

## BUILDING A CREATIVE ECONOMY IN A TOURISM VILLAGE THROUGH THE CREATION OF SEAWEED PRODUCTS

Endang Sungkawati<sup>1\*</sup>, Cut Sukmawati<sup>2</sup>, Fachrudin Fiqri Affandy<sup>3</sup>, Viki Mustofa<sup>4</sup>, Binti Mutafarida<sup>4</sup>

<sup>1</sup>Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Wisnuwardhana Malang  
Jalan Danau Sentani No. 99 Malang, Jawa Timur -Indonesia

<sup>2</sup>Universitas Malikussaleh, Aceh – Indonesia

<sup>3</sup>IAIN Fattahul Muluk Papua, Papua – Indonesia

<sup>4</sup>Institut Agama Islam Negeri (IAIN) Kediri, Jawa Timur – Indonesia

\*Corresponding Author: [endang\\_sung@yahoo.co.id](mailto:endang_sung@yahoo.co.id)

---

### Article history:

Received: April 2024

Revised: April 2024

Accepted: April 2024

**ABSTRACT** Empowering Women in the Development of the creative economy in Tourism Villages aims to improve the welfare of village communities through empowering women by strengthening women's groups in developing creative products through MSMEs. The target of this activity is the MSME group in the tourist village. For tourist villages located on the coast, creative product development can be created from seaweed. Seaweed is one of the potentials that exist in tourist villages on the coast, a village potential produced by fishing groups. The method for implementing this activity is carried out using several approaches and is divided into 3 activities, namely preparation, implementation and monitoring, evaluation. The seaweed-based products produced include seaweed crackers with onion flavor, shrimp, seaweed jam, seaweed nuggets and seaweed tempura. With seaweed as the basic ingredient, you won't have any difficulty finding the basic ingredients because seaweed is abundant on the beach. It is hoped that by creating it, it can build the village economy and gradually increase family income and improve the welfare of the community.

**KEYWORDS:** *Creative Economy, Tourism Villag, Seaweed.*

## 1. INTRODUCTION

We know that in Indonesia the number of existing villages is 81,616 villages, while the number of tourist villages currently is quite large. Tourist villages provide freedom for local communities to manage them according to the potential of their village. This tourist village program is a program established by the government that directly involves the local community (Rahmat & Apriliani, 2023). Very rapid development is proven by the increasing number of tourist villages

from year to year. Referring to data from the Ministry of Tourism in 2014, in Indonesia there are 978 tourist villages and this will increase to 7,276 tourist villages in 2023. And this increase is considered quite encouraging for the Ministry of Tourism and Creative Economy.

In the development of various tourist attractions in Indonesia, many have emerged and offer various types of tourism and one example is tourist villages (Herdiana, 2019; Rawanoko et al., 2023). Through the development of Tourism Villages, rural communities, especially villages that have potential attractions in the form of nature and culture, are given insight into tourism, given the ability to take advantage of the potential and attractions of their villages (Huraerah et al., 2023; Marsinah et al., 2022; Noviarita, Kurniawan, & Nurmalia, 2021).

Increasing tourist visits to tourist villages will certainly have an impact on improving the economy of rural communities (Sungkawati et al., 2022; Ulum & Dewi, 2021). To create the desired tourist village, the perpetrators need an unyielding spirit, solidarity in collaborating with various parties as well as political will from existing policy makers (Leonandri & Rosmadi, 2018; Noviarita, Kurniawan, & Gustika, 2021). The development of tourist villages can provide economic benefits by providing additional income to the community. These benefits provide an economic multiplier effect to the local community at large.

What is meant by sustainable tourism development? Tourism development that is based on sustainability criteria, which means developing a tourism concept that can have a long-term impact on the social, cultural and economic environment for the present and the future. For all local communities and visiting tourists, sustainable tourism development is development that balances 3 aspects, namely economic, environmental and community aspects. For the community aspect, it is hoped that tourism development will involve the community and encourage appreciation.

Appreciation and balance from hosts to guests (tourists), while from an economic aspect it encourages the involvement of small-scale local people to be involved in tourism businesses, namely in the form of MSMEs. Usually, tourism development that is carried out takes into account socio-cultural aspects and does not reduce environmental quality (Huraerah et al., 2023; Rawanoko et al., 2023; Ulum & Dewi, 2021). Meanwhile, regarding the environmental aspect, efforts are made to develop sustainable tourism by minimizing existing resources and not exploiting them. The development resources implemented must take into account and be in accordance with the capabilities of the supporting resources.

## **2. METHOD**

This Community Service activity is carried out in a hybrid manner (combination of offline and online). The activity was held on Sunday 26 May 2024 at the Indonesian School Kuala Lumpur

(SIKL) from 8.00 to 16.00. The theme of this service activity is "Empowering Migrant Workers in Malaysia: A Multidisciplinary Capacity Building Approach and Medical Examination." This activity is the result of collaboration between 82 universities in Indonesia which is facilitated by the LSM SHARING with international institutions in Malaysia, namely the Management of the Nahdatul Ulama Special Branch (PCINU) Malaysia, the Indonesian Student Association (PPI) Sultan Idris Education University (UPSI), the Embassy of the Republic of Indonesia ( Indonesian Embassy) Kuala Lumpur and Indonesian School Kuala Lumpur (SIKL).

The number of participants in this service activity was 113 Indonesian migrant workers in Malaysia, including seven foreign migrant workers who also attended and were active until the event was over.

### **3. RESULT AND DISCUSSION**

Currently, there is a shift in tourism products and market trends, whereas in the past there was mostly mass tourism, there was a lot of mass tourism. So their motivation is more for recreation to have fun and to relieve fatigue, oriented towards destinations that are popular and have their own attraction, perhaps on the beach, enjoying the sand and sun. But currently there is a shift in products, namely from mass tourism to alternative tourism, namely where tourism displays or provides tourists with information about how tourism returns to nature. How tourists are invited to interact with the local community and how to display the unique attractions of the tourist village. This tourism is what has emerged or given rise to many tourist villages or rural tourists.

The tourist village is a form of implementing community-based and sustainable tourism development where the tourist village offers an overall atmosphere that reflects health in terms of socio-cultural life, customs, size and building architecture and the typical village spatial structure. Sustainable tourism villages provide economic impacts, environmental impacts and socio-cultural impacts. Apart from that, tourist villages also create new job opportunities and sources of income for the people in the tourist villages, improve people's welfare, increase land prices, and then improve the quality of life of the people.

The environmental impact is the preservation of natural resources, the surrounding environment is increasingly maintained and there is behavior to protect the environment. Meanwhile, the socio-cultural impact is better understanding and appreciating hundreds of local wisdom cultures, preserving local wisdom cultural values, communities are getting closer and have worked together, enthusiasm for progress and modernization of thought patterns. The impact of this sustainable tourist village is an example of a tourist village located on the coast. Previously, tourists

came only to play on the beach, but with the development and growth of the tourist village, local culture was appointed as part of tourist activities.



Figure 1. Larung Saji Culture

The food stall activity, which is a local cultural activity that occurs every year on the edge of the Pantia, can be used as a dance attraction for tourists visiting the beach. On the other hand, the emergence of food stalls along the beach has become a place to sell or prepare ready-to-eat foods. Stalls on the beach can be used as a place to sell MSME products. Products that can be developed by coastal communities are foods made from seaweed.



Figure 2. Processing of seaweed-based products



**Figure 3.** Seaweed-based product

One of the creative economic developments to support tourist villages is the development of processed food products made from local wisdom, namely seaweed. Seaweed is one of the potentials that exist in tourist villages on the seashore. If so far the seaweed produced by fishing groups has only been sold as is and has not been processed into food, then community service is carried out by providing skills in processing seaweed into products that can be enjoyed by tourists. The materials in the training on making various foods made from seaweed are seaweed crackers with onion flavor, shrimp, seaweed jam, seaweed nuggets and seaweed tempura. With seaweed as the basic ingredient, post-training trainees will have no difficulty finding the basic ingredients because seaweed is abundant on beach. can develop the village economy and can gradually increase family income and improve community welfare, community empowerment activities that are carried out with the conditions of the surrounding community.

#### **4. CONCLUSION**

From the community service activities that have been carried out, it can be concluded that the service participants have gained knowledge and skills about making products made from seaweed. It is hoped that the knowledge and skills obtained by service participants can be transmitted to other groups. Adding model variations and developing with the types of products produced, thus adding to the collection in product marketing. The production process for the creative economy has been implemented, so the next stage is licensing and marketing.

## **ACKNOWLEDGMENT**

The author would like to thank LMS SHARING which collaborates with International Institutions in Malaysia. The Republic of Indonesia (KBRI) Kuala Lumpur and the Indonesian School Kuala Lumpur (SIKL) have facilitated the implementation of this International Community Service (PKM). Thank you to DRTPM Dikti for providing funds for Community Service Activities.

## **REFERENCES**

- Herdiana, D. (2019). Peran Masyarakat dalam Pengembangan Desa Wisata Berbasis Masyarakat. *Jurnal Master Pariwisata (JUMPA)*, 6, 63. <https://doi.org/10.24843/jumpa.2019.v06.i01.p04>
- Huraerah, A., Nurwulan, R. L., & Voo, P. (2023). Local Culture-Based Community Development in Subang Regency, West Java. *EMPATI: Jurnal Ilmu Kesejahteraan Sosial*, 12(1), 25–32. <https://doi.org/10.15408/empati.v12i1.31786>
- Leonandri, D., & Rosmadi, M. L. N. (2018). Sinergitas Desa Wisata dan Industri Kreatif dalam Meningkatkan Perekonomian Masyarakat. *Ikraith Ekonomika*, 1(2), 13–18.
- Marsinah, M., Marisyah, F., & Indriani, R. . R. F. (2022). Pembinaan Ekonomi Kreatif Bagi Masyarakat Dalam Penguatan Desa Wisata Di Kelurahan Tumbak Ulas Kota Pagaralam. *AKM: Aksi Kepada Masyarakat*, 3(1), 45–52. <https://doi.org/10.36908/akm.v3i1.447>
- Noviarita, H., Kurniawan, M., & Gustika, N. (2021). Model Pengelolaan Pengelolaan Desa Wisata Dengan Konsep Green Economy Dalam Upaya Meningkatkan Pendapatan Ekonomi Masyarakat Pada Masa Pandemi Covid-19. *Jurnal Akuntansi Dan Pajak*, 22(02), 2–10.
- Noviarita, H., Kurniawan, M., & Nurmalia, G. (2021). Pengelolaan Desa Wisata Dengan Konsep Green Economy Dalam Upaya Meningkatkan Pendapatan Ekonomi Masyarakat Pada Masa Pandemi Covid-19 (Studi pada Desa Wisata di Provinsi Lampung dan Jawa Barat). *Jurnal Akuntansi Dan Pajak*, 22(2), 546. <https://doi.org/10.29040/jap.v22i2.3761>
- Rahmat, T., & Apriliani, D. (2023). Model Pengembangan Desa Wisata Berbasis Sustainability Tourism Dalam Perspektif Green HRM. *KarismaPro*, 13(2), 87–98. <https://doi.org/10.53675/karismapro.v13i2.1073>
- Rawanoko, E. S., Sungkawati, E., & Ario, M. F. (2023). Promoting Pancasila values through local culture: a case study of the Tengger festival of the karo ethnic group for ecotourism development. *Jurnal Civics: Media Kajian Kewarganegaraan*, 20(1), 197–204. <https://doi.org/10.21831/jc.v20i1.59711>
- Sungkawati, E., Suarniati, N. W., Anugerah, R., & Hernanik, N. D. (2022). Penanaman Pohon Alpukat Sebagai Penciri Desa Bululawang Sebagai Desa Wisata. *Jurnal Pengabdian Pada Masyarakat*, 7(4), 867–875. <https://doi.org/10.30653/002.202274.166>
- Ulum, S., & Dewi, S. A. (2021). Partisipasi Masyarakat Dalam Pengembangan Desa Wisata Gamplong. *Jurnal Manajemen Publik & Kebijakan Publik (JMPKP)*, 3(1), 14–24. <https://doi.org/10.36085/jmpkp.v3i1.1408>