

# Social Capital Analysis for Creative Economy Actors in West Sumatra Tourist Destinations

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**Abstract:** The focus of the study in this study is to analyze social capital for creative economy actors in the West Sumatra Tourism Destination area. The theory used in this study is the theory of social capital proposed by Lasser. The research combines two approaches which is called the mix method. This research was conducted in five areas in West Sumatra Tourism Destinations, namely Padang City, Bukittinggi City, Sawahlunto City, Pesisir Selatan Regency and Tanah Datar Regency. Data collection methods started from non-participant observation, in-depth interviews, document study collection and survey techniques. This research focuses on the creative economy sub-sector in the fields of craft, performing arts, music and culinary. The unit of analysis is at the level of individuals and groups of creative economy actors in the tourist destination area of West Sumatra. Qualitatively, data analysis uses Miles and Huberman's model and qualitative approach uses descriptive statistics. The results of the study show that social capital is a factor in the development of a creative economy in the West Sumatra Tourism Destination Area. The strength of social capital is built by strengthening social networks in the form of cooperation in raw materials and marketing of products that have been produced. In addition, strengthening solidarity by having a sense of the same fate in arms fosters an attitude of mutual assistance to one another, mutual cooperation and a high sense of concern. So as to realize joint action by collaborating between creative economy actors including the import of raw materials and marketing of fellow creative economy actors in the West Sumatra Tourism Destination Area. The conclusion of this study is that social capital becomes a bridge or link in the development of the creative economy. The novelty of this research is social capital to strengthen creative economic development

**Keywords:** Tourist Destinations, Creative Economy, Social Capital

## I INTRODUCTION

The emergence of the creative economy as a new economic concept that prioritizes ideas, creativity, skills, and individual talents in creating and building creative power [1]. According to Purnomo, Creative Economy is a form of providing new added value in the form of ideas that arise from the creativity of human resources and in the form of the use of science and technology [2]. While the creative economy is a form of intensifying information and creativity of human resources, so that it makes the creative economy has a role as a component driving economic growth [3]. The creative economy is believed to be able to become a new breakthrough for the community in dealing with forms of economic problems and as an alternative step in dealing with ongoing global economic challenges [4]. The creative economy has now spread

to all corners of the world, including West Sumatra. The creative economy appears in accordance with the character of the economy in West Sumatra which emphasizes creativity. This shows that the province of West Sumatra is famous for having a unique economic character. The creative economy in West Sumatra has become a source of new economic growth by opening up new job opportunities with a focus on increasing human resources and income.

According to the ministry of tourism and creative economy, the development of the creative economy has 18 sub-sectors, including 18 sub-sectors which include: (1) animation; (2) architecture; (3) design; (4) photography; (5) music; (6) crafts; (7) culinary; (8) Fashion; (9) research and development; (10) publishing; (11) cinema; (12) advertising; (13) interactive games; (14) performing arts; (15) fine arts; (16) information technology; (17) television and radio; and (18) videos [5]. This sector has developed from the household level to the national level. All of these sub-sectors have been developed with various kinds of creativity and uniqueness of each. So that people are able to create new jobs in improving the economy. Simultaneously it can be a process of transformation by utilizing creative resources.

The existence of the creative economy cannot be separated from the creative process that will not grow and develop if it is not supported by cultural capital, social capital and creative capital [6]; [7]. Social capital is one of the important components that determine people's creativity, where the network is the main pillar to create communication so that it can lead to trust [8]. The existence of social capital will affect the chances of economic success achieved. Besides resources, social capital also has an important role for economic improvement in life. Social capital in question is the positive values possessed by all business components in the form of soft skills of entrepreneurs and the workforce as a whole to create cooperation and trust. So according to Lesser there are important things from social capital, namely building solidarity, mobilizing natural resources, forming shared behavior, achieving common goals, easy access to information and sharing power [9]. In addition, these forces encourage increased access to information for the development of the creative economy. Therefore, the purpose of this study is to analyze social capital for creative economy actors in West Sumatra tourist destinations.

II. METHOD

This research was conducted in five areas, namely Padang City, Bukittinggi City, Sawahlunto City, Pesisir Selatan Regency and Tanah Datar Regency. This study uses a Mix Method research approach, namely by combining two qualitative and quantitative approaches. This research is on the post-positivistic paradigm in viewing phenomena from a descriptive and statistical point of view. The type in this research is in the type of description and descriptive statistics. The implementation of data collection in this study started from non-participant observation of creative economy actors, then conducted in-depth interviews with each creative economy actor to obtain accurate data on social capital for creative economy actors and document data collection through data from the tourism office of the province of West Sumatra and the tourism office of each capital city or district. Furthermore, the researchers distributed questionnaires as a survey technique in this study to be analyzed using a quantitative approach. In a quantitative approach, data analysis uses the Miles and Huberman model starting from data collection, data reduction, data presentation and conclusion drawing which are carried out simultaneously in the research process [10]. The quantitative approach of the researcher uses descriptive statistical analysis by carrying out stages, namely collecting data on survey techniques, then entering into MC-Excel and presenting data in the form of images or graphs. The form of quantitative data is presented in percentages and the steps are carried out by (1) calculating the respondent's score (2) the data is given a value according to the score (3) calculating the average value (4) calculating the percentage (5) determining the highest score. The formula in calculating the data can be seen in the following formula:

$$DP = \frac{n}{N} \times 10$$

Information:

DP = Descriptive Percentage (%)

n = Score obtained

N = Maximum Score of Question Items

III. RESULT AND DISCUSSION

*Creative Economy in West Sumatra Tourism Destination Area*

The number of creative economy actors in tourist destination areas in West Sumatra is 526 people and in West Sumatra is 913 people. The number of creative economy actors in the West Sumatra Tourism Destination Area is shown in the following figure:

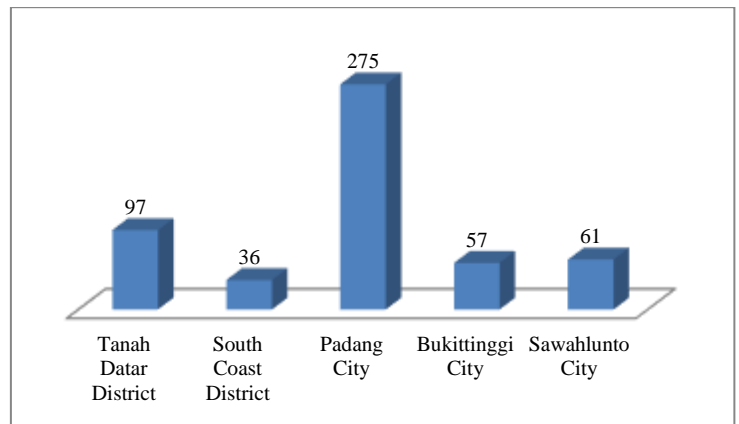


Figure 1. Number of EKRAF Actors in West Sumatra Tourism Destination Areas

(Source: West Sumatra Province Tourism Office July 2022: data processed)

Figure 1 shows that the number of creative economy actors in urban areas is higher than in rural or district areas. The number of perpetrators in the village area is 133 actors and the city is 393 actors. This shows that the speed of innovation and information is faster in urban areas. The creative economy sub-sector is classified as high in the West Sumatra Tourism Destination Area, namely the sub-sector in the fields of craft, performing arts, music and culinary. The number of creative economy actors in the tourist destination area of West Sumatra from the 4 highest sub-sectors is shown in the following figure:

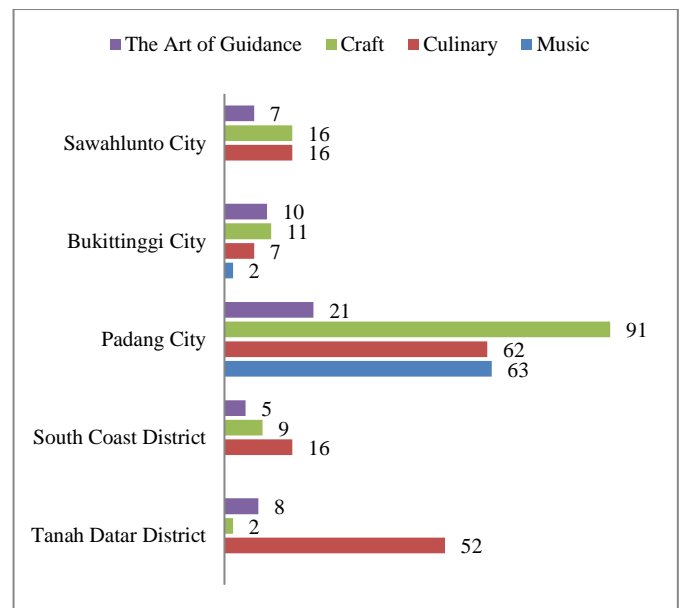


Figure 2. Number of Creative Economy Actors by Highest Sub-Sector and Five West Sumatra Tourism Destinations Areas

(Source: data processed in September 2022)

Based on Figure 2 above, it shows that the five creative economy sub-sectors are the highest in the culinary sub-sector in the tourist destination area of West Sumatra. This shows that creative economy actors are more likely to carry out

economic development in the culinary sub-sector. The development and growth of the creative economy in tourist destination areas In West Sumatra, the power of the mother is encouraged to be passed down to the child or matrilineal or mother line. When viewed from the number of EKRAF actors by gender, the number of women is higher than that of men, the percentage is 60 percent. The comparison can be seen in the following figure:

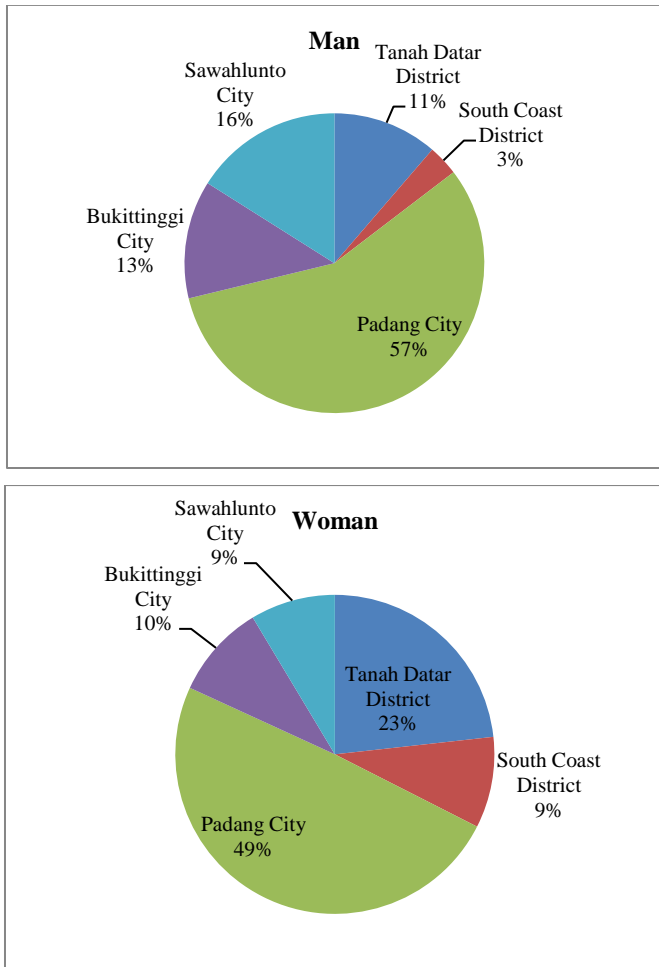


Figure 3. Percentage of Creative Economy Actors by Western Gender

(Source: data processed in September 2022)

*Social Capital for Creative Economy Actors in Tourist Destination Areas*

Social capital is a capital owned by households, communities, communities to the state in dealing with life activities [11]. Social capital that is built has an impact on increasing income [11]; [12]; [13]; [14]. The power of social capital is built on several aspects, namely providing information in accessing social or digital media in the development of the creative economy, strengthening solidarity in the development of the creative economy, enabling the mobilization of resources, achieving common goals and forming shared behavior. aspects of social networks, exchanges, relationships of trust and reciprocity as well as

cooperative connections in life [15]. Social capital that is built for creative economy actors in tourist destination areas in West Sumatra, namely:

*1. Building Social Networks for Development for Creative Economy Actors*

Creative economy development in tourist destination areas is built on the strength of social networks that unite each other for creative economy actors. This is in line with Burt's view that social networks are social relations in bonds to unite members in society [16]; [17]. Social network as a social bond carried out by creative economy actors both in the sub-sectors in the fields of crafts, performing arts, music and culinary. Social networks are formed by the existence of daily activities or activities in conducting marketing or activities carried out. Social ties that are carried out on creative economy actors between regions, especially in the tourist destinations of West Sumatra. The social networks built by each region in the development of the creative economy are friendship, family and social media. These strengths encourage each actor to communicate with each other and have good social interactions. The percentage of social networks in the development of the creative economy in each region is shown in the following figure:

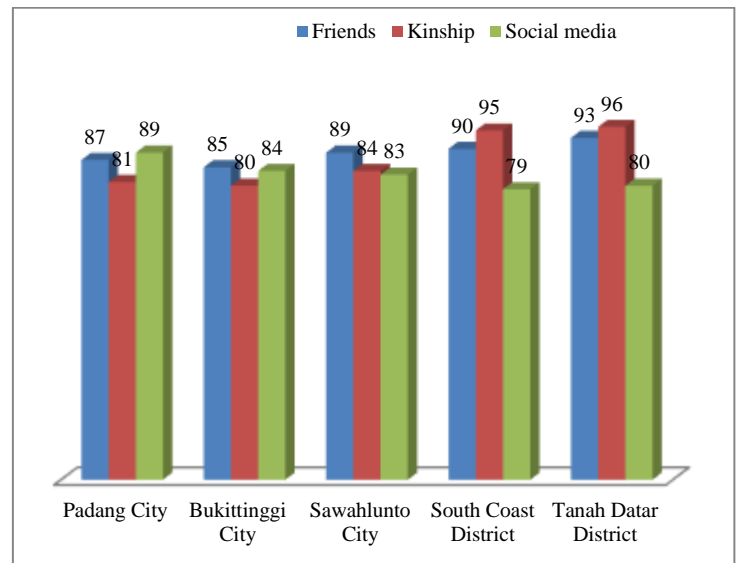


Figure 4. Percentage of Social Networks by Region of West Sumatra Tourism Destinations

(Source: data processed in 2022)

Based on Figure 4 shows that the percentage of social networks in the development of the creative economy is higher in friendship and family networks. The social network in the family plays an active role in taking collective action, especially in the marketing of products. In the five regions as tourist destinations in West Sumatra, there are high sub-sectors in the fields of craft, performing arts, music and culinary. The percentage can be seen in the following figure:

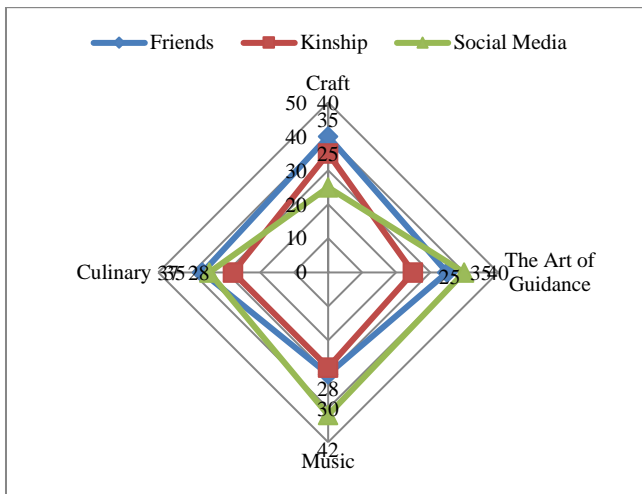


Figure 5. Highest Percentage of Social Networks by Sub-Sector In the West Sumatra Tourism Destination Area

(Source: data processed in 2022)

Based on Figure 5 shows that the highest percentage is in the social network of friends and social media. The social network of friendship influences the development of the creative economy in the craft, performing arts, music and culinary sub-sectors. While social media social networks for creative economy development tend to be in the music and performing arts sub-sector with a percentage of 75 percent. This shows that the power of social capital is built with social networks in the development of the creative economy.

2. Strengthening Solidarity with Creative Economy Actors

Solidarity built in the development of the creative economy has the value of trust, has a sense of comradeship and has a sense of loyalty to friends. Solidarity creates a collective value to help each other in the development of a creative economy, especially in marketing. Besides that, a sense of solidarity is built with cooperation in disseminating information on products owned by creative economy actors. Solidarity, which is built as a form of social capital, is related to a sense of concern for fellow creative economy actors. Feelings of the same fate in arms foster a sense of solidarity among creative economy actors. The sense of comradeship in the West Sumatra Tourism Destination Area reached 87 percent. This can be seen in the following figure

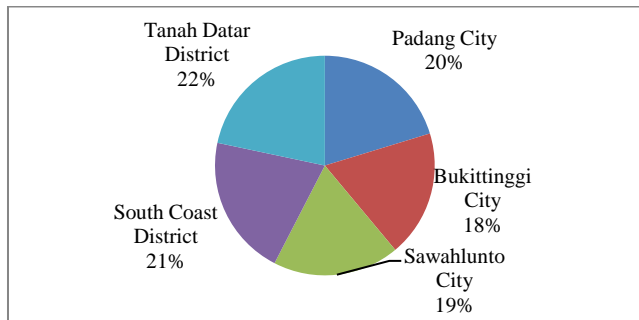


Figure 6. Percentage of Shared Fate for Creative Economy Actors

(Source: data processed in 2022)

Based on Figure 6, it shows that the sense of comradeship in developing a creative economy is high in the district. This raises an attitude of helping each other in distributing products, conducting joint discussions, raising attitudes and behaviors together to care about the products produced.

3. Shaping Behavior of Common Goals for Creative Economy Actors

Social capital is formed by joint behavioral actions in the development of the creative economy. Actions taken to achieve common goals for the products produced, market niches in marketing, networking or collaboration and benefit from product results. The behavior of common goals results in joint action in producing creative and innovative products from the ideas or ideas of creative economy actors. The products produced by creative economic actors are of various types. This can be seen in the following table:

Table 1. Number of Products Based on Product Types in West Sumatra Tourism Destinations

Types of products
Traditional Coral Aquarium
Aquarium and Souvenirs from Coral Reef Waste
Batik Embossed Fabric
Piggy Bank from Batok
acrylic flower
Padang Souvenirs
Crafts from Coffee Beans
Animal Flavor Mandhe Seasoning
Bamboo Straws
Pariangan Batik
Coffee Dregs Batik
Handmade batik
Kawa Leaf Tea
Bamboo Cup
Bamboo Tray
Coffee Crafts
Traditional Dance Modern Music
Rendang heart
Chicken Rendang
Mushroom Rendang
Braided Horse
Animal Flavored Seasonings
Coal Statue
Songket Derivatives
Knitted Clothes (Rancak)
Humaira Macrame
Painting Pot (Fun Cactus)
Mother Atirah Chips
Chocolate Banana Chips
Ikaboga
Coconut shell
Fruity Coffee Drink
Animal Flavored Tojin Beans
The Sungkai

Animal Flavored Rendang Seasoning
Kresh Cokles
Cake Bakery
Mushroom Rendang
Bondang Chips
Minang Writing Mukena
Tamarind Turmeric
Chicken Seasoning
Fruit Flavor Crackers
Sea Coral Flowers
Traditional Interior Design
Tables, Chairs, Woodwork
Cow's Milk Processing
Traditional Modern Dance
Ring Bun
Fruit Chips
Bag Embroidery
Traditional+ Modern Movies
Fruity Coffee Drink
Hand Made Custom Drums
Embroidery Dress
Interior Design (Wood processing)
Wooden Souvenirs
Shell Souvenirs
All-Knit
Craftsman + Mukenah Maker
Coconut Shell Crafts
Gold Thread Embroidery
Embroidery Mukena
Canvas Bag
Knitting Bag
Graphic design
Traditional Clothing Boutique
Souvenir Crafts
Embroidery and Sandals
Minang Traditional Clothing Boutique
Paste Batik

Source: data processed in 2022

Based on Table 1 shows that the number of products produced varies in the tourist destination area of West Sumatra. The dominant type is in the craft, culinary, music and performing arts sub-sectors. Creative economy actors build collective action in achieving a goal. Actors cooperate or collaborate between actors in the import of raw materials and marketing. The resulting products have a different appeal and not only among the elderly but also among the young. In addition, the product packaging is attractive and brings positive value in the development of the creative economy in the tourist destination area of West Sumatra.

#### IV. CONCLUSION

The highest sub-sectors in the West Sumatra Tourism Destination Area are Craft, Culinary, Performing Arts and Music. The strength of social capital is one aspect of the development of the creative economy in the tourist destination

area of West Sumatra. Cooperation and collaboration are carried out as a form and factor in strengthening social solidarity, building social networks and taking joint actions to achieve common goals. For example, having a helping attitude in marketing the products produced either through friendship, family and social media or digital media. The social network carried out increases collaboration between creative economic actors in developing the products that have been produced. This means that creative economy actors take joint actions to obtain a common goal in developing the creative economy in the tourist destination area of West Sumatra. The sense of compatriotism is a factor in building the strengthening of social capital in the tourist destinations of West Sumatra. This is the main factor that social capital is able to increase the development of the creative economy in the West Sumatra Tourism Destination Area.

#### ACKNOWLEDGMENT

Thank you to the West Sumatra Provincial Tourism Office for being willing to cooperate in this research partner. Thank you also to the LPPM PGRI University of West Sumatra which has assisted in providing information related to research in 2022. Thanks are also conveyed to DRPM KEMENDIKBUDRISTEK which has provided research grants in 2022 so that this research has produced outputs in the form of books, policy briefs and journals. Thanks to the creative economy actors who provided information about the creative economy in each research area.

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