

## Creative Economy in Development of Micro , Small and Medium Enterprises : A Case Study in Tangkelek , Padang City

Vivi Rizky Aulya<sup>1</sup>, Adhe Okta Safira<sup>2</sup>, Susi Evanita<sup>3</sup>

<sup>1,2,3</sup> Economics Education, Universitas Negeri Padang, Indonesia

Email: [vivirizkyaulya@gmail.com](mailto:vivirizkyaulya@gmail.com), [adheeeoktsfraaa@gmail.com](mailto:adheeeoktsfraaa@gmail.com), [susievanita@gmail.com](mailto:susievanita@gmail.com)

---

### **Abstract**

**Keywords:** *Study This aim For analyze role economy creative in development of Tangkelek Creative Economy , MSMEs, MSMEs in Padang City based on wisdom Minangkabau local . The method Local Wisdom , Tangkelek used is study descriptive qualitative through studies library with utilizing secondary data from literature and documents related . Research results show that implementation economy creative in Tangkelek MSMEs reflected through innovation design product , differentiation based culture local , as well as utilization digital technology in Marketing . Creative economy play a role in increase mark add , power competitiveness and sustainability business although with capital limitations . Research This conclude that economy creative own role strategic in support development of local MSMEs and the need supported by the increase quality source Power man as well as policy sustainable government .*

---

### **INTRODUCTION**

Micro, Small and Medium Enterprises (MSMEs) hold role important in structure Indonesian economy . Based on data from the Ministry of Cooperatives and SMEs, more than of 99% of perpetrators businesses in Indonesia originate from from the MSME sector that absorbs about 97% of the power work and give contribution significant to Product Gross Domestic Product (GDP). In the last few decades , MSMEs have become a driving force main in create field work , improve community income , as well as reduce gap economy between area urban and rural (Agustina et al., n.d).

Expansion of Micro , Small and Medium Enterprises (MSMEs) to become example policy in a way conducive For support Indonesia's progress . Conditions This Of course No let go from existence role economy creative in Indonesia. According to book print blue economy creative 2025 which is in journal (Desvi et al., 2024), economy creative defined as a process of paying attention assessment , social culture , economy , and background behind ideas that arise through thinking creative source Power man as well as based on utilization knowledge knowledge , including culture as well as technology . According to ministry tourism and economy creative put forward that there is seven twelve sub- sectors economy creative , including namely : Development Games , Crafts, Interior design, Music, Fine arts, Product design , Fashion, Culinary , Film, animation and video,

Photography , Visual communication design , Television and radio, Architecture , Advertising , Performing arts , Publishing , Applications .

Creative economy and MSMEs become something things that are not can separated and mutually related . The perpetrators business sued For find innovation start from products , marketing , distribution , and other systems (Siagian & Cahyono, 2021). The Indonesian economy at present This has dominated by the MSME and economic sectors creative . When the country is experience crisis finance , MSMEs are one of the the part that is not affected (Hasan et al., 2021).

Along with the development of the digital era and the increase role innovation in create mark economy , sector economy creative appear as opportunity promising new for MSMEs to grow in a way sustainable . Creative Economy focuses on the utilization of ideas, creativity , and knowledge as a main asset in produce products and services that have mark plus tall (Agustina et al., n.d.). MSMEs have role strategic in economic development national . MSMEs play a role in growth economy and absorption power work . In addition , MSMEs also play a role in distribution results development (Jefri, 2021).

Amidst the current of globalization and the onslaught of modern products from various national and international brands, people are starting to show interest in local products that highlight regional cultural identities (Azrina Ali Akbar et al., 2025). This phenomenon marks the growing consumer awareness of the importance of preserving local culture through their consumption choices. In this context, the term culture local brand emerged, namely a local brand that not only sells products, but also represents cultural values, traditions, and local wisdom as part of the brand identity (Pranta et al., 2024). Culture local brands are considered capable of creating an emotional bond between products and consumers, especially for those who have a cultural closeness to the origins of the product (Sun et al., 2023).

One product that reflects the concept of a local culture brand is Tangkelek in Padang City, which combines Minangkabau cultural values with fashion trends. Tangkelek carries a mission to preserve local culture that reflects regional identity. Amidst increasingly competitive markets, the existence of brands like Tangkelek is crucial, as they are able to compete not only through quality, but also through the strength of cultural values communicated to consumers. Therefore, understanding the factors that influence consumer purchasing decisions for local products like Tangkelek is crucial to supporting business sustainability and preserving regional cultural values.

## **METHODS**

Methods used in study This is study Literature review . research descriptive that is research that attempts For said solution existing problems Now based on the data. In the research This

researchers collecting secondary data through Literature study for build runway appropriate theory with problem research . Furthermore , researchers looking for ideas and principles that can applied to research This with referring to the book references , journals research , papers , and websites that discuss topic This . The data collected For study This Then checked use analysis descriptive qualitative .

## **RESULTS AND DISCUSSION**

### **Overview of Tangkelek, Padang City**

Tangkelek MSME in Padang City is one of the form business micro rooted small and medium from wisdom local and identity Minangkabau culture . The term tangkelek Alone originate from tradition local referring to wooden sandals traditional Minangkabau, which is seen as a simple and sturdy symbol in Minangkabau community life as well as now adapted become brand product creative local .

As entity business , Tangkelek MSMEs reflect transformation culture become commodities economy creative , where mark aesthetics and identity culture No only preserved but also provide mark economy through production , marketing , and consumption products creative approach This in line with draft economy creative that emphasizes utilization creativity as well as knowledge local as source Power main For create mark plus .

In context local Padang City and West Sumatra Province , economy creative is one of the sector that continues driven by the government and actors business Because contribute to growth economy , creation field work , and expansion of the MSME market to regional and national levels. Activities This in line with trend national Where sector creative experience growth significant and continuing become economic development priorities area .

### **Understanding the Creative Economy**

Creative Economy is activity economy where the input and output are is idea activity economy in a society that spends most of its time time For generate ideas, no only do routine and repetitive things (Howkins, 1997).

creative economy in Indonesia is strength new that will give birth to human beings creative and capable media pushing distribution knowledge Community knowledge . With depend on ideas and understanding about source Power man as material standard production primarily , the economy creative is draft an increasingly growing economy intensive in matter knowledge and creativity . One of them method For characterize economy creative is as a supply-demand system that begins with activity economy (Kustanti, 2022)

Draft economy creative is A draft economy in the economic era new intensifying information and creativity with rely on ideas and *stock of knowledge* from source Power human resources (HR) as factor production main in activity economy . Structure the world economy is experiencing transformation with quickly siring with growth economy , from what was previously based source Power natural (Sari, 2018). In print blue development economy creative Indonesia 2009-2015, economy creative defined as a “ new era” economy after economy agriculture , industrial economy , and economics information , which intensifies information and creativity with rely on ideas and knowledge from source Power man as factor production main in activity the economy .”

Department The Republic of Indonesia Trade (2008) formulated economy creative as an effort to develop the economy in a way sustainable through creativity with climate an empowered economy competitive and have reserve resources renewable energy . A more detailed definition clear submitted by UNDP (2008) which formulated that economy creative is integrative part of knowledge of a nature innovative , utilization technology in a way creative , and cultural .

Can be concluded economy creative that is idea new economic system that places information and creativity man as factor the most important production . Here the idea is expensive items because of creative ideas this is what will drive creation innovations that then become solution new and products Barum Where This is mini answer above problem minimum quality suitable product with market needs .

### **Understanding MSME Development**

Every businessman or entrepreneur is responsible answer on growth companies , which require imagination , motivation , and vision . If they capable , every entrepreneur has fantastic opportunity for develop business small they become company medium or even big (Sari, 2018)Development is results of government efforts , government regions , business world , and society to empowering MSMEs through giving advice , support and improvement facility assistance , as stated in Constitution Number 20 of 2008 concerning Micro , Small and Medium Enterprises . In order to increase Power competitiveness and capability business micro , small and medium enterprises , public policy and management ,

So that MSMEs are able to compete in domestic and international markets , developing MSMEs in a general covering a number of things , including increasing ability managerial , accessibility finance , marketing , technology , and innovation product . For give the skills needed by SMEs to be able to operate his business in a way independent and sustainable development this also requires training and mentoring .

### **Creative Economy Relations with MSMEs**

Based on data source from Ministry of Tourism and Creative Economy , in term 2010-2015 period , the size of the GDP of the economy creative increase from 529.96 trillion to 852.24 trillion ( increased as much as 10.14%) per year . Every sector economy creative donate by 7% per year to total national GDP .

Creative economy is something draft economy new that combines information and creativity with rely on ideas, knowledge and resources Power man as factor core production , term creativity originate from English words meaningful *creativity* ability For make something of value high ( generate cash ). In the context of this , creativity No only understood as artistic abilities , but also as an innovative process that is capable of answer market needs and increase Power competition product .

Creative economy No can separated from MSMEs because at the time This MSME actors are determined For more creative and innovative in develop his business . Tangkelek UMKM Padang City is one of the example perpetrator business local people who take advantage of draft economy creative with lift identity and values culture local as superiority products . Through creativity in design , innovation products , as well as utilization mark wisdom local , Tangkelek MSMEs capable create differentiation valuable products economic and cultural competitive . Development economy creative activities in Tangkelek MSMEs are also supported by the utilization of innovation technology , in particular in marketing and distribution information product . Use of digital media, online applications and websites information play a role important in expand market reach , increase visibility products , as well as encourage the community to more awake technology . In terms of this , role government area become very important in do socialization and education to the community to be able to catch opportunity economy creative in a way fast and sustainable (Mursito, 2019).

With Thus , the economy creative No only contribute to increase in national GDP , but also become factor key in local MSME development such as the Tangkelek UMKM in Padang City in particular in increase innovation , value plus products and sustainability business . Airlangga Hartarto as Coordinating Minister Field Indonesian economy explained that government has accommodate and observe effort development economy creative and digital economy through a number of regulations / policies . One of the policies implemented is through Law 11/2020 concerning Job Creation and its derivatives in the form of PP 7/2021 concerning convenience , protection and empowerment cooperatives and MSMEs through strengthening entrepreneurial incubators (Azwina et al., 2023).

### **The Role of the Creative Economy To MSME Development**

Creative economy play a role direct to development of MSMEs in Indonesia, including MSMEs based on culture local such as the Tangkelek Shop in Padang City. This role appear Because economy creative put riches intellectual , ideas, and creativity as source main update source Power economy through progress knowledge knowledge and technology .

In addition , the economy creative make source Power man more efficient without shift role power work . At Tangkelek UMKM , the workforce Work No only play a role as implementer production , but also as thinker creative involved in the design process design , packaging , and innovation product . This role No can fully replaced by technology , so economy creative precisely open room New work based on ideas and creativity .

From the side capital , economy creative assessed more efficient compared to business models conventional Because No too relies on large physical capital . This is reflected in the Tangkelek shop which relies on creativity design and differentiation product as the main capital in develop business , so that capable survive and thrive although with financial capital limitations

creative economy also plays a role in overcome problems economy , especially on a large scale micro and local . The existence of Tangkelek MSMEs show that business based economy creative capable create opportunity business new , improve income perpetrator business , as well as contribute to the turnover economy local in Padang city . In addition , the product The resulting creativity is relatively easy accepted by society because in accordance with developments in the times and tastes consumers , especially generation young people who have interest tall to product nuanced local and authentic .

For develop something MSME businesses in the creative industry sector is very necessary role economy creative in development MSME capacity . Role the can in the form of easing policy , making innovation support policy , which is certain aims to be able to create usefulness For growth economy in Indonesia. With role economy creative and during the transition period when these are the perpetrators business must be capable create opportunity or innovation for growth economy in ability knowledge knowledge and creativity Can create in usefulness Good from scale micro and macro (Damanik & Sabila, 2022).

MSME based economy creative must always guard quality as well as increase creativity and innovation in produce works new . Improvement creativity for MSME actors can done through a series of training processes from government like management management business , management marketing , finance , and so on . The role of government in a way full of course it is very necessary For assisting the development process of creative MSMEs in Indonesia (Agfa Polnaya & Darwanto, 2015).

Based on the data mentioned can concluded that Indonesia has potential base strong economy Because large number of MSMEs and power absorb power very big work . MSMEs are also proven strong in overcome crisis economic events that occur and have the potential big in reach profit maximum use related domestic production close with primary needs of society.

As economic MSME actors creative , source Power human resources (HR) are key primarily , HR is one of the factor most important from the business world including MSMEs. HR is not only limited to source Power but is the main capital For MSME development . Creative economy rely on superiority source Power the human in develop ideas and creativity (Iskandar et al., 2022). Creative economy assessed can strengthen and enrich identity national from the Indonesian nation because capable combining ideas, art and innovation with growing technology and culture developing in society .

Due to that , MSME actors must improved its capacity related with management and patterns think . Management intended including managing HR, Production , Finance and Marketing. Meanwhile That pattern think MSME actors must changed become an entrepreneur/ have character Entrepreneurship . Character intended including innovative , creative , strong passion to effort and follow development environment business ( technology and market tastes ).

## CONCLUSION

Based on results research , can concluded that the Tangkelek UMKM in Padang City is form real implementation economy creative based wisdom local Minangkabau. Tangkelek succeed transform mark culture and identity local become product valuable creative economy through utilization of ideas, creativity , and resources Power man as factor production main . Implementation economy creative in Tangkelek MSMEs seen in innovation design product , differentiation scholarship culture , as well as utilization digital technology in marketing , which is direct increase mark add , power competitiveness and sustainability business .

Creative economy own role strategic in development of Tangkelek MSMEs , in particular in overcome limited capital, expanding the market, and create opportunity business and field work at the level local . The success of Tangkelek MSMEs is largely determined by the quality of source Power creative , innovative and adaptive human beings to development technology and market tastes . Therefore that , support sustainable from government and stakeholders interest through policies , training and mentoring factor important For push strengthening economic capacity of MSMEs creative to be able to develop in a way sustainable and empowered competitiveness at regional and international levels national .

## REFERENCE

- Agfa Polnaya, G., & Darwanto, D. (2015). Pengembangan Ekonomi Lokal Untuk Meningkatkan Daya Saing Pada UKM Ekonomi Kreatif Batik Bakaran di Pati, Jawa Tengah. *Jurnal Bisnis Dan Ekonomi*, 22(1), 1.
- Agustina, S. P., Endri, V. D., Saputri, R. T., & Zora, F. (n.d.). Strategi Pengembangan UMKM di Sektor Ekonomi Kreatif untuk Meningkatkan Daya Saing. *Innovative : Journal Of Social Science Research*, 5(3), 5123–5135.
- Azrina Ali Akbar, Y., Anuar, A., Norazami Abdullah, F., & Md Zani, R. (2025). A conceptual framework for understanding consumer intention and behaviour towards recycled clothes. *Journal of Emerging Economies & Islamic Research*, 13(1), 4480. <https://doi.org/10.24191/jeeir.v13i1.4480>
- Azwina, R., Atika, A., & Dharma, B. (2023). Peran Ekonomi Kreatif terhadap Penyerapan Tenaga Kerja dan Peningkatan Pendapatan Pelaku Industri Kreatif Dalam Perspektif Ekonomi Islam di Kota Medan. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 3680–3699. <https://doi.org/10.47467/alkharaj.v5i6.4157>
- Damanik, A. S., & Sabila, R. (2022). Dampak Peranan Ekonomi Kreatif Terhadap Pengembangan UMKM di Masa Transisi (Cafe Lookup Kota Tasikmalaya). *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(4). <https://transpublika.co.id/ojs/index.php/Transekonomika>
- Desvi, T., Sari, V., Irawati, A., Ekonomi, F., Bisnis, D., & Madura, U. T. (2024). Innovative Strategies and Creative Economic Development Through Culinary MSMEs in The Digital Era in Sampang District Strategi Inovatif dan Pengembangan Ekonomi Kreatif Melalui UMKM Kuliner pada Era Digital di Kabupaten Sampang. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Number 2). <http://journal.yrpiiku.com/index.php/msej>
- Dharma, B., Hasibuan, R., & Wiranti. (2022). Analisis Penerapan Pencatatan Laporan Keuangan Pada UMKM (Studi Kasus : Emir Roti). *Jurnal Manajemen Akuntansi*, 2, 700–706.
- Hasan, M., Noercahyo, A., Rani, A. E., Salshabilla, N. A., & Izzati, S. N. (2021). Pengembangan Ekonomi Kreatif Sektor Umkm Di Masa Pandemi Covid-19. *Jurnal Ekonomi Pendidikan dan Kewirausahaan*, 9(2), 125–138. <https://doi.org/10.26740/jepk.v9n2.p125-138>
- Howkins, J. (1997). *Creativity Economy, How People Make Money from Ideas* .
- Iskandar, A., Fayadi, H., & Kesuma, T. M. (2022). Peta Jalan Pengembangan Ekonomi Kreatif dalam Meningkatkan Promosi dan Pemasaran Destinasi Wisata Kota Sabang. *Jurnal Konvergensi*, 3(1), 190–200.
- Jefri, U. (2021). Strategi Pengembangan Usaha Mikro Kecil Menengah (UMKM) Berbasis Ekonomi Kreatif di Kecamatan Puloampel Kabupaten Serang Banten. *Jurnal Manajemen STIE Muhammadiyah Palopo*, 7(1).
- Kustanti, R. (2022). Pengembangan UMKM Berbasis Ekonomi Kreatif di Kabupaten Jepara. *Jurnal Ekobistek*, 239–244. <https://doi.org/10.35134/ekobistek.v11i3.366>
- Mursito, H. (2019). *SOSIAL MEDIA SEBAGAI UPAYA PENINGKATAN PENJUALAN PRODUK UKM (Studi Kasus di SMESCO Jakarta)* (Vol. 4, Number 2).
- Pranta, A. D., Tareque Rahaman, M., Reazuddin Repon, M., & Shikder, A. A. R. (2024). Environmentally sustainable apparel merchandising of recycled cotton-polyester blended garments: Analysis of consumer preferences and purchasing behaviors. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3). <https://doi.org/10.1016/j.joitmc.2024.100357>
- Sari, N. (2018). Pengembangan Ekonomi Kreatif Bidang Kuliner Khas Daerah Jambi. *Jurnal Sains Sosio Humaniora*, 2.
- Siagian, A. O., & Cahyono, Y. (2021). Strategi Pemulihan Pemasaran UMKM di Masa Pandemi Covid-19 Pada Sektor Ekonomi Kreatif. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 206–217. <https://doi.org/10.47233/jitekxis.v3i1.212>
- Sun, N., Liu, D., & Zhang, J. (2023). Exploring the factors influencing the intention to clothing and textiles recycling among Chinese college students: a study based on TPB and VBN. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1328037>

