

How Creative Economy Development Plays a Role as a Driving Force in Community-Based Tourism Village Development? An Empirical Study in Central Java Province

Shanty Oktavilia¹, Firmansyah², Suharno³, Fafurida⁴, Yozi Aulia Rahman⁵, Fauzul Adzim⁶

Abstract

This study aims to develop a Creative Economy Development Strategy as a Driving Force for Community-Based Tourism Village Development. This study uses quantitative and qualitative approaches. This study uses primary and secondary data. Data collection methods in this study include observation, interviews, documentation, and questionnaires. The questionnaire in this study was addressed to key persons consisting of several elements including academics, government, society, NGOs, Communities, and also the private sector. The results of this study indicate that Infrastructure and Accessibility and Policy and Regulatory Support have the highest weights, which means that supporting factors such as infrastructure and government policies are very important in the development of creative economy-based tourism villages. Policy and Regulatory Support and Local Human Resource Empowerment are the next priority criteria. Provision of Grants and Subsidies for Creative MSMEs has the highest final score, which means that these elements are alternative strategies that are the main priority for driving the creative economy. Improving Road Connectivity to Villages, Training in Crafts, Fine Arts, and Local Culinary, and Adding Tourism Support Facilities are important strategies to increase the attractiveness and accessibility of tourism villages. The development of galleries or showrooms for MSME products and digital campaigns through social media are also considered strategic in supporting the promotion of local creative products.

Keywords: *Development Strategy, Creative Economy, Tourism Village, Community.*

Introduction

The development of creative economy in tourism villages based on CBT has become an increasingly important issue in the context of local economic development, preservation of cultural heritage, and environmental sustainability (Oktavilia et al., 2024; Wesnawa, 2022; Cemporaningsih et al., 2020; Fafurida et al., 2020). Although villages that are tourist destinations often have abundant natural, cultural, and local resource potential, the economic benefits are often uneven and not always enjoyed by the local community. The CBT approach offers a sustainable solution by encouraging active community participation in managing and developing tourism (Pancawati & Widaswara, 2023; Rahmayani et al., 2022). By involving local communities in decision-making, resource management, and revenue sharing, this approach not only creates local jobs but also increases control and ownership over resources and tourism revenues (Dumilah et al., 2021; Nasution, 2021; Atika et al., 2023; Febrian & Solihin, 2023; Satria & Wibowo, 2021). However, although the CBT concept has great potential to improve the welfare of local communities and maintain environmental sustainability, its implementation often faces various challenges that need to be overcome.

Central Java Province is one of the provinces rich in creative economy potential and tourism villages. In Central Java itself, there are around 4,800 tourism villages. However, efforts to develop the creative economy in tourism villages in Central Java are often hampered by the lack of coordination and collaboration between various stakeholders, including the government, local communities, non-governmental organizations, and the private sector. Without solid cooperation between all parties involved, it is difficult to implement an effective and sustainable creative economy development strategy. Therefore, research on the development of the creative economy in tourism villages based on CBT is becoming

¹ Faculty of Economics and Business, Universitas Negeri Semarang, Indonesia, Email: oktavilia@mail.unnes.ac.id, (Corresponding Author)

² Faculty of Economics and Business, Universitas Diponegoro

³ Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto, Indonesia

⁴ Faculty of Economics and Business, Universitas Negeri Semarang, Indonesia.

⁵ Faculty of Economics and Business, Universitas Negeri Semarang, Indonesia

⁶ Faculty of Economics and Business, Universitas Negeri Semarang, Indonesia

increasingly important in overcoming these challenges and creating an inclusive and sustainable development model. Through this research, it is hoped that a deeper understanding will be obtained of the potential for the creative economy in tourism villages, as well as the factors that can support or hinder the implementation of the CBT approach.

Research related to the development of creative economy and tourism villages has been widely conducted by previous researchers, but still produces varying concepts and findings (Tetep et al., 2021; Luqma et al., 2023; Simarmata et al., 2019; Putri et al., 2024; Hermawan, 2021). This study provides a new concept in the form of developing a creative economy as a driving force for the development of community-based tourism villages with a Community Based Tourism (CBT) approach. The concept of combining the creative economy and CBT-based tourism villages has not been developed and this study tries to develop this concept as a novelty in this study. By combining the creative economy and tourism villages, it is hoped that it can provide more appeal for the development of tourism villages in Central Java. Based on the background of the problem above, the purpose of this study is to develop a Creative Economy Development Strategy as a Driving Force for the Development of Community-Based Tourism Villages.

Methods

This study uses quantitative and qualitative approaches. This study uses primary data and secondary data. Primary data is obtained through data collection using structured questionnaires, while secondary data uses published data from government agencies or previous research results. The deepening of the problem is carried out through focus group discussions (FGD).

Data collection methods in this study include observation, interviews, documentation and also questionnaires. The questionnaire in this study was used to analyze the elements of supporting factors in the creative economy development strategy as a driving force for the development of community-based tourism villages. The questionnaire contains a list of closed questions and is addressed to key persons who have been determined based on the sample in the study. The key persons who were given questionnaires and interviews in this study are as follows:

- Tourism Academics and Researchers
- Department of Tourism and Creative Economy
- Department of Cooperatives and SMEs
- Non-Governmental Organizations (NGOs) and Local Communities
- Local Creative Economy Actors (MSMEs and Local Craftsmen)
- Tourism Village Managers and Tourism Awareness Groups (Pokdarwis)
- Village-Owned Enterprises (BUMDes)
- Private Sector and Investors
- Tourists and Visitors to Tourism Villages

The analysis method used in this study is the Analytical Hierarchy Process (AHP). AHP is a comprehensive decision-making model that takes into account qualitative and quantitative aspects. The AHP method can help to set priorities and objectives from various choices using several criteria. to determine the priority of elements in a decision problem is to make pairwise comparisons, namely each element is compared in pairs against a specified criterion. The form of pairwise comparison is a matrix. Filling in the pairwise comparison matrix uses numbers that describe the relative importance of one element over another. The scale defines

and explains the values 1 to 9 that are set as considerations in comparing pairs of similar elements at each level of the hierarchy against a criterion that is one level above it. Through the Analytical Hierarchy Process (AHP) method, several creative economic development strategies will be produced as a driving force for the development of community-based tourism villages.

Table 1. Paired Comparison Scale

Mark	Information
Value 1	Both factors are equally important
Value 3	One factor is slightly more important than the other factor.
Value 5	One factor is essential or more important than other factors
Value 7	One factor is more important than any other factor
Value 9	One factor is absolutely more important than any other factor
Value 2,4,6,8	Intermediate values, between two adjacent consideration values

Source: Saaty & Vargas, 2012.

In solving problems with the Analytical Hierarchy Process (AHP), there are several principles that must be understood, including the following:

Decomposition(create hierarchy)

In compiling a hierarchy, one must determine the objectives through the criteria used to assess the existing alternatives. Each criterion sometimes has sub-criteria below it which have their own intensity values.

Comparative judgment (assessment of criteria and alternatives)

Criteria and alternatives are done by pairwise comparison. According to Saaty (1988), for various problems, a scale of 1 to 9 is the scale used in its assessment.

Synthesis of Priorities(determine priorities)

Determining the priority of each criterion is used as the weight of the criteria in decision making. The Analytical Hierarchy Process (AHP) method analyzes the priority of each criterion using a paired comparison method between two elements so that all existing elements will be included in the comparison.

Logical Consistency(logical consistency)

Consistency has two meanings. The first is that similar objects can be grouped according to their type. The second is about the level of relationship between objects based on certain criteria.

In determining priority strategies, the following steps are required in the Analytical Hierarchy Process (AHP) method:

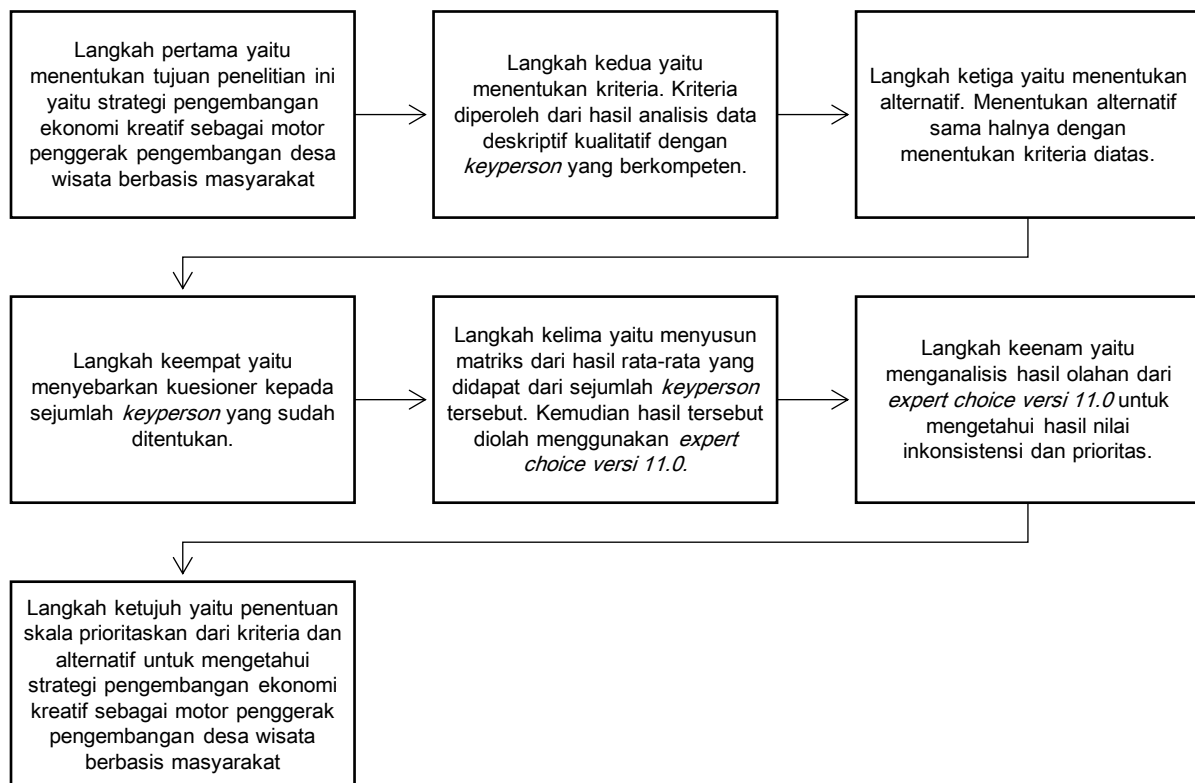


Figure 1. AHP Analysis Steps

Basically, the mathematical formulation of the AHP model is done using a matrix. For example, in a subsystem of operations on the operating elements, namely the operating elements A_1, A_2, \dots, A_n , then the results of the pairwise comparison of these operating elements will form a comparison matrix. Pairwise comparison starts from the highest level of hierarchy, where a criterion is used as the basis for making the comparison. Pairwise comparison matrix = PC matrix is a basic tool used to analyze data based on the AHP method. It is given by the results of the comparison between each item expressed in the fundamental Saaty scale, after which they become the subject of mathematical analysis. The pairwise comparison matrix is usually marked with the symbol A and has the following form:

$$A = [a_{ij}] = \begin{bmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ a_{n1} & a_{n2} & \dots & a_{nn} \end{bmatrix} = \begin{bmatrix} 1 & a_{12} & \dots & a_{1n} \\ \frac{1}{a_{12}} & 1 & \dots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ \frac{1}{a_{1n}} & \frac{1}{a_{2n}} & \dots & 1 \end{bmatrix}$$

The respective values in the matrix $A(a_{ij})$ refer to the extent to which (how much) element x_i is preferred to x_j with respect to a particular feature (criterion, goal, etc.) that is the higher-ranked item (preferred item). For each such matrix, a so-called preference vector is defined. The latter is most often referred to as the priority vector or weight vector, and is denoted by the letter w in the related literature:

$$w = [w_1, w_2, \dots, w_n]^T$$

It represents the ranking of decision-making criteria or options according to their relative significance or preference. Of at least a dozen methods for defining priority vectors, the most frequently used is the exact eigenvector method, recommended by Saaty. Other methods of defining weight vectors, which are also willing to be applied by researchers, include the logarithmic least squares method (LLSM, also called the geometric mean method - GM), and the normalization column method, namely the arithmetic mean method. The result of the comparison of items x_i and items x_j is inversely proportional to the comparison between x_j and x_i , as a result of which the matrix is called the reciprocal matrix. That is, each item corresponds to the characteristic described by the equation:

$$a_{ji} = \frac{1}{a_{ij}} \forall i, j = 1, \dots, n$$

where $a_{ii} = 1$ for each $i = 1, 2, \dots, n$.

The higher the value of the weight coefficient, the more significant and influential it is for the relevant criteria. The AHP method consists of two types (ranks) of weight coefficients: local priority and global priority. The literature on the AHP method very often refers to group decision making. Four sequential paths of aggregate judgment can be distinguished, and these are as follows: consensus, voting, aggregate individual judgment - AIJ, and aggregation of individual priorities - AIP. If consensus cannot be reached or voting cannot be carried out, the AIJ or AIP procedure is applied. In the case of AIJ, the independent matrices A_1, \dots, A_m are combined to form one combined matrix: $AG = (a_{ij} G)$ and only after that the priority vector is estimated. In this case aggregation precedes the estimation of priorities, so in reality it is a comparative aggregation. AIJ is applied when several decision makers act synergistically like a unified team.

Consistency is an important attribute of any comparison matrix. If a matrix is consistent, it means that respondents answer wisely rather than randomly and consistent results are synonymous with their credibility. In terms of mathematics, a matrix is consistent if:

$$a_{ik} = a_{ij} \cdot a_{jk}$$

for each $i, j, k = 1, \dots, n$.

In the related literature, a series of indices have been proposed to measure the size of this deviation. The most frequently applied indices in the AHP method are the Consistency Index and its normalized version, the Consistency Ratio. These indices were proposed by Saaty in combination with a method involving weight estimation through the right eigenvector (EV) method. Consistency is measured based on the assumption that the ideal consistency of a square matrix of comparisons of n items ($A_n \times n$) is maintained when its highest eigenvalue (λ_{\max}) is equivalent to the number of items compared n , namely:

$$\lambda_{\max} = n \text{ for all } a_{ij} = \frac{w_i}{w_j}$$

That is, the closer λ_{\max} is to n , the more consistent the matrix is. Saaty also proved that inconsistent matrices have λ_{\max} values higher than n (Dadkhah and Zahedi, 1993). The deviation from ideal consistency is measured by the consistency index CI, according to the following equation formula:

$$CI = \frac{\lambda_{\max} - n}{n - 1}$$

where $\lambda_{\max} - 1$ is the deviation of all a_{ij} from the estimated value of $w_i w_j$ i.e. the deviation from ideal consistency. The simulation results show that the expected value of CI of randomly generated $n + 1$ dimensional matrices is on average higher than the expected value of CI of n dimensional matrices. This implies that CI is tighter for matrices with higher dimensions and should be rescaled. In this way we arrive at the consistency ratio CR, which is the normalized value of CI. It is determined by dividing CI by the so-called Random Index (RI):

$$CR = \frac{CI}{RI}$$

RI is the arithmetic mean of CI for a large number of randomly generated matrices of various dimensions n . They are described as constants, tabulated values for $n = 3, \dots, 15$, which must be given to the equation formula. According to Saaty:

- matrix A is completely (ideally) consistent if $CR = 0$,
- almost consistent (or: inconsistent within permissible limits) if $0 < CR \leq 0.10$,
- Matrix A is inconsistent if $CR > 0.10$.

Although $CR = 0.10$ is the cut-off value for a matrix to be considered consistent, many experts criticize this level as too restrictive and arbitrary. It is also difficult to obtain judgments regarding more than three elements being compared at a time. Moreover, Saaty himself emphasized that minimizing the CR should not be an end in itself. However, in the case of matrices with CRs significantly exceeding the 0.10 level (especially 0.20 and above), the judgment should be repeated.

Results and Discussion

The first analysis carried out in this study was to compare the main criteria to determine which criteria were the most prioritized innovative economy development strategy as a driving force for community-based tourism village development. In this study, there are five main criteria analyzed, including Infrastructure and Accessibility, Human Resource Empowerment (HR), Policy and Regulatory Support, Promotion and Branding, Collaboration and Partnership. The results of the comparative analysis between the main criteria can be seen in Figure 2.

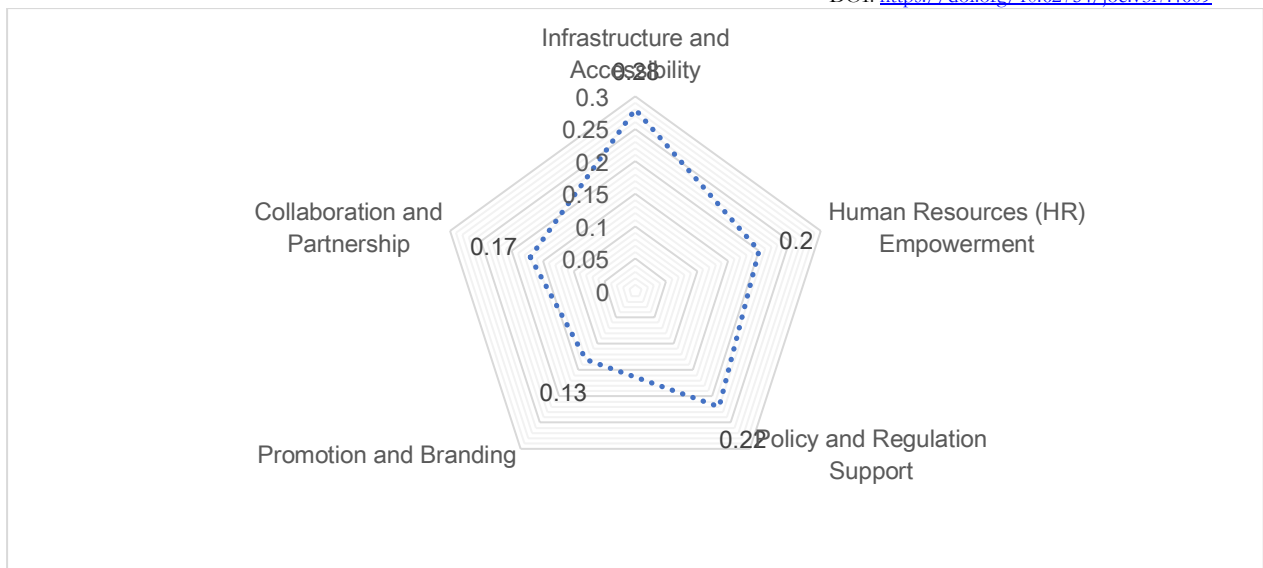


Figure 2. Results of Comparative Analysis Between Main Criteria

Source: Processed Primary Data, 2024.

Based on the picture2 it can be seen that Infrastructure and Accessibility and Policy and Regulatory Support have the highest weight (0.28), which shows that supporting factors such as infrastructure and government policies are very important in the development of creative economy-based tourism villages. Policy and Regulatory Support and Local Human Resource Empowerment are the next priority criteria, indicating that community capabilities and good policy regulations are also important pillars.

The following is a table of the results of the Analytical Hierarchy Process (AHP) analysis to determine the creative economy development strategy as a driving force for the development of community-based tourism villages. This table includes the main criteria, sub-criteria, alternative strategies, their respective weights, and final scores to support strategic development priorities.

Table 2. Results of Comparative Analysis of All Elements

Main Criteria	Criteria Weight	Sub-Criteria	Sub-Criteria Weight	Alternative Strategy	Alternative Weight	Final Score
Infrastructure and Accessibility	0.28	Transportation Access	0.10	Improving Road Connectivity to Villages	0.08	0.020
		Tourism Support Facilities	0.10	Addition of Public Toilets, Parking Lots, and Tourist Information	0.07	0.017
		Internet Access and Network	0.05	WiFi Installation in Tourism Village Area	0.05	0.013
		Development of Creative Product Exhibition Area	0.10	Construction of a Gallery or Showroom for MSME Products	0.07	0.018

Main Criteria	Criteria Weight	Sub-Criteria	Sub-Criteria Weight	Alternative Strategy	Alternative Weight	Final Score
Human Resources (HR) Empowerment	0.20	Creative Skills Training	0.10	Local Craft, Fine Arts and Culinary Training	0.08	0.018
		Business Management Training	0.05	Basic Management and Entrepreneurship Training	0.05	0.010
		Soft Skills Development	0.05	Communication and Service Training for Tourists	0.04	0.008
		Understanding Branding and Digital Marketing	0.05	Product Branding and Online Marketing Workshop	0.06	0.013
Policy and Regulatory Support	0.22	Incentives and Funding for MSMEs	0.15	Provision of Grants and Subsidies for Creative MSMEs	0.10	0.025
		Ease of Business Permits	0.05	Simplifying the Small Business Licensing Process	0.04	0.010
		Intellectual Property Rights (IPR) Protection	0.05	Facilitating Patent and IPR Filing for Local Products	0.03	0.008
		Government Support for Creative Infrastructure	0.05	Cooperation with the Government for Infrastructure Development	0.05	0.013
Promotion and Branding	0.13	Use of Social Media	0.10	Digital Campaign through Social Media with Influencers	0.08	0.015
		Local Cultural Events and Festivals	0.05	Organizing Festivals to Attract Tourists	0.07	0.013
		Branding and Identity of Tourism Village	0.05	Village Logo and Visual Identity Development	0.05	0.010
		Publication in Local and National Media	0.05	Publication Collaboration with Media to Increase Exposure	0.03	0.008
Collaboration and Partnership	0.17	Partnership with MSMEs and Local Creative Actors	0.10	Strengthening Product Networks through	0.07	0.015

Main Criteria	Criteria Weight	Sub-Criteria	Sub-Criteria Weight	Alternative Strategy	Alternative Weight	Final Score
				Collaboration with MSMEs		
		Collaboration with Academics and Researchers	0.05	Research, Development and Innovation of Creative Products	0.05	0.010
		Cooperation with Government and NGOs	0.05	Partnership in Community Empowerment and Training	0.03	0.008
		Partnership with Digital Platforms	0.05	Collaboration with E-commerce Platforms for Product Sales	0.04	0.010

Source: Processed Primary Data, 2024.

Based on the table2 can be explained that the Provision of Grants and Subsidies for Creative MSMEs with the highest final score (0.025) is an alternative strategy that is the main priority to drive the creative economy. Improving Road Connectivity to Villages (0.020), Training in Crafts, Fine Arts, and Local Culinary (0.018), and Addition of Tourism Support Facilities (0.017) are important strategies to increase the attractiveness and accessibility of tourist villages. Construction of Galleries or Showrooms for MSME Products (0.018) and Digital Campaigns through Social Media (0.015) are also considered strategic in supporting the promotion of local creative products.

Discussion

Based on the AHP analysis, the results obtained were that increative economy development strategy as a driving force for community-based tourism village development, there are five main criteria that need to be considered. infrastructure development and accessibility are the main basis for attracting tourists to tourist villages. Adequate infrastructure, such as decent roads, public facilities (toilets, parking lots, and tourist information centers), and internet access, are important components to increase tourist comfort and support creative economic activities in the village. According to research from the Ministry of Tourism and Creative Economy (2022), the availability of good infrastructure not only attracts more tourists, but also increases local economic value through higher tourism activities. Good infrastructure allows tourist villages to be more accessible to tourists, both local and foreign, which in turn can trigger economic growth in local communities through increased demand for local products and services. Empowering local human resources is a crucial element in this strategy. Developing community skills and knowledge about the creative economy can strengthen their position as the main actors in village tourism. Through creative skills training such as arts and crafts, culinary specialties, and business management, local people can create unique products that reflect the character of the village culture. In addition, good communication and service skills to tourists will add to the attractiveness of the tourist village. According to Laksmi and Saraswati (2021), increasing the capacity of local human resources in the creative economy sector can create a multiplier effect, where every business unit that develops in a tourist village contributes directly to increasing the income of the local community.

Government policies and regulations are essential to create a conducive environment for the creative economy of tourist villages. Policies that provide incentives for MSMEs, ease of business permits, and protection of intellectual property rights (IPR) for local products can increase community participation and

encourage them to develop their businesses. Hidayat and Rahmawati (2023) stated that regulations that support the creative economy sector in tourist villages, especially in terms of capital and ease of licensing, act as a stimulus for the development of community-based tourist villages.

Furthermore, proper promotion and branding are essential to increase the appeal of tourist villages in a wider market. Digital marketing through social media, as well as holding cultural events such as local festivals, can increase the exposure of tourist villages and help create a positive image in the eyes of tourists. Kemenparekraf (2021) noted that unique branding strategies, such as developing logos and visual identities for tourist villages, can increase the recognition and reputation of destinations among domestic and international tourists, thereby contributing to an increase in the number of tourist visits.

Collaboration and between tourist villages and external parties, such as academics, government, communities, and the private sector, are also important in the development of a community-based creative economy. This collaboration can support knowledge transfer, access to wider resources, and strengthen market networks for village creative products. Research from Nugroho (2020) shows that good partnerships with various stakeholders can create a mutually supportive environment, thus optimizing the potential of tourist villages as attractive and sustainable destinations.

Conclusion

Based on the results and discussion of the research that has been presented, it can be concluded that in the creative economy development strategy as a driving force for the development of community-based tourism villages, Infrastructure and Accessibility as well as Policy and Regulatory Support have the highest weight, which means that supporting factors such as infrastructure and government policies are very important in the development of creative economy-based tourism villages. Policy and Regulatory Support and Local Human Resource Empowerment are the next priority criteria. Provision of Grants and Subsidies for Creative MSMEs has the highest final score, which means that this element is an alternative strategy that is a top priority for driving the creative economy. Improving Road Connectivity to Villages, Training in Crafts, Fine Arts, and Local Culinary, and Adding Tourism Support Facilities are important strategies to increase the attractiveness and accessibility of tourism villages. The construction of Galleries or Showrooms for MSME Products and Digital Campaigns through Social Media are also considered strategic in supporting the promotion of local creative products.

The suggestions that can be given in this study are that increasing accessibility, both in terms of transportation and information technology, needs to be studied more deeply to increase its impact on the progress of the creative economy and the tourist experience. In addition, training and empowerment of local communities to have creative and entrepreneurial skills also require special attention in subsequent research to assess its effectiveness as an economic driver in tourist villages. The aspects of policy and regulatory support from the government that are inclusive and make it easier for creative economy actors to access capital and intellectual property protection (IPR) are also expected to be the focus of future research, to assess how this support can improve the sustainability of community businesses in tourist villages. Finally, it is also important to study the partnership and collaboration model with external parties, including academics and the private sector, as a way to expand marketing networks and strengthen the position of local creative products in the market. More specific and in-depth research on each of these factors is expected to provide more applicable guidance for stakeholders in implementing effective and sustainable creative economy strategies in community-based tourist villages.

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