

## Creative Economic Development Strategy of Riau Province Community in As-Syatibi Shariah Maqasid Perspective

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### ABSTRACT

Creative economy is an effort to optimize natural resources with creativity and innovation so as to produce the unique products, unique and renewable in an effort to increase *capacity building* of local human resources. This study aims to analyze the strategy of developing the creative economy of the people of Riau province and the views of maqasid shariah. ANP analysis shows that there are two criteria for problems and solutions in creative economy development, namely internal problems and external problems. The results of this study indicate that the creative economy development strategy of the people of Riau province is still not optimal, marked by various problems that exist in the creative economy development strategy carried out by the Riau regional government. External problems dominate, namely government policies, participation of related institutions, participation and support from public awareness.

**Keywords:** Creative Economy, *Capacity Building*, ANP, Creativity, Innovation

### A. INTRODUCTION

It's about in 1990, a new economic era began that prioritized the advancement of information, creativity and popularity as *the creative economy* which was driven through the industrial sector called *the creative industry*. This wave pattern can also be seen in the picture Apart from these problems

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Figure.I.I. Shifting the orientation of the economic wave

The creative economy is believed to be able to answer the challenges of short-term and medium-term basic problems: (1) the relatively low post-crisis economic growth (an average of only 4.5% per year; (2) the high unemployment rate (9-10%), high poverty rate (16-17%), and the low competitiveness of industry in Indonesia (Purnomo, 2016). Besides these problems, the creative economy is also expected to be able to answer challenges such as *global warming issues*, renewable energy, deforestation, and reducing carbon emissions, due to the direction of creative industry development. This will lead to an environmentally friendly industrial pattern and the creation of added value for products and services that come from the intellectual property of Indonesia's human resources, where the intellect of human resources is a renewable resource.

On a national scale, Riau province is one of the contributors to 0.45% (Asrizal, 2020) creative economy exports in GDP growth in Indonesia. The per capita GRDP in Riau Province has fluctuated in the last five years (2016-2020). In 2016, Riau's GRDP per capita was 104.9 million rupiah per capita, then increased to 105.8 million rupiah per capita in 2017 and in 2018 it reached 110.4 million rupiah per capita. However, in 2019 Riau's GRDP per capita decreased slightly to 109.1 million rupiah per capita but in 2020 the GRDP decreased to 102.3 million per capita, with a decrease of -3.30%. (Mudradjad Kuncoro, 2015)

There is a desire to improve the guidance and development of Small and Medium Enterprises (MSMEs) in Riau Province in the range of 8800. (BPS, 2019) However, these MSMEs are not properly recorded, so that the potential and products produced from the areas in the twelve regencies and cities in Riau province have not been managed properly.

It is very important to use and increase the strength of local resources, both natural resources and human resources, to deal with changes in the economic environment. Issues of poverty, unemployment, low productivity and low product quality are challenges that can be answered by increasing creative industries. In increasing the role of the creative industry, the Riau provincial government is one of the central forces in the development of the creative industry. Local

governments have political power and are well acquainted with local resources so that they are expected to be able to provide solutions for the creative industry.

The resources controlled are not limited to natural resources, but the strength of human resources can be seen in the strength of Malay culture which has local wisdom and is strongly influenced by Islam. Islamic values become one of the considerations in building public relations so that Islamic views affect art and culture in everyday life. The values in Malay culture can be used by the government as a local power for the development of the creative industry.

Riau Province is very thick with Malay culture and is influenced by Islam as the religion of the majority of Riau's population. The development of the creative economy is very closely related to maqasid syariah as values so that the value of maqasid sharia becomes a reference in completing the development of the creative economy in the province of Riau.

One of the Muslim thinkers who developed the concept of maqashid syariah is Al Imam As Syatibi. According to him, economic activities in meeting human needs have daruriyah, hajiniyah and tahsiniyah levels. In fulfilling this level of need, it must not be outside the objectives of maqashid syariah, namely to protect religion, protect the soul, protect property, protect offspring and protect reason. Another consideration for the use of maqasid syariah in the development of the creative economy in the province of Riau is the number of MSMEs managed by the people of the Riau province, the majority of whom are Muslim, in line with the number of Muslims in the province of Riau.

The number of players in the creative industry who are Muslim is a consideration for the use of the maqashid syariah concept. Of course, it is an advantage if maqashid syariah is a consideration for the development of creative industries in Riau province because it is not difficult to recognize the value of maqashid which basically comes from Islamic teachings and Islam itself affects the culture of the people of Riau.

## **B. THEORITICAL**

The Creative Industry Development Model is like a building that can strengthen the Indonesian economy, with foundations, pillars, and roofs as elements of its development. There is a fact that many creative industry sub-sectors in Indonesia have higher growth compared to other industrial sectors, and this is achieved with minimal government intervention. The creative economy development model in Riau Province will be closely related to the development of

local resources through existing traditions with local policies that play a very important role in being able to reveal or raise existing traditions, customs and cultures and ethnicities so that they can become role models for the development of the community's creative economy. in Riau province.

The foundation of the creative industry is Indonesia's human resources. The uniqueness of the Creative Industry that characterizes almost all industrial sectors in the creative industry is the central role of this resource compared to other production factors. For this reason, the development of a competitive Indonesian creative industry should be based on the development of its creative potential, so that they are trained and empowered to develop knowledge and creativity.

In his book, *The Rise Of Creative Class*, (Das, 2016) states that the creative strata consists of two main components, namely:

I. Super Creative Core

This creative stratum consists of scientists and engineers, university professors, poets and storytellers, artists, entertainers, actors, designers, and architects, non-fiction writers, editors, editor-in-chief, cultural figures, analytical researchers, filmmakers, and other creative workers who are intensively involved in the creative process.

2. Creative Professionals

Individuals in this strata generally work in industries that have the following characteristics: *Knowledge - Intensive*, such as *high-tech* -based industries, financial services-based, law-based, health and technical practitioners, and business management.

In Indonesia, the number of individuals who are in the creative strata is much smaller when compared to individuals who are in the working strata. This is of course a major problem, if Indonesia wants to develop the creative industry, because as previously explained, in the creative industry, human resources are the foundation of the creative economy (Evans, 2009).

To maximize the growth opportunities of the creative industry based on the use of human resources, the government needs to build the right strategy. In this study using four elements of strategic management by Hallett et al., (1990), the four elements are as follows:

- a. Environmental scanning is the process of monitoring, evaluating, and disseminating information from the environment both internally and externally to important people in the organization. The aim is to identify the

strategic factors both internal and external that will determine the future of the organization. The simplest way to identify this environment is to use a SWOT analysis. Through this SWOT analysis the organization can identify internal factors consisting of strengths and weaknesses as well as external factors consisting of opportunities and threats. External factors are some factors outside the organization that cannot be controlled by top level managers.

- b. Strategy formulation is the development of a long-term plan to create an effective management of opportunities and threats by considering the strengths and weaknesses of the organization. This includes determining the organization's mission, specific targets, developing strategies, and setting guidelines for policy making.
  - 1) Organizational mission is the purpose or reason for the existence of an organization. The mission tells about the contribution made to the organization that is intended for the community, whether it is in the form of a service or in the form of goods that can be enjoyed. A good mission statement can define the main goals of the organization and distinguish it from other organizations and can also identify the scope or scope of the organization's outputs.
  - 2) Organizational targets are the final result of an activity plan that has been carried out. The target should be stated in a verb and explain what is to be achieved in a certain time span. The target statement should also state a quantitative measure of success if possible. The achievement of organizational targets must aim at fulfilling the organization's mission. Organizational targets are different from organizational goals. Goals are in the form of an open statement that states what the organization wants to achieve without calculating the quantity of what must be achieved within a certain time.
  - 3) The role of strategy in an organization is the desire to build a comprehensive plan that states how the organization will fulfill its mission and targets. Strategies can be used to maximize profits and reduce losses. Because most organizations do not have formally written targets, many organizations have unwritten strategies that cannot be clearly articulated and analyzed. The way to find out the unwritten strategy is to look at what the managerial components in the organization are doing.

The strategy of an organization can be seen from the company's policies, activities carried out, and the allocation of the use of funds.

- 4) Policy is a demand or guide in policy making related to policy making and implementation. The company establishes a policy to ensure its employees make decisions and take actions that support the organization's mission, targets, and strategies.
- c. Strategy implementation is the desire for a process where strategies and policies are put into a series of actions through the development of programs, budgets and procedures. This process can be through a change in the culture, structure, or managerial system of the entire organization. however, when experiencing drastic changes in the entire organization, it is urgently needed, then the implementation of this strategy is carried out by the lower and middle level managerial components, but of course with the supervision of top level managers.

Evaluation and control is the desire for a process where the activities and achievement of organizational results are monitored so that the results achieved can be compared with the expected results. Overall managerial leadership uses the information obtained to take corrective steps and resolve problems. The evaluation and control process is the last basic element of the strategic management step, this process can also identify weaknesses in the strategic plans that have been implemented previously and encourage the whole process to be restarted.

To be able to change the composition of these strata, the government has a central role, especially in developing an education system that supports the birth of creative workers, both through formal and non-formal channels, so that the creative industry can grow and develop significantly.

Public policy implemented by the government to the community is a policy which according to Imam Syatibi is a policy towards the goals of sharia by considering the level of *dharuriyatnya* in a special sense, namely an essential interest which if not fulfilled, can cause tremendous difficulties that can lead to death (Mansoori, 2022). *Dharuriyat* in a broader sense refers to something that is essential to protect and safeguard the objectives of sharia. It can be observed that the main concern of the definition of emergency according to Syatibi is to protect the basic objectives of sharia, namely:

- a. Preserve and protect religion



- b. Preserve and protect life
- c. Preserve and protect offspring
- d. Preserve and protect the mind,
- e. Preserve and protect health,
- f. Preserve and protect the glory and honor of self

Besides *dharuriyat*, public policy is also assisted with *hajjiyat* and its consequences. It is the same as *dharuriyat*, which is an intention to apply leniency to the original law and provide reasons for being different from it. There are two types of Hajjiyat, *Hajjiyat Ammah* and *Hajjiyat Khassah*. Syatibi defines intention as an interest which, if fulfilled, will eliminate hardship and difficulties, and if it is not fulfilled it will result in the loss of the intended goals. So, if this type of interest is not met, then everything related to sharia rules in general will experience difficulties and difficulties, but this is not considered a cause of chaos which is predicted as a result of the non-fulfillment of this essential interest. In accordance with the rule: "*everything that destroys must be removed*"

And also no less important, namely the need for *Tahsiniyah*, namely the level of need which if not fulfilled does not have much effect on the existence of any of the five points above, nor does it cause difficulties. This level of need is in the form of complementary needs. The need for *tahsiniyat* public policy is a need that can support and motivate in running smoothly and well.

### C. METHODOLOGY

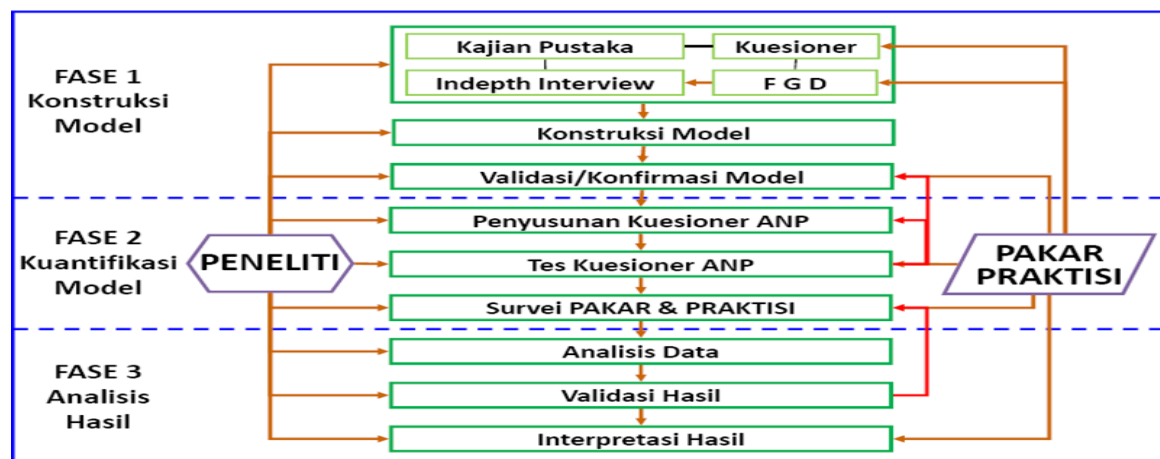
ANP is used to form an analysis of the creative economy development strategy in Riau province while the steps taken in the ANP analysis technique are as follows (Ascarya, 2005):

1. Conducting interviews and in-depth studies of the problems studied to policy makers (government), experts and practitioners who understand and master the existing problems comprehensively.
2. Decomposition is a framework applied to structure complex problems into a hierarchical framework or ANP framework consisting of cluster networks (Rusydiana & Devi, 2017).
3. Comparative assessment is applied to build a *pairwise comparison* of all combinations of elements in the cluster seen from the parent cluster. This pair comparison is used to get the local priority of the elements in a cluster seen from the parent cluster.

4. Conducting a second interview in the form of filling out questionnaires to the Riau Provincial Government and experts and practitioners. Data using ANP Software, namely *Super Decision*.
5. Conduct hierarchical or synthesis and process Analyze the results and submit recommendations to the regional government of Riau Province regarding creative economy development strategies.

Conducting hierarchies or synthesis and processes. Analyzing the results and submitting recommendations to the regional government of Riau Province regarding creative economy development strategies. (Rozan W Saaty, 2003)

The stages of the ANP method are presented as follows:



Sumber : Ascarya dan Atika R Masrifah

From the picture above, the ANP method process is described as follows (Ascarya, 2005):

a. ANP Model Construction

At this stage, the construction of the problem to be studied is carried out. Theoretically, the construction of the ANP model can be done in three ways, namely by literature review, literature review and expert interviews, as well as by means of a Forum Group Discussion (FGD). In this study, the construction of the problem was carried out by means of a literature review. Next, a problem framework is made in the ANP framework and verified to experts who understand the problems to be studied. Researchers.



b. Model Quantification

After the ANP model was approved, the ANP questionnaire was compiled. The questionnaire was made according to the ANP framework with a numerical scale. Furthermore, the questionnaire was given to the respondents. In this study, the respondents consisted of creative industry practitioners and creative economy experts and creative economy regulators. The questions at this stage in the ANP questionnaire are in the form of pairwise comparisons of pairs of elements in the cluster to find out which of the two is more influential and how big the difference is through a numerical scale of 1-9. Examples used in this study are:

Criteria for Creative Economy Problems

Give an assessment or ranking on each element of the "criteria problem" below according to the level of its influence on the Creative Economy Development Strategy Problem.

Internal									
Eksternal									

Give an assessment or ranking on each element of the "solution criteria" below according to the level of its influence on the Creative Economy Development Strategy Problem.

Solution Internal									
Solution Eksternal									

Example of a pairwise comparison questionnaire

After the questionnaire is filled in by the respondent, the data is inputted through super decision software to be processed in order to find out the output results in the form of a super matrix priority. The results of each respondent will be inputted into the ANP network.

c. Synthesis Result Analysis

After the questionnaires were filled out by experts and practitioners and regulators, then the received data was processed through super decision software to find the rater agreement and geometric mean values. The rater agreement is the level of conformity of the respondents to a problem while the geometric mean is

used to determine the priorities of the respondent group regarding the problems studied in a study. After knowing the geometric mean and rate agreement, the next step is to make a graph.

#### D. RESULTS AND DISCUSSION

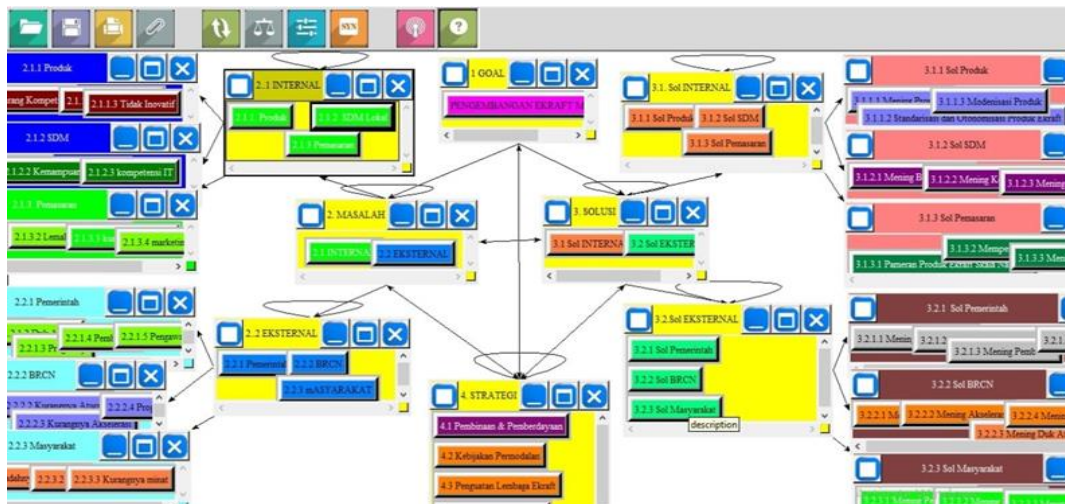


Figure 1 Results of the Riau Province Creative Economy Development Complex Network Using Super Decision Software

This ANP network is a complex network compiled using Super Decision software. The reason for using a complex network is because of the complexity of the variables used in this study, which begins with determining the problem, solution and strategy.

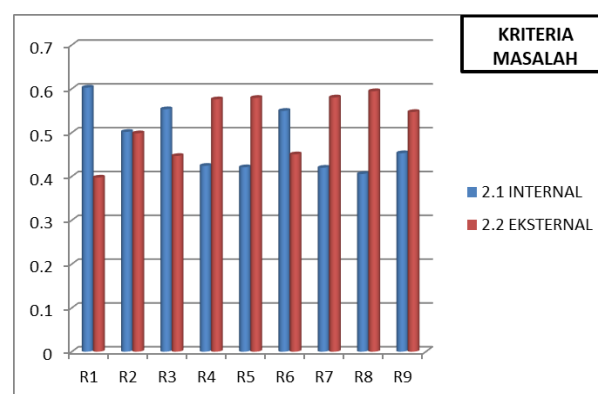


Figure 2. Results of Problem Criteria Analysis according to Overall Respondents

In general, the problems in the development of the creative economy of Riau Province are divided into internal and external problems. Internal problems are related to the creative economy actors. Meanwhile, external problems relate to stakeholders for the development of the creative economy. The results of the analysis of respondents' answers through a pairwise comparison questionnaire, it is found that the priority problems are external problems which have a value of 0.517. While internal problems have a value of 0.482. At least the difference between the two variables of creative economy problems in Riau Province shows that these two variables are important factors in the development of the creative economy. Therefore, the level of agreement of the respondents is low due to the variety of respondents' answers, where the rater agreement is only (W: 0.012).

The assessment of the results of this analysis can also be seen based on the respondent group, namely the expert respondent group, practitioners and regulators with the following explanation:

The expert respondent group gave an assessment that the priority of the problem criteria was the internal problem variable with a value of 0.555. While the external problem variable has a value of 0.444. The result of the expert respondent's agreement (rater agreement) is (W: 1). This means that there is a perfect (high) agreement where all expert respondents agree to give an assessment of the external problem variable as a priority and internal problem as the lowest variable.

The practitioner respondent group gave a priority value to external problems as a top priority with a value of 0.535 while internal problems had a value of 0.464. The rater agreement result is (W : 0.111). This means that the answers of practitioner respondents vary so that the level of agreement is low. Regulatory respondent groups also give priority values to external problems with a value of 0.573. While the internal problem has a value of 0.426. All of the regulator respondents agree in giving this priority order so that the rater agreement value is (W: 1) or perfect.

From the results described above, through all respondents with a level of agreement, it can be seen that the priority problem is the priority of external problems with a respondent's agreement level of 0.012 in the strategy of developing the creative economy of the people of Riau province.

From the results obtained creative economy development strategies include coaching and empowerment, capital policies, strengthening creative economy institutions and socialization and promotion of the creative economy. After

analyzing the answers of all respondents, it was found that the priority on the criteria for this creative economy development strategy is coaching and empowerment with a value of 0.300 then socialization and promotion with a value of 0.255 then capital policy with a value of 0.226 and the lowest priority is strengthening creative economic institutions with a value of 0.217. The results of the overall rater agreement of these respondents are (W: 0.234) which shows the low level of agreement of the respondents.

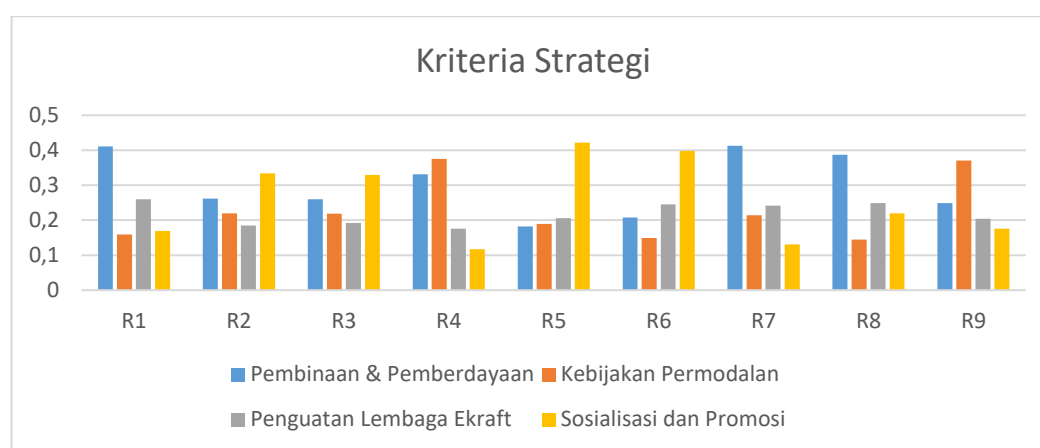


Chart: Results of Priority Analysis of Creative Economy Development Strategy Criteria in Riau Province according to Overall Respondents

The philosophical values in question are as follows as the basis for the Creative Economy in Islamic Economics. Philosophical values in the creative economy in the Islamic perspective are built on monotheism, justice and balance, directed freedom and responsibility. In line with the Islamic perspective, Riau has a guideline of traditional customs known as *gurindam* twelve which contains twelve articles composed by Raja Ali Haji (Pauzi & Aziwantoro, 2019).

The emphasis on *maqashid sharia* carried out by Imam Syatibi is based on the word of God contained in the verses of the Koran which show that God's law contains benefits. The verses which, among other things, relate to the sending of the Apostles are contained in the Qur'an Surah An Nisa verse 165. Based on the verse above, Imam Syatibi said that *maqashid sharia* in the sense of benefit is contained in the legal aspect as a whole. This means that if there are legal issues that are not clearly found in the dimensions of benefit, then it can be analyzed using *maqashid sharia* which is seen from the spirit of *sharia* and the general goals of the perfect Islamic religion. (Muhammad Abu Aifan, 1985)

According to Imam Syatibi, the benefit can be realized if five main elements can be fulfilled, namely; maintain religion, soul, lineage, intellect, and property. In an effort to realize and maintain the five main elements, Imam Syatibi divides into three kinds of maqashid sharia or sharia objectives. namely; 1). Maqashid Daruriyat, 2) Maqashid hajjiyat, 3) Maqashid tahsiniyat. Maqashid daruriyat which is intended to maintain the five basic elements in human life. Maqashid sharia hajjiyat, namely eliminating difficulties or making the maintenance of five main things even better. Meanwhile, maqashid tahsiniyat is so that humans can do their best for perfecting the maintenance of the five main elements.

The first article is to hold fast to religion. Tawhid is very substantive and essential in carrying out all human activities by following the provisions outlined in the Qur'an and the hadith of the apostle. Then justice and freedom that show values as good as humans are useful and beneficial for other humans. To innovate and be creative in economic activities that have usefulness value in managing nature so as to give birth to new things and economic value. Accountability means that as a human being, the holder of the trust has responsibility for all activities and decisions he makes. (Muhammad Abu Aifan, 1985)

The role of the government or the state can play an active role in the development of the creative economy by trying to give practical expression to the goals and values of Islam. (Fazlagić & Szczepankiewicz, 2020). This is the practice of individual moral rules in meeting the needs or problems of social priorities in the use of resources aimed at the general welfare by establishing a balance between personal and social. The greater the motivation that the government and society have to practice Islamic values, and the more effective the creative socio-economic institutions in creating a balance between resources in use in realizing maqashid sharia (Chapra, 2016).

By reviving maqashid sharia in every creative economy development activity, it will produce the desired products and goals. Maqashid sharia seeks to realize Islamic values in driving the power of the creative economy through the creative industry in fulfilling basic needs to obtain sharia goals, namely benefit, balance and justice as well as the blessing of life.

Maqashid sharia in the context of public policy that becomes the orientation is the government's or leader's efforts in realizing prosperity (al Falah) or benefit (maslahah) for the community. Indicators of benefit in public policy are accountability, transparency and justice. Justice in question is one of the main

missions of Islamic teachings. The implications of this principle are: (1) fulfillment of basic human needs, (2) halal and tayyib sources of income, (3) equitable distribution of income and wealth, (4) growth and stability (Chapra, 2016).

Maslahah in contextual understanding is an effort to demand that all resources are a mandate from Allah that must be used to reflect the objectives of sharia, among others, namely; fulfillment of needs (need fulfillment), respecting the source of income (acceptable source of earning), distribution of income and welfare that is equitable (equitable distribution of income and wealth). Justice in terms of public policies that make a benefit is one of the policies for developing and empowering human resources, products, and providing orientation to sharia goals. In accordance with the word of Allah in the letter An Nisa verse 125

Resource. Resources are a dhoruriyat requirement in implementing activities through programs that have been made in public policies with full consistency, but sometimes there are many resource constraints so that the programs that have been made have not been implemented optimally and have not been effective due to various problems with limited resources (Winarno, 2007). Human resources Human resources are important factors that influence the success or failure of policy implementation. Resources consist of various kinds, namely: human resources, budget resources, facility resources, information resources and authority.

Human resources and budgetary resources are substantive and significant in determining public policies that can achieve sharia objectives. Public policies with indications of human resources in empowering and implementing public policies that lead to ushulul Khamsah, namely Hifzul Aql (Ghazinoory et al., 2020). Nurturing reason can be done through education and training to the community so that the level of public understanding increases with science. Increasing the potential of reason through seeking knowledge is highly recommended in Islam (Qardhawi, 1997). With an increase in the quality of human resources, it will avoid adversity and ignorance and avoid poverty and various kinds of diseases in accordance with ushulul khamsah, namely maintaining offspring. hifzu nasl) and self-preservation (hifzu nafs).

Institutional strengthening can be done by making improvements to institutional aspects. Institutional strengthening also requires support from other institutions or organizations so that institutions are able to play a role in



encouraging creative economy actors to achieve independence and empowerment (Lindberg & Schiffbaenker, 2020). Capacity building is a process of increasing or changing the behavior of individuals, organizations and community systems in achieving the goals that have been determined effectively and efficiently. Strengthening capacity means a change in behavior for: 1). Improve individual abilities in knowledge, skills and attitudes; 2). Improve institutional capacity in organization and management, finance and culture; 3). The establishment of synergies between actors and institutions in increasing the community's ability to be independent, self-reliant and anticipate change .

Institutional strengthening in the creative economy sector will be able to help bridge the government in delivering programs that can develop and even provide added value to business actors in the potential that exists in the creative economy. Synergic institutional strengthening can provide solutions for active businesses (Chen & Tseng, 2021).

By collaborating, synergizing and collaborating between creative economy actors, institutions / organizations and the government, good and smooth communication is established with ABCGM (Academic, Business Community Sector, Communities, Government and Media) will build goals that are in accordance with sharia maqhasid (Sutrisno & Anitasari, 2020).

## E. CONCLUSION

The conclusion of the study are summarized as follows:

The strategy for developing the creative economy of the Riau community that has been implemented has not been maximized and proportional. In this case the government as a policy maker is still looking for a development strategy that is in accordance with the customs and traditions of Malay culture in Riau.

As a solution to the problem of the creative economy development strategy of the people of Riau province, it is necessary to increase the potential of the local creative economy by the local government, namely: 1) increasing culture and interest in working on local human resources, 2). Provide empowerment, enrichment and training for creativity in work so that the community will become skilled by having creativity and innovation that competes in creating regional creative products. 3). There needs to be a visibility study or feasibility study on the local community to find out the needs needed by the community in increasing the creativity of the potential of local products

As a solution to the priority criteria through the ANP approach, respondents prioritized external solutions, namely government policies, the participation of related institutions, participation and support from public awareness became dominant. The role of local governments is very significant in the development of the Riau province's creative economy, which is dominated by five sub-sectors that are superior and even become priority scales promoted by local governments, namely; culinary, craft, fashion and performing arts and film sub-sectors. The five sectors that are superior and prioritized in the development of the creative economy are the main characteristics in lifting the wealth of potential and local wisdom in Riau province. Local identity either through handicrafts (krya), social culture, performing arts and various types of regional culinary in Riau that need to be developed.

Providing strengthening of creative economy institutions by holding various collaborations with institutions that are concerned with the development of the creative economy in Riau, especially community institutions that are therapeutically related to religion as a form of achieving maqasid shariah. Organize a systematic socialization and promotion of digital-based creative economy products, a clear agenda in every region in the Riau region and also regularly schedule regional, national and even international events to always participate with superior products in Riau.

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