

Human Resource Development in Managing the Creative Economy during the COVID-19 Pandemic in the Community of Tafure and Sulamadaha Village, Ternate City

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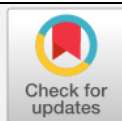
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ABSTRACT

This study aims to provide an in-depth overview of the application of the creative economy during the COVID-19 pandemic to increase economic income. Human Management Resources in an organization are not just administrative but lead to developing the potential of human resources to be creative and innovative. A creative economy is an economic concept combining something with an element of creativity by combining ideas, ideas, and knowledge from human resources as a production factor. The condition of the COVID-19 pandemic is very unsettling for the community. Therefore it requires skills and the desire of business actors to develop a creative economy. The research uses a descriptive qualitative approach with respondents, samples from the Tafure community and the Sulamadaha community, respectively, as many as four people who have a business with key informants from the local community who have had a business for 8 and 10 years. Retrieval data in the form of observations and interviews with eight people consisting of 6 field informants and two key informants. The data collection technique uses triangulation in which researchers compare information from the field with information and data from informants, both field informants and key informants, with conditions in the local area. Research data analysis is inductive; some data and information are obtained and then developed into a hypothesis. The COVID-19 pandemic has made the economic life of a business very impactful on people's financial income. Tafure community business actors have implemented creative economy human resource development through participation in education and training activities.

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1. Introduction

The COVID-19 pandemic has greatly felt changes in doing business for the community, including the people of Ternate City. The creative economy is increasingly important in supporting economic prosperity during a pandemic. Some argue that “human creativity is a major economic resource” and that “twenty-first-century industry will depend on knowledge production through creativity and innovation”. This is inseparable from the role of Human Resources (HR), which is one of the main factors in economic reform. In addition, fundamental changes in the business environment have resulted in dramatic changes which show the importance of HR in doing business. Success in winning business competition lies in its Human Resources as business actors. HR is defined as HR who is in the process of producing goods/services following the wishes and needs of consumers to be able to expand the marketing of their products. For this reason, a company or industry must have human resources capable of realizing competitive and quality management.

Meanwhile, when viewed from the perspective of human resources as production executives, it is necessary to have management who can guarantee peace, security, and job satisfaction, so that their contribution to the production process can continuously achieve a competitive advantage and be improved. Human Resource Management is needed to add value to workers themselves and their organizations, and managers may be able to acquire, develop and maintain the skills needed as quickly as possible and also needed in the future by their organizations. Human Management in an organization is not just administrative but leads to developing the potential of human resources to be creative and innovative. A creative economy is an economic concept combining something with an element of creativity by combining ideas, ideas, and knowledge from human resources as a production factor.

This is an economic activity obtained from the output with the power of thought, the creativity that a person has in collaboration with innovative ideas. North Maluku Province, including Ternate City, has adequate availability of natural resources, which can be supported by the potential of reliable human resources to develop the creative economy. The local government is also very inspiring about this, considering that the North Maluku economy looks to be improving in the fourth quarter of 2020 with economic growth of 9.48%, a significant acceleration compared to the third quarter of 2020, which also experienced an acceleration of 6.66% (Badan Pusat Statistik Provinsi Maluku Utara, 2020). From the production side, growth was driven by most of the business fields, with the highest growth being the Processing Industry Business Field, which grew by 65.56 percent. The economy of North Maluku in the fourth quarter of 2020, compared to the previous quarter, grew by 5.98 percent. From the production side, the highest growth is in the Mining Business Field.

Tafure in Ternate City, with a population of 275 families, has initiated a creative economy by integrating the community to increase household income for mothers, young women and even involving men or teenage children. This is different from the people of Sulamadaha with 321 households in the North of Ternate City. The brilliant ideas and thoughts of doing local handicrafts to be sold are their creative ideas. Opportunities for promoting processed products are visible, but the ideas that generate economic income for the family are not visible.

Tafure, with its creative ideas, has created products such as parade collections and creative companies, each of which has many permanent and non-permanent employees and has generated monthly income because it already has a market, even though the product storage market is far from its neighborhood still enthusiastic, still thinking about promoting through other channels such as through cyberspace.

The location of Sulamadaha has natural resource potentials, which are flora and fauna in the Sulamada sea waters, which is a diversity of fatwas in this place that can make a beautiful panorama for the public to enjoy. It also has a goat and cow farming business and a plantation business that can be used as a material for the creative economy for miniature creativity from wood, which can also be explored. With local wisdom that exists in their area, people have the opportunity to develop their creative economy, especially during the COVID-19 pandemic, which of course, affects family income. The people of Sulamadaha have to develop entrepreneurial ideas. It is different from the Tafure village with creative ideas already existing in the local community. Still, it is different from the Tafure village with a business that has had a creative economy program since 2018 but has obstacles such as minimal market access, in the sense that the marketing place for local products is not yet widespread. The community is ready to produce to fulfill orders but not ready to sell in bulk. So this requires a solution to open market access and facilities and infrastructure. For this reason, this study reveals the problem of the form of the creative economy in increasing the independence of family income and how to empower the creative economy during the COVID-19 pandemic in the Tafure community and the Sulamadaha community. The aim is to provide an in-depth overview of the application of the creative economy during the COVID-19 pandemic to increase economic income.

1.1. Community Empowerment

Robinson (1994) explains that empowerment is a personal and social process, a liberation of personal ability, competence, creativity and freedom of action. According to Payne (1997), empowerment aims to help clients get the power, strength and ability to make decisions and actions to be carried out and relate to themselves, including reducing personal and social constraints in taking action. People who have achieved collective goals are empowered through their independence. It is even a “must” to be more empowered through their efforts and the accumulation of knowledge, skills and other resources to achieve goals without depending on help from external relations.

Meanwhile, according to Adi (2008), community empowerment is “community empowerment as a program and process”. Empowerment is a program where empowerment is seen from the stages of activities to achieve a goal, usually within a predetermined period. Meanwhile, empowerment as a process is an ongoing activity as long as the community wants to make changes and improvements and is not just fixated on a program. If you look at empowerment programs, there will be many initiatives implemented by various parties. Still, there is a question, namely, whether the program carries a concept of empowerment or is not entirely based on community empowerment efforts.

1.2. Community Participation

Adi (2007, p. 27) states that community participation is community participation in the process of identifying problems and potentials in the community, selecting and making decisions about alternative solutions to deal with problems, implementing efforts to overcome

problems, and community involvement in the process of evaluating changes that occur. According to [FAO \(1989\)](#), as cited in [Mikkelsen \(2003\)](#), participation is defined as follows:

- 1) Voluntary contribution from the community to the project without participating in decision-making.
- 2) Sensitizing the community to increase willingness to accept and ability to respond to development projects.
- 3) An active process means the person or group takes the initiative and uses their freedom.
- 4) Strengthening dialogue between local communities and staff who carry out the preparation and implementation.

1.3. Creative Economy

According to [Siagian et al. \(2020\)](#), a creative economy is a process of creating, producing, and distributing goods and services, which require creativity and intellectual abilities.

This understanding is needed, which is creativity in the concept of the creative economy. Creativity is not limited to product creation but includes using raw materials and technological innovation.

2. Research Method

The research underlies this article's writing uses a descriptive qualitative approach with respondents ([Moleong, 2013](#)), samples from the Tafure community and the Sulamadaha community, respectively, and as many as four people who have business with key informants coming from local communities who have a business for 8 and 10 years.

The research location is based on socio-demographic characters, namely Tafure and Sulamadaha, in the northern part of Ternate City. The informants in this study were indigenous people in the local area who had local businesses and experienced congestion during the COVID-19 pandemic. Data collection was in the form of observations and interviews with eight people, consisting of six field informants and two key informants. The data collection technique uses triangulation in which researchers compare information from the field with information and data from informants, both field informants, and key informants, with conditions in the local area.

Data analysis in this study is inductive analysis. Some data and information are obtained and then developed into hypotheses. Then, the data is searched repeatedly so that the study results can illustrate the meaning of generalizations as conveyed by [Sugiyono \(2006\)](#).

The researcher conducts a "social situation", including places, actors, and activities. The sample is a part or number of certain samples taken from a population and examined in detail. In this research, the population which is the object of research based on the survey conducted is the creative economy actors, Tafure Village, and Sulamadaha Village. Specifically, the population of creative economy actors is 272, with details the sexes of 84 men and 188 women.

Data display (data presentation) is used in narrative form. In this study, the authors found initial information following observations combined with field conditions based on the results of interviews with field informants and key informants. And finally, the authors draw conclusions based on the data or information that has been obtained.

3. Results and Discussion

Forms of the creative economy in increasing the independence of the family income of the Sulamadaha community and the Tafure community:

3.1. Owned Culture

According to the interview results, the six informants said that the culture of Ternate is still attached and preserved by the people of both Sulamadaha and the Tafure community. The Sulamadaha and Tafure communities adhere to the traditional Ternate culture, which is thick in various life rituals. However, these two communities have differences that can be seen in the application of business which, of course, can affect the economic income of the family. Of course, it affects the pattern of implementing the business they are doing.

3.2. Works

The livelihoods of the people of Sulamadaha are mostly farming, fishermen, market traders, and construction workers. Meanwhile, the Tafure community is a small part of farmers, fishermen, entrepreneurs, and civil servants, as well as part of the construction workers of private companies. The people of Sulamadaha also have a lot of gardens with monthly and even yearly businesses, farming, and livestock farming in their environment. This is different from the Tafure community, where a small number of them are farmers and fishermen.

3.3. Accessibility

Sulamadaha, apart from having a well-known tourism beach location and being the first tourist beach in Ternate City, this beach has a diversity of flora and fauna, which supports tourist attraction because on this beach, there are also various types of flora and fauna such as marine fauna which are classified as rare. Sulamadaha also has a beautiful panorama and can be used in developing the creative economy. Residents mostly serve some farms, namely goat and cow farms, so Sulamadaha is also known as a goat and cow breeding area. In addition, the people of Sulamadaha have many plantations, and almost all of them own community planting that can be processed as a creative economic activity. There are many fruits, and miniature creativity made of wood is a potential creative economy. With local wisdom that exists in their area, people must be able to develop their creativity and positively impact the economy of the people of Sulamadaha Village. The interviews with informants stated that they wanted to carry out business development with their local wisdom. Still, the willingness to carry out, namely the willingness to start the activity, became a barrier for them. However, interviews with key informants show that, on average, they have a minimum desire to develop into a more advanced business. The community only sells garden products in the market, women do it, and the fish catch is used for their daily needs. There is a COVID-19 pandemic where the government has made several health recommendations. This is different from the people of Tafure, who do not have a business location such as a tourism place, they do not have access to extensive plantations for economic income, but their willingness to do business even among them already has a market share and a brand. The results of the interview with the key informant, Mrs. Ulfa, said that if there is no will to do business, then what will be the fate of their economic life? There is a strong intention to move forward in carrying out this business activity which many local and national consumers have now visited. This is also the result of information from field informants who said that the business they have been doing so far could help the livelihood of an economic income.

3.4. Creative Economy

Natural resources are abundant in the area of Sulamadaha compared to Tafure. This is certainly a great opportunity for local communities, especially business people, namely those who are already involved in the business world, to develop the creative economy because it

adds more to their income, especially in a state of the COVID-19 pandemic. A creative economy is the creation of production activities, especially with the natural resources in the Sulamadaha area. This certainly requires creativity in the concept of a creative economy. Creativity is not limited to product creation but includes using raw materials and technological innovation.

3.5. Human Resources Development

Human Resources problems of the creative industry require a comprehensive and systematic solution to produce highly competitive industrial human resources. Human resource development activities are one of the efforts to improve the quality and quantity of human resources in the creative industry. HR development activities can be carried out through training and education activities. Development is an effort to improve the technical, theoretical, conceptual, and moral abilities of employees following the needs of the job/position through education and training. Development in the field of human resources, namely:

- 1) To promote and cultivate entrepreneurship
- 2) Improve technical and managerial skills
- 3) Forming and developing educational and training institutions to carry out education, training, counseling, business motivation and creativity, and the creation of new entrepreneurs.

Until now, Tafure community entrepreneurs have repeatedly participated in education and training activities. They acknowledge that the times and technological advances must be followed by the development of science and steps taken, namely through education and training both carried out by city and provincial governments. However, for the people of Sulamadaha, the training activities involved only a few times, and the desire to participate has not been seen.

Behind the progress that is getting better, there are still various challenges faced by the creative industry, and it is an interesting strategic issue. The seven strategic issues are (1) The availability of professional and competitive creative human resources; (2) Availability of quality, diverse, and competitive raw materials; (3) Developing a competitive, growing, and diverse industry; (4) Availability of suitable, accessible, and competitive financing; (5) Expansion of the market for creative works, businesses, and people; (6) Availability of appropriate and competitive infrastructure and technology; and (7) Institutional and business climate that is conducive to the development of the creative economy ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2014](#)). Of the various strategic issues above, there is an interesting one, namely the issue of the availability of professional creative human resources.

Human resources are the main production factor for the creative industry. Without competitive human resources, it is very difficult for Indonesia to develop its creative industry. Mari Pangestu stated that "Human resources are inadequate in quantity and quality. Generally, self-taught learning is not created by formal/informal educational institutions. In addition, human resources are concentrated in certain cities" ([Harian Ekonomi NERACA, 2011](#)). In addition, the limited quality and quantity of creative education institutions have limited creative HR graduates in Indonesia. Limited human resources and creative education institutions are a major problem in Indonesia's Human Resource Development for Creative Industries, so a Creative Industry HR Development Strategy is needed to face the AEC 2016. This study aims to determine the strategy for developing Indonesian Creative Industry HR facing MEA in 2016 ([Hidayat & Nurdiana, 2016](#)).

Training activities can be carried out using on-the-job training and off-the-job training methods. On-the-job training is a method in which workers or prospective workers are placed in real work conditions under experienced employees' or supervisors' guidance and supervision (Zainal, 2011, p. 227). Off-the-job training is a training program that is held in a separate location. This training program provides individuals with the skills and knowledge they need to work at a time separate from their regular working time (Simamora, 2006, p. 320).

One of the activities that are important in Human Resource Management (HR) activities is the activity of HR Development. HR development is an effort to improve employees' technical, theoretical and moral abilities following the needs of the job or position through education and training (Hasibuan, 2007, p. 69). This is in line with Notoatmodjo's opinion, which states that "in the context of human resource development, education and training are efforts to develop human intellect and personality" (Notoatmodjo, 2009, p. 16)

Sulamadaha was once included as a place of revitalization tourism in Ternate City. This should be a great opportunity for the existing community, including business people who have been built for a long time. So, according to Hasibuan (2007), local community business actors need to be motivated to develop human resources for a creative economy so that the impact of the COVID-19 pandemic does not become a major deterioration for them.

3.6. The Impact of the COVID-19 Pandemic on Business

Creative business actors must adapt to survive and grow amidst the COVID-19 pandemic, starting with comprehensive study and data collection. COVID-19 globally was declared a pandemic by the World Health Organization (WHO) in March 2020. 2020 is a very troubling year for business people because the country is experiencing major turmoil in the COVID-19 pandemic, which impacts economic income. The slowing pace of the Indonesian economy will affect various economic sectors, including the creative economy sector. A creative economy can be said to be an economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) as the main production factor in economic activities (Sugiarto, 2018). The impact of this pandemic can be seen from the consumption side, where the spread of COVID-19 and the suggestion from the government not to leave the house will cause people's consumption patterns.

4. Conclusion

Human Resources (HR) is an important element in the creative economy ecosystem. Human Resources are not only an instrument in production, but HR is also a driving force and determinant in the production process. The COVID-19 pandemic has made the economic life of a business very impactful on people's financial income. Tafure community business actors have implemented the development of creative economy human resources through participation in education and training activities. They always have the desire to create and design creative ideas in various products made from nature. In contrast, the people of Sulamadaha do not desire to increase the creative economy even though they have sufficient tourist locations and agricultural and fishery products.

5. Acknowledgment

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6. Declaration of Conflicting Interests

The author has declared no potential conflicts of interest concerning this article's research, authorship, and/or publication.

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