

ASSISTANCE IN THE DEVELOPMENT OF THE CREATIVE ECONOMY SECTOR IN TIDORE NORTH MALUKU

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Abstract: *City Tidore has the potential for micro and small businesses Which very potential For developed. Development of this sector requires cooperation and participation of all stakeholders, including local communities. One of the programs that can help the community is the creative economy sector development program launched government. Objective activity Devotion to public Which held by Khairun University Ternate is For increase motivation public to prepare products for micro and small businesses Which optimal For visitors so that can bring positive impacts, both from an economic aspect, social culture, nor environment Which sustainable. Activity This held through series of FGD Forum activities with material about creative economy development strategy Which next with session discussion. Results Which obtained is increase knowledge And outlook creative economy actors in the City of Tidore Islands.*

INTRODUCTION

Free trade and the global economic crisis require every country, including Indonesia, to strive hard to be able to compete in both domestic and foreign markets. This condition can be solved by encouraging a form of economy that is more competitive, renewable and sustainable resources based on creativity, where ideas can provide economic and social prosperity for society. Economic development and the creative economy in Indonesia are needed to be ready to take advantage of and seize increasingly competitive market opportunities (Butarbutar , 2021) .

The development of the creative economy is the right choice to maintain economic resilience in conditions of global crisis. The Creative Economy needs to be developed because the creative economy has great potential to make a significant economic contribution; creating a positive business climate; building the nation's image and identity; based on renewable resources; creating innovation and creativity which constitute a nation's competitive advantage; and provide a positive social impact.

Recognizing the important role of the economy, the President of the Republic of Indonesia has issued Presidential Regulation Number 28 of 2008 concerning National Industrial Policy which came into effect on 7 May 2008. In this Presidential Decree, the Government established several priority industrial groups, including processing industries such as the precious stone and jewelry industry, industrial pottery and decorative ceramics, essential oil industry and snack industry. In

particular, the President invited to develop economic products based on arts and culture and crafts, based on heritage, historical and ancient objects, traditions and customs, as a starting point for increasing competitiveness in the creative economy era (Kawatak , et al, 2021) .

On December 22 2008 the government also declared 2009 as the Year of Creative Indonesia (ICT). The aim of this program is to open up the insight of all stakeholders regarding the contribution of the creative economy to the Indonesian economy and create a positive national image. The President of the Republic of Indonesia has also ordered 28 central and regional government agencies to support the 2009-2015 Creative Economy Development policy through Presidential Instruction Number 6 of 2009 concerning Creative Economy Development (Sambeka, 2024) . It is explained in the Presidential Instruction that the development of economic activities is carried out based on individual creativity, skills and talents to create individual creativity and inventiveness that has economic value and has an impact on the welfare of Indonesian society. In Presidential Instruction Number 6 of 2009, the president also mandated each Minister, Head of Non-Departmental Government Institutions, Governors, Regents/Mayors to prepare and implement a Creative Economy Development Action Plan.

The development of the creative economy in Tidore Islands City is very necessary to answer the challenges of development problems, including economic growth which is relatively constant or even tends to be low after the economic crisis, poverty and unemployment levels which are still high, and industrial competitiveness which is still low. To determine the direction of creative economic development, a Creative Economy Development Strategy for the City of Tidore Islands is needed .

Based on exposure in on, Team Devotion to Public Khairun University Ternate sees the need for an activity assistance for strengthening the Creative Economy Development Strategy for the City of Tidore Islands . This activity aims to prepare the creative economy community in anticipation competition is getting tougher in the creative economy sector and the tourism sector after the COVID-19 pandemic knowledge and understanding as well as appropriate strategies for developing the creative economy sector and also the tourism sector. It is hoped that this activity can bring positive benefits to creative economy players and the tourism sector For build in area them , and in the end will improve welfare .

METHOD

Community Service Activities (PkM) were held on 22 February 2024 . Located in the city of Tidore Islands , North Maluku Province . Participants in this activity are the government of the Tidore Islands City Tourism Office, creative economy industry players, tourism businesses and the community as well as students involved in PkM activities. This activity begins with stages preparation, in where a number of member Team PkM do visit to Government the city of Tidore Islands, in this case the Tourism and Culture Office For do interview with *Head of Department and Head of Marketing* to find out the needs of creative economy actors regarding the development of the creative economy , especially regarding development strategies . Done also observation short about existence And condition creative economy businesses and destinations tour .

In this PkM activity, speaker 1 is a lecturer faculty of Economics and Business give material regarding the development of the creative economy to encourage economic growth as well as Speaker 1 is a lecturer in the Tourism Study Program, Faculty of Cultural Sciences, with material

on Development Strategy Tourist Sustainable Which expected can open outlook community related to tourism development . Discussion session between the presenters and The participants also become an interactive means to share knowledge and experiences and answer questions that emerged from participants.

RESULTS AND DISCUSSION

The PkM activity began with an opening and welcoming speech by the Secretary of the Tidore Islands City Tourism and Culture Department, Machmud Marasabessy. Then, after the opening, the presentation of material continued by 2 resource persons from Khairun University.

Material 1 from the Faculty of Economics and Business, namely Dr. Prince Charles Heston Runtunuwu, M.Sc presents material on creative economic development strategies to encourage economic growth . On In his presentation , it was explained that facing the increasingly difficult challenges ahead, we need to strengthen the ability of the creative industry to compete with imported creative economy products. Linkages with other sectors, both backward, with suppliers and forward linkages that absorb the creative economy subsector need to be strengthened. The creative industry also needs synergy and cooperation between inventors and investors. This synergy will encourage creative works to gain greater added value. However, it must be realized that efforts to drive the creative economy sector require togetherness, requiring synergy from all parties involved in the creative economy. One of them is through a national creative meeting involving industry and creative economy players to brainstorm, brainstorm ideas, share experiences, demonstrate work, show creativity for the progress of this sector.



Picture 1 . Speaker Presentation about EKRAF Development

Speaker 2 from the Tourism Study Program, Faculty of Cultural Sciences, namely Belty Taghuli, SEPar, MPar, in his material explained that the creative economy and the tourism sector are two things that influence each other and can synergize with each other . The creative economy

is a new economic era that intensifies information and creativity with relies on ideas and knowledge from human resources as the main production factor in its economic activities. Creative economic development can be carried out in line with tourism development. The creative economy sector is closely related to tourism because in developing tourism, the creative economy is a supporting component that cannot be ignored .



Picture 2 . Speaker Presentation about Tourism Sector Development



Picture 3 . Participants in the FGD on EKRAF Development and the Tourism Sector



Picture 4 . Participants in the FGD on EKRAF Development and the Tourism Sector



Picture 5 . EKRAF Weaving in Tidore Islands



Picture 6 . Blacksmith EKRAF actors in Tidore Islands

During the discussion, various questions from para participants regarding the material, including questions about how to do it to develop a Tourism Village. The first speaker answered that there were several stages that must be considered. Stage First is to start identifying potential owned, be it natural, cultural or other types of tourism. The next step is to prepare resources Professional human resources (HR) to participate active from the planning stage to the implementation and evaluation stages. Last stage namely preparing adequate facilities and infrastructure through cooperation between the community local And Body Business Owned by Village (BUMDes) or with holding hands holder interest tourist Which other, for example party private which has capital Which more big.

Another question asked by participants was about the existence of tourist destinations developed by the government but did not last long and was then closed. Second speaker said that planning for the development of the tourism sector must be made carefully taking into account both short and long term impacts (up to 10 years). front). Many investors pursue short-term profits but do not prioritize them long-term programs that are planned effectively and efficiently so that they are vulnerable to change Which Can happen When just And in where just. Explained also that failures that occur are not just due to poor planning but also occur because exists management Which not enough professional. Unpreparedness government local nor public local from facet knowledge nor Skills result performance Which achieved not optimal so that destination which built closed prematurely.

After the discussion session was completed, the activity continued with a photo session with the entire team UKDLSM Faculty of Tourism PkM with all participants present.

CONCLUSION

Activity Devotion to Public Which done by Khairun University and is a collaboration of the Faculty Economy _ and Business with the Faculty of Cultural Sciences in collaboration with the Government of the Tourism and Culture Office of Tidore City, Maluku Islands, Tara has been implemented with Good with total attended by 50 person. Materials Which be delivered by Several resource persons who were lecturers received good responses from the participants. This can be seen from the enthusiasm of the participants to discuss and ask questions about topics related to those presented by the presenters.

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