

Local Wisdom Values in the Development of Micro Business Based Creative Economy

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Abstract: The value of local wisdom is potential because it can add value to the micro business activity based on creative economy. The research method is qualitative with regional regional approach. Observations, interviews, and documentation are used as a way to get data. The research was conducted to find out how acculturation of local wisdom values in business activity of creative economy in Cirebon. The location of this research is micro business located in 9 areas in Cirebon region representing 17 micro business, and various kind of creative economic activity. Based on the research results, it is known that the value of local wisdom appears in micro business activities. The value of local wisdom in micro-enterprises collaborates on creativity, skills, imagination and creative talent to provide reinforcement to business products. With the value of local wisdom that joins the economic creativity, micro business becomes more productive, innovative, and high selling power.

1 INTRODUCTION

After the great economic crisis that hit 1998 there are several assumptions that need to be maintained so that Indonesia's economic condition is strong in facing the dynamics of global economy. One of the lessons learned from the crisis is that the economy must be developed in a variety of sectors, especially large-scale microfinance sectors.

The existence of micro business is very contribute in the national economic activity, micro business is one type of business that can grow and influence in the national economy. Micro-enterprises create more productive employment creation, because micro-enterprises are typically labour-intensive businesses that can absorb a lot of manpower. Micro-enterprises have an important role in improving Indonesia's economy, both in terms of number of businesses, terms of employment creation, and in terms of national economic growth as measured by Gross Domestic Product

One of the special properties that micro businesses have, is that micro businesses have greater flexibility and adaptability when compared to larger firms. Flexible because it can adapt to various regulations and actual economic conditions that occur, easily adapt in getting the raw materials, equipment, and various resources required.

Therefore, when the economic crisis hit Indonesia some time ago this micro business sector proved more resilient in the face of crisis than other big business.

Based on the Central Bureau of Statistics Cirebon 2015 presented in table 1, micro business activities in terms of industry and trade in Cirebon are classified into 3 main sub-sectors namely Food, Textile and Wood.

Table 1: Company and Manpower According to Sub Sector in Kab. Cirebon 2015

	Food		Textile		Wood	
	Company	Worker	Company	Worker	Company	Worker
Small industry	351	3306	208	1561	484	3317
Home Industry	2858	7307	795	2155	1566	2884
Amount	3209	10613	1003	3716	2050	6201

Source: BPS Kab.Cirebon 2015

Cirebon area is one of the most potential areas to become an economic market, in this region also has many micro enterprises that emerged as a result of its demographic and strategic position, this region is located on the north coast of Java known as pantura. This city connect Jakarta-Cirebon-Semarang-Surabaya. Economic development in Cirebon influenced by strategic geographic location and excess characteristic of natural resources, Cirebon is a city full of cultural values that embedded the value

of local wisdom. that is seen from the personality and daily life of the people of Cirebon. The tourism sector, the food and textile industries are all exposed to the local wisdom of Cirebon considered by the community as the "Kota Wali".

The consumer market and the trade industry are potential markets for micro businesses, but despite the potential, micro businesses are not easy to enter, there are some difficulties faced by competition. Given the potential market and the large number of micro-enterprises, of course, will lead to a competitive situation, this will become an obstacle for micro-enterprises. Micro businesses need to anticipate this by implementing various strategies to survive in competitive situations and gain potential market share.

Various strategies are undertaken to develop micro business, one of which is to collaborate with the concept of creative economy. The creative economy is a new economic power that does not depend on the diminishing factor of limited production. This activity adopts the power of unlimited creative action, a creative economy that focuses on the creation of goods and services by relying on expertise, talent, and creativity because intellectual property is a way for the Indonesian economy to succeed, to compete strongly, and to achieve excellence in the global economy.

The current economic development is dimensioned to the regional autonomy aspect, which means that the acceleration of economic development depends on the existence and sustainability of regional governments that demand effective, efficient and productive regional governance. This means that good cooperation between stakeholders and economic actors is needed. In every region that has diverse cultures and specific and diverse potentials, this will create a driving force for economic activity. Therefore micro business activities can be developed by exploring the potential, cultural richness, and local wisdom.

The number of micro enterprises in Cirebon area is very much, if it can grow in real amount it will greatly boost the economy of Cirebon area. Based on research conducted by the New England Foundation of the Arts (NEFA) cited in Puguh & Malik Research from FE UNS in 2011, mentions that creative economy based on culture done in a community. Therefore, micro business in Cirebon region has a huge opportunity in creating a product that is in demand by the market, because it has the potential of characteristic natural resources combined with the values of local wisdom that comes from a very high culture. The dominant values of local wisdom felt in

Cirebon can be an additional capital for economic activity, the capital is used as an addition to product characteristics in terms of distinctive characteristics, identities, characters, and advantages that distinguish from similar products.

Local wisdom owned by a region should be a selling point for micro businesses to be able to compete in national and global level. By acculturating local wisdom, the micro business will increase the selling power because it has Citra and Identitas Bangsa.

The figures described in the above confirm that micro-enterprises must continue to be developed in various ways, the values of local wisdom become one of the strengthening of micro enterprises to develop and sustain the national economy in order to be ready for the global economy.

Based on the description a study was developed to better understand the process of planting the values of local wisdom in the activities of micro-enterprises based on creative economy. This is done as an effort to explore issues of local wisdom value in micro business based on creative economy.

2 LITERATURE REVIEW

2.1 Creative Economy and Values Of Local Wisdom

The affirmation of creative economy is done by Landry and Bianchini (1995) quoted from Saksono written in the journal of creative economy (2012) based on their thinking that the world economy has been shifting. If before the 20th century economies had accumulated in manufacturing, it now shifted to an economy derived from creativity as its main commodity.

According to UNESCO, Creative Economy is an industry that combines the creativity of skills and skills to generate wealth and employment. Creative industry is formed by creative culture, that is culture combine creation, product and commercialization. Products from Creative Industries are called commercial product (commercial product) in the form of creative goods and services.

Referring to the above, the creative economy is an economic action that sells products or services with innovative packaging that involves thinking, ideas, and everything that has creativity value that makes income and even employment. Therefore, experience, knowledge, artistic value, technology and culture become a foundation in this creative economy.

Based on the macro review, creative economy industries contribute substantially to the national economy. Based on statistical records the value of creative economy has increased every year, starting from the year 2010-2015 creative economy contributes an average of 8% to the national income.

Governments through creative economy institutions generally classify the types of creative economic activities that are divided into several activities: advertising, architecture, art, craft, design, fashion, video, film and photography, interactive games, music, performing arts, publishing and printing, Computer and software services, television and radio, as well as research and development.

According to Howkins 2009, the development of creative economy can not be separated from the development of local culture so that the more creative a country to pack its culture, the country will be stronger identity and its image that encourages the country's economic growth. One of the key factors for developing a creative economy is how a city is applied as a cultural and artistic center.

Culture and art is a display of a collection of local wisdom values that have undergone a process of sedimentation. Local wisdom, consisting of two words of wisdom or wisdom and local (local) or local. So local wisdom is a local idea that is wise, full of wisdom, good value, embedded and followed by members of the community.

According to Rahyono (2009) interpreted that "local wisdom is the human intelligence possessed by certain ethnic groups obtained through the experience of society". That is, local wisdom is the result of certain communities through their experience and not necessarily experienced by other communities. These values will be attached very strongly to a particular society and that value has gone through a long time, as long as the existence of that society.

According to Putu Oka Ngakan (Andi M. Akhmar and Syarifudin, 2007) defines that: "Local wisdom is the values or behavior of local people living in interacting with the environment where they live wisely. Therefore, local wisdom is not the same at different places and times and different tribes. This difference is caused by the challenges of nature and the necessities of life are different, so that his experience in meeting the needs of his life led to various systems of knowledge both related to the environment and social. As one form of human behavior, local wisdom is not a static thing but changes over time, depending on the order and social-cultural bonds that exist in society".

Meanwhile Keraf (2002) asserts that: "Local wisdom is all forms of knowledge, belief,

understanding or insight and customs or ethics that guide human behavior in life in an ecological community. All forms of local wisdom are lived, practiced, taught and passed down from generation to generation as well as shaping human behavior patterns towards fellow human beings, both natural and occult "

Furthermore Francis Wahono (2005) explains that: "Local wisdom is the intelligence and management strategies of the universe in maintaining the ecological balance that has been tested for centuries by various disasters and obstacles as well as human neglect". Based on the above definition it is concluded that local wisdom not only stops on ethics, but to the norms and actions and behavior, so that local wisdom can be like a religion that guides people in the attitude and act, both in the context of everyday life and determine human civilization further.

Local wisdom is an element of the cultural traditions of a people's society, which appear to be parts that are placed in the physical order of buildings (architecture) and the (urban) region in the geography of the nation's. Based on some definitions of local wisdom, at least implies some concepts, namely:

1. Local wisdom is a long experience, which is precipitated as a guide to one's behavior;
2. Local wisdom can not be separated from the environment of the owner;
3. Local wisdom is dynamic, flexible, open, and always adjust to the times.

3 METHODS

The method of research used is descriptive analysis method through qualitative approach. The use of descriptive analysis is intended to present or describe the findings of the field. Descriptive research is a form of research intended to describe the phenomena that exist, both natural phenomena and man-made phenomena. The phenomenon may be the form, activity, characteristics, changes, relationships, similarities, and differences between phenomena with one another phenomenon (Sukmadinata, 2006). Descriptive research is a study that attempts to describe and interpret something, such as existing conditions or relationships, opinions developing, ongoing processes, effects or effects, or on ongoing trends. In this study no treatment is given or controlled and there is no hypothesis test as contained in experimental research. The research design is presented in the form of chart as follows:

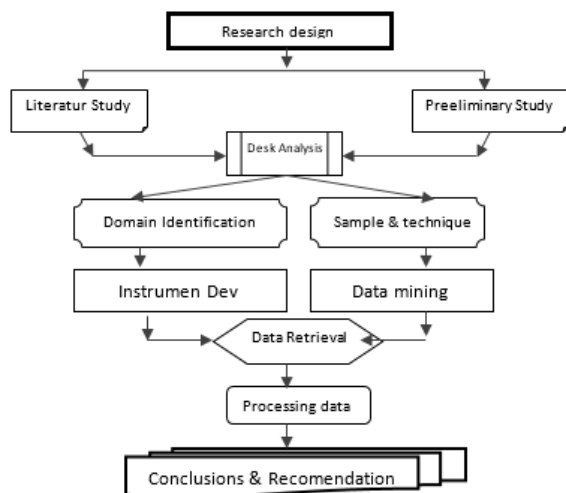


Figure 1: Research design

The search of data is done through observation activities at several research sites in order to know directly the real condition in the form of problems and dynamics of micro business development based on creative economy in applying the value of local wisdom. As for the research sites are 9 districts with a total of observed a number of 17 micro-enterprises.

4 RESULTS AND DISCUSSION

4.1 Creative Micro-Based in Cirebon

Not many business activities that run their activities creatively in Cirebon. But with that Cirebon is a potential city that is now being clean up to the satellite city in eastern west Java. Micro-enterprises in Cirebon are affected due to the demographic and geographic contours of the Cirebon region itself. Based on the results of the study can be described in general that business activities in the Region Cirebon include three types of business namely:

- a) Manufacturing business, is a business entity whose business activities to convert raw materials into a product that can be used by the community or the next producer. Examples: Slippers, rattan craftsmen, convection, etc. Micro businesses engaged in the manufacturing sector implement creative economic activities such as:
 - 1) Ideas for utilizing available local materials
 - 2) Production activities from the utilization of residual production materials,

- 3) The value of creativity that arises in the manufacture of the product.
 - 4) Leverage the market interest to create the product
 - 5) Product variations are based on innovation and product differences
 - 6) Utilization of waste products to be made goods that have a sale value
 - 7) Creative processing techniques that have a high selling value
 - 8) Utilization and processing of processed earth becomes more useful.
 - 9) Connectivity to build domestic and foreign marketing network.
 - 10) Especially in batik, this business looks very priority, many parties play a role in batik development known as batik trusmi, happened synchronization of role between government, intellectual, and business actor, besides creative economic activity done also through creation of innovative style And are in demand by the market, thus generating a lot of demand from the market. The role of the government is clearly visible in the development of this batik business, the government has made Trusmi Village as a place of batik localization in Cirebon, and gives a lot of appeal to the wider community.
- b) Trading business, is a business entity whose business activity sells goods that have been purchased. Example: culinary, traditional hawker centre. Micro businesses engaged in business sector implement creative economic activities such as:
 - 1) Harnessing the market interest to meet their needs
 - 2) Product variations are based on innovation and product differences
 - 3) Sales techniques are creative so as to minimize the cost save
 - 4) Connectivity and creativity to build domestic and foreign marketing network.
 - 5) Efficient use of information technology media.
 - 6) Determination of potential locations to reach the market.
 - c) Business services, is a business that provides services or services to consumers. Example: Mini resto service, freight forwarder, barber shop, salon and spa, merchandise, repair service etc. Micro businesses engaged in the service business sector implement creative economic activities such as:

- 1) Creative values that appear like changing the shape, complementing the product, giving the decoration to be more valuable to sell.
- 2) Variation of services provided.
- 3) The design of business premises is varied.
- 4) Utilization of social media facilities.
- 5) Recycling activities utilize goods to have economic value

The development of micro business in Cirebon needs to get the greatest attention both from the government or related agencies and society in order to grow more competitive with other economic actors. The development of micro sector in Cirebon is a must because in terms of quantity and absorption of micro enterprise work in Cirebon very dominate the economy. Moreover, the Ministry of Cooperatives and Small and Medium Enterprises is planning to create 20 million new small and medium enterprises by 2020.

4.2 Application of Local Wisdom in Creative Micro-Based Business in Cirebon

Local wisdom is a broad and comprehensive phenomenon. The scope of local wisdom is wide and varied, making it difficult to be limited by space. Traditional wisdom and wisdom now differ from local wisdom. Local wisdom places more emphasis on the place and locality of the wisdom so it does not have to be a wisdom that has been passed down from generation to generation.

Local wisdom can be a wisdom that has recently emerged within a community as a result of its interaction with the natural environment and its interaction with other communities and cultures. Therefore, local wisdom is not always traditional because it can include today's wisdom and therefore a broader meaning than traditional wisdom.

Based on the results of the study, it was found that the micro business activities in Cirebon were affected by some local wisdom values that emerged in this area. The application or influence of local wisdom in economic activities can be seen as follows:

- a) Local wisdom originating with the origin of the region that became characteristic and can be a competitive advantage, the origin of the region can be used as a special identity in Cirebon famous for the city of shrimp, city guardians, etc. This happens because Cirebon is a coastal area that has a main commodity shrimp. Then this area is the region of heritage of the spread

of Islam first. Because the value of this local wisdom has an impact on economic activity in the form of a lot of influence in every economic activity in Cirebon. Example: Market activities that follow special days of religious, product design and contaminated media designs from the typical identity of the city of shrimp and city guardians, such as Batik Trusmi have many motives inspired by the characteristics of Cirebon.

- b) Local wisdom derived from routine hereditary activities. This happens because of customs, certain habits that certain societies believe to carry out continuously. This is influenced by contour and regional climate. Because the value of local wisdom like this arises the customs and tastes of local communities. The value of this local wisdom has an impact on economic activities in the form of acculturation of the production process. Example: Making a typical cracker Cirebon using spices and a particular procedure, Seaweed Processing in Bandengan Village using a special procedure performed for generations.
- c) Local wisdom derived from raw materials and available resources. The raw materials and resources available in Cirebon provide a value that makes the culture and procedures that make a value, this is a potential local potential that is characteristic. The value of this local wisdom affects economic activity in the form of adjustment of production with the potential and local raw materials available, for example: Krey Bambu using local raw materials, Sendal Plumbon which include batik ornament mega cloudy.
- d) Local wisdom derived from the production system is done. This is because the traditional local production system, as part of the effort to fulfill the needs and management of the workforce, is carried out in an open manner of kinship and the empowerment of the surrounding community. The value of this local wisdom has an impact on economic activity in the form of representation of spirit of gotong royong. Example: empowerment of surrounding communities as workers in every micro business located in Cirebon region.
- e) Local wisdom in human relations, this happens because the local knowledge system as a result of the continuous interaction that is built up due to social needs. Influence on economic activity in the form of business owner relationship passed down from generation to generation.

5 CONCLUSIONS

A creative economy that focuses on the creation of goods and services by relying on expertise, talent and creativity as intellectual property. Microenterprises in Cirebon Region have generally conducted creative economic activities, however not all micro enterprises are optimally performing these activities, micro enterprises in Cirebon region that is fairly traditional and is a legacy business basically only do a little innovation and creations that cause their business Walk slowly. The application of creative economy in micro business in Cirebon can be demonstrated by various different characteristics, but generally characterized by:

1. Based on ideas.
2. Unlimited development in various business fields.
3. The constructed concept is relative
4. The occurrence of collaboration between various actors who play a role, namely business actors, intellectuals (intellectuals), and the government.

Local wisdom becomes important and useful only when local people who inherit the knowledge system accept and claim it as part of their lives. That way, local wisdom can be called the soul of the local culture. It can be seen from the expression of local wisdom in everyday life because it has been integrated very well. Each part of the life of the local community is wisely directed on the basis of their knowledge system, as well as in economic activity. Economic activities in the Cirebon region are also characterized by the application of local wisdom, those who run businesses strongly uphold the value of local wisdom as evidenced by the use of local knowledge, customary engagement (custom), empowerment of surrounding communities, in the economic activities they run. The value of local wisdom gives influence in micro economic activities in Cirebon, the three types of micro sector in Cirebon actualize the value of local wisdom into the production process so that the product created has better selling value. In general, acculturation of local wisdom values in micro business in Cirebon includes the following:

1. Local wisdom is characterized, identity, and made excellence product.
2. Raw materials used in production activities are potential raw materials of the region.
3. Processes that occur in micro business activities are hereditary.

4. Workers who enter into the production factor is a workforce that relies on the surrounding community as a form of soul gotong royong.

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