise in order to maintain a stable market climate so that other creative economy actors will grow. In fact, the creative economy is an activity carried out at the local level and has the goal of increasing the rate of growth, creating jobs, and increasing income that is creative in nature and has not been done by many others so that it has significant selling power and has a wide share of the domestic and export markets. . The government collaborates with the private sector as facilitators to develop the creative economy and there is a role for academics and the community itself as parties who are directly involved in community empowerment efforts in developing the creative economy.

Keywords: Entrepreneurship, Collaborative Governance, Community Empowerment, Creative Economy.

I. INTRODUCTION

The trend of the booming economy or creative industry on the stage of the global economy, the rise of the term creative economy begins with the times, especially in the current era of globalization, the industrial paradigm has shifted from the agricultural era towards industrialization which is then increasingly developing into the era of digitalization accompanied by many findings on innovations in information technology and communication (infocom). This era unconsciously demands every human being to live more productively, both behaving and adjusting the lifestyle in society so that it is more critical and sensitive to all conditions, this makes market competition to become widespread and tighter in line with the era of globalization. Especially the first world countries or developed countries turned out to be more sensitive to this,

Creative economy is actually a concrete form of sustainable development efforts through creativity and innovation, where the real meaning of sustainable development is an economic climate that is competitive and has renewable resource reserves (Ministry of Trade, 2008). The biggest contribution of the creative economy is the use of resource development which is not only renewable, but also unlimited, which involves the existence of ideas, talents, and creativity. In this case, the creative economy opportunities in Indonesia are expected to maximize attention to creative industry sectors. The creative industry sector consists of 15 creative industry sectors in Indonesia, namely advertising, architecture, the art market, craft, design, the clothing industry (fashion), video, film &

Regions that tend to have potential in the tourism and culture sectors as superior commodities are often found in

creative industry business activities where the sector contributes to the economy and regional income. Therefore, a collaboration between the government and the non-governmental sector is needed, especially regarding the empowerment of the creative economy so that these commodities become superior if they can be managed optimally.

II. BASIC THEORY

A. Entrepreneurship

The term entrepreneurship or entrepreneurship originates from French, namely 'entreprende' which means adventurer, creator and business manager. This term was first introduced by Richard Cantillon (1755). JB Say (1803) describes entrepreneurs who are able to see opportunities by arranging economic resources at low productivity levels to higher levels. Coulter (2000; 3) argues that entrepreneurship is related to the process, formation or growth of a new business venture which emphasizes an orientation towards obtaining profit, value, and the creation of new unique and innovative products or services. Suryana (2003; 1) states that entrepreneurship is a creative and innovative ability which is the basis for finding opportunities for success.

The essence of entrepreneurship is the ability to create opportunities to become something new and different (create new and different) through creative thinking and acting innovatively in seeing opportunities. The concept of entrepreneurship is a mental attitude that thinks creatively as a human being to see an opportunity and take advantage of an opportunity and take advantage of that opportunity to be of good value and to be brave in taking risks for his actions as an effort to realize his ideas. Today, entrepreneurial actors

do various things so that the definition is broad, so that becoming an entrepreneur is an innovator who is able to take advantage of and turn an opportunity into an economically valuable idea that can be sold or marketed, creating added value by utilizing effort, time,

A. Collaborative Government

The state administration process that involves many actors in solving political problems is a necessity for the current government, given that the concept of governance itself includes integration between various sectors in a country. Ansell and Gash describe a new strategy of governance known as collaborative governance. A form of governance that involves various stakeholders simultaneously in a forum with government officials in the formulation of joint decisions (Ansell and Alison, 2007: 543). As well as collaborative governance according to Ansell and Gash 2007 in Subarsono (2016).

From this definition, it can be understood that a collaboration is certainly carried out by the government sector, which involves non-public actors (private and public sectors) who are directly involved in organized decision-making and decision-making that focuses on public policy and public management. Because over time the management of the state today can no longer be held in a serving pattern. According to the journal Junaidi, collaborative networks are unlikely to grow spontaneously but must be cultivated. The importance of collaborative governance is, among others, because:

1. Failure to implement policies in the field.
2. The inability of the group, especially due to the separation of power regimes to use other institutions to prevent a decision from being reached.
3. Mobilization of interest groups.
4. High costs and politicization of regulations.

The government should carry out collaborative governance because what is required is how government organizations are present not only to follow routine tasks, but how they create value for the community or the nations where they are located.

B. Community development

According to Wahyudin Sumpeno (2011: 19) empowerment is a form of effort carried out by elements that are external to an order, so that the order is able to develop and be empowered independently. Empowerment is also an effort to improve the form of interconnection in perfecting an element of the order so that it can develop independently and to build itself. Sumaryadi (2005: 25) argues that the purpose of community empowerment is to assist the authentic and integral human development of weak, poor, marginalized communities and to empower these groups of people socio-economically so that they can be more independent to be able to meet their basic needs of life.

Community empowerment is also included in the concept of economic development design which summarizes values in order to build a new paradigm in a people-centered development process, participatory in the framework of community empowerment and can be studied from three aspects, including:

1. Enabling, namely creating an atmosphere that allows the potential of the community to develop.
2. Empowering, namely strengthening the potential of the community through concrete steps that involve providing various inputs and opening up various opportunities that will make the community more empowered.
3. Protecting, namely protecting and defending the interests of the weak community.

The empowerment pattern approach basically emphasizes the autonomous right of decision-making from community groups based on resources that prioritize personal, direct, democratic principles and the meaning of social learning. Empowering the community as a series of goals to improve dignity and especially those from the grassroots who are still bound by all limitations and trapped in financial problems and underdevelopment in education, so that community empowerment is not only strengthening individuals but also institutions and planting existing social values. Embedding modern cultural values such as hard work, frugality, openness, responsibility is the most important framework of values in an effort to empower the quality of human resources in general.

C. Creative Economy

The term Creative Economy was introduced since John Howkins wrote his book entitled "Creative Economy, How People Make Money from Ideas". Howkins defines Creative Economy as an eco-activity anywhere. The concept of entrepreneurship and the concept of creative economy have the same elements, namely the concept of creativity, ideas or ideas and the existence of innovation. Alvin Toffler (1980) in his theory divides economic civilization into three waves, namely first, as a wave of agricultural economy. Second, the wave of the industrial economy. Third, is the wave of the information economy. Toffler predicts the fourth wave as a wave of creative economy oriented towards creative ideas and full of innovation.

The Ministry of Trade of the Republic of Indonesia (2008) describes the creative economy as follows: "The creative industry comes from the use of individual creativity, skills and talents to create prosperity and employment through the creation and utilization of creative resources accompanied by individual creativity. The output of the creative economy itself consists of the results of advertising, architecture, arts, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, television and radio, video games, etc.

III. METHOD

Data collection in this study was carried out qualitatively through the literature study technique by collecting data from reading books, journals, and papers related to research related to Creative Economy Development. The research approach used is post-positivist because it emphasizes discovery and theory verification with an objective position so as to provide justification results from the reality in the field through identification and analysis of Creative Economy Development. The literature study used in this research is related to the perspective of Micro Community Empowerment.

IV. DISCUSS

A. Community Empowerment through the Creative Economy

Community empowerment in an effort to achieve the main goal of forming a life of a new order for people's lives that is able to independently meet their own needs is certainly in line with the existence of the creative economy concept that has begun to be implemented in the form of community empowerment, especially financially. The development of the creative economy must really touch all levels of society by prioritizing Micro, Small and Medium Enterprises actors who develop in communities, especially those in cities with a "creative city" background. The potential of an area can be explored and utilized through innovation into a product that is economically valuable and of course beneficial to consumers at large. Other than that, It can also increase productivity in each community in an area so that a community-based creative industry center will emerge which is managed by the community and as a forum for actualization in order to empower people to be able to live independently and not be pressured by financial problems. Creative economy-based entrepreneurship, on the other hand, is able to create new entrepreneurs who are certainly able to create jobs as a real contribution to economic development in Indonesia.

Regarding the dimensions and indicators of community empowerment, according to Jim Iffe and Frank Tegoryero (2008), it explains that there are at least six main dimensions of community development or empowerment and sustainable among one another in a complex form. The various dimensions include: (1) Social Empowerment; (2) Economic Empowerment; (3) Political Empowerment; (4) Cultural Empowerment; (5) Environmental Empowerment; (6) Personal / Spiritual Empowerment. However, in fact, people will prioritize their development efforts personally considering the strongest base of a community, whether economic, political, cultural, and so on. According to Nugroho (2008) indicators of empowerment include: (1) Access, equal rights related to accessing productive resources in the environment; (2) Participation, participation related to the exploitation of very limited assets or resources; (3) Control, that men and women have the same opportunity to exercise control over the use of resources; (4) Benefits, that men and women must jointly enjoy the results of the use of resources or development together and equally successful.

The focus and objectives of empowerment operationally need to be known from the indicators of the success of community empowerment programs, which include the following: (1) Reducing the poverty rate; (2) The development of income generation efforts by the small and medium-sized population; (3) Increasing public awareness in efforts to improve the welfare of the small and medium-sized community (4) Increasing the independence of the group in terms of productivity, strong business capital, neat administrative management, and interaction with outsiders; (5) Increased capacity of the community and equal distribution of income in meeting basic needs.

1. Increasing the Base of Creative Economy in Society

The economy becomes an important benchmark that indicates the level of welfare to the social status of the community. Economy is important as a driving force for the progress of the nation as well as a characteristic that a country can be said to be advanced or developing. Efforts to improve the economy should be in line with efforts to reduce poverty levels in society so that people are empowered and are able to live financially independently. The current of the Industrial Revolution 4.0 brings a point of fundamental change to the vast global order of life, marked by the development of the instinct of the human mind for creativity and innovation and the use of information technology infrastructure (digitization) which leads to competition in the economic sector.

The era of the industrial revolution 4.0 made the creative economy one of the strategic points that must be prioritized as a series of strategies to win global competition accompanied by continued research based on innovation and creativity as an effort to increase productivity with economic value through the capitalization of creative ideas. John Howkins views the creative economy as defined as a character characterized by economic activity that relies on the exploration of ideas and the exploitation of creative ideas that have high economic value. As is well known, ideas and ideas are the result of human thought (knowledge) where this can be explored through increasing the capacity of empowering human resources where critical thinking needs to be done to produce innovative ideas and ideas.

Indonesia itself as a multicultural country keeps various uniqueness of arts and culture so that a variety of culinary delights can become a leading commodity in the global creative economy competition if it is accompanied by qualified capabilities in every Indonesian society as a creative industry player in order to be able to turn these commodities into economic and economic resources. able to be capitalized in order to answer the problem of economic inequality and welfare.

2. Implementation of Collaborative Governance Community Empowerment through Creative Economy

Collaborative governance is present as a concrete answer related to efforts to increase public, private, and community participation in the context of implementing a public policy through government programs so that trust and

synergy are built among related actors in an effort to achieve service goals and public satisfaction. Collaborative governance itself is a form of state governance that involves various actors in responding to public problems, which is a must for the current government, given that the concept of governance itself includes integration between various sectors in a country.

The implementation of collaborative governance and community empowerment through the creative economy is a long process and involves several agencies and private parties to accommodate the actualization of community development in order to survive and develop financially through the creative economy media platform. The parties considered to be able to assist through collaboration in the realization of the program include the Government through the Ministry or the Cooperative and UMKM Office and the Investment Coordinating Board, Community communities engaged in creative economic ventures with large-scale business and business actors, with academics, especially economic experts, and the media. Implementation strategic steps that can be taken by related parties are as follows:

- a. Government
 - 1) Providing business capital incentives to creative industry activists. As well as providing convenience in obtaining permits for production
 - 2) Tighten the issue of copyright policies, especially on local products, so that local products are prevented from piracy and loss
 - 3) Make the program mandatory to wear local products. For example, the shoes used by students are required to have uniform and use original domestic products.
- b. Media
 - 1) Utilizing media, especially social media to promote products, promotion media by utilizing influencers, this is an effective step to promote the creative industry on social media.
 - 2) Developing a public communication platform to bridge interactions among creative economy entrepreneurs and the government.
- c. Academics

Conducting research related to creative economy empowerment so as to produce policy recommendations to the government and business actors in implementing creative economy empowerment.
- d. Business Actor
 - 1) As a facilitator in developing the resources of creative economy actors to be equipped with skills to manage their business well.
 - 2) Encourage being an investor so that the creative economy business can continue to grow.
- e. Community
 - 1) Exploring every potential that exists as a potential creative economy and expanding the market.
 - 2) Increase a sense of concern for fellow people to be more interested in using high quality local brands so that the creative economic industrial climate is well maintained.

3. Prediction of Inhibiting Factors for Community Empowerment through Creative Economy

Implementation of Community Empowerment through the Creative Economy there are challenges and obstacles including:

- a. Technology and Science, A nation does not have adequate technological skills and at a low level of education and scientific insight, their economic empowerment and development will be far behind other nations.
- b. Capital and Investment. Limited capital and investment to get it will be clearly hampered by its economic growth.
- c. Human Resources, human resources determine the fast or slow pace of development and the rate of economic growth and if economic growth will be further hampered if the human resources are not competent in their fields.

B. Optimization and Implementation Results of Collaborative Governance Community Empowerment through Creative Economy

Collaborative governance, which is implemented in collaboration with various policy-formulating actors and in accordance with their specialized background expertise, is predicted to have a large impact and benefit in the empowerment of the creative economy when viewed from several aspects, namely:

1. Environmental Aspects

Encourage the creation of environmentally friendly products because they are based on SMEs, creative industries and not based on large factory industries, and there are creative industries that recycle used goods. This is expected to reduce pollution emissions and volume of waste.
2. Social Aspects
 - a. Opening a creative arena for every creative business actor to explore potential that is considered economically valuable.
 - b. Providing opportunities for young people, especially to explore their interests and talents in seeing a potential to be developed into creative economic values, given that many creative actors come from youth or millennial circles.
 - c. Reducing the level of social inequality, because here everyone has the same right to develop their creativity to empower their creative economy.
3. Economic Aspects
 - a. Increasing the populist-based economy by empowering the creative economy.
 - b. Reducing the unemployment rate and the number of poverty in Indonesia, especially in the city of Bandung.
 - c. Fostering an entrepreneurial spirit and creating several new entrepreneurs.

d. The increased role of the government, the community, business people, the media, and academics who collaborate in the empowerment of the creative economy in an effort to create new entrepreneurs.

4. Political Aspects

As stated in the 1945 Constitution, in this case it is hoped that there will be efforts by the government as state administrator in realizing the welfare and prosperity of the people and giving freedom to anyone to develop their ideas and creativity as long as it does not conflict with the applicable legal rules.

V. CONCLUSION

Community empowerment and development as a human resource is absolute because human resources are an important instrument in development efforts both in the medium and long term. Community development is an effort to improve the quality of the life order of a nation which is characterized by a change in the social order of life towards progress that is marked by independence to make ends meet and develop to be able to survive financially so that the economy gradually increases towards the upper middle class.

The emergence of this creative economy is one of the innovations that requires economic actors to be more innovative in building their economy. Coupled with the existence of supporters such as communities, festivals, facilities and infrastructure that make this creative economy easier to develop. This creative economy also aims to exploit the skills, ideas, innovation and creativity of business people, and can be used to develop the potential of the region so that it can be better known among the wider community.

Collaborative governance as a forum for empowering the creative economy, it must be supported by cooperation between the government, businessmen, economic experts, and the community in order to facilitate the empowerment of this creative economy so that this creative economy can open up jobs for the community, help innovation develop faster, make humans more creative, competition becomes more competitive, makes the quality of the product better and makes economic growth increase.

Writing articles on the implementation of collaborative governance in an effort to empower communities through the creative economy, is expected to be used as an example by government administrators, especially in the regions to always work together in responding to a problem with other parties because basically the problem cannot be solved alone, especially related to efforts to improve the economy as a pillar of regional development. The author hopes the readers if there are errors and deficiencies in writing this article if they can be corrected by providing criticism and suggestions to the author.

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