

# CREATIVE ECONOMIC GOVERNANCE IN TANJUNG MEDANG VILLAGE (A STUDY ON VILLAGE-OWNED ENTERPRISES)

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## ABSTRACT

The limitations of village communities in managing the creative economy mean that the available potential in the village could not improve the economy of the village community, especially village income. The large potential of rivers, pineapples and rubber plantation products do not make the people of Tanjung Medang village economically prosperous, based on data from the Ministry of Social Affairs, the number of underprivileged families or PKH (conditional cash transfer programme) beneficiaries in the village of Tanjung Medang is 185.

This article is aimed at assisting Creative Economy Governance in Tanjung Medang Village (A Study on Village-Owned Enterprises or BUMDes). Tanjung Medang Village has experienced problems in developing creative economic governance and utilizing the village's potential as a village tourist destination.

Through the documentary study and observations in the village, the people of Tanjung Medang village might improve the village economy through BUMDes. In addition, this problem could be used to increase the income of the village communities and create village tourist destinations. The method of the study is a qualitative analysis method with descriptive data presentation of literature review.

**Keyword:** governance, economy, creative, people, BUMDes

## INTRODUCTION

Development is sometimes misdirected, which will lead to inequality in the future. Development is in accordance with human dignity if it is determined by individual concrete people, sovereign people, and development with a "bottom-up" model [9]. Human development and human security are different concepts but have in common namely in terms of goals, namely improving the quality of human life [8]. With human development, it will change people's attitudes in life of the nation and state. Globalization has influenced the socio-cultural conditions of society, it is foreign influences in the socio-cultural aspects that have caused the erosion of

social capital such as mutual cooperation, caring for care, caring for love and compassion, which have resulted in a decline in the nation's moral selfishness, short-minded and not integrated thinking [1].

Regarding the resources available in Tanjung Medang Village, in increasing the benefits of these sources, the researchers carried out the Development of Creative Economy Governance in Tanjung Medang Village (A Study on Village-Owned Enterprises or BUMDes). In order to increase the income of the village communities. The limitations of village communities in managing the creative economy and village tourism cause the available potential could not increase the economy of

village communities, especially village income. The large potentials such as rivers, pineapple fruit and rubber plantation products does not support the people of Tanjung Medang village economically prosperous, based on data from the Ministry of Social Affairs, the number of underprivileged families or PKH (conditional cash transfer programme) beneficiaries in the village of Tanjung Medang is 150. The problem of inequality poverty always goes hand in hand with limited work and limited access to resources, such as agrarian resources, education, information, finance and so on, and this will allow people to work very hard. Then this limitation will cause various kinds of consequences, both direct and indirect consequences, and sometimes economic and non-economic development policies taken by the government within the framework of neoliberal capitalism, under these circumstances capitalism always creates social inequality, exploitation, marginalization and suffering of the poor [11].

This condition indicates that the level of welfare and independence of the communities is still very low in managing the available resources. (1) Creative Economy is the manifestation of added value from intellectual property that comes from human creativity based on cultural heritage, science, and/or technology, and paragraph (2) Creative Economy Players are individuals or groups of Indonesian citizens or business entities with legal or non-legal entities established under Indonesian law that carry out Creative Economy activities [12]. It is clear in the Law that the Creative Economy gets special attention in the central government.

In line with the government's wishes that have been regulated in Law no 24 of 2019, this study also supports the programs of the Indonesian government, the Ministry of Tourism and Creative Economy of the Republic of Indonesia, especially Tanjung Medang village, which is

related to the mapping of village UMKM (small micro medium enterprises) and village tourism potential. Based on the background of the study, it is important to develop the Creative Economy governance of the village with a derivative of research questions, how is the creative economy governance in Tanjung Medang village? How is the tourism potential in Tanjung Medang village?

## **RESEARCH METHODOLOGY**

This research could be categorized as a qualitative analysis method by presenting the data descriptively from literature review studies. The purpose of this method is to explore and clarify a social reality. Creative Economy Governance in Tanjung Medang Village (Study on Village-Owned Enterprises or BUMDes) is intended to be examine in depth about the potential and Creative Economy Governance in Tanjung Medang Village (A Study on Village-Owned Enterprises or BUMDes).

## **DISCUSSION AND RESULT**

### **Creative Economy Governance**

There are quite a lot of creative industries in Tanjung Medang village and they will become superior products. However, the lack of attention from the local government, local products were not very popular in the market. However, it is still sufficient to meet the needs of the local community. Lack of the good governance causes products not get into traditional markets. As argued by Mr. Candra and Mr. Sobari, we have our potential, but the government does not care about the creative economy, so that people seem to be managing independently, especially at the moment the prices of some local products have dropped such as rubber, pineapple and vegetables. Based on interviews that researchers have conducted, the creative economy could be in the form of processed fish products caught in the Kelekar river. This home processed product is in the form of fermentation.

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Village-Owned Enterprises that participated in the development of these products but the management ended up in February 2020, so as the BUMDes did not experience movement, but previously BUMDes was quite good at its development. As expressed by Susan Mustika, the treasurer of BUMDEs in 2019 and Niken Ayu, the secretary of BUMDEs in 2019, There are many efforts formed to increase village income such as Tent Rental Business Units that was managed by Mr. Sitam, Village Market that was managed by Mr. Safik, gas agent that was managed by Mrs. Rumaiyati, fertilizer that was managed by Mrs. Cik Ipa, Home Industry that was managed by Debi Junita. The processed household products like fish preservation and shrimp paste which were made by the people are getting enough attention from the communities, because they taste quite good and hygienic. The following is household product processing from Kelekar river. Processed home industry increases the economy of village communities and could meet the need for side dishes in Tanjung Medang village.



Source: the researcher, 2020

This household process was not distributed until it leaves the village, it is very unfortunate. The products of Tanjung Medang village can develop and be distributed, such as products of Bangka, namely

rusep (it is fermented blackfish), which is quite famous until it leaves the province of Bangka. The following picture is agricultural products that are not well managed. It can be seen in the figure that pineapple plantations are not well maintained, they are attacked by pig pests. The owner and the village government paid little attention to pineapple, so that the pineapple stems were damaged. The management of pineapple plantation land should be carried out jointly by the people and the local government. As stated by Mrs. Heni and Mrs. Kasuma, success in the village must have support from the village government. Indirectly, this damage will reduce the income of the village communities so that the village income will decrease. To overcome this, cooperation between people and the village government must be carried out.



Source: the researcher, 2020

Besides the processing of river and plantation products, there are several ideas that already exist in the village, which are quite interesting to be developed, namely "village alms" or "bejago", bejago continues to be implemented but the obstacle faced is the frequent delay in the implementation as said by Mr Sobari, Mr. Arpan "Bejago is often late so that it causes them to be angry "this rural charity should not be late. The next idea is how this activity is carried out on time. If it is too late, this rural charity will endanger the community and village areas. Then there is support from the people, it is 50,000 to hold this activity. The public response to this idea is partly to accept and reject. There were deliberations in the village related to this idea".

There was a hall, school, office, BUM Des building provided as practice room that can be accessed by the people and it was easy to access the practice room. There are no costs incurred for the practice room. This practice space is a destination in itself, because many neighboring villagers play badminton, because they are considered comfortable playing at the hall location.

The advantage of having this practice space is that it makes easier for the people to carry out activities in the village communities such as wedding celebrations, you don't need to rent anymore, this activity can also increase village income, for example, the rent for electricity will be included in the village funds, but no funds will go to the village. There is assistance from the government related to public space assistance. Natural resources in the village are plantations, rivers and pineapple farming, the area of Tanjung Medang village is clearly measured but it is clear how many square meters. There are rules that must be followed, such as if there is an act of adultery committed by the people, man or woman, he/she will be fined. If seen from the rules, the village government will sue them.

### **Problem faced**

The problem faced by the village communities was trash, as expressed by the head of the youth organization, Mr. Candra.

“The trash problem in Tanjung Medang village is still crucial, and hopefully it will not pollute the river, this idea has been a long time ago. The people is very supportive of this idea, but the funds are not sufficient”.

For people in the village, disposing waste is not in the trash bin, but the river. They were not aware that they have done pollution. Waste management is important, because if it is not managed properly it will cause environmental damage, especially rivers in the village. Waste manage-

ment is very important in this case, because it will be a special attraction if the communities more aware of protecting the environment from garbage. Sustainable development that is pro-NKRI should not only emphasize physical and economic development, but also the need for socio-cultural & environmental development [1].



Source: the researcher 2020

Then social problems did not escape, which became a separate obstacle in the village. The youth were passive in activities and what must be done is to reactivate youth activities such as IRMAS, Karang Taruna and other art fields, this is done in the village to increase community participation, this participation is an idea for the togetherness of the Tanjung Medang village communities. Then the openness of the youth organization funds should be known by the communities or the youth of Tanjung Medang village. With a peaceful situation, a clean environment, it will be easy to increase tourism in the village.

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**CONCLUSION**

Creative economy governance should be carried out by BUMDes and in collaboration with the village government by paying attention to the potential of the village and village income, also it is important to pay attention for sustainability of the environment.

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