

The creative economy in developing entrepreneurship: a case study on calligraphy craftsmen in Indonesia

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The creative economy in developing entrepreneurship: a case study on calligraphy craftsmen in Indonesia

Abstract. The creative economy is supported by an innovative industry driven by creators and innovators. Many types of creative industries are considered to be developed in Indonesia, including figure calligraphy. This study aims to develop figura calligraphy products through product characters with sharia-based innovations. The research method used is a qualitative approach. This study involved 20 figure craftsmen in the Kudus district, Central Java, Indonesia. The data were obtained using observation, interviews, and in-depth discussion with the respondents. Data analysis uses the Miles and Huberman model, namely reducing data, tabulating, presenting data, and drawing conclusions. The result of the research is the development of creative industries figura handicrafts through the innovation of sharia-based products that are handicrafts that have artistic value to be enjoyed and contained the meaning of promoting the teachings of Islam. Furthermore, diversification of figura products that use technology makes figura product innovation an advantage, novelty, and change. In the future, it is expected to develop creative industries, increasing innovation through the diversity of products.

Keywords: Creative Economy; Calligraphy; Diversification Strategy; Entrepreneurship; Creative Industry

JEL Classifications: E24; E41; E64; I18; J28

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**Креативна економіка в розвитку підприємництва:
приклад майстрів каліграфії в Індонезії**

Анотація. Креативна економіка підтримується інноваційною індустрією, творцями та новаторами. Вважається, що в Індонезії розвинені багато видів творчих індустрій, зокрема фігурна каліграфія. Це дослідження спрямоване на розробку продуктів каліграфії фігурок із використанням символів продукту з інноваціями, заснованих на шариаті. Як метод дослідження використовується якісний підхід. У цьому дослідженні взяли участь 20 майстрів із району Кудус, Центральна Ява, Індонезія. Дані були отримані за допомогою спостереження, інтерв'ю та поглибленого обговорення з респондентами. Результатом дослідження є розвиток творчих індустрій фігурного ремесла за рахунок інновацій, заснованих на шариаті, які є ремеслами, що мають художню цінність, якими можна насолоджуватися, і які містять сенс просування вчення Ісламу. Окрім того, диверсифікація продуктів каліграфії, в яких використовуються технології, робить інновації продуктів каліграфії перевагою, новизною та зміною. У майбутньому очікується розвиток творчих індустрій, збільшення інновацій за рахунок різноманітності продукції.

Ключові слова: креативна економіка; каліграфія; стратегія диверсифікації; підприємництво; креативна промисловість.

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**Креативная экономика в развитии предпринимательства:
пример мастеров каллиграфии в Индонезии**

Аннотация. Креативная экономика поддерживается инновационной индустрией, движимой творцами и новаторами. Считается, что в Индонезии развиты многие виды творческих индустрий, в том числе фигурная каллиграфия. Это исследование направлено на разработку продуктов для каллиграфии фигурок с использованием символов продукта с инновациями, основанными на шариате. В качестве метода исследования используется качественный подход. В этом исследовании приняли участие 20 мастеров из района Кудус, Центральная Ява, Индонезия. Данные были получены с помощью наблюдения, интервью и углублённого обсуждения с респондентами. Результатом исследования является развитие творческих индустрий фигурного ремесла за счёт инноваций, основанных на шариате, которые представляют собой ремесла, имеющие художественную ценность, которыми можно наслаждаться, и содержащие смысл продвижения учения Ислама. Кроме того, диверсификация продуктов каллиграфии, в которых используются технологии, делает инновации продуктов каллиграфии преимуществом, новизной и изменением. В будущем ожидается развитие творческих индустрий, увеличение инноваций за счёт разнообразия продукции.

Ключевые слова: креативная экономика; каллиграфия; стратегия диверсификации; предпринимательство; креативная индустрия.

1. Introduction

The development of science and technological advances has changed the economic life patterns of people globally in various fields. These pattern changes stimulate the creation of new products. In addition to the changing economic patterns, technological innovation and creativity of science have also shifted the economy's orientation into a creative economy (Lerena & Orozco, 2020). It takes community engagement to get to the creative economy (Symons et al., 2018).

A creative economy is an economic activity driven by innovative industries that prioritize the role of intellectual capital. Creativity has an important role in driving innovation and broader economic growth (Abbasi et al., 2017). In the creative industries, it takes experimentation with new ideas, in contrast to the previous ones, by combining existing ones with something unique to be accepted by consumers (Cerneviciute & Strazdas, 2018). The creative economy is one of the solutions to optimize the resources owned and supported by the creative industries (Bilan et al., 2019). The creative industry itself is driven by entrepreneurs, namely creative and innovative abilities (Unceta et al., 2021). Entrepreneurs have the freedom to make their own decisions according to the conditions of their respective businesses (Vallaster et al., 2018). The motive in entrepreneurship is to gain profit and may serve social purposes (Douglas & Prentice, 2019). The activity sector of the creative industry is organized with the main objectives of production or reproduction, distribution, commercialization, goods, and services, as well as activities of a cultural, artistic, or heritage nature (Skavronska & Economic, 2017).

Many creative industries are popping up in Kudus Regency in Indonesia. Calligraphy figura craft is one of the furnicrafts creative industries, but not yet developed. Data from the Department of Industry, MSMEs, and Cooperatives shows that Figura Calligraphy craftsmen are currently not so touched by their existence and have not been recorded (Moeuf et al., 2018). Production is still limited because it is still handmade (Boĝa & Topcu, 2020). Handmade characteristics are produced entirely by hand or manually until they become a component or finished product (Salazar-ordóñez et al., 2018) - many competitor products from outside the region and other countries. Product quality, production process, and marketing strategy are challenges that craftsmen must solve (Kazungu, 2020). Calligraphy figura craft loses competition with products from outside the region if not innovated (Romanova, 2019). Competitive advantage is demonstrated by the industry's competitiveness in regional, national and international competitions (Liu & Y. Chiu, 2017).

Diversification of calligraphy products makes products more innovative. The most popular strategy in business development is product diversification. Entrepreneurs can deal with the complexity and diversity created by product diversification (Benito-osorio et al., 2020). Creative industries in absorbing labor must pay attention to the products they produce.

Along with the development of information technology, it must produce technology-based products to continue maintaining its business. Technology can directly increase creativity and identify ways to overcome obstacles or solutions to specific problems (Tsilika et al., 2020). Challenge to develop entrepreneurship by using technology without compromising the advantages of labor-intensive handicrafts (Ribeiro-Soriano, 2017). Innovation is excellence, with innovation means entrepreneurs create distinction (Rofiaty, 2019). Innovation can be in various forms, such as product innovation, processes, methods, technology, and management (Lussier et al., 2016). Innovation can also mean applying creativity to solve the problems faced and creating opportunities to improve lives (Mottiar et al., 2018). Innovation frame calligraphy products as an advantage have been implemented to find solutions to the issues that occur.

The Furnicraft industry is a creative industry that needs to be developed. The development of creative industries handicrafts and furniture (furnicraft) required creative and innovative entrepreneurs to create the character of their products. The challenge of innovating today is developing digital business models and product development following market demand (Kinkel et al., 2017).

The creative industry of calligraphy figura craft developed supported by the habits of Kudus who prefer entrepreneurship and are accompanied by high religious-spiritual value. Therefore, the creative sector of calligraphy craft is a very good potential that needs to be developed - the development of creative calligraphy industries through the diversification of calligraphy figura products with various technology-based product innovations. This research aims to build figure calligraphy products through product character, namely product diversity and innovation of sharia-based frame products. Creating product diversification furnish-craft frame is expected to spur sales growth, improve marketing frame calligraphy, accelerate the diffusion of technology and management so that entrepreneurial potential can be optimal.

2. Research Methodology

This study uses a qualitative approach. This study involved 20 figure craftsmen in the Kudus district, Central Java, Indonesia. The data were obtained using observation, interviews, and in-depth discussion of the respondents. First, statements were made to obtain a physical description and activities of the research location, such as the craft of calligraphy figures. Second, interviews were conducted to obtain data about business managers, types of products, and consumers. Third, the results of the informal interviews were analyzed descriptively-comparatively, then a Focus Group Discussion (FGD) was held. Finally, data from the focus group discussions are summarized and mapped according to the problem. Data analysis uses the Miles and Huberman model, namely reducing data, tabulating, presenting data, and drawing conclusions.

3. Results and Discussions

3.1. Characteristics of Respondents

The characteristics of respondents in the study can be seen in Table 1.

The observations show that calligraphy figura artisans have sufficient resources in developing the business. The descriptive research object of the creative industry of the Kudus Regency

Table 1:
Characteristics of Respondents

Description	Criteria	Amount	Percentage
Gender	Male	18	90
	Women	2	10
	Amount	20	100
Level of education	Junior	4	20
	Senior	14	70
	Bachelor	2	10
	Amount	20	100
Sales	Max 300 billion	14	70
	>300 million-2.5 billion	6	30
	>2.5 billion-50 billion	0	0
	Amount	20	100
Assets	Max 50 million	4	20
	>50 million-500 million	6	30
	>500 million-10 billion	10	50
	Amount	20	100
Employees	1-9 employees	14	70
	11-19 Employees	4	20
	>19	2	10
	Amount	20	100

Source: Compiled by the authors

figurine calligraphy is a micro-enterprise, which is seen from its turnover of no more than 300 million per year. However, the total assets of craftsmen are quite significant because their assets range from 500 million - 2.5 billion. Furthermore, craftsmen have a high entrepreneurial spirit by innovating and diversifying products to compete against competitors outside the region, such as Majalengka figures, Demak figures, Salatiga figures, and figures imported from China.

3.2. The creative economy in developing entrepreneurship

Figura calligraphy craftsmen have tried creatively and innovatively by developing product designs, models, product engineering techniques, and other uniqueness, but they are not optimal. Figura's calligraphy craft products, in addition to highlighting the art of calligraphy, also contain the meaning of Islamic da'wah teachings (Araújo et al., 2019; Bashir et al., 2019; Gong & Cortese, 2017). An important factor in creativity is to combine knowledge relevant to the effort, skills pertinent to creativity, and motivation (Berková et al., 2019). The concept of creativity has a vital artistic component, emphasizing intellectual property. The contribution of human resources will increase productivity (Steshenko et al., 2019). The resulting product has a high commercial value with low reproduction costs and easy transfer to the following business process (Republic et al., 2019). Creativity and innovation can be supported by the number of workers and owned and the education of business owners (Závadský & Hladlovský, 2020). Moreover, Inovasi created by human resources makes technology transfer, and its implementation will increase productivity (Steshenko et al., 2019).

The development of creative industry figura calligraphy craft through the innovation of sharia-based products that are handicrafts that have artistic value to enjoy and contained the meaning of promoting the teachings of Islam. Innovation as Excellence through product development (Pavlenko et al., 2018). Craft figura calligraphy has the advantage of higher artistic value. The selling price increases innovation as an update, a new added value for its users (Bin Nordin et al., 2020). Updates in frame calligraphy products are implemented through digital-based sound frame product design innovations (Stasiulis, 2017). Innovation as a change, frame calligraphy crafts can function ornaments on furniture with calligraphy motifs, so-called furni-craft.

Frame sound products are the result of innovation updates from the mecca frame Medinah lights. The novelty of this product focuses more on the values of uniqueness, aesthetics (beauty), art, special/typical decorative variety (ornament), and the musical sound Qur'an 30 chapter is the primary element. Product renewal innovation can not only be enjoyed through its physical form but one's spirituality (Jumintono et al., 2018). The frame craftsmen can make a voice enhancer for the 30-chapter recitation and are expected to add to the religious value of their products. Frame digital is one of the diversities of information technology-based products that contain calligraphy (Barthos & Sara, 2019). According to the time, there is also a five-time prayer digital clock that will sound when the adhan arrives. Besides, there is a running text containing advice, advice,

and announcements, so it has a dual function as an alarm and a means of delivering notifications (Anh et al., 2017).

Frame calligraphy products are generally made repeatedly and made on a large scale (mass product). The implementation of product innovation as a change of figure is a type of frame dowry product (Yue & Qin, 2019). With this change in product type, the core benefits of frame calligraphy turn into a different function, namely as a dowry. Dowry Figures are usually made not in bulk but based on special orders and unique calligraphy, which is also produced to order. Innovation frame calligraphy products as an advantage have been implemented to find solutions to problems. However, these frame materials using frame materials to substitute materials from wood are increasingly rare. The advantages of frame made of frame have substantial resistance, anti-porous, has a variety of motifs, and lower prices than wood. In addition, the use of foil material as a substitute for brass slabs has the advantage of not being rusty and forming calligraphy writing motifs easier.

Diversification of handmade calligraphy frame products has the advantage of higher art value so that the selling value is higher. It has categorized sharia products because calligraphy products contain material or writing snippets of holy verses of the Quran or Al-Hadith designed so that the meaning or meaning contained in calligraphy can be believed the truth and can be practiced reading in daily life. Life satisfaction is determined by fulfilling spiritual needs through highly artistic products. Snippets of verses of the Qur'an or Hadith that are often used in calligraphy art and suggestions believed by consumers are Verse Kursi (meaning salvation), Surah Yaasin (telling always remember death so that it will never forget God), Asmaul Husna (meaning always remember the names of Allah), Verses of a Thousand Dinars (meaning to bring commonwealth), Sholawat Nariyah (meaning salvation), Calligraphy Semar / Syahadat, Calligraphy from animal skin, frame Mecca, Medinah, Roudhoh, The Door of the Kaaba and Multazam, Various prayers: happy family, the happy afterlife. Frame Digital five-time prayer accompanied by running text appealing virtue. An example of a calligraphy Diversification product can be seen in Figure 1.

The creation of *furniture* and *handicraft* product development in the form of figura products with digital clock five prayer times and running *text* is a product diversification that combines technology with handicrafts. By diversifying this product, figura craftsmen in general and groups of craftsmen Kudus in particular. Empowerment of figura craftsmen results in improved human



Figure 1:
Various diversification of sharia product innovation frame calligraphy
Source: Compiled by the authors

resource skills, improved product quality, the creation of a variety of new products (innovations) and diversification products, increased marketing so that the value of assets and revenues of figura craftsmen increased. This increase in figura craftsmen revenue will certainly increase regional and state revenues to support the creation of an advanced Indonesia in the current era.

Diversification of figura products that use technology makes figura products and handicrafts and furniture used as outdoor and indoor home accessories. Product diversification strategy is an effort to find and develop new products or markets to pursue growth, increased sales, profitability, and flexibility.

4. Conclusion

The conclusion of the research is the development of creative industries frame handicrafts through the innovation of sharia-based products that are handicrafts that have artistic value to be enjoyed and contained the meaning of promoting the teachings of Islam. Diversification of figura products that use the basis of technology makes frame product innovation an advantage, novelty, and change. In the future, it is expected to develop creative industries, increasing innovation through the diversity of products so that a creative economy is formed. Product diversification and innovation of frame calligraphy products make the community more creative in entrepreneurship. Unemployment is reduced due to the creation of new jobs. Creative industries create healthy business competition. The creative economy is growing, and society is becoming prosperous.

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