

Development Strategy of Creative Economy-Based Village: A Case Study of Kandri Tourism Village in Semarang Regency

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KEYWORDS	ABSTRACT
Development Strategy, Tourism Village, Creative Economy.	The Implementation of e-government in Village Governments can be the main intervention in driving villages towards progress. This type of research is Descriptive Research. The approaches used are qualitative and conceptual approaches. The data source used is secondary data. Data analysis is carried out descriptively and qualitatively. Conclusions are drawn using deductive methods, which means drawing conclusions from general to specific, especially related to the research topic, namely the Development Strategy of Creative Economy-Based Tourism Villages. This research yields findings that the implementation of social media and digitalization in Kandri tourism village has been very effective. Visitors can easily obtain information about the tourism village and directly fill out online reservation forms, complete with available tour packages. Emphasizing the concept of "from the community, for the community," the management of tourism digitalization in Kandri tourism village starts with the planning process, creating social media accounts and a website for promotional purposes. The presence of ideas from the community to introduce something new in their village is considered a success for the community. The community's skills in managing existing natural resources can be considered proficient. The community empowerment process carried out in Kandri Tourism Village is in line with the potential held by the community, taking into account the social, cultural, and economic aspects of the community. Throughout this process, the community has become the actors and determinants of the development and growth of Kandri Tourism Village. Through consultative forums conducted by the village government with the community, opportunities are given for the community to propose development programs and collectively make decisions to build Kandri Tourism Village.

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1. Introduction

Tourism that supports the creative economy in villages is a new style of industry capable of providing rapid economic growth in terms of employment opportunities, income, standard of living and in activating other sectors within the receiving country. Tourism as a complex sector includes industries such as handicraft industry, souvenir industry, lodging and transportation. As a service industry classified as the third industry, tourism plays an important role in setting policies regarding employment opportunities, citing the increasing urgency of demands for permanent employment opportunities in connection with the always increasing tourism in the future. Economic difficulties caused by declining non-oil and gas exports, rising imports, and unequal economic development[1].

The contribution of the creative economy in the Indonesian economy and culture with socio-cultural diversity is a source of inspiration in developing the creative economy in Indonesia. The socio-cultural diversity of Indonesia gives an indication that the creativity of Indonesian people is very high. Similarly, the demonstration of products from various ethnicities, which is a supporting factor for the development of the creative economy. The development of the creative economy is inseparable from the culture of the local community. Creative economy development must be based on the culture of the local community. Local community culture is local wisdom that must be preserved and developed in an integrated form in every development activity. Local wisdom in ordinary culture in physical and non-physical forms. Local wisdom in physical and non-physical forms can be in the form of products that have meaningful values such as craftsmanship, art, culinary, and others. Creative economy is not only measured in terms of economy but can also be measured in terms of cultural dimension[2]. Today, creative ideas that arise are basically sourced from local wisdom. This means that local wisdom greatly determines the direction of creative economy development in Indonesia.

Village Development in Indonesia basically aims to improve the welfare and quality of life of rural communities through meeting basic needs, building village infrastructure, developing local economic potential, and sustainable use of natural resources as stated in Law No. 6 of 2014 concerning Villages. Digital transformation is a breakthrough in targeting the industrial market so that it becomes a great opportunity, considering that now the behavior of Indonesian people cannot be separated from the use of the internet in daily activities. Especially in facing Industrial Era 4.0, it will give birth to many benefits and become a challenge for the perpetrators.

The development of this tourism village is to further increase tourist visits to Central Java, especially the city of Semarang, moreover, the support of the Ministry of Tourism and Creative Economy is very good, as can be seen from the allocation of assistance and development which has also increased. A tourism village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customary, daily life, has a distinctive building architecture and village spatial structure, or unique and interesting economic activities and has the potential to develop various components of tourism, such as attractions, food-drinks, and other tourism needs[3]. The process of forming *kandri* into a tourist village began with the strong desire of the village community.

In the creative economy, digitalization of the tourism industry is one of the right steps in responding to the civilization of digital-oriented people in meeting their needs for travel. One of the efforts in realizing tourism digitalization is the use of ICT (Information and Communication Technology). Information and Communication Technology (ICT) has been relevant at operational, structural, strategic and marketing levels to support global interactions between producers, intermediaries and consumers around the world[4]. The community empowerment process that occurs will produce a community that is able to manage time and finance, as well as about managing its local potential. The community is also familiar with the structural process by

forming groups that have access to village governments, and official and private agencies. The village government makes deliberative decisions that entrust facilitators from within the village itself to facilitate the implementation of control and assistance. In general, most Creative Economy entrepreneurs in the culinary, handicraft, performing arts, music and fashion subsectors have capacity building plans in the form of increasing business capacity, product innovation and improving expertise, as well as improving branding[4].

Through the development of tourism villages, it is hoped that there will be equal distribution of welfare, which is in accordance with the concept of sustainable tourism development. In addition, the existence of tourism villages is able to maintain the preservation of rural community culture through community involvement as actors of tourism activities in their villages. The development of tourism villages has enormous advantages in the economic, social, cultural, ecological and other fields. Economically, tourism village development can improve the economy of national, regional and local communities, from a social point of view it can create jobs and business opportunities for rural communities[5]. In addition, the existence of tourism villages in the field of education can broaden the horizons and mindset of village people, educate people about clean and healthy living, and improve knowledge and technology of the tourism industry[6].

Creative Economy in village development strategy is one of the new and more innovative urban development and management strategies. Villages today still rarely use online media to exchange information. When people need information, they must first come to the village office to ask for the necessary information and to the village members to convey it. The Innovative and Creative Village Program aims to provide internet access in villages that previously had no internet connection at all. Conceptually, digital village is a program to make the village a development area that empowers the community with adequate information technology facilities. In the context of the government, the massive application of technology began with the existence of Presidential Instruction Number 3 of 2003 concerning the application of *electronic government*. With the development of quality and competitive villages, the quality of information, systems, and services positively affects user satisfaction. User satisfaction and results (organizational goals) are one of the main goals that must be achieved by the government in providing services to the community[2]. The implementation of e-government in village government can be the main intervention in pushing villages towards progress.

The implementation of regional government in the perspective of regional autonomy is actually as the legitimacy and mandate of the community through the regional autonomy law, which contains the intention to strengthen the integrity of the nation as a diverse but still one state in sovereignty fighting for the rights of its people, for the sake of development, governance, and a complete society in a sustainable manner. The main objective of regional autonomy policy is to create community welfare through the provision of satisfactory public services, development for economic growth, and public protectiveness through the institutional role of local government[6]. In this regard, local government institutions become very important in order to achieve these goals. For this reason, local governments must be strengthened in order to maintain adequate capacity in realizing the goals and nature of the implementation of regional autonomy.

The use of information technology (E-Government) in governance is an obligation that must be carried out by the government in order to accelerate the interaction between the government and the community so that public services can be carried out quickly. Efforts to use information technology in village government can be carried out by the village government, namely making the village a digital village. This is in line with the concept of smart villages that emerged based on the adoption of information technology to integrate village potentials and institutional systems, in order to generate benefits for rural communities. Through the digital village concept,

it is expected to create a smart village that utilizes technology as a catalyst for development, education, local business opportunities, improvement and welfare of all rural residents.

The concept of the Kandri tourism village development strategy is the creation of satisfactory services, selling value and competitiveness with attractions in the form of natural products, traditional cultural arts, special interests, typical village food and drinks and seeks to pay attention to the wants, needs and expectations of tourists. Kelurahan kandri, one of the tourist villages in Semarang City that continues to increase promotions to attract tourists. However, the readiness of tourism villages to welcome domestic and foreign tourists is still constrained by inadequate road infrastructure and human resources. There is still a need for attention from the city government to be fully supported, so that the tourism village can be more developed and managed properly. The development of tourism village objects also needs from the private sector and support from the surrounding community[7].

This change in views about the village is expected to improve the effectiveness and governance of village government and improve the quality of public services so as to improve the social welfare of the village community. To realize this goal, village governments are required to be innovative in the management of their village government. One of the innovations that can be done by village government is to use information technology in managing village governance. This is because information technology is now accessible to various groups. The use of digital marketing applications in efforts to digitize village tourism that has been used in case studies includes websites, social media, web forums, online advertisting, and mobile applications [8]. The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, how to communicate, shop, transact, to lifestyle.

A tourism village is a rural area that offers an entire gym that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customary life, has distinctive building architecture and village spatial structures, or unique and interesting economic activities and has the potential to develop various components of tourism such as attractions, food and beverages and other tourism needs. In addition to various uniqueness, the tourist village area must also have various facilities to support it as a tourist destination. Tourism village accommodation facilities, provision of tourism village infrastructure and so on. With the provision of cottages or tourist lodging facilities (home stay) so that visitors also feel the atmosphere of the original countryside (Semarang City Tourism and Culture Office).

In the development of tourism villages through tourism digitalization, many benefits have been obtained, such as ease in providing various tourism services to tourists including access in the context of marketing implementation, tourism digitalization is considered to make it easier for tourists to access information about a tourism destination and of course can reduce costs both for the organizer and / manager, as well as for tourists, and so on. By increasing the development of village tourism, it will also increase community income and lead to an increase in the regional economy[7].

2. Materials and Methods

This type of research is Descriptive research. The approach used is a qualitative approach and a conceptual approach. The data source used is secondary data. Data analysis was conducted in a qualitative descriptive manner[9]. Drawing conclusions is carried out by deductive method, namely drawing conclusions from general to specific, especially those related to the research topic, namely the Creative Economy Based Village Development Strategy. Qualitative data analysis is carried out if the empirical data obtained is in the form of a collection of words and not a series of numbers and cannot be arranged into categories of data can be collected in various ways (observation, interviews, agencies, documents, and tapes)[10]. And usually processed first

before being used in qualitative research including the results of interview transcripts, data reduction, analysis, data interpretation, and triangulation.

3. Results and Discussions

1. Creative Economy-Based Village Development Strategy in Kandri Gunungpati Village, Semarang City.

Kandri Tourism Village is located in Kandri Village, Gunungpati District, Semarang City. Kandri Village has a natural tourist destination Kreo Cave managed by UPTD Semarang City Culture and Tourism Office. And the village has a wealth of art and culture that is no less interesting when compared to other Tourism Villages in Central Java. Kandri Tourism Village was inaugurated on December 21, 2012 which began with the construction of a reservoir that submerged agricultural areas and made Kandri residents lose some of their livelihoods as farmers. But this actually makes a positive impact on residents because in addition to the function of the reservoir as a water reservoir, it also has other functions as artificial tourist objects and attractions. This is then used as a business opportunity by empowering the community's creative economy through tourism businesses by forming a community-based Tourism Village.

In its implementation using social media, digitalization in the Kandri tourist village runs very effectively, visitors can easily get information about the tourist village, and can directly fill out the online place booking form complete with available tour packages. By carrying out the understanding of "from the community to the community", management in managing tourism digitalization in Kandri tourism village starts from the planning process by creating social media accounts and websites as a means of promotion. Training is given to the community, in addition to counseling together with agencies related to tourism villages, such as the Tourism Office on tourism, the Environment Office on environmental and waste management, and the Agriculture Office on agriculture for farmers [11].

The management of Kandri Village is carried out by Pokdarwis who are assisted by the community. The implementation of the Community Partnership Program (PKM) is carried out by village officials, Tourism Awareness Groups (POKDARWIS), and communities, especially those with MSMEs. In addition, the implementation of PKM provides results in the form of developing Village Profile websites, Tourism Potential websites, BUMDes *websites*, and *Augmented Reality applications of* Kandri Village, socialization, and assistance in the use of websites and applications. The information listed on several applications is also very complete, ranging from the introduction of village profiles, destinations, tour packages, to marketing contacts. This is solely done in an effort to increase tourism promotion in Kandri Village. In managing tourism digitalization, the tourism village management group serves as an administrator by managing all content on websites and applications for the promotion of villages and tourist attractions[6].

The use of digital marketing applications in tourism digitization efforts that have been used in case studies include websites, social media, web forums, online advertisting, and mobile applications. The use of digital marketing in the current era in the world of tourism has changed the paradigm of industry, work, ways of communicating, shopping, transacting, to lifestyle. In the development of tourism villages through tourism digitalization, many benefits have been obtained, such as ease in providing various tourism services to tourists including access in the context of marketing implementation, tourism digitalization is considered to make it easier for tourists to access information about a tourism destination and of course can reduce costs both for the organizer and / manager, as well as for tourists, and so on [7].

The existence of local governments with all capacities that have the potential and power to improve community welfare collectively and togetherness in building community life in accordance with the mandate of the regional autonomy law. Because, the existence of a civil

society will also be determined by how much the existence of local government and its apparatus can influence and encourage the community to exist in building for the common good in a sustainable manner. It can be suspected that the existence of local government so far is still in the domain of further strengthening the identity of its apparatus and organizational structure and regulatory system that can support the achievement of good governance for the development of regional potential and its community as a form of local government accountability in the process of implementing local government in accordance with the mandate of Law Number 32 of 2004 concerning Regional Government, which gives direction to the realization of regional governance that has the capacity to determine the joints of national life, statehood in a sustainable manner in the perspective of regional autonomy[12].

The presence of community ideas to present something new in their village, then this is a community success. The skills of the community to manage existing natural resources can be said to be qualified. The community empowerment process carried out in Kandri Tourism Village is in accordance with the potential possessed by the community by taking into account the social, cultural and economic aspects of the community. In the process, the community has become an actor and determinant of the development and development of Wiasata Kandri Village. Through a deliberative forum conducted by the village government with the community, it provides an opportunity for the community to submit proposals in making local development programs and become a joint decision to build Kandri Tourism Village.

2. Managerial Implications of Creative Economy-Based Village Tourism Village Development Strategy in Kandri Gunungpati Village, Semarang City

One form of creative economy activities to digitize village government is the implementation of Smart government. Smart governance is about redesigning formal democratic governance and maintaining historically and economically developed democratic principles. *Smart governance* consists of three parts, namely the participation of the community in making decisions directly or indirectly, increasing the number and quality of public services, and the existence of a well-structured and organized database in the storage of data and information related to public services. After conducting an analysis with the tourist village and some internal aspects.

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There are many forms to choose from in the Local Government (Pemda) HR development model. However, there needs to be a development framework that is relevant to each existing activity. For example, strategic areas in the Local Government Strategic Plan should also determine the type, quantity and quality of human resources needed in the regions, especially for the needs of local government institutions/institutions. Experience shows that often human resource development is not associated with regional strategic needs, and even seems to contribute less to the regional government itself. In the context of HR, it should be focused on developing: 1) skills and expertise, 2) insight and knowledge, 3) talents and potentials, 4) personality and work motives, and (5) morale and work ethic. Traditional capacity building and organizational strengthening focuses on development resources almost entirely on human resource issues, processes and organizational structures. Modern approaches examine all dimensions of capacity at all levels (mission, strategy, culture, management style, structure, human resources, finance, assets, infrastructure) including interactions within the broader system especially with other existing entities, shareholders and customers[13].

There are many opinions in institutional capacity development seen from the theory above that the dimensions that concern organizational strengthening are strategy, culture, management style, structure, human resources, finance, information assets and infrastructure. With the existence of employment opportunities for the people of Kandri village, it will reduce and overcome the economic inequality of the community, so that the community has income from its potential and encourages the growth of the community itself from its social and economic conditions for the better. And will place the position of a large beneficiary community from the development of activities in Kandri Tourism Village.

4. Conclusion

To improve the ability to use digital technology in the creative economy from all elements of government to village government, collaboration from agents of change or practitioners, local governments and academics is needed to socialize how to use appropriate digital technology in the creative economy.

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