

Development and Management of Tourism Village with Creative Economy Concept Towards Prosperity in Increasing Income

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ABSTRACT

This study aims to determine how much influence the development and management of the economy in terms of the concept of Creative Economy towards Prosperity in Increasing Revenue applied to tourist villages. Economic development is supported by good management, one of which is by utilizing the Creative Economy using a digitalization technology system, and telecommunications will maximize performance so that it can improve the welfare of the people in tourist villages. This type of research is qualitative research using primary data. The data collection techniques used are observation, interview, and documentation methods. The results showed that with the concept of creative economy can improve the welfare and income of the tourist village community by utilizing current digitalization, the development of the current era is a demand for people to be able to take advantage of technology.

Keywords: *Tourism village, Creative Economy, welfare*

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INTRODUCTION

Tourism in Indonesia has grown rapidly with many attractions that are visited by many tourists, especially domestic tourists and tourists from outside the country. Especially those that still need development such as tourist villages in the area around us. New things need to be explored for tourism potential, especially in regional areas, which can then become a world market trend.

Marketing is the most important thing to spearhead tourism, especially where this leading thing is a parameter for the success rate of a product. Special Interest Tourism is one of the interesting things to improve tourism business services, with this in developing tourist villages in the region, with this there needs to be a strategy in marketing more specifically by having high competitiveness to produce added value (value added) then creativity is needed, one of which uses the concept of creative economy.

The creative economy is a concept in the new economic era, one of which uses a digitization system that intensifies information and creativity by relying on ideas and knowledge from human resources as the main production factor. The existence of a creative economy is needed for the government to strengthen the economy, especially in the real sector. The strength of the creative economy rests more on the excellence of its human resources derived from the creative ideas of human thought.

The creative economy leads to benefits that are not just a matter of profit, but also cultural, natural, moral, and environmental benefits for the community (Geriya, 2000) in research (Meilina & Oktavian, 2022) An economy based on creativity relies on human resources who think innovatively to create valuable goods. Thus, the further development of the creative economy can create entrepreneurship or entrepreneurs among the community (Jihan et al., 2021). The existence of a creative economy concept that outputs into a digitalized marketing method for tourist villages in Indonesian regions will be a competitiveness to develop the regional economy and society. So as to make directed accountability, the benefits will also improve the welfare of the community, especially in areas that have tourism potential.

Welfare is a very complex issue. The reality of low levels of community welfare has been felt by our ancestors, even though we know that Indonesia's natural resources are abundant. The high poverty rate still haunts national development problems. Following up on this problem The government has attempted to formulate and implement a national development strategy to overcome the reality of low levels of community welfare by implementing development oriented towards village development. Village development is a strategic idea to realize national development programs and regional development programs that refer to the vision and mission of the central government and the vision and mission of local governments, through the implementation of equitable development and being able to meet the interests of rural communities in an effort to alleviate poverty in rural communities (Gibran et al., 2021)

The purpose of this research is to find out how much influence the development and management of the economy in terms of the concept of Creative Economy towards Prosperity in Increasing Revenue applied to tourist villages. Economic development is supported by good management, one of which is by utilizing the Creative Economy using a digitalization technology system, and telecommunications will maximize performance so that it can improve the welfare of the people in tourist villages.

LITERATURE REVIEW

Creative Economy

The term Creative Economy is not unfamiliar to us, but the two are related. Where these two words become the originator or problem solving that results in the creation of extraordinary economic value and new jobs through the exploration of ideas. The creative economy includes the aspect of innovating ideas into creative and innovative products. Creative Economy emphasizes the exploration and exploitation of ideas that will bring economic and social performance (innovation) (Basri 2012, 368).

In turn, the development of science and technological progress has changed the patterns of economic life of society globally in various fields, such as production patterns, distribution patterns and consumption patterns. Changes in production and distribution patterns have driven changes in the pattern of needs and consumption patterns of the community. Changes in these patterns are influenced by the creation of new products.

Changing economic patterns, technological innovation and scientific creativity have also shifted economic orientation, from an agricultural economy, to an industrial economy, then to an information economy and finally to a creative economy (Suryana, 2017)The creative economy is an economic activity driven by creative industries that prioritize the role of intellectual property. The creative industry itself is driven by entrepreneurs, people who have creative and innovative abilities (Suryana, 2017)

Another approach to the role of creativity is that it is seen as a measurement tool for social processes. Creativity can increase economic values such as income, employment opportunities, and welfare, which in turn can reduce social problems such as poverty, unemployment, poor education, health, inequality and other social instability. Therefore, from an economic point of view, there is a close link between creativity and socio-economic development that is inseparable. The creative economy can create prosperity because it can create jobs and reduce unemployment, increase income, create equity, reduce poverty, reduce inequality and encourage renewal and utilize local raw materials.

Village Tourism

The development of tourism in Indonesia has recently entered into a new order with the emergence of a tourism model based on tourism villages. Village Tourism emerged because of the desire to implement sustainable community development With the existence of a tourist village, it is expected to create a sustainable tourism development without damaging the cultural values of the local community. The development of tourism villages in Indonesia began to emerge around when Visit Indonesia was launched as a government step in promoting tourism for both local and foreign tourists (Prafitri & Damayanti, 2016).

The tourist village itself is a rural area that offers an overall atmosphere that reflects rural authenticity, both spatial layout, building architecture, as well as patterns of socio-cultural life of the community, customs of daily life (Suwantoro, 1997 in (Suniastha Amerta, 2017). In addition, tourist villages are able to provide components of basic tourist needs, such as accommodation, food and beverages, souvenirs and tourist attractions. In addition, Inskip, 1991 in his research (Prasitri & Damayanti, 2016) defines village tourism, where a small group of tourists live in or near a traditional, often remote village and learn about village life and the local environment. He said, village tourism as the development of the village area by utilizing the various potentials and capabilities of the elements that exist in the village community which is used as an attribute of tourism products, into a series of integrated tourism activities.

The components contained in the tourist village according to (Suniastha Amerta, 2017) the first is accommodation. The accommodation component is part of the place where local people live or a unit that develops according to where people live. The next component is an attraction where there is an overall daily life of the local community that allows tourists to interact as the final participant. Attractions that can be done for example dance courses, language and painting courses or other things that are more specific.

Welfare

The concept of well-being is very broad and is applied to various situations for various purposes (Enita Puspita Sari & Ayu Pratiwi, 2018). The application of the range of concepts from specific domains of well-being, such as economic, material, social, and psychological, to all domains has an impact on humans. The use of the word well-being in philosophy has a broad meaning that has to do with the idea or idea that the life lived by the individual is going well. In Indonesian, the meaning of the word well-being is prosperous or welfare. The word "prosperous" in the Big Indonesian Dictionary means safe, sound, and prosperous, safe (free from all kinds of disturbances, success, and so on). Meanwhile, "welfare" is security and safety "the pleasure of life and so on" prosperity. The definition of "prosperous" according to the Coordinating Ministry for People's Welfare is a state or condition of society where all basic needs have been met. The needs in question are in the form of clothing, food, shelter, health, education and the availability of employment, as well as the fulfillment (Enita Puspita Sari & Ayu Pratiwi, 2018) of other basic needs, namely a healthy environment, guaranteed security and comfort. In addition, the needs regarding human rights and the creation of a society that is devoted to God Almighty.

Welfare is a complex matter. The current reality is that the low level of welfare has been felt by the community, as we know that the high poverty rate is a national development problem. Following this problem, the government has studied to formulate and implement a national development strategy to overcome the reality of low levels of community welfare by implementing development oriented towards village development. Village development is a strategic idea to realize national development programs and regional development programs that refer to the vision and mission of the central government and the vision and mission of the local government for equitable development and being able to meet the interests of rural communities in an effort to alleviate poverty in rural communities (Gibran et al., 2021).

RESERCH METHODE

The method used in this research is descriptive research method with a qualitative approach. Data collection techniques were carried out through observation interviews and documentation with a list of questions to informants supported by secondary data searches related to research problems. Interviewed respondents and observations where the results of these observations and interviews are information that will be analyzed as an effort to identify phenomena and solutions that researchers can provide. This research was conducted in the North Coast Tourism Village of Sampang Madura. Tourism villages need the concept of creative economy to encourage the development of quality economic growth, increase employment in leading sectors, and strengthen inclusive economic growth. In this study, researchers used a phenomenological approach with an interpretative paradigm. The interpretative paradigm is research that places the researcher and the person under study, as part of what must be explored properly to understand a phenomenon or event both in a person and in life or daily thoughts and beliefs (Djasuli et al., 2017).

The phenomenological approach is a concept or design that is a research design derived from philosophy and psychology in which researchers describe human life experiences regarding a particular phenomenon (John W. Creswell, 2019). Phenomenological research looks at individual interpretations of their experiences, by trying to understand the meaning of an experience from the participant's point of view, as in this study regarding the phenomenon of implementing a creative economic system in a tourist village to achieve welfare and increase income in the community around the tourist village.

HASIL DAN PEMBAHASAN

The concept of creative economy in developing tourism villages

The creative economy includes aspects of innovation of ideas into creative and innovative products. Creative Economy emphasizes aspects of exploration and exploitation of ideas that will bring economic and social performance (innovation) (Basri 2012, 368). The creative economy is an economic activity driven by creative industries that prioritize the role of intellectual property. The creative industry itself is driven by entrepreneurs, namely people who have creative and innovative abilities (Suryana 2017, 3).

The role of creativity is that creativity is seen as a measuring tool for social processes. Creativity can increase economic values such as income, employment opportunities, and welfare, which in turn can reduce social problems such as poverty, unemployment, low education, health, inequality and other social instability. Therefore, from an economic point of view, there is a close link between creativity and socio-economic development that is inseparable. The creative economy can create prosperity because it can create jobs and reduce unemployment, increase income, create equity, reduce poverty, reduce inequality and encourage renewal and utilize local raw materials.

Application of creative economy in developing tourism villages towards prosperity to increase income

The application of the creative economy leads to benefits that are not just a matter of profit, but also cultural, natural, moral, and environmental benefits for the community (Geriya, 2000) in research (Jihan et al., 2021). An economy based on creativity relies on human resources who think innovatively to create valuable goods. Thus, further development of the creative economy can create entrepreneurship or entrepreneurs among the community (Jihan et al., 2021) The existence of a creative economy concept that outputs into a digitalized marketing method for tourist villages in Indonesian regions will be a competitive force to develop the regional economy and society.

The creative economy can create prosperity because it can create jobs and reduce unemployment, increase income, create equity, reduce poverty, reduce gaps and encourage renewal and utilize local raw materials.

"The application of the creative economy that has output into a digitalized marketing method for tourist villages in Indonesian regions will be a competitiveness to develop the regional economy and society. So that it makes directed accountability, its benefits will also improve the welfare of the community, especially in areas that have tourism potential. fulfillment of accountability in running its business. Effective responsibility or accountability. The application of the creative economy that has been carried out by the manager of the unfortunate lon beach tourism village aims to create jobs and reduce unemployment, increase income, create equity, reduce poverty, reduce inequality and encourage renewal and utilize local raw materials. (Tim, manager of north coast tourism in sokobana kec beach lon malang sampang)

CONCLUSIONS

In this study, researchers took the object of marine tourism village on the north coast of Sampang where marine tourism is considered more competent in contributing to the local government. Based on the results of the analysis that the development of tourist villages with the concept of creative economy in improving welfare and income is one of the realizations in the information age as it is today, the economic movement of creativity and innovation is an important key in the advancement of welfare in order to help accelerate economic development in the tourist village area. Smart economy is an innovative and creative practice of the actors in the tourist village, of course, also the support of the local government. The goal is to create an economic ecosystem in the region that can answer the challenges of the current digitalization era. from some of the data that has been obtained in the field, it is able to answer some of the problems that exist in this study.

Research conducted by researchers certainly has limitations in terms of data collection. Because this research was only conducted in one tourist village around marine tourism objects on the north coast of Sampang. Therefore, researchers hope that further research will expand the object of research, not only in the tourist village of marine tourism objects on the north coast of Sampang but also in tourist villages around Madura. Future research can also add respondents and several other variables.

Suggestions It is hoped that the role of the government can help maximize the implementation of the Creative Economy of business actors in tourist villages to support better regional economic growth so as to increase income to produce better innovations. Researchers hope that further research can expand the object of research, not only on the object of marine tourism villages on the north coast of Sampang, but also all areas around Madura. Future research can also add respondents and several other variables.

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