

Perception of Creative Economy in Supporting Family Economy in Jayapura City. (Case Study on Culinary and Craft Subfields)

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ABSTRACT

Iek Mesak , Ratang sarlota, 2019, perception of creative economy in supporting family Peekonomian in Jayapura city (case study on culinary and craft subfields). With 51 respondents creative economic actors on sub-fields of culinary and sub-field of crafts in Jayapura city. The purpose of this research is to analyze the perception of creative economic actors (Asar fish and noken bags) in supporting the family economy in Jayapura City., analyzing the influence of capital and Labor on the income of business actors (culinary target fish and A noken bag maker) in Jayapura City. The results of the study are: 1) for the characteristics of the respondent indicates that the average age of respondents showed that most at the age of 31 – 40 years as much as 30 respondents or 58.8%. It shows that the creative business in Jayapura is at a productive age. While seen from the most genders, women who do creative effort 40 respondents or 94.1%. This shows that women are a very important role in the creative business in Jayapura City. And the last is the type of business that is Almost balanced between the culinary creative effort one of them is the making of the target fish and from the side of the craft is making a noken bag. 2). For the factor that affects the income there are 2 namely capital and labor. And the analysis shows that the capital (X1) has a significant influence between the capital to the income of Business (Y).. While the workforce (X2) has a weak and insignificant impact on the income of businessmen

Keywords: economic actors, creative economy, culinary and craft

INTRODUCTION

Creative economy and creative industries are very closely related and inseparable. Especially in Jayapura City's creative economic potential is still something new despite the reality of this potential has been around for a long time, the creative economic actors still pursue their fields only limited to finance and develop them individually but not yet seriously developed by the Government, therefore through the study of this report is expected to identify 14 potential existing and developing sub sectors in the city of Jayapura. The potential of human and natural resources in Papua is very large and abundant but can not be developed optimally and efficiently. Based on the

data obtained from the Jayapura City tourism office and research by the Bappeda of Jayapura City, Jayapura City has two of the most dominant creative potential, namely: sub-sector of craft (handicraft) and sub-sector of local performing arts (traditional dance and new creations). Followed again by the design of Product, graphic design, Film (video), music, fashion, and most recently is architect and interior design.

According to Garnham (2005) The development of a region can be supported by the development of creative economy. In an effort to implement this strategy of creative economic sector development, should be focused by digging up the potential and problems in the creative economy whose output is to get the right policy strategy in the creative economic development program ahead. Creative economic development is expected to streamline regional development and can change the economic system, as well as government policies in a better direction.

Where this creative economy has the potential and strategic role in delivering positive future effects, in terms of creating jobs that will impact the welfare of the community. Harmonised research that has been done earlier by Pavel and Grebenicek (2012) The creative economy is an essential basis for 101 assessing the economic potential in the region.

In 2011, the Ministry of Tourism and Creative economy incorporated culinary as one of the creative economic subsectors. Culinary is essentially closely related to the process of preparing food or cooking which is the basic human activity in fulfilling the needs of its life. The culinary term in Indonesia began to be a community talk in 2005 after the television program "Culinary Tour", covering the unique places of eating or already have a good reputation to be a favorite of Indonesian people. The culinary subsector contributes considerably to the contribution of 30% of the tourism and creative economy sector's total income. The culinary industry has a very strong potential to thrive, therefore the government will support this sub sector to be more advanced.

Some of the culinary industry actors see there are some things that need to be repaired and managed more seriously. One of these is the need to access licensing business through one door so it is easier and effective. New culinary businessmen should obtain guidance from the Government, can be from the business training, licensing information, to the legal assistance in the process of business establishment.

As representatives from the Government of Bekraf participated in the culinary sub-sector. BEKRAF provides facilitation such as business training, access to capital, and business establishment mentoring. Bekraf will also participate in promoting Indonesian culinary that is very diverse in the domestic and overseas markets. Based on the book *Creative Economy: Indonesia's new strength towards 2025* (Kemenparekraf 2014), Culinary is defined as: preparation, processing, presentation of food and beverage products that make the element of creativity, aesthetics, traditions, and/or local wisdom; As the most important element in enhancing the flavor and value of the product, to attract purchasing power and provide an experience for consumers.

For Papua that belongs to the creative economy of the culinary Sub-sector is the target fish. The basic ingredient of Asar fish is generally Cakalang fish, yellowtail fish or Tongkol fish, which obviously needed fish with a fairly dense texture of meat to avoid brittle when smoked. The cooking process is quite simple, from the condition of the raw fish then cleaned the contents of the stomach

and ready to be smoked. The smoking time is about 4-5 hours and is done indoors, so that the smoke permeations to the meat until thoroughly cooked. This fish is known to all corners of Jayapura, even in Outside Jayapura. Not infrequently, tourists from abroad also get to buy this fish and bring it home as a hand.

Next to the creative economy in the sub-sector of the craft is noken. Good Noken in Papua is a bag instead of any bag. His name is Nocturen. The bag from Papua even now has been recognized UNESCO as a cultural heritage of the world of no object Unlike other bags placed on the shoulders, the noken precisely placed on the head. Another uniqueness owned by this quirky bag is that only Papuans can make noken. This bag is usually used to bring agricultural products such as vegetables, tubers, and other goods to the market. Noken is already a part of Papuan society. This is evidenced by 250 tribes in Papua who have used Noken for daily activities.

After seeing the natural resources for the target fish and bags, it is necessary for researchers to do further research on the creative economic potential in Jayapura city.

Research objectives

Therefore, the study aims:

1. Analyzing the perception of creative economic actors (Asar fish and Noken bag) in supporting the family economy in Jayapura city.
2. Analyzing the influence of capital and Labor on the income of business people (culinary of the target fish and a noken bag maker) in Jayapura city
3. Analyzing the strategy of creative economic development in Jayapura City.

THEORETICAL REVIEW

Basic concept of perception

Perception perception is one of the psychological aspects that is important for human beings in responding to the presence of various aspects and symptoms around it. Perception contains a very broad understanding, regarding internal and external. Various experts have given a diverse definition of perception, although in principle it contains the same meaning. According to the Great Dictionary of Bahasa Indonesia, perception is a direct response (acceptance) of something.

Definition of income,

Income is a number of income gained by the community for its performance in a certain period, both daily, weekly, monthly and yearly (Sukirno, 2006). Rahardja and Manurung (2001) Raise revenues is the total acceptance (money and not money) of a person or a household in a certain period. Based on both definitions, it can be concluded that revenue is a revenue received by the community based on its performance, either money or non-money revenue during a certain period, whether daily, weekly, monthly or Annual.

Mankiw (2011) mentions that revenues were formulated as a result of the multiplication between the number of units sold at a price per unit. If formulated mathematically then the result is:

$$TR = P \times Q$$

Where:

TR = Total Revenue

P = Price

Q = quantity.

Understanding Capital

The sense of business capital according to the Bahasa Indonesia dictionary in Listyawan Ardi Nugraha (2011:9) "Business capital is money used as principal to trade, remove money, and so on; Possessions (money, goods, and so on) that can be used to produce something that adds wealth".

Capital in this sense can be interpreted as the amount of money used in conducting business activities. Many people see that money capital is not everything in a business. But it needs to be understood that money in a business is indispensable.

The problem here is not important whether the capital, because its existence is very necessary, but how to manage the capital optimally so that the business run can run smoothly (Amirullah, 2005:7).

According to Bambang Riyanto (1997:19) The sense of business capital as a summary of the balance of a company that uses concrete capital and abstract capital. The concrete capital is intended as active capital while the abstract capital is intended as passive capital.

Various capital 1) own capital according to MARDIYATMO (2008) said that the capital itself is the capital of the business owner itself. The capital itself consists of savings, donations, grants, siblings, and so forth. The excess capital itself is: a) there are no fees such as interest fees or administrative fees so it is not a burden of the company; b) not depend on the other party, meaning the acquisition of funds is obtained from the deposit of capital owners; c) does not require complicated requirements and takes a relatively long time; D) There is no need for a return of capital, meaning the invested capital will be embedded long and there is no problem in case the capital owner would transfer to another party.

Labor theory

Labor. Human Resources (HR) or human resources contain two understandings. First, human resources contain the sense of work effort or services that can be given in the production process. In this case SDM reflects the quality of business given by a person in a certain time to produce goods and services. The second understanding of human RESOURCES is about people who are able to work to provide services or work efforts. Able to work means being able to do activities that have an economical value, namely that the activities produce goods or services to meet the needs of the community. Physically, the ability to work is measured by age. In other words, people in the working age are considered able to work.

The group of people in the working age is called Labor or man power. In short, the workforce is defined as a resident in the working-ing age population (Sumarsono, 2009).

Labor has several definitions, according to LAW No. 13 year 2003 about employment, Labor is anyone who is able to do the work to produce goods and/services both to fulfill their own needs and for the community. In LAW No. 25 year 1997 9 defines the workforce is a resident aged 15 years

or older, while in the latest legislation on employment that is LAW No. 13 of 2013 does not give age restriction in labor definition, but the invitation is prohibited to hire children. Children under LAW No. 25 of 1997 about employment are men or women who are less than 15 years old.

Creative Industry Theory

According to Robert Lucas is the Nobel laureate in economics, saying that the forces that move the growth and economic development of the city or region can be seen from the productivity level of the cluster of talented people and creative people or human beings who rely on the skills of science that exist on him (Nenny, 2008)

Creative industry theory According to the government's vision of creative industry definition of government vision, as follows: Industriindustri relies on individual creativity, skills and talents that have the ability to improve the life and creation of manpower through Creation (idea) and exploitation of IPR. (Taken from the definition of the UK Department of Culture, Media and Sport, 1999 in Nenny, 2008).

Creative industries can be grouped into 14 subsectors. According to the Ministry of Trade of the Republic of Indonesia in the book creative industry development towards Creative Economic Vision 2025, to 14 Indonesian creative industry subsectors

THE STUDY METHOD

Research location and time

In accordance with the title of this research, the location of this research will be carried out Jayapura city. The time of this research was conducted during May – October 2019

Data Collection method

1. Literature study is data collection through written materials relevant to this research, such as literature and various documents and reports published by related agencies.
2. Field study that is data collection where the author directly to the research object using research techniques i.e. observation and interviews

Population and Research samples

Population is an area of generalization consisting of: objects/subjects that have specific qualities and characteristics applied by researchers to be studied and then withdrawn in conclusion (Sugiyono, 2013:117). The population in this study is all creative economic actors in Jayapura city, consisting of

- a) Sub sector Kriya (handicraft), special manufacture of noken bag
- b) Sub-sector special culinary on the making of the target fish.

Samples are part of the number and characteristics that the population belongs to. (Sugiyono, 2013:118). The technique that is done in sampling is using sampling techniques purposive the sampling technique with certain considerations (Sugiyono, 2013:124). The selected samples by looking at the same characteristics represent each of the creative economic sub-sectors located in Jayapura City.

Technical Data analysis

To answer the first problem is in order to answer the research question on how the influence of each of the variables of both capital and Labor used towards the increase of economic business actors of the culinary sub-sector in the city of Jayapura, then the authors use multiple linear regression analysis method. Where Priyanto (2014) states that multiple linear regression analyses are the development of simple linear regression analyses, which in this context there are additional independent variables.

Thus the authors use multiple linear regression analysis methods, as for the form of multiple linear regression equations used can be formulated (Gujarti, in Venty Pradana, 2013) are as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \mu$$

These models can be transformed into multiple regression analyses. Multiple linear regression analyses provide convenience for users to input more than one variable.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \mu \dots (3.4)$$

Where:

B0 = constant

$\beta_1, \beta_2, \beta_3, \beta_4$ = Intersep

Y = Business Income

X1 = Modal

X2 = Labor

μ = Intruder factor

Measuring scale is an instrument that deals as a reference in measuring instrument, so that the measuring instrument when used in research will produce quantitative data. Sugioyono (2013, h167) in the Alpien states four scales of attitudes that can be used for research in the Likert scale

DISCUSSION

The perception of the creative economy in supporting the family economy (case study on culinary subsectors – Fish and crafts Sub-sectors – Noken bag)

Jayapura City as the capital of Papua province has a diverse and interesting charm to explore. The heterogeneity of the people of Jayapura precisely makes the city more rich and unique. Not only culture, art or natural tourism, Jayapura also has another attraction from the culinary side. One of the fish-based foods that become the prima of this market is even the pride of Jayapura city.

Meanwhile, from the side of the craft, in Jayapura City is known as Tas Noken. Noken is an inheritance of tribes that includes the Melanesian race in Papua. Papuan women have a traditional bag called Noken. Noken is made from local bark that grows in Papua. The wood used as raw material is also different. The bark in the mashed is then done by soaking into the Water so that the wood fibre grows strong. Then, the bark is twisted into threads like small ropes (strings). Furthermore, the small rope was woven into Noken. When weaving is formed a "ring" and then tied into a dead vertex.

For characteristics the respondent indicated that the average age of respondents showed that at most 31 – 40 years of age as many as 30 respondents or 58.8%. At least 50 years of age is 1 respondent or 2.1%. It shows that the creative business in Jayapura is at a productive age. While seen from the most genders, women who do creative effort 40 respondents or 94.1%. This shows that women are a very important role in the creative business in Jayapura City. And the last one is the type of business that is equal balance between creative culinary business one of them is the making of the target fish and from the side of the Kriya that is making the bag noken. And the manufacture of the most common Noken bag is the Noken bag that is derived from the wool yarn, followed by a bag of wood leather and the last bag of noken originating from the Paniai. For the Noken Paniai rarely encountered concerning the making of the bag takes a long time and considerable cost.

The influence of capital and labor towards the income of businessmen and crafts in Jayapura city.

Based on the results of the regression analysis showed the influence of the capital variables (X1) to the income (Y) with a value of 10,064 with significance of 0.000 is smaller than the significance level used in this study of 0.05. Thus it shows that there is a significant influence between the capital to the income of business actors (Y). It means that any increase in capital increases the revenue of the business. So it can be concluded that the above hypothesis testing rejected H0 and received Ha so that the capital had an impact on revenues.

Essentially with the addition of capital, it will affect the operational costs incurred in production activities and with an increased amount of capital to buy inputs will increase as well as in the rising income.

Based on the results of the regression showed the influence of labor variables (X2) on revenues (Y) with a value of $-0.578 < 0.05$. With a significant amount of $0.453 < 0.05$. It thus shows that the workforce has no effect on revenue.

The strategy of improving the Kretif economy in Jayapura

- The potential of craft crafts and culinary is expected to provide employment for the special community of craftsmen and culinary business;
- Craftsmen of Kriya (Noken bag) and culinary (Asar fish) are able to compete with other regions in Indonesia through his work.
- Craftsmen and Culinaire gets employment through craft talent
- Need of Government commitment
- Local food PERDA and local craft craftsmen
- More enhanced in promotions facilitated by local government

CONCLUSIONS AND SUGGESTIONS

Conclusion

- a) For the characteristics of the respondent shows that the average age of respondents showed that most at the age of 31 – 40 years as much as 30 respondents or 58.8%. At least 50 years of age is 1 respondent or 2.1%. It shows that the creative business in Jayapura is at a productive age. While seen from the most genders, women who do creative effort 40

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- b) Factors affecting the income there are 2 namely capital and labor. And the analysis results show that the capital (X_1) = 10,064 with sig. = 0.000 < 0.05. Thus shows that there is a significant influence between capital to the income of business actors (Y). It means that any increase in capital increases the revenue of the business. While the influence of labor on income, labor (X_2) = -0.578 with sig = 0.453 < 0.05. Thus shows that the workforce is weak and insignificant to the income of business actors.
- c) The strategy to improve the creative economy in Jayapura City is the potential of handicraft and culinary is expected to provide employment for the special community of craft craftsmen and culinary business; Craftsman (Noken bag) and culinary (Asar) is able to compete with other regions in Indonesia through his work., craftsmen and culinary gets jobs through the talent owned by crafts, the need for government commitments, local food PERDA and local craft craftsmen.

Suggestion

Based on the results of the above studies, it is necessary to be followed by the next government to observe the above matters, especially in the results of strategy analysis.

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