

IMPLEMENTATION OF CREATIVE ECONOMY TRANSFORMATION IN PALANGKA RAYA IN REALIZING SUSTAINABLE DEVELOPMENT GOALS

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Abstract

The objectives of this study are: To identify the implementation of creative economic transformation and the factors that support and inhibit it in Palangka Raya in realizing the Sustainable Development Goals. The implementation of this study uses a qualitative research method, located in Palangka Raya City, Central Kalimantan Province. The selection of informants was carried out using the purpose sampling technique to obtain participants who are relevant to the research topic, namely the transformation of the creative economy in Palangka Raya in realizing the Sustainable Development Goals, consisting of competent sources from the Palangka Raya City Tourism Office, academics and creative economy actors, and data analysis techniques relevant to this study are interactive analysis models by Miles and Huberman. Research findings: 1) The development of the creative economy in Palangka Raya City with the increasing number of creative business units each year is evidence that there has been economic development by utilizing the potential of natural resources owned by Palangka Raya City and its surroundings to produce something that has economic value for its people and supports SDGs. 2) The supporting factors for the transformation of the creative economy in Palangka Raya City are abundant natural resources, assistance from the local government with policies, mentoring, exhibitions and the development of online and offline marketing, while the inhibiting factors are the unpreparedness of the community as a whole for the existence of the creative economy and the mindset that is still simple in striving for the development of the creative economy.

Keywords: *Transformation; Creative Economy; Sustainable Development Goals; Palangka Raya; Qualitative Research*

INTRODUCTION

Indonesia has experienced a paradigm shift in economic development, from a conventional approach that relies on exploitation of natural resources towards a more innovative and sustainable approach. The Indonesian government has developed a series of blue economy documents as an integral part of the national development agenda while showing its support for global sustainability goals set in the 2015 Sustainable Development Goals (SDGs) (Lucky Wuwung et al., 2024). Creative economy has emerged as a solution to create inclusive, environmentally friendly economic growth based on local potential. Creative industries have long been used as an employment movement, with local communities as the main actors. Therefore, local communities must demonstrate the highest level of creativity and perseverance to achieve national economic growth goals. Currently, there are many creative economy products produced by micro, small, and medium enterprises (MSMEs) supported by the government to maintain the nation's identity.

The development of the creative economy in Indonesia is currently very rapid and covers various aspects including development and technology. However, concerns have emerged that this progress could result in a deterioration of environmental quality due to excessive exploitation of natural resources at sea, land, and air (Estimurti, 2024). The concept of creative industry itself originated from the United States and England, and its development in both countries has influenced other countries, especially in Asia (Yusuf, 2023).

The creative industry is part of an economy based on skills, creativity, and talent, with innovation and originality as inputs and intellectual property as outputs. Characteristics of creative industry products include short life cycles, relatively high risks, diversity, and ease of imitation. Therefore, intellectual property protection is necessary (Alexandro & Uda, 2020). In essence, the creative industry is an economic activity that relies on creative thinking to create something new, different, and commercially valuable.

Despite having great potential, Palangka Raya faces various challenges in realizing sustainable development, such as limited infrastructure, lack of skilled human resources in the creative sector, and minimal understanding of the importance of the creative economy in supporting SDGs. Therefore, appropriate strategies and implementation are needed to optimize the potential of the creative economy in this city. This is relevant to the economy and the existence of potential in Palangka Raya City, where economic actors and stakeholders continue to try to find good signs of change where they can have an impact on a good future.

Based on existing data and information, it is known that the potential of the regional economy has not been managed properly. The main problem is that synergy between economic sectors is not yet optimal, as well as the development of tourist destinations, preservation of traditional culture, and the creative economy which has not been maximized. These findings form the basis for researchers to study and examine the implementation of creative economy transformation in Palangka Raya City in realizing the Sustainable Development Goals (SDGs), so the aim of this research is: To identify the implementation of creative economy transformation and the factors that support and inhibit it in Palangka Raya in realizing the Sustainable Development Goals.

LITERATURE REVIEW

The concept of creative economy and sustainable development has been extensively studied in various contexts. This section provides an analysis of relevant literature that forms the foundation for understanding the transformation of the creative economy in Palangka Raya City and its relationship with Sustainable Development Goals. According to UNCTAD in the Creative Economy Report (2008), creativity in the context of economic development means the creation of new ideas to create original works of art, cultural products, practical creations, scientific discoveries, and technological innovations. This creativity has economic aspects that can encourage entrepreneurship, promote innovation, increase productivity, and contribute to economic growth. The creative economy is positioned as the fourth economic wave after the agricultural, industrial, and information industries, with significant potential to drive inclusive growth.

Alexandro and Uda (2020) examined the development of the culinary creative economy specific to the Dayak tribe in Central Kalimantan and found that traditional food products can be developed into creative economy products with high economic value while preserving cultural heritage. Their study emphasized that the creative industry is essentially an economic activity that relies on creative thinking to create something new, different, and commercially valuable.

Yusuf (2023) identified several trends in the development of creative industries in Palangka Raya, including changes targeting specific sectors such as creative and cultural industries, as well as the protection of intellectual property rights. The research concluded that creative industries not only generate economic benefits but also support new ideas and innovations that can create competition in the economic and business world and improve human welfare.

In the context of sustainable development, Vilimala (2022) defines sustainability as a principle of development implementation that increases motivation, spirit, and willingness to try to achieve and meet human primary needs optimally, with consideration for long-term sustainability. This aligns with Ghany's (2018) assertion that the essence of sustainable development is harmony between humans, the environment, and God.

The connection between creative economy and sustainable development is further explored by Anden (2022), who investigated the application of the green economy concept in education, tourism, and recreation development in Palangka Raya City. The study found that the Central Kalimantan government is working to develop the creative economy as one of the pillars of future development, with expectations that it will increase information and creativity while developing tourist attractions that appeal to both domestic and foreign tourists.

Malokani et al. (2022) highlighted the role of entrepreneurial leadership in achieving decent work and economic growth, which are components of SDG 8. Their research findings indicate that while entrepreneurial leaders play an important role in driving sustainable development, significant effort is needed for tangible results to be achieved. The regional context is provided by Bappedalitbang.kalteng (2023), which outlined six development priorities for Central Kalimantan Province related to the Sustainable Development Goals, including accelerating the growth of industrial areas and the creative economy. This demonstrates the alignment of regional development plans with global sustainability frameworks.

Regita (2019) emphasized that the creative economy is born from community creativity, which builds skills as the main capital to create goods and services with economic value. These community skills are supported by cultural characteristics, natural resources, and geography as distinctive features of the community's environment.

Suprastowo (2021) argued that society must be taught values that inspire them to create better conditions in the future as the center of sustainable development, highlighting the importance of education and awareness in achieving sustainability goals.

Mitchell (2007) proposed three indicators to evaluate how collaboration affects actors' behavior in sustainability initiatives: outputs, outcomes, and impacts. This framework is valuable for assessing the effectiveness of creative economy transformation efforts in Palangka Raya in contributing to sustainable development. The literature review reveals a gap in comprehensive studies specifically addressing the implementation of creative economy transformation in Palangka Raya City in relation to SDGs. This research aims to fill this gap by identifying both the implementation process and the factors that support and inhibit the transformation.

METHOD

Implementation of Creative Economy Transformation in Palangka Raya in Realizing Sustainable Development Goals

Palangka Raya City is located in Central Kalimantan Province with an area of 2,848,699 km² (284,869 Ha). Geographically, Palangka Raya City is located at 113°30' - 114°07' East Longitude and 1°35' - 2°24' South Latitude with a topography consisting of flat and hilly land with a slope of less than 40%. The Palangka Raya City area consists of 5 (five) Districts, namely Pahandut, Sabangau, Jekan Raya, Bukit Batu, and Rakumpit.

The development of the creative economy in Palangka Raya City continues since the decision to transform the city into a smart city was established through Palangka Raya Mayor Regulation Number 11 of 2016. 2 Year 2022 concerning the Second Amendment to the Decision of the Mayor of Palangka Raya Number 197 concerning Raya 202 Strategy of the Palangka Raya City Council Year 2018-2023.

The existence of unique and exotic local products in Palangka Raya offers unique and exotic products such as local food, handicrafts, traditional processed fabrics, and other local products. These products can bring cultural identity and richness to the area and the natural potential of the region. The development and promotion of these iconic products is an opportunity to attract tourists looking for unique and authentic experiences. Strengthening local product brands can attract tourists and contribute to local economic development.

The beauty of nature and geography that provides a lot of green open space: as an area with natural and geographical conditions that provide a lot of green open space, Palangka Raya becomes an attraction for tourists who want to enjoy outdoor activities, participate in environmentally friendly activities, and appreciate the refreshing beauty of nature. Proper management of green open space also encourages sustainable tourism and environmental protection.

Tourism supporting facilities and infrastructure: the availability of tourism supporting facilities and infrastructure in Palangka Raya becomes one of the important factors in attracting tourists to come to Palangka Raya and making them comfortable staying longer there. Quality facilities and infrastructure such as airports, public transportation centers, good roads, accommodation, restaurants, souvenir shops, hotels, resorts, traditional lodgings, and tourist information centers provide comfort and convenience for tourists visiting the area. In addition, there needs to be greater investment in the development of additional tourism facilities and infrastructure so that tourists are satisfied and will return in the future.

Traditional and cultural wealth potential: The traditional and cultural richness of Palangka Raya attracts tourists who want to learn more about the wisdom and local customs of the city. Arts, dance, music, festivals, traditional ceremonies, and other cultural events provide valuable experiences for tourists to understand the history and cultural diversity of Indonesia. Initiatives to preserve and promote regional culture strengthen local identity and attract tourists who want to experience the uniqueness and richness of culture.

Palangka Raya's economic situation and strategy as a driver for stakeholders: Shows that there is great opportunity for the city's economic growth and development. When a city's economy is on a good and competitive track, investment and trade increase. This will create new jobs, increase people's incomes, and support the development of other sectors. By leveraging good economic conditions and solid development strategies, Palangka Raya can be an attractive location for investors and entrepreneurs.

Small and Medium Enterprise (SME) Community in Palangka Raya City, many people are involved in small and medium enterprises (SMEs). The existence of SMEs is evidence of the high level of entrepreneurship and innovation in the local community, as stated by Mr. Murjani (2025), efforts to encourage and develop through empowering the surrounding community with its creative economy, the implementation of which is carried out by supporting and facilitating what is indeed needed by business actors. Through this condition, the Department of Industry and Trade can play an active role in empowering the community by fostering and providing training to

business actors to be able to produce works that are more attractive to the community or buyers. They also strive to make this Kereng Bangkirai area have icon items such as crafts from the Purun area, from what was stated, it can be seen that the Palangka Raya City government has a genuine commitment in developing and empowering its community to fill development through entrepreneurship and innovation in society. SMEs play an important role in creating jobs, developing the local economy, and expanding the range of products and services available to tourists. Supporting and strengthening small and medium enterprises (SMEs) through education, financing, and market access contributes to strengthening the local economy and promoting creative industries that have a direct impact on the development of the creative economy in Palangka Raya city.

Factors Supporting and Inhibiting the Implementation of Economic Transformation in Palangka Raya in realizing the Sustainable Development Goals

The role of business is to function as an organizational unit created to provide products or services to consumers. Businesses are generally privately owned and established to generate profit and increase the wealth of their owners, in the form of sole proprietorships, partnerships, corporations, and cooperatives. At the same time, the public sector is the body responsible for developing the creative industry, both at the state and regional levels. Collaboration between ministries and institutions, as well as synergy between state and regional governments, is crucial to realizing the vision, mission, and objectives of creative industry development. UNCTAD (United Nations Conference on Trade and Development) provides an overview that the creative industry is a cycle of creation, production, and distribution of goods and services, in which human resource skills are implemented by using natural resource wealth as the main input. In other words, the creative industry is a knowledge-based activity, focusing on value but not limited to intellectual capacity, and has the potential to generate income for the economy, in this case, the national creative industry. Referring to these definitions, it can be concluded that the creative industry is basically an industry based on the utilization of natural resources collaborated with human resources, with the aim of improving the standard of living of the Indonesian people, especially in Palangka Raya City.

To see how collaboration affects the actions of actors, according to Ronald B. Mitchell, you must use three indicators that identify this behavior, namely: outputs, outcomes, and impacts (Mitchell, 2007). Results or consequences, on the other hand, are behavioral changes or consequences of implementing international policies (Mitchell, 2007). To find out how the Pekalongan City Government and its apparatus have carried out their responsibilities, the author analyzes it based on the three pillars of sustainable development listed in the 2030 Agenda. The first economic pillar is closely related to UNCTAD's definition of the creative economy. The creative economy is a concept that develops from creative resources that have the potential to generate economic growth and development. According to this definition, the creative economy can increase income, create jobs, and export income, while promoting social inclusion, cultural diversity, and human development. In addition, the creative industry can also include economic, cultural, and social factors that influence technology, intellectual property, and tourist attractions (UNCTAD, 2008). Current definitions show that the existence of the creative economy can be realized through 1) the culinary sector such as Amanah rice cakes, Kangen Rasa wheat flour, Bajakah traditional medicine, and fish processing. 2) Handicraft fields, such as purun bags, purun sandals, purun straw, purun cloth, bags, basket masks, carved objects, souvenirs, and souvenirs typical of Kereng Bangkirai. 3) Art products such as wood carvings, processing of forest products and compost blocks, and 4) the Black Water tourist attraction in Kereng Bangkirai is one of the products that has an impact on people's livelihoods and improves the regional economy. This is one of the creative industry sectors that has the potential to achieve other pillars of the Sustainable Development Goals. Because Palangkaraya products are no different from commercial products, and the manufacturing process requires a lot of creativity. Therefore, protecting Palangka Raya can spur economic growth, which contributes to the achievement of social and environmental goals.

The relationship between tourism and the creative economy is the most important and exciting attraction. Of course, tourists can admire many man-made products because they are unique and beautiful. This allows local communities to increase their business opportunities through the purchase of souvenirs and gifts typical of Palangka Raya. The creative industry is based on three main elements: a. Creativity is the process of generating new ideas to produce or create something unique. Made by the people of Kereng Bangkirai from existing natural resources such as Purun and rattan, which are used to make handicrafts and then processed into bags, sandals, mats, Purun straw, and many other products made from Purun and rattan. b. Innovation is an idea or concept that uses existing knowledge to create new products. Products made by the people of Kereng Bangkirai come in various types and designs and are appreciated by everyone because of their uniqueness and benefits. such as a pair of sandals that every visitor dreams of in a hotel, the focus is more on creating something that has never been done before. For example,

the creation of unique and functional works of art by the people of Kereng Bangkirai. As explained by the informant, (Murjani, 2025) with the existence of a creative economy carried out by the Kereng Bangkirai community, it can be said to open up jobs for the community which has a very significant impact, firstly those who have no income become income, and the young children also participate in the group. So there are many impacts for the community in increasing their income. The informant's answer above proves that the citizens of Palangka Raya city have the desire and willingness to increase their income, both teenagers and adults. In addition, Puruna plants grow a lot in Central Kalimantan. This plant grows spontaneously in humid areas such as swamps and lakes. Palangka Raya City in the Kereng Bangkirai area is one of the protected peat forest areas where peat grows fertile in the waters of the Sebangau River around Kereng Bangkirai. The relationship between tourism and the creative economy is the most related and reinforcing attraction. There are many products resulting from human creativity that can be enjoyed by tourists, because they have uniqueness and beauty (Arjana, 2016). This can increase the trading potential of the community through the existence of souvenirs or souvenirs typical of Palangka Raya City.

Purun products include Purun straws, hotel sandals, bags, t-shirts, and many more. In addition, the existence of the Palangka Raya City Government also plays a role in implementing creative economic changes by providing training and counseling, as well as support in advertising and marketing. These creative entrepreneurs receive support in marketing their products to the community. It covers all events and shows, such as exhibitions and cultural festivals. Like the next informant, a wood carver, he participated in the Samarinda Exhibition and Banjarmasin Cultural Festival. This clearly has a significant impact on the products presented, because it helps increase awareness of their existence outside the region.

The inhibiting factor that occurs in the transformation of the creative economy in Palangka Raya City, known from the findings of interviews with informants, is as a rattan craftsman when researchers conducted interviews, which he experienced obstacles in terms of marketing due to the Covid-19 pandemic. The solution he did was to promote through online exhibitions. Likewise with the 3rd informant, a wood carving artist, according to the results of an interview, the 3rd informant experienced restrictions in working outdoors. Which previously the work process was a lot outside near the office building where he would work, now the work process is only done at home.

The existence of a company is determined not only by the elements within the company but also by factors outside the company, both human and non-human factors. Human factors here include suppliers, customers, investors, and the government. Non-human factors are nature as a source of raw materials and a place for business activities to operate. The creative economy is born from the creativity of the community, which is able to build skills as the main capital to create goods and services to have economic value. Community skills are supported by cultural characteristics, natural resources, and even geography as a characteristic of the country (place of residence) of the community (Regita, 2019).

The Indonesian state has abundant natural resources, so it is clear that this will have a big impact on society if people know how to make the best use of it. Based on scientific research, the MSME Group was established with the aim of encouraging sustainable development. It is hoped that MSMEs will develop by utilizing Kalimantan's forest natural resources which were initially useless and then become valuable through various products made from rattan, purun, purun straw, compost as fertilizer and traditional wood from Bajacar and Kerenghkir. In business cooperation, such as partnerships between small and medium enterprises or large companies, as well as the establishment and development of medium and large companies, attention must be paid to the principles of mutual need, mutual strengthening, and mutual benefit.

Based on the results of observations, interviews, and data that researchers have collected, it can be concluded that the development of the creative economy in Palangka Raya City and the management of the creative economy carried out by the residents of Palangka Raya City is evidenced by the increasing number of business entities that are established each year. Furthermore, the data presented by researchers shows that businesses run by Raya residents and local communities also contribute to regional original income. Of course, you must take advantage of the potential of Palangka Raya's natural resources to produce something of economic value. We also support the marketing and promotion of our creative business partner products to ensure these products reach a wider audience. In addition, the city government works with the trade office, where creative business partners receive training and advice on how to produce more attractive products. In addition, the local government invites visitors to participate in events such as exhibitions and cultural festivals.

CONCLUSION

Based on the results of research conducted by researchers, the following conclusions can be drawn: 1) The development of the creative economy in Palangka Raya City with the increasing number of creative business units

each year is evidence that there has been economic development by utilizing the potential of natural resources owned by Palangka Raya City and its surroundings to produce something of economic value for its people and supportive of SDGs. 2) The supporting factors for the transformation of the creative economy in Palangka Raya City are abundant natural resources, assistance from the local government with policies, mentoring, exhibitions and the development of online and offline marketing, while the inhibiting factors are the unpreparedness of the community as a whole for the existence of the creative economy and the mindset that is still simple in striving for the development of the creative economy, so it is hoped that it can support the realization of Palangka Raya city becoming a modern, competitive, and sustainable city.

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