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# ANALYSIS OF CREATIVE ECONOMIC EMPOWERMENT IN MOJOKERTO DISTRICT

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***ABSTRACT***

*In responding to challenges in the post-pandemic era and in order to fulfill the mandate of the strategic plan and RPJMD related to finding new alternatives to drive the economy through the creative economy, Mojokerto Regency, among others, has made several efforts to empower and stimulate the growth of a new creative economy in the fields of promotion, socialization and also financing. In addition to these empowerment efforts, identifying creative economy potential, challenges in development, creative industry distribution areas and creative economy financing mechanisms are other elements examined in this study. This research uses descriptive qualitative research methods using primary and secondary data. The method used is interviews and data collection from the publication of agency/institutional documents. The purpose of this research is to find out the potential of creative industries in Mojokerto Regency, challenges in development, empowerment efforts, distribution areas, and creative economy financing mechanisms in Mojokerto Regency.*

***Keywords: challenges, creative economy, empowerment, financing, potential.***

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## INTRODUCTION

Tourism and the creative economy are one source of economic strength in Indonesia which does not only depend on the exploration of natural resources, but also relies on the superiority of other resources in the form of human creative ideas. Therefore, tourism and the creative economy have considerable potential to be developed and become one of the foundations of the economy (Kemenparekraf, 2020).

The mission of developing the creative economy as outlined in the 2018 - 2025 National Creative Economy Development Master Plan is to develop a creative economic ecosystem which is implemented through empowering the creativity of human resources and developing competitive creative economic businesses. Where one of the policy directions is the development of the creative economy to explore, utilize, develop, manage and conserve creativity as well as utilize science and technology, arts and culture to develop local potential.

There are two structural challenges that have a direct influence on the dynamics of the development of the creative economy sector today and coming. These two challenges are: (i) Knowledge of Property Rights Limited intellectual (IPR), and (ii) Insufficient quality of human resources in carrying out branding and marketing activities for the national creative industry (ISEI series 3.0, 2022).

Mojokerto Regency, in responding to these challenges, has made several efforts to encourage the creative economy, such as conducting digital marketing training, providing facilities for developing small and medium industries, and developing culinary centers (Mojokerto Regency Disperindag Strategic Plan Changes 2022-2026). This is in order to realize the medium-term strategic target for phase II 2015 – 2019 of the Mojokerto Regency Industry and Trade Department number 6 point b, namely:

"Increasing the GDP contribution of creative industries to national GDP, as a new alternative to drive the national economy."

Apart from that, in the Mojokerto district RPJMD for 2021-2026, the second mission nomenclature points 38 and 39 are:

"Creative economy development program through the use and protection of Intellectual Property Rights"

"Tourism and creative economy resource development program".

Based on the strategic plan and the two nomenclatures, it shows the seriousness of the Mojokerto Regency government in empowering and developing the creative economy as an alternative regional economic driver. However, in the table below it can be seen that point 38, the budget is placed in the first budget year, namely 2022 only, and in the nomenclature point 39, the budget is placed throughout 2021-2026 with fluctuating percentages. Based on these facts, it appears that currently creative destruction or disruptive economy is still considered an expensive resource, therefore the innovation carried out should still be within the framework of governance which is the basis of all innovations that will be carried out.

Table 1. Program Performance Achievements and Funding Framework

| Kode | Misi / Tujuan / Sasaran / Program Pembangunan Daerah | Indikator Kinerja Program | Kondisi Kinerja Awal RPJMD (2020) | Tahun-0 (2021) | | Capaian Kinerja Program dan Kerangka Pendanaan | | | | | | | | | | | | PD Penanggung Jawab |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Tahun-1 (2022) | | Tahun-2 (2023) | | Tahun-3 (2024) | | Tahun-4 (2025) | | Tahun-5 (2026) | | Kondisi Kinerja pada Akhir Periode RPJMD | | |
| | | | | Target | Rp | Target | Rp | Target | Rp | Target | Rp | Target | Rp | Target | Rp | Target | Rp | |
| 3.26.02 | Program Peningkatan Daya Tarik Destinasi Pariwisata | Persentase Peningkatan Daya Tarik Wisata | 40.00% | 40.00% | 3,075,000,000 | 40.00% | 4,420,000,000 | 40.00% | 4,960,000,000 | 40.00% | 4,956,425,000 | 40.00% | 4,520,475,000 | 40.00% | 4,236,178,250 | 40.00% | 23,093,078,250 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |
| 3.26.03 | Program Pemasaran Pariwisata | Persentase Peningkatan Kunjungan Wisatawan | 35.00% | 35.00% | 675,000,000 | 35.00% | 1,862,250,000 | 35.00% | 1,505,000,000 | 35.00% | 1,249,000,000 | 35.00% | 1,733,730,000 | 35.00% | 1,530,000,000 | 35.00% | 7,879,980,000 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |
| 3.26.04 | Program Pengembangan Ekonomi Kreatif melalui Pemanfaatan dan Perlindungan Hak Kekayaan Intelektual | Persentase EKRAF yang Dikembangkan | - | - | - | 30.00% | 100,000,000 | - | - | - | - | - | - | - | - | - | 100,000,000 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |
| 3.26.05 | Program Pengembangan Sumber Daya Pariwisata dan Ekonomi Kreatif | Persentase Pengembangan SDM Pariwisata dan EKRAF | 30.00% | 30.00% | 625,000,000 | 30.00% | 700,000,000 | 25.00% | 485,500,000 | 32.00% | 941,735,000 | 32.00% | 983,756,450 | 25.00% | 546,000,000 | 25.00% | 3,656,991,450 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |
| 2.22.02 | Program Pengembangan Kebudayaan | Persentase Kebudayaan yang Dikembangkan | 10.00% | 10.00% | 3,550,000,000 | 10.00% | 3,265,000,000 | 10.00% | 3,490,050,000 | 10.00% | 3,729,000,000 | - | - | 10.00% | 4,261,880,000 | 10.00% | 14,745,930,000 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |
| 2.22.03 | Program Pengembangan Kesenian Tradisional | Persentase Pengembangan Kesenian Tradisional | - | - | - | 15.00% | 400,000,000 | 16.00% | 428,000,000 | 17.00% | 458,470,000 | 18.00% | 490,512,900 | 20.00% | 1,964,000,000 | 20.00% | 3,740,982,900 | Dinas Kebudayaan, Kepemudaan, Olahraga dan Pariwisata |



Source: RPJMD Kab. Mojokerto 2021-2026

Table 2. Performance Indicators of Regional Apparatus Referring to the Goals and Targets of the RPJMD

| No. | Indikator | Kondisi Kinerja pada Awal Periode RPJMD (2015) | Target Capaian Setiap Tahun (2016 s/d 2021) | | | | | | Kondisi Kinerja pada Akhir Periode RPJMD |
|---|---|---|---|---|---|---|---|---|---|
| | | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | |
| 1 | 2 | 3 | | | | 4 | 5 | 6 | 7 |
| 1. | PDRB Kategori Perdagangan | 9.2% | 10,15% | 10,25% | 10,35% | 10,35% | 10,40% | 10,41% | |
| 2 | PDRB Kategori Industri Pengolahan | 52,00% | 52,16% | 52,16% | 52,16% | 52,16% | 53,10% | 53,15% | |

Source: RPJMD Kab. Mojokerto 2021-2026

From the two tables 2 above, it can be seen that the dynamics of achievement targets for GRDP in both the trade and processing industry categories are developing quite slowly and even tend to stagnate. Then, it can be seen from the exposure of the Disperindag website, that the handling of empowerment and development of the creative economy in Mojokerto Regency is carried out a maximum of 2 (two) times in 1 (one) year, meaning that since 2019-2022, a total of 4 empowerment and development of the creative economy have been carried out ( four times. This is felt to be less in line with the 2015-2019 Disperindag Strategic Plan phase II number 6 point b and also the second mission nomenclature points 38 and 39 of the Mojokerto Regency RPJMD regarding the commitment to developing the creative economy. Referring to this, the idea emerged to conduct research entitled "Analysis of Economic Empowerment in Mojokerto Regency" which contained a number of questions including: potential, dynamics and challenges, distribution areas, empowerment efforts, and financing mechanisms for the creative economy in Mojokerto Regency

## RESEARCH METHOD

This study uses a qualitative method. The qualitative method was chosen to obtain as detailed information as possible regarding the potential of the creative

economy in Mojokerto Regency, the dynamics and challenges that exist in building a creative economic ecosystem, empowerment efforts, distribution areas and financing mechanisms for the creative economy in Mojokerto Regency. The data used in this research is primary data and secondary data. The method used in collecting data is through an interview process and field visits, while secondary data is obtained from agency/institution publications in the form of data presentations on the agency/institution's official website or performance reports. Interviews and visits were conducted to sections directly related to the creative economy. There are several agencies that are sources of research data, including the Mojokerto Regency Disbudparpora, Mojokerto Regency Department of Industry and Trade, and the Mojokerto Regency Community and Village Empowerment Service.

Analysis of data obtained from the field in this research, both in the form of secondary data and primary data, will be compiled, presented and analyzed using a descriptive qualitative analysis approach.

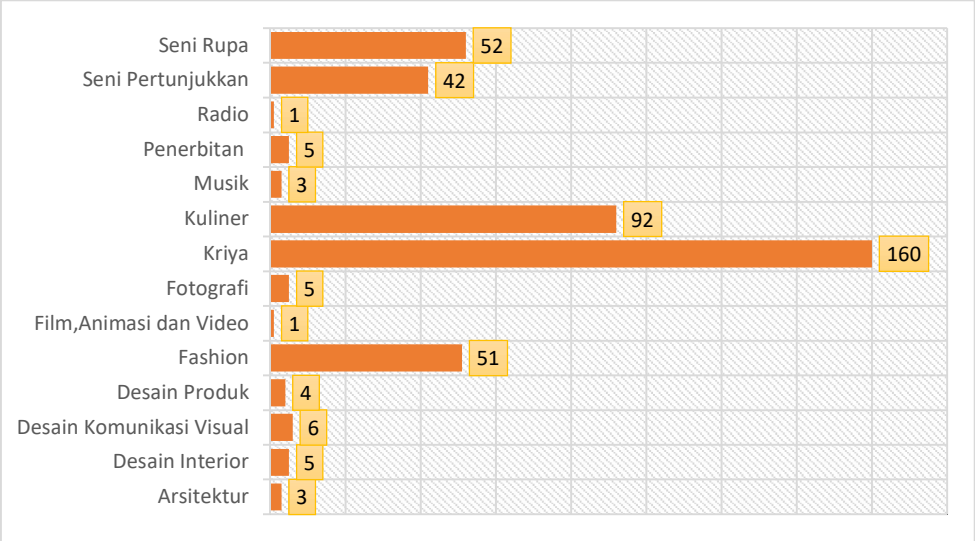
## RESULT AND DISCUSSION

Descriptive analysis aims to provide a detailed explanation and description of:

1. Creative economy potential in Mojokerto Regency

Creative economy development includes 16 (sixteen) sub-sectors, namely: 1) application and game developers; 2) architecture; 3) interior design; 4) visual communication design; 5) product design; 6) fashion; 7) films, animations and videos; 8) photography; 9) crafts; 10) culinary; 11) music; 12) publishing; 13) advertising; 14) performing arts; 15) fine arts; 16) television and radio. Of these 16 sub-sectors, the most superior and developing rapidly in Mojokerto Regency include the crafts, culinary, fine arts and fashion sub-sectors as shown in the table below.

Table 3. Number of Creative Economy Actors by Sub Sector




Source : Lapkir Ekonomi kreatif Kab. Mojokerto 2022

The craft sub-sector ranks first as the most potential creative economy business unit in Mojokerto Regency, one of which is due to the broad definition of the meaning and types of craft itself. According to Tri Handayani, 2020) crafts are part of applied fine arts which are a meeting point between art and design originating from traditional heritage or contemporary ideas, the results of which can be works of art, functional products, ornamental and decorative objects, and can be grouped based on material and exploration of the technical tools used, as well as product thematics. So this craft output itself is the most diverse in type and is most widely used by the community as a source of income. Sub-sectors that have less potential have begun to be touched upon to be empowered and developed by the regional government, including the Film, Animation and Video sub-sectors; photography sub-sector; music sub-sector; and the product design sub-sector. Several programs have been planned and implemented by the Regional Government of Mojokerto Regency through Disbudporapar, Disperindag, and DPMD including: socialization of IPR, free financing for song copyrights and batik motifs, initiation of creative economy business actors in the field of photography by holding Majafest events, as well as workshops creating creative content for tourist villages with the hope that content creators can market tourist villages better. It is hoped that more other creative economy sub-sectors can also become superior.

The development of creative economic potential was then facilitated by the Mojokerto Regency Department of Industry and Trade, including by providing the "TUMBAS" marketplace as a digital platform for the promotion and sale of IKM/UMKM products in Mojokerto Regency. Currently there are 3,999 products sold in the TUMBAS application (Accessed July 2023).

Picture 1. Digital Marketing Platforms




Source: TUMBAS Application, Play Store

In the TUMBAS application, all business units, including SMEs or creative economy business units, can market their products. In the picture above you can see an example of a creative product in the form of a tote bag made from recycled plastic packaging material and marketed by BUMDes MAJU BERSAMA. Furthermore, BUMDEs are an indicator that a village has moved towards a village with a creative economy. BUMDes is a village-owned business entity that has an idea of how a village can progress and develop its economy by exploiting all the potential that exists in the village. BUMDes manages village-owned businesses which ultimately contribute back to the village which is called village original income.

The Village Community Empowerment Service has a role in overseeing development in the village. One thing that is of concern is village economic development. Village development programs include utilizing village treasury land into assets that generate money, looking for village uniqueness and specialties into

something that can be sold. Furthermore, new job opportunities will be opened in the village and the per capita income of the village community will increase. Through cooperation from all lines, it is hoped that the creative economic potential in Mojokerto Regency can develop better. This village economic development will then become PAD (Original Village Income)

1. Challenges in developing the creative economy in Mojokerto Regency Some of the challenges in developing the creative economy in Mojokerto Regency include:
   a. Difficulty building community. A community is a place for creative economy actors to gather together, so they can exchange information and develop joint businesses. In Mojokerto Regency, there are not many communities as a forum for creative economy actors, so the regional government, in this case Disbudporapar, is trying to stimulate business actors by initiating the formation of new creative economy sub-sector communities so that these creative economy business actors meet each other and form their own communities.
   b. The development of the creative economy is still ambiguous between UPDs (Regional Government Units). The creative economy is not only managed by Disbudporapar but also by Disperindag. There is a gray zone between UPDs in identifying business units that are included in the realm of the creative economy or business units that are included in ordinary MSMEs. In general, the creative economy in Mojokerto Regency is managed by Disbudparpora, DPMD, and Disperindag. In terms of nomenclature, the creative economy is managed by Disbudporapar, but in its activities Disbudporapar often collaborates with DMPD and Disperindag in empowering the creative economy in Mojokerto Regency. Each UPD has data on creative economy actors, but the data on creative economy actors themselves is not specifically differentiated by Disperindag. According to data from the Department of Industry and Trade, creative economy business units are also called Small and Medium Industries (IKM). In meaning, a creative economy business unit is not the same as an IKM and/or is not a business unit above an IKM, but the creative economy is the added value of an IKM.
   c. Human resources at Disbudporapar, Disperindag, and DPMD are limited in order to carry out the task of empowering tourism development and the creative economy. So there is not much agenda for conducting direct

inspections and intense assistance to business actors. This has resulted in many business actors not knowing the latest information regarding the creative economy so that the echo of the creative economy is difficult to spread.

d. Creative economy actors who take part in large events are still limited, so the transfer of new knowledge and information is not evenly distributed to all existing creative economy business actors.
e. The creative element cannot be measured. This causes slight differences of opinion regarding the meaning of the creative economy itself. The awareness that the creative economy is not above SMEs but that there is added value from an SME or SME has not yet emerged so it is just creative economy buzzwords. For example, performing arts, performing arts are part of the creative economy, but many still call it culture and so on

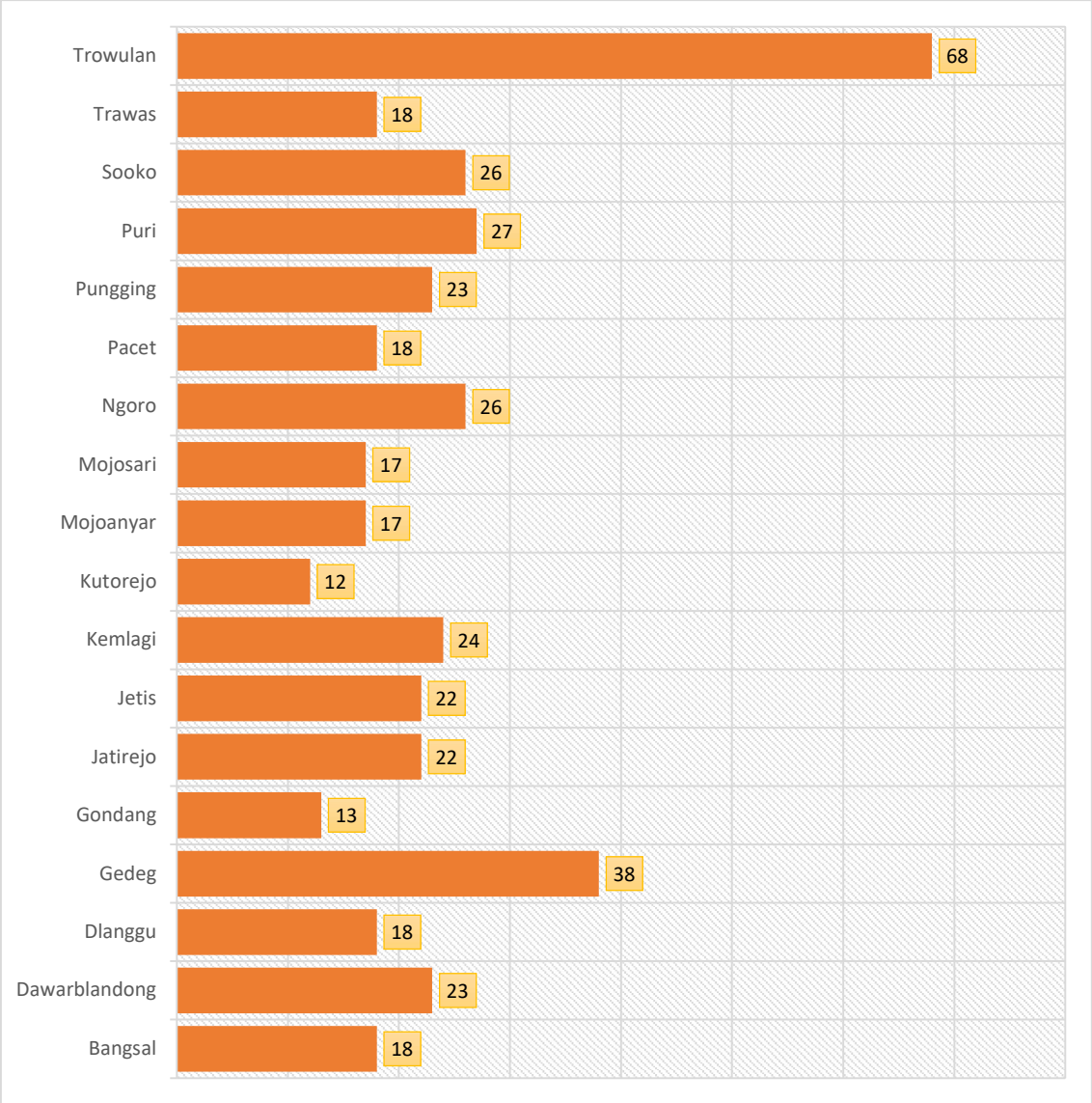
2. Efforts to empower the creative economy
   a. Song creation competition at student level

      The music sub-sector is the second lowest sub-sector, it could be said to be a sector that is not superior in Mojokerto Regency. Through the student-level song creation program, it is hoped that the reverberations of the creative economy can reach the productive age and then broaden the knowledge of that age that the creative economy can be a source of income. With the song creation competition, it is hoped that the number of creative economy actors in the music sector can increase.
   b. A big event which contains a series of activities including a photo hunt which involves designers and MUA then on the peak night there is a music festival and photo exhibition
   c. Focus Group Discussion with a community of creative economy business actors who have been formed and taking part in events or events held by the community, with the hope of establishing closeness and better cooperation
   d. Make a creative space
   e. Free IPR financing for song copyrights and batik motifs. This is done to stimulate the emergence of new creative economy actors and/or empower the creative economy in the music sub-sector and product design sub-sector.

f. Workshop on creating creative content for tourist villages. This workshop has a target to produce content creators who can create better promotional content for tourist villages
g. Majafest. Majafest is a series of annual events held by the Regional Government, in this case Disbudporapar, where Majafest facilitates culture and the creative economy in Mojokerto Regency.
h. Majaschool. Majaschool is a series of activities to introduce the creative economy to vocational and high school schools. Majaschool contains workshops for schools with various themes introducing the creative economy sub-sector. In 2022 Majaschool will involve resource persons in the fields of culinary, illustration, screen printing, book authors and journalists.
i. Tourist village. Village tourism is village economic development by relying on the superior natural appearance of the village. Tourism development in villages involves many parties including village government, regional government, village communities and private stakeholders. It should be noted that one of the tourist villages in Mojokerto Regency won the 2023 ADWI (Indonesian Tourism Village Award) in the best tourist village category.
j. As for IPR, in 2022 we will hold a socialization and we will invite participants from the Ministry of Law and Human Rights regarding IPR issues (copyright, trademark, X) and creative creative actors. It seems that at that time the system was open submission to try to attract other people besides the data we had. Information is shared on IG, community groups.
k. Barista certification, baristas are included in the culinary subsector, right? Let's try to attract the barista community again. In other words, we are trying to tap the existing potential that has not been touched by the Cooperatives and Industry and Trade Department.
l. technical guidance training and creative and creative assistance and IPR facilitation
m. Facilitate halal certification and PIRT (home industry food production certificate)
n. Forming a BUMN house in order to attract culinary SMEs.
o. TUMBAS application as a digital promotion and sales media

2. Areas of distribution of the creative economy in Mojokerto Regency. The following is data on the distribution of Creative Economy areas in Mojokerto Regency in 2022 based on sub-districts, as follows.

Table 4. Distribution of Creative Economy by District




Source : Lapkir Ekonomi Kreatif Kab. Mojokerto 2022

The details of the creative economy products in the 18 sub-districts can be seen in the distribution map below:

Table 5. Creative Economy Products by Region

| No | Subdistrict | Creative Economy Products |
|---|---|---|
| | Trowulan | making woven tomblok bamboo, key chains, herbal medicine, making chicken coops, t-shirt and screen printing business, making teak chairs, beads and carved tables, patrol arts, making statues, painting, making leather sandals and fantofel shoes, souvenir business, art campursari,bullan, karawitan, ludruk, wood furniture craftsmen, batik and cast brass, traditional food manufactures, stocking flower craftsmen, fiber sculpture craftsmen, shadow puppet craftsmen, printers, and wedding organizers. |
| | Gedeg | making earrings, rings and bracelets, making batik, body kits, bumpers, spoilers, costumes, producing banana molen, tempe chocolate, graphic design, wedding decorations, painters, winged beans, moringa, knitting shoe crafts, tempe chocolate, painting, string art , ribbon embroidery, telang and lemon flower drinks, printing, bitter melon sweets, knitted tablecloth production, barongan mask production, bolsy business, rainbow onde-onde, graphic design, making toy trucks and children's toy crafts as well as Singo Gembong performing arts. |
| | Puri | various snacks, angkringan with old-school nuances, various foods made from mushrooms, making blangkon, udeng, various pottery, batik and burgers, the art of jaranan, karawitan and campursari, jaranan, bullan and pencak silat, traditional patrol and electone, processed |

| | | |
|---|---|---|
| | | brownies, pastries, wet cake, painter, graduation gift bouquet crafter, puppet contest accompanist, packaging maker for MSME products, salon business, manten make-up, making leather sandals and hats from shoe leather waste |
| | Sooko | jumput batik making, sponge house snail craftsmen, batik design and production, event organizers, orchestra and electone businesses, contemporary sholawat groups, casual and wedding photo services, cake catering businesses, barongan craftsmen, household accessories craftsmen, lime syrup makers and various old school, traditional and modern snacks, craft craftsmen, bracelets, necklaces, interior service providers, photography services, performing arts bulls, making wallets, ID cards, pots from waste plastic bottles, painters, drums and tambourines. |
| | Ngoro | radio 106.00 FM, processing bakpia, making synthetic rattan wicker, bags, chairs, content creator for village tourist attractions, gypsum and ceilings, making crafts, dowry and gifts, painters, bull art and pencak silat, modifying body painting, processing cashew nuts, toast , making pots from coconut fiber, making interior ceiling designs, photo studio businesses and shadow puppet shows. |
| | Kemlagi | making natural colored batik, welding workshops, interior and exterior design, furniture design and making, painters, laser cutting, making chips and corn tortillas, making dance clothes, making drums and drums, |

| | | |
|---|---|---|
| | | making bamboo chairs, bird cages, making puppets, screen printing and borders, livestock and honey production, puppet making and music studio owner. |
| | Dawarblandong | The creative economy in Dawar Blandong District is 23 units including gardening, hijab with typical Mojokerto motifs, used tire crafts, batik crafts, drum crafts, lumping horse art, processed fried grasshoppers, processed gethuk, processed chili sauce, painters, making wedding decorations, pandan mats , karawitan, processed mushrooms, ancient bra production, helmet production, grasshopper chips, shadow puppet performances and campursari. |
| | Pungging | making bags, wallets, cupboards, clotheslines and dish racks, catering business, wet cakes and snacks, synthetic leather crafts, making iron chairs, processing payus and menila fish crackers, making decorative glass, making pigora, rengginang, bird cages, drum sticks, souvenirs, leather craftsmen, bird cages, furniture and furniture businesses. |
| | Jetis | making tumpeng gethuk, batik, aluminum furniture, bags and wallets, sculpture craftsmen, wedding organizers, processing milkfish, making flower bouquets and gifts, wedding souvenirs, printing, processed fish floss, banana cake, dried grated coconut, design business, weaving banana stem, painter and design. |
| | Jatirejo | bread making business, manten dressing, making arthritic wooden sandals, batik and shoes, sesame cake business, cricket satay culinary, bamboo tomblok weaving and chicken |

| | | |
|---|---|---|
| | | coops, bull art, coffee shell making, painters, wasp shell production, burgers and wedding decorations. |
| | Trawas | hat, bag and t-shirt maker, making mountain sandals, flip-flops, slops from sponge, production of tempe chips, sun, peyek, processed nyemek and satay noodles, production of home sandals, banner art, kembangan, remo, jaranan, production of red ginger drink , emprit ginger, picture and architectural design, song and live music making business, making bicycles from used materials, carnival costume design just by event, making crispy mushrooms and bitter melon, robusta and arabica coffee, bote chips and gethuk bote and wedding delivery business. |
| | Dlanggu | production of various chili sauces, painters, photographers, accessories production, batik production, exhaust production, cermai sweets production, souvenir making, leather shoes and woven bags. |
| | Bangsal | sunflower snacks, cassava chips, patin skin crackers, tea drinks, painters, carnelian ring craftsmen, monel craftsmen and ikat weaving craftsmen. |
| | Pacet | making Gunung Putri batik, musical communication, cultivating works, processing dairy cow's milk, processing ice and snacks, tela chips, corn, intestines and brownies, yoghurt (Kembangbelor), wayang beber art, painters, making boba and bread. |
| | Mojosari | making wooden cutlery, various cakes and salads, fountain crafts, furniture business, |

| | | |
|---|---|---|
| | | business card design, stickers, stamps, boba drink production, catering rice box business, processed soybeans, making sandals, hats, leather shoes and bags, making soles , processed soybeans and painters. |
| | Mojoanyar | making wooden cutlery, various cakes and salads, fountain crafts, furniture business, business card design, stickers, stamps, boba drink production, catering rice box business, processed soybeans, making sandals, hats, leather shoes and bags, making soles , processed soybeans and painters. |
| | Gondang | printing and advertising business, furniture production, furniture and teak wood, shop chips, bitter melon, samiler and taro, photography, lumping horse shows, batik making, coconut fiber pots and Reog Ponorogo art. |
| | Kutorejo | food products, catering, cakes, making bouquets, t-shirts, salon and make-up businesses, painters, music businesses and a variety of tubs |

Source: Lapkir Ekonomi Kreatif Kab. Mojokerto 2022

3. Mekanisme Mechanism for financing the creative economy industry in Mojokerto Regency. Efforts to empower and stimulate the emergence of new creative economy actors in Mojokerto Regency in terms of financing include:

   a. Financing for song copyrights and batik motifs by Disbudporapar
   b. Brand patent financing by Disperindag
   c. Financing tourism villages through BUMDes under the coordination and supervision of the Community and Village Empowerment Service (DPMD)

## CONCLUSION AND SUGGESTION

The creative economy in Mojokerto Regency has great potential to be developed. Crafts, culinary, fashion, fine arts and performing arts business units are the leading sub-sectors that are involved in the community. Various efforts are realized in the creative economy empowerment program in Mojokerto Regency, including the socialization and facilitation of IPR by Disbudparpora and Disperindag free of charge to creative economy entrepreneurs. Apart from that, steps to stimulate the emergence of creative economy business units from other sub-sectors that have not yet become superior are also starting to be taken, including holding various events in the context of initiating creative business actors and also school students to form their own communities and open up insight into the creative economy. can be a promising source of income. Various challenges and obstacles are often encountered in efforts to empower and develop the creative economy in Mojokerto Regency, among which the most common and urgent thing to pay attention to and resolve is the still ambiguous understanding between SMEs/SMEs and creative economy business units. That this creative economy business unit is not a business unit above MSMEs or the same business unit as MSMEs, but a creative economy business unit has added value from an MSME or IKM. Apart from that, in efforts to promote business units, it is hoped that those participating in the event can take turns, not just a small number of creative economy business actors who often take part in events.

The suggestion for future researchers is to research good corporate governance in the implementation of the creative economy in villages and it is recommended to use the latest facts regarding the role of village transformation into a potential alternative driver of the national economy in creating jobs and so on.

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**CONFLICT OF INTEREST**

The author states that the data obtained and published in this research has no conflict of interest with any party. If this is discovered in the future, then the responsibility lies entirely with the author.

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