



## Creative Economy Analysis with Penta Helix Identification in Tanjung Bumi Blue Coast Culinary MSMEs Bangkalan Regency

**Dimas Mahmudi Umar, Alvin Sugeng Prasetyo**

Universitas Trunojoyo Madura

\*Email: [200231100240@student.trunojoyo.ac.id](mailto:200231100240@student.trunojoyo.ac.id)

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### **ABSTRACT**

*One of the things that will have a positive impact on the economy of Bangkalan Regency is the growth of the creative economy. This system relies on human creativity and ideas to drive economic activities. The creative economy emphasizes the creation of diverse creative thoughts and ideas as the main source of inspiration in the economic movement. The government is currently concentrating on the growth of the creative economy in the hope of helping MSMEs in Bangkalan Regency, especially the Tanjung Bumi Blue Beach tourist attraction, develop faster. The purpose of this study is to design a creative economy plan for the culinary subsector in the Tanjung Bumi Blue Beach tourist area, Bangkalan Regency. SWOT and Penta Helix techniques were used in the methodology of this study. Where the strategy is intended to boost Tanjung Bumi blue beach tourism and culinary MSME income. The increase in revenue is due to more and more visitors taking full advantage of digital tourism.*

**Keywords:** SWOT, Penta Helix, Creative Economy, Culinary Subsector.

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### **INTRODUCTION**

The creative economy emerged as a new economic theory that utilizes people's ideas, ingenuity, abilities, and personal qualities to generate wealth and job opportunities. Therefore, the process of creating unique goods, services, or concepts that have an influence on society can be categorized as creativity. Moreover Brouillette (2014) defines creativity as the process of bringing fresh and inventive concepts to life. The ability to observe the world in new ways, identify hidden patterns, draw connections between seemingly unrelated events, and find solutions are hallmarks of creativity. Thinking and then producing are the two processes that lead to creativity. On the other hand, a person is said to be imaginative but not creative if he has an idea but fails to implement it.

Nonetheless, UNCTAD (United Nation, 2010) states that the following characteristics of creativity in business sectors can be expressed: (1) Economic creativity is a dynamic innovation process in the fields of technology, business practices, marketing, and others, and is closely related to the acquisition of competitive advantages in the economy. (2) Artistic creativity involves imagination and the ability to generate original and new ideas about how to interpret the world, which are expressed in text, sound, and images. (3) Scientific creativity involves curiosity and a willingness to experiment and make new connections in problem-solving.

According to UNCTAD (2010), the creative economy is an economic concept that prioritizes creativity, the use of ideas, knowledge, and technology to develop the economy, especially in the creative industry sector. In other words, the process of creating activities for the production and distribution of goods and services, which in turn requires creativity and intellectual ability.

The creative economy is an expression of creative efforts towards sustainable development, which is defined as a competitive and resource-rich economic environment. In other

words, the creative economy represents the survival spirit of developing countries in utilizing their stock of ideas and creativity as a resource (Prihtiyani, 2011).

Technological developments in the industrial sector are increasingly rapid, and have an impact on changes in information governance, trade and consumption patterns in Indonesia (Hidayat, 2016). These dynamic changes also trigger the development of a new economy that is increasingly competitive, full of creativity, innovation and sustainability. Currently, many developed and developing countries are starting to take advantage of new economic activities based on ideas and creativity as well as technological support to improve people's welfare and create jobs, known as the creative economy.

(Presidential Regulation) Number 72 of 2015 concerning the Revision of Official Regulation Number 6 of 2015 concerning Innovative Economic Organizations, there are 16 inventive economic subsectors that are being developed in Indonesia. The original 15 subsectors of the creative business subsector were renamed into engineering, planning, visual correspondence plans, item configuration, film, activeness, and video, photography, creation, culinary, music, fashion, app and game designers, distribution, notifications, TV and radio, performing arts, and fine arts.

This study analyzes the creative economy in Bangkalan Regency. This is because Bangkalan district is close to Surabaya, but economic development still experiences many obstacles. Economic development in Bangkalan district requires the role of the government and the community, to lead to better economic development. Therefore, the development of the creative economy is expected to be able to encourage people to be creative. The creative economy reflects independence in fostering an entrepreneurial spirit. Where the Bangkalan district has a very large creative economy potential, for example culinary. Almost all Madura people have culinary businesses. This is a flagship that can be marketed in tourist attractions. The tourist attractions that were used as samples in this study were the blue beach of Tanjung Bumi, Bangkalan Regency.

The urgency of this research can be seen academically and practically. Academically, the results of the research can be used as the results of academic research in order to encourage the progress of the creative economy of the culinary subsector in Tanjung Bumi blue beach tourism, Bangkalan Regency, besides that the results of the research can be published in accredited journals. Practically, the results of the research will later be used as material for local government policy recommendations, especially related to the creative economy, therefore this study needs to be further analyzed. The research will later try to formulate a creative economy development strategy for the culinary subsector.

## **METHOD**

### **Research Approach**

The approach used in this study is a quantitative approach. The quantitative approach requires the existence of hypotheses and tests that will then determine the determination of the analysis techniques and statistical formulas used. Furthermore, the quantitative approach aims to test theories, build facts, show relationships between variables, provide statistical descriptions, estimate, and forecast outcomes (Sarwono, 2009). The methods used in this study are SWOT and Penta Helix. Testing and data analysis are carried out using Microsoft Excel software.

### **Types of Data and Research Objects**

The type of data used in this study is primary data. Primary data in this study was obtained through a survey with culinary MSMEs which were used as research samples, so that researchers could conduct field observations and write answers directly from the research object. The object of research in this study is Culinary MSME actors on the Blue beach of Tanjung Bumi, Bangkalan Regency.

### **Descriptive Statistical Analysis**

Descriptive statistics are used to summarize data in an organized manner by describing the relationships between variables in a sample or population. Calculating descriptive statistics is a vital first step in conducting research and should always be done before making inferential statistical comparisons.

Descriptive statistics can also be known as deductive statistics, meaning statistics whose level of usefulness includes ways of collecting data, compiling or organizing data, processing data, presenting data and analyzing numerical data. In this case, in order to be able to provide an orderly, concise and clear picture, about certain circumstances, events or symptoms so that a certain understanding or meaning can be drawn. Descriptive statistics include the types of variables (nominal, ordinal, interval, and ratio) as well as frequency measures, central tendencies, dispersions/variations, and positions. Because descriptive statistics condense data into simpler summaries, they allow healthcare decision-makers to assess specific populations in a more manageable form.

Descriptive statistics are the most important branch of the scope of statistics, because they can be used continuously in economics, business or other fields. Descriptive statistics is a set of basic procedures or as a method in the following ways: collecting data, organizing data, presenting data, analyzing data, and interpreting data. These five bases are points in terms of analyzing and interpreting, but they are not contained in drawing conclusions in general.

**SWOT Analysis**

Strategic factor analysis includes internal factor analysis and external factor analysis. Internal factor analysis is carried out using the internal strategic factors analysis summary (IFAS), while external factor analysis uses the external strategic factors analysis summary (EFAS). The stages of preparing the IFAS matrix and EFAS matrix, as well as the SWOT analysis are as follows: Preparation of the Internal Strategic Factor Matrix (IFAS):

- a. Determine the factors that are the strengths and weaknesses in the management of ecotourism-based Tahura by the method of discussion (brainstorming) or literature review.
- b. Ranking each of the strengths and weaknesses based on the opinions of the respondents.
- c. Giving weight to each of these factors based on input from the management of Tahura, with a scale ranging from 1.0 (most important) to 0.0 (not important), The total weight of all factors must not exceed a value of 1.00.
- d. Calculate the influence value of each factor by multiplying the weight value by the rating value for each factor.

Preparation of the External Strategic Factors Matrix (EFAS):

- a. Determine the factors that are opportunities and threats in the management of ecotourism-based Tahura by the method of discussion (brainstorming) or literature review.
- b. Ranking each opportunity and threat factor based on respondents' opinions
- c. Giving weight to each of these factors based on input from the management of Tahura, with a scale ranging from 1.0 (most important) to 0.0 (not important), The total weight of all factors must not exceed a value of 1.00.
- d. Calculate the influence value of each factor by multiplying the weight value by the rating value for each factor.

Based on the IFAS Matrix and EFAS Matrix, a SWOT matrix is then created, as can be seen in Table 1. From each element of SWOT, five elements are taken that have the highest influence value or are considered the most strategic.

**Table 1. SWOT Matrix**

<b>FAKTOR INTERNAL</b>	<b>STRENGTHS (S)</b>	<b>WEAKNESS (W)</b>
<b>FAKTOR EKSTERNAL</b>	Daftar 5-10 Faktor-faktor kekuatan internal	Daftar 5-10 Faktor-faktor kelemahan internal
<b>OPPORTUNITIES (O)</b>	<b>STRATEGI SO</b>	<b>STRATEGI WO</b>
Daftar 5-10 Faktor-faktor peluang eksternal	<i>Strategi yang menggunakan kekuatan untuk memanfaatkan peluang</i>	<i>Strategi yang meminimalkan kelemahan untuk memanfaatkan peluang</i>
<b>THREATS (T)</b>	<b>STRATEGI ST</b>	<b>STRATEGI WT</b>
Daftar 5-10 Faktor-faktor ancaman eksternal	<i>Strategi yang menggunakan kekuatan untuk mengatasi ancaman</i>	<i>Strategi yang meminimalkan kelemahan dan menghindari ancaman</i>

Based on the SWOT Matrix, four alternative strategies were obtained, namely:

*SO Strategy*

This strategy is made by utilizing all the strength to seize and make the most of the opportunity

*ST Strategy*

This strategy is made by using the strength it has to overcome threats.

*WO Strategy*

This strategy is applied based on the utilization of existing opportunities to minimize existing weaknesses.

*WT Strategy*

This strategy is based on defensive activities and tries to minimize existing weaknesses and avoid threats.

Based on the IFAS and EFAS values, to choose one of the four alternative strategies, a SPACE Matrix diagram is made as seen in Figure 1. The measurement scale in this study uses the Likert Scale. The Likert Scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in research in the form of surveys.



**Figure 1.** SWOT Analysis Diagram

### **Penta Helix Penta**

Helix is an innovative model of development from the Quadruple Helix model that connects Academics, Practitioners/Business, Communities, Government and Media to create an ecosystem based on creativity and knowledge, where what is expected from this concept is a solution for the development of creativity, innovation and technology in the creative industry (Syahril, 2020). The Penta Helix element was originally in the form of a Triple Helix with elements of Academics, Business Sector, Government, which was later added with one element, Civil Society (or Communities in this study), to become Quadruple Helix, to accommodate the perspective of society, in this case it is a "media and culture-based society" which has also become an integral part of innovation in the 21st Century. Furthermore, the Communities element opens up opportunities for cross-disciplinary configuration and networking, as well as frees the concept of "innovation" from mere economic considerations and goals, but also involves creativity as part of the process of knowledge production and innovation.

### **RESULT AND DISCUSSION**

Blue Beach is one of the tourist attractions in Bangkalan Regency which is located in Telagabiru Village, Tanjung Bumi District. The location of Blue Beach can be reached by land from the Suramadu National Bridge about 64 km. Blue Beach has its own tourist attraction with rocks around the beach. Blue Beach began construction in 2018 and officially opened in 2019.

At first, the development of Blue Beach was not as smooth as imagined. Some of the community and village officials do not support the existence of this tourist attraction because they are worried that it will not have a good impact on the surrounding community. However, with the determination of the Head of Telaga Blue Village, the construction of the tourist attraction can proceed (Dwika et al., 2022). In the past, the land used for the tourist attraction started from the village treasury land which was used as a milkfish pond. At that time there were about 18 farming areas standing there. However, over time the land was not maintained until it finally became a location for dumping garbage and wastewater from the market near Telagabiru Village. As time goes by, now the Blue Beach begins to develop with supporting facilities such as gazebos, restaurants/cafes, supporting MSMEs.

In addition, tourism development aims to provide benefits for tourists and hosts. With the development of tourism, it is hoped that it will be able to improve the standard of living of the community through the economic benefits brought to the area. In other words, tourism development through the provision of infrastructure facilities, tourists and locals will benefit from each other. The development should pay close attention to various aspects, such as cultural, historical and economic aspects of the tourist destination area. Based on the above understanding, development is an activity of arranging and advancing a tourist object to be developed more appropriately.

One of the strategies that can be chosen by the Regional Government to improve the living standards of the local community is to take advantage of tourism potential in the form of natural, economic, and socio-cultural potential. This potential can be developed in the tourism sector that is integrated with the concept of the creative industry. In addition, tourism development aims to provide benefits for tourists and the host community. With the development of tourism, it is hoped that it will be able to improve the standard of living of the community through the economic benefits brought to the area. In other words, tourism development through the provision of infrastructure facilities, tourists and locals will benefit from each other. The development should pay close attention to various aspects, such as cultural, historical and economic aspects of the tourist destination area. Based on the above understanding, development is an activity of arranging and advancing a tourist object to be developed more appropriately. (Prabowo, 2020) In the era of globalization, Micro, Small, and Medium Enterprises (MSMEs) play an important role in regional economic development. MSMEs are so dominant in the regional economy. Even after the economic crisis, MSMEs continue to grow from year to year. It also shows that medium-sized businesses can thrive even in the midst of an economic crisis. MSMEs have also shown the need for the economy to absorb more workers. The MSME sector can increase people's income because it absorbs a lot of labor. Therefore, MSMEs have an important role in reducing unemployment and poverty. Regarding the contribution and role of MSMEs, it is very important for local government interventions to always support MSMEs so that they can be optimally useful.

The MSMEs referred to in this study are Tanjung Biru coastal MSMEs. MSMEs in the place have problems when it is not a weekend, because it is empty of visitors. The solution offered is the digitization of MSMEs to expand market share. Therefore, the target of this study is to provide information that in order for MSMEs in these locations to survive and develop, they need to be more creative and innovative in offering value-added culinary products compared to those done by competitors. Continuous innovation so that it remains competitive and attractive to consumers as well as the creation of consumer satisfaction and loyalty. For this reason, it is necessary to have an analysis of strengths, weaknesses, opportunities and threats (SWOT) in the culinary MSME business so that effectiveness and efficiency in marketing are achieved.

**Table 2. SWOT Results**

<p><b>Kekuatan</b></p> <ol style="list-style-type: none"> <li>1. Lokasi usaha yang strategis</li> <li>2. Hubungan komunikasi antara penjual dan konsumen terjalin dengan baik</li> <li>3. Makanan yang di jual yakni khas daerah</li> <li>4. Harga makanan yang tidak terlalu mahal</li> </ol> <p>2. Pelayanan maksimal</p>	<p><b>Ancaman</b></p> <ol style="list-style-type: none"> <li>1. Banyak pesaing</li> <li>2. Harga bahanbaku yang cenderung meningkat</li> <li>3. Berkurangnya pengunjung karena tempat wisata tidak terawatt</li> <li>4. Bahan baku yang bersifat <i>non durable goods</i></li> </ol>
<p><b>Peluang</b></p> <ol style="list-style-type: none"> <li>1. Kebutuhan makan di lokasi wisata</li> <li>2. Kebijakan pemerintah daerah yang pro terhadap usaha UMKM</li> <li>3. Kepercayaan dan hubungan dengan konsumen baik</li> <li>4. Daya beli konsumen meningkat setelah Covid</li> <li>5. Era digitalisasi</li> </ol>	<p><b>Kelemahan</b></p> <ol style="list-style-type: none"> <li>1. Belum memiliki brand</li> <li>2. Keterbatasan modal</li> <li>3. Belum bisa menggunakan teknologi</li> <li>4. Kurang dalam kegiatan promosi</li> <li>5. Kurangnya ketrampilan dalam manajemen usaha</li> </ol>

Blue Beach, which is located in Telaga Biru village, Tanjung Bumi District, Bangkalan Regency, has been widely known by the wider community. The reason is, the location is visited by many people who want to have a vacation and have an instagramable concept. The success of this location has become one of the leading destinations in Bangkalan and is also inseparable from other factors. One of them is its strategic location. This makes tourists who vacation to Salt Island have many choices of destinations. The results of the estimation using multiple regression can be shown as follows:

**Table 3.** Multiple Regression Estimation Results

Variabel	Koefisien & Standar Error	Probabilitas	Keterangan
Ln(X1i )	0,34523*** (0,24422)	0,0034	Signifikan Positif
Ln(X2i )	0,47891** (0,12892)	0,0378	Signifikan Positif
Ln(X3i )	0,02367** (0,00899)	0,0452	Signifikan Positif
Ln(X4i )	0,51127* (0,02345)	0,0988	Signifikan Positif
D	0,00678 (0,00899)	0,2981	Tidak berpengaruh signifik

**Information:**

, \*\*, \* significant at 1%, 5%, and 10%

(...) standard error

Y : Sales results (in rupiah)

X1 : number of employees (in person)

X2 : Capital (in rupiah)

X3 : Raw materials (in rupiah)

X4 : Electricity (in Rupiah)

D : 1 = if using ICT

0 = if not using ICT

The results of the estimate show that the workforce has a significant influence on sales. The results of this study are also in line with the theory of production function. The results of the estimate show that the number of workers has a significant positive effect on the sales of MSMEs in Pantai Biru. A coefficient of 0.34 means that an increase of 1 workforce can increase sales by 0.34 percent, assuming *ceteris paribus*. This study also shows that the elasticity of labor is of the inelastic type. This is because it has an elasticity value of less than one.

The estimation results show that capital has a significant effect on the sales of Blue Beach MSMEs. This means that capital also plays a role in increasing sales. The capital coefficient is 0.48, meaning that the capital increase is 1 percent, then sales will increase by 0.48 percent, assuming *ceteris paribus*. The capital coefficient is the largest compared to other variables. This result means that capital is the preferred input in running MSMEs on the blue coast. If the amount of available capital can meet all the needs in the production process, then the production process will run smoothly and will affect the increase in production output. If MSME actors increase the amount of capital, it will increase the amount of production, with an increase in the amount of capital, then MSME actors can add raw materials to be processed, so that the output capacity will be larger. If the amount of production increases, the profits earned by industrial entrepreneurs will also increase so that in addition to being used to pay employees, it can also be used for installments to pay capital debts at banks or cooperatives.

The estimation results show that raw materials have a significant effect on the sales of MSMEs on the blue coast. The coefficient of raw materials is 0.02, meaning an increase in raw materials by 1 percent, thus increasing sales by 0.02 percent, assuming *ceteris paribus*. This means that raw materials are the basic things that must be prepared before production starts. Raw materials are called basic because the large and small part of raw materials determines the amount of industrial output produced so that the supply of raw materials has a very important role for the industry, although there are other important factors but the supply of raw materials will greatly affect the implementation of the production process, so that raw materials need to receive great attention from the industry (Rinawati, 2007). Professionalism and good management in organizing existing raw materials is a must to be able to achieve this (Maryaningsih et al., 2014). Raw materials are influenced by estimates of fluctuations in raw material prices, government regulations related to material inventory, and the rate at which materials become damaged or degrade (Banda, 2011). Efforts to collect and collect raw materials are very closely related to the location of the source of the raw materials. Raw material processing efforts must take into account the content of raw material sources and market share of MSME activities. So that MSMEs must take into account the location that supports all materials and processes of MSME activities.

The results of the estimate show that electricity consumption has a significant effect on the sales of MSMEs on the blue coast. Electrical energy has a positive coefficient. The need for electrical energy on

the blue coast must be met, because electrical energy is one of the main factors in the continuous production process, so that electrical energy has a positive impact on the sales of MSMEs on the blue coast. MSME policies on electricity consumption are very important to support the production process. Each production process must consume sufficient electricity, the electrical power used must be adjusted to the needs to a certain extent so that the output produced is efficient and optimal.

The results of the estimate show that the ICT formed by *the dummy* does not have a significant effect on the sales of Blue Beach MSMEs. This means that ICT development has not been optimized to support sales. There are three main challenges related to Digital Transformation for MSMEs on the Blue Coast. The first challenge that often hinders MSME actors from going digital is their limited ability and knowledge in utilizing digital technology and platforms. MSME actors generally do not know how to download applications to sell, upload information and photos related to their products on e-commerce sites, and maximize the variety of features presented by online sites. To overcome these problems, business actors must learn gradually. This learning process can be done starting from joining the MSME community, looking for mentors, to participating in various online classes or webinars.

The next challenge is that when carrying out digital transformation, MSME actors are often confused about which platform they should use to reach a wider range of consumers. However, before determining the digital platform used, business actors must first determine their target consumers, ranging from gender, age, location, habits, to consumer income. This information can help MSMEs determine which digital platform to use, such as email, phone, blog, or social media. The third challenge, namely digital marketing strategy or digital marketing, is also one of the challenges that MSMEs must face in their transformation journey. Actually, if business actors already have more knowledge of technology and have determined the digital platform used according to their consumer persona, they will find it easier to determine a marketing strategy (Alvin Sugeng Prasetyo, 2023).

## CONCLUSIONS

The creative economy in Bangkalan Regency is something that must continue to be developed because it is the driver of the economy in Bangkalan Regency. The creative economy is a series of economic activities that come from the use of individual creativity, skills and talents to create welfare and job fairness by producing and exploiting the creativity and inventiveness of the individual. In Indonesia, there are 16 sub-sectors of the creative economy that have been developed, Presidential Regulation (Perpres) Number 72 of 2015 concerning Amendments to Presidential Regulation No. 6 of 2015 concerning Creative Economy Agencies has reclassified the creative industry sub-sectors from 15 sub-sectors to 16 sub-sectors, namely architecture; interior design; visual communication design; product design; film, animation and video; photography; craft; culinary; music; Fashion; application and game developers; Publishing; Advertising; television and radio; performing arts; and fine arts. This is because Bangkalan district is close to Surabaya, but economic development still experiences many obstacles. Economic development in Bangkalan district requires the role of the government and the community, to lead to better economic development.

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