

THE ROLE OF MALAY CULTURE IN PROMOTING A CREATIVE ECONOMY IN THE ERA OF SOCIETY 5.0

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ABSTRACT: The concept of the creative economy governs the advancement of the national economy. 7.1% of GDP is contributed by the creative economy. Malay is one of the cultures that has a considerable influence on the economy. The distinctiveness of Malay culture influences the design and function of items. A distinct culture will also influence the form of a unique product. The public has a high need for culturally-based creative industries. It is evidenced by the increase in income from the creative industry. Utilizing a qualitative strategy with descriptive analysis, the research method is qualitative. This study aims to determine Malay culture role in promoting a creative economy on 5.0 society era. This study concludes that the existence of Malay art and culture is not just dependent on convention factors related to tradition or custom (socio-cultural), but also on artistic factors that make them necessary (economic value), particularly as a tourism industry. This meaning entails the existence of processing (transformation) geared toward taking on the role of a subject of change. On the basis of the explanation provided by the tourists, it can be inferred that culturally-based creative economic items attract customers, hence promoting the creative economy. It indicates that culture plays an important role in promoting the purchase and sale of items from the creative economy.

Keywords: Culture, Malay, Economy, Creative, Development

INTRODUCTION

Nowadays, the concept of the creative economy is undergoing a tremendous expansion. In order to strengthen the economy in this age, ideas and innovation were essential. Since 2016, the phrase creative economy has existed. Since Presidential Instruction No. 6 of 2009 proclaimed 2009 as the Year of Creative Indonesia, planning for the growth of 14 economic sub-sectors in the creative industry has just begun in 2009. In accordance with Presidential Regulation No. 92 of 2011, the government established the Ministry of Tourism and Creative Economy, which is responsible for the development of the creative economy in Indonesia, including both the Creative Economy Based on Arts and Culture and the Economy Based on Media, Design, and Science and Technology (Syariful, 2018).

The creative operational decisions the expansion of the national economy. 7.1% of GDP is contributed by the creative industry in terms of revenue. In 2013, the culture-based creative economy employed 7.06 million people, or 59.4% of the national industrial sector's total workforce (Syariful, 2018). It can be concluded that the creative economy is very important for the national economy. In addition to helping and enhancing the economy, the creative economy sector may give employment opportunities for the Indonesian population.

Malay is an indigenous Indonesian culture that is mostly practiced on Sumatra island. Bangka Belitung is a city whose culture is Malay. Bangka Belitung possesses distinctive indigenous knowledge that may provide original concepts and inventions for innovative commercial goods (Syariful, 2018). Riau, like Bangka Belitung, is a province where Malay customs and culture are still prevalent. The distinctiveness of Malay culture results in the creation of distinctive items. This potential must be harnessed by the community in order to enhance the quality of life and increase the number of employment openings (Dahlan, S., 2004).

In the era of society 5.0, culture has a substantial effect on the expansion of the creative economy. In economic analysis, the effect of culture on the creative economy is assumed. The effect of culture on the economy is referred to as an economic assumption due to the difficulty in comprehending this influence. In addition, it is deemed an assumption due to the difficulty of determining variables (Pratikto, Adji., 2012). However, other experts assert that culture impacts economic performance during its development. However, certain factors cannot be answered by specialists and are not explicated in detail.

This article analyzes Malay culture role in promoting a creative economy on 5.0 society era. The purpose of writing this article is to determine the influence of culture on the progress of the creative economy. The researchers look at the role of culture in the creative economy and global economic performance.

THEORETICAL REVIEW

Basic Concepts of Culture

The definition of culture is collective subjectivity (Casson, 1992). In economics, subjectivity has two distinct meanings. The subjective theory of value emphasizes that an

individual's preferences cannot be assessed and are only reflected indirectly in his or her conduct. For instance, if someone consumes soto more frequently than satay (behavior), we may deduce that they like soto over satay (preference). The second use of subjectivity involves probability. Without knowledge of relative frequency, a person will just attach his own likelihood to an event. This likelihood cannot be quantified; nonetheless, when an individual optimizes his expected benefit, changes in his behavior can be correlated with alterations in his subjective probability. Because preferences and ideas that motivate a person's behavior cannot be directly observed, these two definitions of subjectivity are frequently applied. In addition, subjectivity is frequently connected with uniqueness, therefore it is frequently highlighted that people' tastes and ideas vary. Nonetheless, such a conclusion is excessively redundant because subjectivity may also be communal. A group's members could have similar likes and ideas. For instance, members of the Javanese tribe may favor sweet over spicy foods. In contrast, members of the Padang tribe may favor spicy cuisine over sweet ones (Pratikto, A., 2012).

A culture-based creative economy can be structured to shape and distinguish manufactured goods. Culture is a society's distinctiveness. This distinctive quality will attract clients from various places, consequently increasing product sales. For instance, woven and traditional handicrafts are the most desired things among travelers. It can enhance individual and state income.

Creative Economy

In the new economic period, the creative economy is a concept that emphasizes information and creativity by using human resources' ideas and knowledge as the primary element of production. Typically, the existence of the creative industry, which embodies this notion, will lend support. Economic progress has reached the level of the creative economy over time. After a period of time, the globe was introduced to the notion of an information economy, in which information is the most important component of economic development (Ratnawati, S.).

METHODOLOGY

This research employs a qualitative descriptive analysis methodology. According to Kirk and Muller in Kaelan (2011), the term qualitative research was initially based on qualitative observations with an emphasis on quantum or quantity, so it emphasized more on

the natural quality aspect because it involves understanding, concepts, and values of the object being studied. According to Sugiyono (2015), descriptive analysis is a technique used to explain or assess a study result but not to draw larger conclusions. This descriptive investigation aims to produce a systematic, factual, and accurate description, portrait, or painting of the facts, qualities, and relationships between the examined events. This study determine the use of Malay culture to promote the creative economy.

Research employs documentation approaches in data collection. Documentation is crucial because it enhances the information and understanding supplied by sources or informants. This documentation may consist of public records (such as newspapers, papers, and reports) or private documents (such as journals, diaries, and e-mails) (Creswell, 2014). The obtained data are then reduced for analysis. Reducing data entails summarizing, choosing the most significant aspects, concentrating on the most crucial aspects, and searching for themes and patterns. Thus, the reduced data will present a better picture and make it simpler for researchers to collect additional data and locate it when necessary.

RESULTS

In the context of tourism, the product of cultural development is creative processing with an artistic image on a worldwide scale. This activity falls primarily under the area of creative industries, as stated in CHAPTER IV, Article 7, paragraph (a), which states that tourist development encompasses the "tourism industry." In this context, it is believed that the advantages associated with the idea of beneficence as described by Saleh Alnahdi (2019) include "Beneficence involves delivering benefits to patients... [and]... Utility needs balancing benefits, risks, and costs to get the optimal outcome" (Almahdi , S., 2019). In order to suit the demands of visitors as "patients" who must be serviced, the tourism industry's products must be as accessible and of the highest quality as feasible. Consideration of the audience's preferences is crucial, as illustrated by the Tresnawara Keroncong Orchestra which was studied by Nugrahanstya Cahya Widyanta (2017).

In this study, it was demonstrated that people tend to purchase distinctive and uncommon products. The uniqueness of the item purchased qualifies it as a keepsake. Harmayantio, a traveler, stated that the most commonly purchased items were traditional items that reflected the qualities of the region he visited. Hera, one of the tourists, concurred that traditional items had their own distinct qualities, making them appealing as mementos. Based

on the tourists' explanation above, it can be concluded that culture-based creative economic products attract buyers so as to promote the creative economy. This shows that the role of culture in increasing the buying and selling of creative economy products is very high.

DISCUSSION

The cultural art of the Malay people is an asset with economic potential. The existence of cultural arts is essentially contingent on the rules of the supporting community, placing the entity in a sociocultural framework. For something to have economic worth, "processing" is an essential approach. Inherent here is the perseverance of Malay art and culture that is not only linked by convention elements related to tradition or custom (socio-cultural), but also by artistic considerations such that they are required (economic value), particularly as a tourism business. This meaning entails the existence of processing (transformation) geared toward assuming the role of a subject of change. As a result, activities or innovation in Malay arts and culture must focus on satisfying wants, both those that currently exist and those that do not, such as those produced by technology advancement.

In the discussion of the theoretical review, five major cultural features, namely scientific differentiation, high tension, atomism, high trust, and judgment, which are deemed essential for maintaining sustainable economic development, have been explored. An approximation of the connection between the five main criteria and economic success.

In order for the products of the promotion of culture to contribute to the economy, it is vital to have good management and the rule of law to establish order, so that the promotion of culture may contribute to the advancement of the national economy. In this regard, the Government and the Members of Parliament - The House of Representatives of the Republic of Indonesia enact a legislation on tourism that may accommodate cultural development goods in order to enhance the nation's economy, which is protected by legal requirements. Tourism as a worldwide sector has the potential to serve as both a market for creative arts and culture industries and a source of inspiration for other creative minds.

The development of performing arts, history as a record of past culture, literature as a cultural expression, and archaeological objects as evidence of past cultural life, which are used to promote Indonesian national culture and contribute to the economy, are synchronized very precisely with the legal provisions mandated by the Law. Number 10 of 2009 concerning Tourism, Article 1, number (1) says, "Tourism is a travel activity carried out by a person or

group by visiting particular areas for leisure reasons, personal development, or analyzing the uniqueness of tourist attractions seen within a specific time period. transient duration" In addition, paragraph (5) explains that "Tourist Attraction is anything that has originality, beauty, and worth in the form of a variety of natural, cultural, and man-made assets that are the focus or destination of tourist visits." This paragraph stipulates that the uniqueness of cultural performing arts and allied features, history, literature, and archeology as objects of cultural promotion can, in addition to other purposes inherent to the development itself, serve the objectives of tourism.

Both domestic and international tourists will be drawn to economic items that incorporate local themes, patterns, and originality. It iT will affect the development and expansion of the creative economy in society. Increasing product demand will increase the availability of items from the creative economy in Indonesia.

FURTHER STUDY

This post explains how culture, particularly Malay culture, contributes to the economic growth of a nation. Particularly culture in the domains of art, performance, history, and tourism, which may be a unique economic attractiveness.

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