**Strengthening and Developing Creative Economy Products Based on Regional Potential Resources In The Leading Subsectors of Baubau City**

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| **KEYWORDS** | **ABSTRACT** |
| strengthening; development; creative economy; featured subsectors; baubau city | One of the reasons for the development of the creative industry is its positive impact on social life, business atmosphere, economic improvement and regional image. Baubau Municipality as an autonomous region is one of the cities that has considerable creative city development potential and already has an economy development masterplan document. The problem that arises is that the knowledge of HR actors is still limited, and this is one aspect that causes business backwardness, in terms of protecting products/services in the creative economy sector of Baubau city, which is difficult to increase the scale of production of superior subsectors. In addition, there are still many works/products that do not state the work produced as the originality of the work/product. This research was motivated by the potential of the leading sector economy in Baubau City, Sultra. But unfortunately it still needs strengthening and development from several aspects. Therefore, the purpose of this study is to identify and analyze what are the priority problems in the development of works/products in Baubau City, and analyze the strengthening and development model of works/products based on potential sources of excellence in Baubau City. The targeted output in this study is articles in accredited national journals ranked 2 and an additional output in the form of a copyright certificate is planned. The expected output from the results of the implementation of this research is in the form of strengthening models and developing potential resource-based export products in the leading subsector areas in Baubau City so that they can provide recommendations for local government study materials in making policies for the development of works / export products in their superior subsectors. |
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**Introduction**

The creative industry has become an important element in building the Indonesian economy. According to records, Indonesia's creative economy ranks third in the world with an added value of Rp1,300 trillion, after the Hollywood film industry in the United States and the K-Pop music industry in South Korea (Hendriyani, 2023).

Creative economy (ekraf) has the concept of community empowerment. Therefore, the greater the participation, the greater the impact on the creation of new, quality jobs. Furthermore, this economy comes from unlimited creative resources. Any community can generate ideas that are out of the box (Rosyadi, Sabiq, Ahmad, & Yamin, 2021).

Seeing a very significant development in the creative industry, the government provides a lot of support through national and international scale events with high hopes that the holding of this big event will be a trigger as well as a booster in encouraging the creative economy as Indonesia's future ecconomic driving force towards Golden Indonesia (Abdullah et al., 2019).

According to Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno in a press release on March 5, 2023, emphasized that this economy is expected to be a locomotive for 70% of the future, especially now that export activists are dominated by the younger generation. So that through the event held, it can show a strong commitment from the economy industry players, especially the younger generation in efforts to develop the economy through the economy (Said, Haris, Akib, Samad, & Salam, n.d.).

Concrete evidence of government support for economic revival manifested through the advancement of the economy sector is the implementation of events such as Kelana Nusantara as a forum to share ideas, accommodate aspirations, provide space and build networks between fellow export actors, city governments, and the central government; INACRAFT is an international craft exhibition; ASEAN Tourism Forum (ATF) as a place to promote MSMEs' superior products throughout the world (Tambuh, Wulandari, & Magsi, 2020). Appreciation of Indonesian Creations (AKI) is a creative economy development program through capacity building and exhibitions to all export actors from leading subsectors; Indonesia Creative Economy Festival (ICREFS) which aims to encourage collaboration of export actors by displaying all representations of 17 subsectors of Indonesian economy, and many others. Jan Fazlagi ́c and El Zbieta Izabela Szczepankiewicz (Fazlagić & Szczepankiewicz, 2020) said that good cooperation between the government, small industry players and the community as one of the keys to effective success in the implementation of the desired program. So that the policies born by the government will have an impact on the level of creativity and innovation of industry players.

Baubau City is one of two regions in Southeast Sulawesi Province that already has an economy development masterplan. The creative city development master plan aims to provide accurate information for local governments in terms of accelerating and identifying obstacles to the growth and development of creative cities in the Baubau City area (Wijaya, Basir, & Lawelai, 2022).

Baubau City as an autonomous region has considerable potential as a creative city development. This is supported by several things including rich historical and cultural potential, which is marked by cultural festivals as a celebration of excellence and expression of local wisdom and has the largest fortress in the world. In Baubau City there are also many groups of creators, innovators and other stakeholders. The following are presented the types of creative economy in Baubau City based on the sub-district grouping (Hinelo & Tantawi, 2022).

**Table. 1 Types of Creative Economy of Baubau City**



Source : Baubau City Cooperative and UMK Office (2023)

Based on the data in Table 1 above, it shows that there are 699 total creative economies in Baubau City which are divided into 11 creative economic subsectors where creative economy actors in Baubau City are dominated by craft subsectors, namely 361, then fashion as many as 186 and culinary as many as 121. These three sectors are the leading sectors in Baubau City (Sidauruk, Apriani, & Hamudy, 2019).

Based on research conducted by (Jufra, Anam, Basri, & Imran, 2021) in general, the problems that exist in 11 subsectors of the economy in Baubau City include lack of capital and training, limited equipment technology, lack of product development references, lack of local government roles in aspiring performance works and in supporting the preservation of weaving culture in Baubau City, the absence of appreciation space for architectural economy actors both on an event scale and regional development, lack of government attention to film or video making export actors, no legal and policy basis, and lack of local government role in supporting the economy subsector such as music in Baubau City. This problem can provide challenges for each actor involved to make a policy that prioritizes the work and performance of the export actors in order to encourage the community to always work and can encourage productivity and preservation of works to remain regional branding (Basir, Sadat, & Hanifa, 2022).

In addition to the above, other problems that arise are (1) in alleviating export human resources including access to capital or limited capital is an important point that must be followed up, (2) in the protection of the work of products / services of the economy sector in Baubau City including the difficulty of increasing the scale of production business. In addition, product/service certification is also a problem for export actors. There are still many products / services that do not have certification for the work produced, where the originality of the work produced becomes the power to obtain intellectual property rights. There is no concern from the government and private sector to provide protection for these original works, (3) Related to the marketing of products/services in the economy sector is not optimal appreciation space for export actors to promote and market their works, such as the implementation of events, festivals and others. This research is different from the research of Arlita Aristianingsih Jufra et al, where this study focuses on planning the right model in strengthening and developing creative economy products based on potential resources in leading subsector areas in Baubau City (Nina Nurani, 2019).

From the description above, the scope of research seen from the problems of the economy in Baubau City is to focus on strengthening and developing the works / products of the economy from its superior subsectors. This is in line with the direction of policies, targets, strategies and stakeholders in the national creative economy development master plan, but the researchers' intervention focuses on only 4 aspects/programs, namely: (1) increasing the capacity of science and protecting leading economic actors (HR) and community actors; (2) strengthening and protecting intellectual property rights of superior sub-sector export works/products; (3) application of appropriate technology, implementation of research results, provision of supporting infrastructure for work development; (4) provision of central space, training center, studio, digital valley, performance/exhibition space to accommodate the production process and development of works (Robinson, Gibson, McKay, & McWilliam, 2004).

Seeing the urgency of the above problems, it is necessary to frame the right strengthening and development model in its implementation. To find out the framework of the model, the problem-solving approach used is the analytic network process (ANP). ANP is used to form a model analysis of strengthening and developing export products based on potential resources in the leading subsector areas in Baubau City. So that it can be a material for local government studies in making policy strategies for developing export products in leading subsectors in Baubau City (Hutajulu, Imran, Budiharsono, & Kusumastanto, 2019).

**Research Methods**

This research is a qualitative-quantitative analysis research that aims to determine the model of strengthening and developing potential resource-based export products in the leading subsector area in Baubau City, Southeast Sulawesi. The analytical tool used is the ANP method which allows to identify, classify and compile all factors that influence the output or resulting decision. This is in accordance with the purpose of the study, namely to understand better and in depth the conditions and problems faced by Ekraf actors in particular and the Baubau City Government in supporting and providing strengthening and development of works / export products from regional leading subsectors.

**Unit Analysis**

The subjects in this study are export actors from leading subsectors and related *stakeholders*. Researchers used *purposive sampling* and *snowball sampling* techniques in determining research samples. Key *person* respondents were taken based on *snowball sampling strategies*. This strategy is used to obtain accurate and in-depth data on the conditions and problems of developing works/products of export actors in Baubau City.

**Research Setting**

This research was conducted in Baubau City, Southeast Sulawesi. This location determination was made based on the findings of the author's research the previous year (Supriyadi & Hasnita, 2022) and the findings of the research gap where Baubau City has considerable potential as a creative city development, but there are still weaknesses in increasing the works / products of its superior subsector. This research will be conducted in the craft, fashion and culinary subsectors

**Data Collection Methods**

The types of data used in this study are primary data and secondary data. The primary data needed in this study was obtained through data collection using the results of in-depth interview transcripts and focus group discussions (FGDs) with leading sub-sector Economic Economy actors, related agencies, and various parties selected as respondents. The secondary data needed in this study are national and regional economy policy data, data on the number and type of superior subsector economy, institutional data and management of the economy sector and other related documents such as the master plan document for the development of the economy in Baubau.

**Data Analysis Techniques**

This research uses the *Analytic Network Process (*ANP) method which is a development of the *Analytical Hierarchy Process* (AHP) method. ANP is used to form a model analysis of strengthening and developing export products based on potential resources in the leading subsector areas in Baubau City. The steps taken in the ANP analysis technique are as follows:

1. Conduct interviews and in-depth studies on the problems studied to policy makers (government), experts and practitioners who understand and master the existing problems comprehensively.
2. Decomposition is a framework applied to structure complex problems into a hierarchical framework or ANP framework consisting of *cluster networks*.
3. Comparison assessment is applied to build pairwise *comparisons* of all combinations of elements in the cluster viewed from the parent cluster. This pair comparison is used to get the local priority of elements in a cluster in terms of its parent cluster.
4. Conducted a second interview in the form of filling out questionnaires to the Baubau City Government and experts and practitioners.
5. Conduct a hierarchy or synthesis and process of analyzing the results and submitting recommendations to the Baubau City Government on the model of strengthening and developing potential resource-based export products in leading subsector areas.

**Results and Discussions**

The stability of the creative economy and its ecosystem in Baubau City is carried out by giving scores and weights to each indicator and on each sub-sector of the creative economy and its ecosystem. This assessment is intended to see the advantages and strengths of each sub-sector in Baubau City that deserves to be developed or become a direction for regional priority development. In addition, to determine the priorities for sub-sector development, several things need to be considered, namely 1) the number of actors in each sub-sector of the creative economy that exist and have an impact on the welfare of the actors; 2) availability of supporting devices and regional raw materials; 3) regional characteristics and culture; and 4) regional development policies. The results of the assessment of the sustainability and excellence of the creative economy and its ecosystem using NSPM analysis are presented in the following figure:



**Figure 1 Percentage of the stability and excellence of each sub-sector of the creative economy and its ecosystem in Baubau City**

From several creative economy subsectors based on the percentage of excellence of each creative economy subsector in Baubau City, it was obtained that the 3 subsectors that had the highest percentage in a row were the craft, performing arts and culinary subsectors with a percentage of 52.86% each; 48,48%; and 48.23%. This subsector is a potential local subsector of Baubau City.

The ecosystem indicator that provides the largest percentage in each creative economy sub-model is the marketing indicator with an average value of 49.45%, while the ecosystem indicator that provides the smallest percentage in each creative economy sub-producer, namely the research and development indicator with an average value is 35.83%.

**Figure 2 Percentage of creative economy stability and excellence based on its ecosystem in Baubau City**

The low contribution of R&D indicators in all subsectors is a major problem in the development of creative economy in the regions. The involvement of educational institutions or universities is still unable to support the needs of research and development of the creative economy as a whole. The lack of ability of educational institutions to support regional movements towards creative cities due to several things such as the lack of educators who become experts in each subsector of the creative economy, limited information services and networks with creative economy actors, lack of collaboration between actors in supporting the activities of educational institutions to be directly involved, the lack of discussion of the creative economy within the scope of universities and limited infrastructure supporting research and Development of several subsectors of the creative economy.

**Figure 3 Percentage of stability and excellence of each creative economy sub-sector based on its ecosystem in Baubau City**

Based on the results of the analysis of the percentage of stability and excellence of each creative economy sub-sector based on its ecosystem, it can be seen that the 3 subsectors that have the highest percentage of HR indicators are in the craft, performing arts and culinary subsectors with a percentage of 52.02% each; 48,86%; and 51.89%, the 3 subsectors that have the highest percentage of work indicators are found in the performing arts, crafts, and application subsectors with their respective percentages of 52.50%; 51,94%; and 48.75%, then 3 subsectors that have the highest percentage of marketing indicators are found in the craft, culinary and performing arts/application subsectors with a percentage of 60.07% each; 53,65%; and 51.56%, as well as 3 subsectors with the highest percentage of research and development indicators in the craft, application and fashion subsectors with a percentage of 43.06% each; 40,63%; and 38.58%.

**Figure 4 Percentage of creative economy stability and excellence based on its ecosystem in Baubau City**

The low contribution of R&D indicators in all subsectors is a major problem in the development of creative economy in the regions. The involvement of educational institutions or universities is still unable to support the needs of research and development of the creative economy as a whole. The lack of ability of educational institutions to support regional movements towards creative cities due to several things such as the lack of educators who become experts in each subsector of the creative economy, limited information services and networks with creative economy actors, lack of collaboration between actors in supporting the activities of educational institutions to be directly involved, the lack of discussion of the creative economy within the scope of universities and limited infrastructure supporting research and Development of several subsectors of the creative economy.

**Figure 5 Percentage of the stability and advantages of each creative economy subsector based on its ecosystem in Baubau City**

Based on the results of the analysis of the percentage of stability and excellence of each creative economy sub-sector based on its ecosystem, it can be seen that the 3 subsectors that have the highest percentage of HR indicators are in the craft, performing arts and culinary subsectors with a percentage of 52.02% each; 48,86%; and 51.89%, the 3 subsectors that have the highest percentage of work indicators are found in the performing arts, crafts, and application subsectors with their respective percentages of 52.50%; 51,94%; and 48.75%, then 3 subsectors that have the highest percentage of marketing indicators are found in the craft, culinary and performing arts/application subsectors with a percentage of 60.07% each; 53,65%; and 51.56%, as well as 3 subsectors with the highest percentage of research and development indicators in the craft, application and fashion subsectors with a percentage of 43.06% each; 40,63%; and 38.58%.

**Indicators of Strengthening and Development of Potential Creative Economy Subsectors in Bau-Bau City**

The development of each creative economy subsector that is superior or a priority for regional development of Baubau City includes 4 ecosystem indicators, where each ecosystem indicator has a sub-indicator as a benchmark for assessing the stability and capacity of 3 superior creative economy subsectors, so that it can be seen the amount of effort that must be done. Some indicators or benchmarks that are the focus of development or improvement in each ecosystem can be seen in the following figure:

**Figure 6 Indicators for the development of craft, performing arts and culinary sub-sectors based on HR sub-indicators in Baubau City**

**Figure 7 Indicators for the development of craft, performing arts and culinary sub-sectors based on the Sub-Indicators of Works in Baubau City**

**Figure 8 Indicators for the development of craft, performing arts and culinary sub-sectors based on the Marketing sub-indicator in Baubau City**

**Figure 9 Indicators of development of craft, performing arts and culinary sub-sectors based on research and development sub-indicators in Baubau City**

**Indicators of Strengthening and Development of Dimensions of the Leading Creative Economy Subsectors Potential in the Baubau City area**

Based on the results of data processing, indicators of strengthening and developing dimensions of potential creative economy subsectors in the Baubau City area are presented in the table below based on the following assessment criteria:

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| --- |
| Description of Criteria : |
| 00 - 20%  | = | Very Inadequate |
| 21 - 40% | = | Inadequate |
| 41 - 60% | = | Adequate |
| 61 - 80% | = | Very Adequate |
| 81 - 100% | = | Very Very Adequate |

**Table 6 Mitigation of strengthening and development needs based on the leading creative economy subsector of craft**

| No. | Dimension | Element | Description | Percentage | Criterion |
| --- | --- | --- | --- | --- | --- |
| 1 | TBSP | Actors working in the craft subsector | Dominant craftsman, some designer | 60,00% | Quite adequate |
| Competence of actors working in the craft subsector | Local level | 40,00% |
| Educational institutions that produce actors in the craft subsector | Course places and communities | 40,00% |
| Has Labor protection | None | 26,67% |
| Average | **41,67%** |
| 2 | Raw Materials | Material aspect. Raw materials used in carrying out the craft production process | Yes, a mix of local and other regions | 66,67% | Adequate |
| Originality aspect. The value of the authenticity of raw materials refers to geographical identity | There are, other local and regional identities | 66,67% |
| Average | **66,67%** |
| 3 | Industry | Types of products produced | Craft, art and design | 66,67% | Quite adequate |
| Number of craft businesses | Informal (quite a lot) | 53,33% |
| Average | **60,00%** |
| 4 | Financing | Sources of funds used for financing this industrial activity | Own funds and banking | 33,33% | Inadequate |
| Average | **33,33%** |
| 5 | Market Access and Expansion | Access to product marketing and its marketing development potential | Local | 20,00% | Inadequate |
| Activities to promote and sell craft products | Local and national | 33,33% |
| Average | **26,67%** |
| 6 | Technology and Infrastructure | The development of information technology that supports the processing of craft products | Manual dominant | 20,00% | Inadequate |
| Infrastructure that supports the development of the craft subsector | Communication infrastructure and events | 53,33% |
| Average | **36,67%** |
| 7 | Institutional | Regulatory aspect. Regulations that support the functioning of creative systems | None | 20,00% | Inadequate |
| Appreciation aspect. There are facilitation and awarding activities for people, works, entrepreneurs, and local creative enterprises at national and international levels | None | 20,00% |
| Participatory aspect. There is participation in this subsector in international festivals and events | Exist | 53,33% |
| Average | **31,11%** |

Source: Olah Data, 2023

From the table above, it can be seen that there are several dimensions of craft sub-indicators that are inadequate in guaranteeing the ecosystem, namely the dimensions of financing, access to market expansion, technology and infrastructure, and institutions that are still inadequate. So that a model of strengthening development is needed to boost the knitting of the ecosystem of craft actors in the city of Baubau.

**Table 7. Mitigating the need for strengthening and development based on the leading creative economy subsector of performing arts**

| No. | Dimension | Element | Description | Percentage | Criterion |
| --- | --- | --- | --- | --- | --- |
| 1 | TBSP | Actors working in the performing arts subsector (director/story writer, performer, support staff) | Director, story writer and performer | 73,33% | Quite adequate |
| Human resource competency level Actors working in the performing arts subsector | Local level | 40,00% |
| Educational institutions that produce actors in the performing arts subsector | Course places and communities | 46,67% |
| Has labor protection | None | 33,33% |
| Average | **48,33%** |
| 2 | Raw Materials | Material aspect. The raw materials used in carrying out the production process of performing arts are obtained by cultivation (costumes, musical instruments, etc.) | Yes, a mix of local and other regions | 73,33% | Adequate |
| Originality aspect. The value of cultural authenticity refers to geographical identity | There are, other local and regional identities | 73,33% |
| Average | **73,33%** |
| 3 | Industry | Types of products produced | Dance, performing arts and customs | 73,33% | Adequate |
| Number of performing arts businesses | Informal (quite a lot) | 60,00% |
| Average | **66,67%** |
| 4 | Financing | Sources of funds used for financing this industrial activity | Own funds and banking | 33,33% | Inadequate |
| Average | **33,33%** |
| 5 | Market Access and Expansion | Access to product marketing and its marketing development potential | Local and national | 60,00% | Quite adequate |
| Activities to promote and sell performing arts products | Local and national | 53,33% |
| Average | **56,67%** |
| 6 | Technology and Infrastructure | The development of information technology that supports the processing of performing arts products | Manual dominant | 20,00% | Inadequate |
| Infrastructure that supports the development of the performing arts subsector | Logistics and energy and communication infrastructure | 40,00% |
| Average | **30,00%** |
| 7 | Institutional | Regulatory aspect. Regulations that support the functioning of creative systems | None | 20,00% | Inadequate |
| Appreciation aspect. There are awarding activities for people, works, entrepreneurs, and local creative enterprises at national and international levels | Less | 40,00% |
| Participatory aspect. There is participation in this subsector in international festivals and events | Less | 46,67% |
| Average | **35,56%** |

Source: Olah Data, 2023

Based on the table above, it can be analyzed that several dimensions of strength to uphold the establishment of the leading subsector of Performing Arts in the city of Baubau still have inadequate dimensions among them the dimensions of Funding, dimensions of market change, technology and infrastructure, and institutions have not been maximized so that this asek is the focus for stakeholders related to the creative economy needs strengthening and development in Baubau City.

**Table 8. Mitigating the need for strengthening and development based on the leading creative economy sub-sector of culinary**

| No. | Dimension | Element | Description | Percentage | Criterion |
| --- | --- | --- | --- | --- | --- |
| 1 | TBSP | Competency Level of actors working in the culinary subsector (e.g. chefs) | There is, local level | 40,00% | Quite adequate |
| Educational institutions that produce actors in the culinary subsector | Course venues, high schools and communities | 53,33% |
| Has labor protection | None | 33,33% |
| Average | **42,22%** |
| 2 | Raw Materials | Material aspect. Raw materials used in carrying out the culinary production process of an area are obtained by organic or inorganic cultivation | Yes, combined organic and inorganic | 60,00% | Quite adequate |
| Originality aspect. The value of the authenticity of raw materials refers to geographical identity | There are, other local and regional identities | 53,33% |
| Health aspects.hygiene standards owned by superior culinary products | There are still many non-standardized ones | 40,00% |
| Average | **51,11%** |
| 3 | Industry | Types of products produced | Types of processed foods and beverages | 60,00% | Quite adequate |
| Number of culinary businesses | Informal (quite a lot) | 40,00% |
| Average | **50,00%** |
| 4 | Financing | Source of funds used to finance this industrial activity | Own funds and banking | 40,00% | Inadequate |
| Average | **40,00%** |
| 5 | Market Access and Expansion | Access to product marketing and marketing development potential | Local | 40,00% | Quite adequate |
| Activities to promote and sell culinary products | Local and national | 46,67% |
| Average | **43,33%** |
| 6 | Technology and Infrastructure | The development of information technology that supports the processing of culinary products | Manual dominant | 33,33% | Inadequate |
| Infrastructure that supports the development of the culinary subsector | Logistics and energy and communication infrastructure | 46,67% |
| Average | **40,00%** |
| 7 | Institutional | Regulatory aspect. Regulations that support the functioning of creative systems | None | 20,00% | Inadequate |
| Appreciation aspect. There are facilitation and awarding activities for people, works, entrepreneurs and local creative enterprises at national and international levels | Less | 26,67% |
| aspect of participation. There is participation in this subsector in international festivals and events | None | 20,00% |
| Average | **22,22%** |

Source: Olah Data, 2023

From the picture of the table above, it can be seen that several needs from the dimension of the creative economy subsector that require strengthening and developing the creative economy ecosystem, the criteria ranging from inadequate funding, institutional and market space and appreciation that need to be knitted for the development of the superior potential of the creative economy of Baubau City.

**Conclusion**

The conclusions that can be obtained in this study are: From several creative economy subsectors based on the percentage of excellence of each creative economy subsector in Baubau City, it was obtained that the 3 subsectors that had the highest percentage in a row were the craft, performing arts and culinary subsectors with a percentage of 52.86% each; 48,48%; and 48.23%. This subsector is a potential local subsector of Baubau City

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