

# Creative Economic Prototype Culinary Business in City Of Makassar

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## Creative Economic Prototype Culinary Business in City Of Makassar

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**Abstract:** Creative economy is the creation of value-based ideas that are born from the creativity of human resources (creative people) and are based on knowledge, including cultural and technological heritage. The concept of Creative Economy is an economic concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from Human Resources (HR) as the main production factors in its economic activities.

This study aims to find out, the prototype of the creative economy empowerment business model in Makassar City. This research is a qualitative study with research subjects as well as informants from the Tourism and Creative Economy Staff of Makassar City. Data collection techniques using observation, (in-depth interviews), and documentation. Data analysis using descriptive analysis.

The results of the study showed that the prototype model of creative economic empowerment in culinary business in Makassar City, namely: (A) Preparation Phase; (1) Preparation of extension agents and empowering actors; (2) Data collection of creative business entrepreneurs in culinary businesses in Makassar City that are still active; (3) Strengthening the Concept of Creative Economy culinary efforts; and (4) Preparation of business institutions, (B) Implementation Phase; (1) Development of culinary business areas and Improvement of facilities and infrastructure at the location of culinary entrepreneurs; (2) Increased support for capital sources; (3) Conduct coordination with government and private agencies; (4) Product enhancement and culinary business development; and (5) Expansion of business, (C) Stage of Results; (1) Development of design and access to culinary business technology; (2) Awareness of the importance of craft council organization functions (dekranasda); (3) Awareness of the importance of IPR; (4) Strengthening the ability of self-creative entrepreneurs in culinary business; (5) Maintaining business continuity; (6) Empowerment of Sustainable culinary businesses, and (7) Monitoring and evaluation.

**Keywords:** Strategy, Empowerment, and Creative Economy

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### I. Introduction

Economic growth is one indicator of the success of a country's development, especially for developing countries. The overall increase in the welfare of the population of a country can be measured through Gross Domestic Income (GDP). The contribution of the creative economy to the national economy was 7.05 percent of GDP, still lagging behind construction services at 10.60 percent, trade, restaurant and hotel sectors at 11.25 percent, and processing industries at 20.47 percent (Hilda, 2014). This is due to the social aspects experienced by citizens, the state, such as the recovery of businesses with middle to lower levels, which are no longer able to continue their business, resulting in an increase in the number of unemployed.

The economy is now entering a new phase where competitive advantage has changed. The superiority of an economy is not only from technology but the advantage of the latest competitiveness is innovation and creativity in particular (Alex, 2008). Micro, Small and Medium Enterprises have a very potential position in the national economy. The potential of MSMEs as part of which must further enhance competitiveness by innovating, especially in the culinary sector. Culinary business is a sub-sector of the creative economy.

However, the concept of Creative Economy is not a completely new concept. Implicitly in his classic 1911 treatise, through *Theorie der Wirtschaftlichen Entwicklungen* (economic development theory) Schumpeter proposed a theory of "creative destruction" this theory states that new companies with an entrepreneurial spirit emerge and replace the old company that is less innovative. This phenomenon further directs the dynamics of business life to a higher level of economic growth. More explicitly Howkins defines creative economy as an economic activity whose input and output are ideas or in one short sentence, the essence of creativity is an idea. Presumably both entrepreneurial concepts and creative economic concepts have the same element of red thread, namely there are creative concepts, ideas or ideas and concepts of innovation (Arroyo, 2009).

Therefore, in an effort to improve the welfare of the community reflected in the economic development goals which originally oriented to populist economic growth, now began to shift to the growth of the creative economy. The seriousness of the Indonesian government in developing the creative economy was marked by the issuance of Presidential Instruction No. 6 of 2009 concerning the development of a creative economy which contains instructions from the President to ministers, to Non-Departmental Government agencies, all Governors and Regents / Mayors who essentially support the policy of developing the Creative Economy which began in 2009.

Based on BPS 2017 data (Makassar in Figures, 2017) shows that the Creative Economy in the Culinary business sector has potential that can be developed and has good prospects. More details can be seen in the following table 1.

**Table 1.** Many Businesses and Business Fields in Makassar City

No.	Category	Amount	Details
1	Mining, Energy and Waste Water Management	1.009	
2	Processing industry	11.973	
3	Construction	1.192	
4	Trade and Retail	61.487	
5	Transportation	8.589	
6	Restorant/Culinary	28.298	
7	Information and Communication	3.818	

Resource: BPS (Makassar in amount of number, 2017)

In creative economic endeavors there are key actors in creative economy that are locally based with cultural diversity. Through this, it is hoped that the main creative economy actors will face the challenges of globalization by not losing their cultural identity. The potential of creative economic ventures is very big in increasing creativity based on local wisdom, high creative power and product and marketing guarantee sides. With the existing potential, there is an opportunity for the main creative economy actors to make a real economic contribution, create a positive business climate, build a nation's image and identity, develop an economy based on the latest resources, create innovations and creativities that are a nation's competitive advantage, and can have a positive social impact. The promised market share for this creative economic venture is still very wide open, and will have a tendency to increase.

In this context, some of the efforts being made by the Indonesian government are to move the real sector through the MSME sector. Strategic efforts that can be carried out in the context of empowering MSMEs include, first, creating a conducive climate for the development of MSMEs including regulation and business protection. The second creates a guarantee system for micro-enterprises. The third provides technical assistance in the form of assistance and managerial assistance. The fourth enlarges credit access to financial institutions. With these four steps, the MSME sector will move more, which in turn will result in a reduction in the poverty rate.

In line with the Government's Vision and Mission as set out in the Makassar City RPJMD for 2010-2015, that community empowerment programs are strategic programs in order to improve people's welfare through social assistance, community empowerment, empowerment of Micro and Small Businesses and other programs in order to increase economic activities.

Makassar City is an area that has sufficient resources, where people must strive to manage and create in order to utilize existing resources, however the problems faced and the dynamics of society in life are faced with the problem of how to manage existing resources. The success of the Makassar City community in meeting needs is a major factor that must be a benchmark for the improvement and progress of this area. The people of Makassar City as part of the community who live in the dynamics of society that must meet the needs of themselves and their families.

Various kinds of policies and programs that have been implemented by the government have been directed in the framework of improving community welfare, forms of policies that have been issued by the government such as rooted institution policies in Independent Community (LM3), Disadvantaged Inpres Village (IDT), Direct Cash Assistance (BLT ), sub-district Development Program (PKK), Fuel Subsidies, Poor Cards, Assistance for the Establishment of Livable Houses, Development of Farming and Livestock Business and many more programs that have been carried out by the government. However, the reality shows that there are still socio-economic gaps in the level and strata of people's lives. Not a few groups of people who have not been able to meet their needs as a result of low income levels. The low level of income of the community is caused by several factors including: (1) low productivity, (2) lack of working capital, (3) low level of education, and (4) lack of skills.

Therefore, community empowerment and improving the welfare of the community in the regions are very important things that are stated as the most important part of various policy strategies implemented by the

regions. Through a well-planned strategy, community empowerment is not only done to meet the formal needs of the organization and is sporadic as if it has a real purpose, but the substance is only administrative.

## **II. Methodology**

The approach in this study is a qualitative approach. The focus of this research is on the Creative Economy Empowerment Strategy in Makassar City with a focus on the prototype model of creative economic empowerment in culinary business in Makassar City. The data source in this study came from the Makassar City government through the Office of Tourism and Creative Economy of Makassar City. Data analysis using qualitative analysis.

## **III. Result And Discussion**

### **A. Scenario of the creative economy empowerment strategy for culinary business**

The creative economy empowerment strategy of culinary business is carried out with an approach to the analysis of the sustainability of existing conditions and analysis of stakeholder needs. To find out the index and status of sustainability, a Multi Dimensional Scaling (MDS) method is called the Rap-UEK. The indicators analyzed include five dimensions, namely the economic, social, environmental, institutional and creative economic behavior dimensions.

The results of the sustainability analysis are integrated with the analysis of stakeholders' needs using prospective analysis. The results obtained are used to develop a creative economic empowerment strategy for culinary business. The results of integration obtained by the key factors that will be used as the basis for the preparation of scenarios for creative economic empowerment strategies in culinary business. Scenarios are a description of the future conditions of each dimension and each key sustainability factor. The scenarios are determined, then simulated to assess the index and sustainability status in the future using MDS analysis. Changes in the state of each factor in the future have a number of different possibilities.

**Tabel 2.** Describe each strategy scenario

<b>Scenario</b>	<b>Describe</b>
I	Make improvements to leverage factors by increasing scoring on several key attributes on unsustainable dimensions
II	Make improvements to leverage factors by increasing scoring on several key attributes in all dimensions optimally
III	Make improvements to leverage factors by increasing scoring on some key attributes to the maximum

Resource: research result, 2019

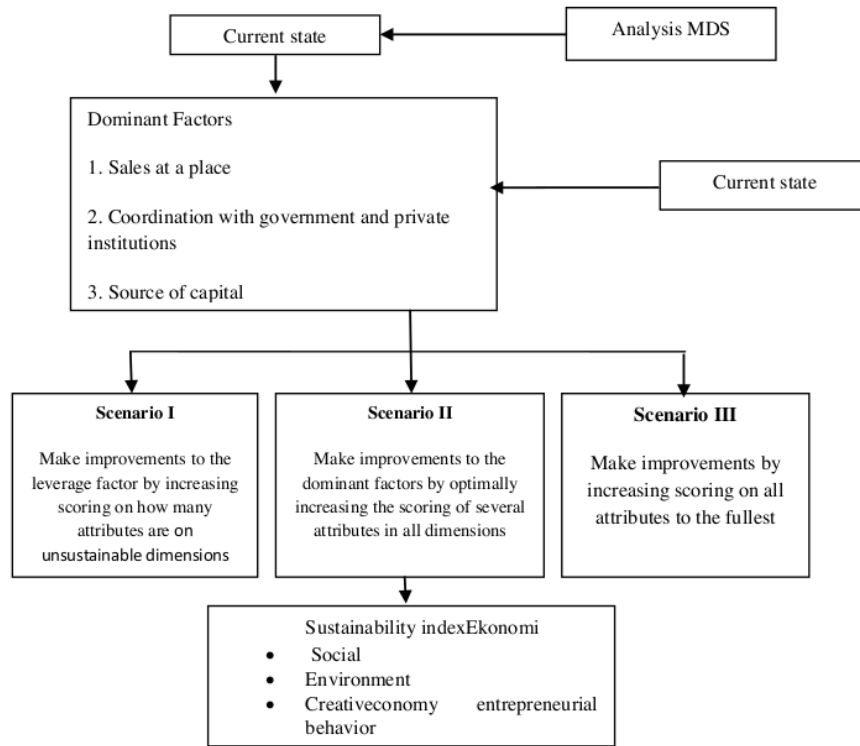
Changes in future conditions for key factors Changes in the future conditions for key factors in the creative economy empowerment of culinary businesses are listed in table 2.

The strategy of increasing the creative economy empowerment of culinary businesses in Makassar City is based on the recommendation strategies compiled in scenario I, II, III. The integrative approach of economic, social, institutional, environmental and entrepreneurial behavior is a consideration in creative economic empowerment of culinary business so that the utilization of local resources can be carried out suitability.

Based on changes in the conditions of dominant factors in the creative economy empowerment of culinary businesses in a sustainable manner, several scenarios are compiled as listed in table 2.

Operationally the application of creative economic empowerment in culinary business can be carried out as in picture 1.

Scenarios are prepared based on consideration of the creative economic characteristics of culinary efforts, potential, constraints and government policies in development. The flowchart of sustainable scenario of creative economic empowerment in culinary business is shown in Picture 1.



Picture 1.

Scenario of creative economy empowerment strategy for culinary business in Makassar City

**B. Creative Economy Empowerment Strategy culinary efforts**

Based on the results of MDS analysis, leverage, need (need analysis) and prospective strategies can be formulated to empower the Creative Economy of culinary businesses in Makassar City through the sustainability index values in each scenario in full are listed in Table 3.

**Table 3.** Sustainability index of existing conditions and scenarios I, II, III on the creative economy empowerment of culinary businesses in Makassar City

No	Dimensions	Sustainability Index Value (%)			
		Existing	Scenario I	Scenario II	Scenario III
1	Economy	53,36	53,36	55,36	57,98
2	Environment	33,31	38,3	45,69	79,85
3	Social	50,75	52,33	54,95	62,48
4	Institutional	43,25	46,2	48,95	51,44
5	CreativeEconomy Entrepreneurship Behavior	48,38	50,4	52,36	57,68

Resource: Research Results, 2019

The level of sustainability of the creative economy of culinary business can be increased from the current existing conditions by making changes to the key attributes (sensitive) in each dimension will be able to increase the value of the sustainable index. Through the creative economy empowerment strategy of culinary business with the application of scenarios I, II and III, there will be a level of empowerment of creative economy craftsmen for sustainable culinary efforts of each dimension. Increasing the value of a sustainable index in scenario III provides the greatest change at the level of sustainability in the creative economy empowerment of culinary business. Increasing the index value of the sustainability of the creative economy business culinary effort is largely determined by the interaction between components in each dimension. An overview of the interactions between attributes can be described in Picture 2.



**C. Culinary Business Economy Empowerment Model**

The compilation of a model for empowering creative business entrepreneurs in the culinary business in Makassar is done by analyzing the economic, social, environmental, institutional and entrepreneurial behaviors of the creative economy. The problem of creative economic empowerment in culinary business is complex with many attributes that affect field conditions. For this reason, restrictions are placed on key attributes that influence the creative economy empowerment of culinary businesses.

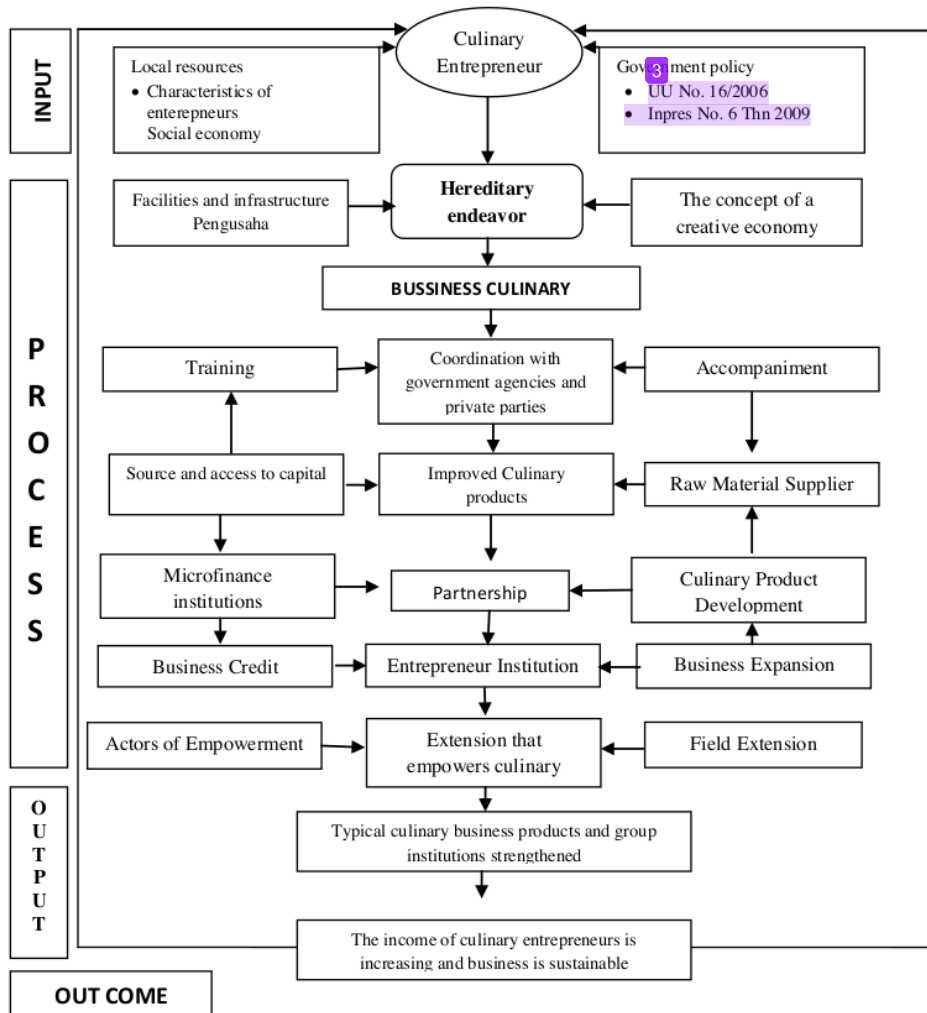
The model is built on a holistic approach to all key attributes that influence the creative economy empowerment of culinary businesses. The results of the analysis obtained six dominant or main key factors, namely (1) sales of one place, (2) coordination with government agencies and the private sector, (3) sources of capital, (4) improvement in UEK products, (5) product development, and (6) expansion of business. This can be seen from the changes given to key attributes capable of increasing the existing combined sustainability index value by 48.97 percent to 60.39 percent.

Application of the creative economy concept of culinary business that is in accordance with the characteristics and socio-economic, local creative economy entrepreneurs. Merging and applying the concept of creative economy and local wisdom which can be an alternative in creative economic empowerment in culinary business. Local technology that is available and suitable for business management is expected to be able to maintain the sustainability of the creative business of culinary business.

The partnership program between the government and the private sector has an effect on increasing the income and ability of creative economy entrepreneurs in culinary business. This condition can create harmony between the government and the private sector so that conflicts that will arise can be prevented. Strong partnerships can be supported through the empowerment program of creative business entrepreneurs in culinary business.

Empowerment is an important factor for creative business entrepreneurs in culinary business because in empowering partnership programs between the government and the private sector is an important factor and is one alternative in accelerating the development of creative economic enterprises. Interaction between related institutions will greatly influence the success of empowering creative economic entrepreneurs in culinary business. Simultaneously government institutions will encourage active roles both individually and in groups, which will strengthen the creation of community independence.

The support of microfinance institutions in the provision of business loans will accelerate the structure and access of capital for creative business entrepreneurs in culinary business. Thus the integration of empowerment programs is obtained. Strategies that combine and include and encourage the development of partnerships are a priority to realize the empowerment of creative economic entrepreneurs in culinary business. The development of culinary business with empowerment strategies is carried out by forming an institution of long-term cooperation between investors and entrepreneurs who gather in a body, namely cooperatives. This pattern can implement a strategy of empowering creative economic entrepreneurs in culinary business through counseling, training and mentoring. For this reason, the model for empowering creative business entrepreneurs in the culinary business in Makassar City can be presented in Picture 3.



**Picture 3.**  
Model of Empowerment of Creative Economy Enterprises in Makassar City

**D. Design Strategy for Empowering Entrepreneurs in the Culinary Creative Economy**

There are three creative strategies for empowering creative economy entrepreneurs in culinary business that need to be prepared in the continuity of business, namely (1) extension agents (2) government and private agents related to culinary business development (3) creative economic entrepreneurs culinary efforts as the main actors. These three parties have their respective roles and synergize with each other in carrying out an appropriate extension strategy and in accordance with the new paradigm of industrial counseling.

According to Wyer(2009) that Law Number 16 of 2006 concerning the Trade and Economic Extension System which states that serving various information needs in accordance with local conditions of the local community, agribusiness-oriented roles of the agents of change are needed. According to Zimmerman (2000), the role of counseling as a transformation of human behavior through education can be achieved, so the design of the empowerment strategy for creative economic entrepreneurs in culinary business is needed for the sustainability of culinary business can be shown in Table 4.

**Table 4.** Design of Culinary Business Empowerment Strategy

No	Activities (What)	Executor (Who)	Implementation (How)
A	<b>Preparation phase</b>		
1	Preparation of extension	• Department of Commerce	Training, Courses and Internships



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No	Activities (What)	Executor (Who)	Implementation (How)
	agents and empowerment actors	<ul style="list-style-type: none"> <li>Office of Tourism and Creative Economy</li> </ul>	
2	Data collection of creative business entrepreneurs in culinary business in Makassar City who are still active	<ul style="list-style-type: none"> <li>Subdistrict and Municipal Governments</li> <li>Office of Trade and Creative Economy</li> <li>Statistics Service</li> </ul>	Making the development of a culinary business area
3	Strengthening the Concept of Creative Economy culinary efforts	<ul style="list-style-type: none"> <li>Kelurahan, Subdistrict and Municipal Governments</li> <li>Office of Cooperatives and SMEs</li> <li>Department of Industry and Commerce</li> <li>Office of Tourism and Creative Economy</li> </ul>	<ul style="list-style-type: none"> <li>Training, Courses and Internships</li> <li>Comparative study of businesses that have successfully applied the culinary business concept</li> </ul>
4	Preparation of business institutions	<ul style="list-style-type: none"> <li>District, and City Governments</li> <li>Community and youth leaders</li> <li>NGOs</li> </ul>	<ul style="list-style-type: none"> <li>Promote the importance of culinary business institutions</li> <li>Initiation of the establishment of culinary business institutions</li> </ul>
<b>B Implementation Phase</b>			
1	Development of culinary business areas and improvement of facilities and infrastructure at the location of culinary entrepreneurs	<ul style="list-style-type: none"> <li>City Government and Empowerment programs that encourage business growth</li> </ul>	<ul style="list-style-type: none"> <li>Building a center for culinary business areas</li> <li>Build a market location</li> <li>Shop locations</li> </ul>
2	Increased support for capital sources	<ul style="list-style-type: none"> <li>District government</li> <li>Banking,</li> <li>BUMN, Cooperative</li> </ul>	<ul style="list-style-type: none"> <li>Prepare a revolving fund or loan</li> <li>Develop procedures for channeling funds with low interest rates</li> </ul>
3	Coordinate with government and private agencies	<ul style="list-style-type: none"> <li>Extension</li> <li>Actors of empowerment</li> </ul>	<ul style="list-style-type: none"> <li>Cooperating and partnerships</li> </ul>
4	Product enhancement and culinary business development	<ul style="list-style-type: none"> <li>City government</li> <li>Department of Tourism and creative economy</li> <li>Department of Industry and Commerce</li> <li>Cooperatives and SMEs</li> <li>College</li> <li>Extension agents and actors pemberdayaan</li> </ul>	Counseling and training about : <ol style="list-style-type: none"> <li>Increase in product quantity</li> <li>Market and product promotion</li> <li>Technical guidance</li> <li>Improved new style design</li> <li>Improvement of technology and quality</li> <li>Entrepreneurial behavior</li> <li>Business sustainability</li> </ol>
5	Perluasan usaha	<ul style="list-style-type: none"> <li>City government</li> <li>Banking</li> <li>BUMN</li> <li>Cooperatives</li> </ul>	Counseling and training on increasing knowledge on risk management and business
<b>C Stage of Results</b>			
1	Design development and access to culinary business technology	<ul style="list-style-type: none"> <li>Office of Tourism and Creative Economy</li> <li>Department of Industry and Commerce</li> <li>Office of Cooperatives and SMEs</li> </ul>	<ul style="list-style-type: none"> <li>Conduct training on how to create a blend of traditional and modern patterns</li> <li>Partnering specifically in access to technology</li> </ul>
2	Awareness of the importance of craft council organization functions (dekranasda)	<ul style="list-style-type: none"> <li>City government</li> <li>Extension agents and empowerment actors</li> </ul>	Socialization of the importance of craft council organization (dekranasda)
3	Awareness of the importance of IPR	<ul style="list-style-type: none"> <li>City Government, province and creative economy</li> <li>Department of Tourism and Commerce</li> <li>Office of Cooperatives and SMEs</li> <li>College</li> <li>Extension agents and empowerment actors</li> </ul>	Socialization of the importance of IPR
4	Strengthening the ability of self-creative entrepreneurs in	<ul style="list-style-type: none"> <li>Extension</li> <li>Actors of empowerment</li> </ul>	Counseling and training about problem solving skills, finding and

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No	Activities (What)	Executer (Who)	Implementation (How)
	culinary business		utilizing opportunities and arranging business plans
5	Maintaining business continuity	Extension Perpetrators of empowerment	Counseling and training on efforts to maintain business continuity
6	Empowering Sustainable culinary efforts	All parties involved	Extension of Training Internship Course
7	Monitoring and evaluation	All parties involved	Assess the implementation of empowerment of culinary businesses and business sustainability

Source: Research Results, 2019

Community empowerment does not make people more dependent on charity programs. Because basically every thing that is enjoyed, must be produced on its own **7**orts (the results of which can be exchanged with other parties). Thus, the ultimate goal is to empower the **community and build the ability to advance towards a better life** continuously. Yasar&Neczan (2010), explained that empowerment includes the dissemination of information, providing knowledge and performance of all the elements needed for all. Therefore we need an individual strengthening especially in the creative business entrepreneurs of culinary business and society in general by conducting extension The development of culinary business has experienced challenges, especially in the entrepreneurial sector of entrepreneurs, but because the principle is always maintained with tenacity and loyalty to maintain the profession by making efforts development and innovation It is necessary to carry out counseling in the innovative business sector culinary business considering the organization that has not yet run well culinary entrepreneurs and not yet well-organized marketing of their main products in reaching marketing outside the region and the island of Java.

Based on the findings in the field which show the low entrepreneurial behavior of the creative economy of the culinary business and the small opportunity of entrepreneurs to obtain non-formal education, counseling material was formulated to empower creative economic entrepreneurs in culinary business. Extension activities emphasize efforts to change behavior which include knowledge, skills and attitudes related to the concept of creative economics. This empowerment model is an effort to increase the empowerment of entrepreneurs through a learning process that uses the principles of adult education that are carried out sustainably. Extension activities that use the principles of adult education need to hold fast to the philosophy of education that can succeed the success of counseling (Biggart& Nicole, 2002) namely (1) Educational philosophy, (2) Importance of Individuals, (3) Democratic Philosophy , (4) Philosophy of Cooperation, (5) Philosophy Helping Clients for themselves, (6) Continuous Philosophy, (7) Philosophy of Burning Garbage traditionally that is helping to solve problems faced by clients by sorting out individual circumstances of clients.

**8**

**IV. Conclusion**

Based on the results of research on the Creative Economy Empowerment Strategy in Culinary Enterprises in Makassar City, it can be concluded: The prototype of the creative economy empowerment business model in Makassar City, namely; (A) Preparation Phase; (1) Preparation of extension agents and empowering actors; (2) Data collection of creative business entrepreneurs in culinary businesses in Makassar City that are still active; (3) Strengthening the Concept of Creative Economy culinary efforts; and (4) Preparation of business institutions, (B) Implementation Phase; (1) Development of culinary business areas and Improvement of facilities and infrastructure at the location of culinary entrepreneurs; (2) Increased support for capital sources; (3) Conduct coordination with government and private agencies; (4) Product enhancement and culinary business development; and (5) Expansion of business, (C) Stage of Results; (1) Development of design and access to culinary business technology; (2) Awareness of the importance of craft council organization functions (dekranasda); (3) Awareness of the importance of IPR; (4) Strengthening the ability of self-creative entrepreneurs in culinary business; (5) Maintaining business continuity; (6) Empowerment of Sustainable culinary businesses, and (7) Monitoring and evaluation.

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