

Development Of A Creative Economy Based On Cultural Capital In The Culinary Sector Of West Sumatra Tourism Destinations

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Abstract.

The focus of this study is to analyze the development of a creative economy based on cultural capital in the culinary field in the tourist destinations of West Sumatra. This study uses a qualitative approach that takes a descriptive type. Purposive sampling was used to select research informants. Research informants are creative economic actors in the culinary sub-sector. The data collection method begins through in-depth interviews, observations and document data collection. The unit of analysis is carried out from several stages, one of which is data collection, data reduction, data analysis and drawing conclusions which are referred to in the Miles and Huberman model. The results of this study indicate that in the development of the creative economy, the culinary sub-sector based on cultural capital has reached a stage that generates added value. The development of a creative economy based on cultural capital is part of how creative entrepreneurs in the culinary field gain networks with shared knowledge, skills and most importantly a high sense of culture, so that they can create many benefits for fellow citizens. In developing this creative economy, the culinary sub-sector can not only create a unique or distinctive taste, but has reached the stage of creating job opportunities for the local community, adding insight and knowledge and raising social status in society. Coupled with the culinary uniqueness provided by each creative artist, it adds value to the marketability and memory of visitors to visit again.

Keywords: Development, Creative Economy, Cultural Capital, and Culinary.

I. INTRODUCTION

The creative economy has entered the fourth wave in the history of economic development, after the agricultural economy, industrial economy, and information economy as the first, second, and third waves [1]. The creative economy wave is predicted to help increase Indonesia's economic growth, especially since the majority of creative economy actors are small and medium enterprises. Basically, the creative economy is a platform that enables the development and enhancement of the use value of the exploration of knowledge wealth such as innovation, creativity, expertise, and talent possessed by individuals, which is then developed into marketable products [2]. The development of the creative economy, which initially covered only a few sectors, has expanded to include various forms of innovation in an increasingly complicated economic environment and increasingly fierce competition. The emergence of the creative economy as a new economic concept that prioritizes ideas, creativity, skills, and individual talents in creating and building creative power [3]. To create a creative economy, actors in it must earnestly seek new perspectives on renewable resources. A source of inspiration for creating a creative economy is the contribution that the creative economy makes to socio-cultural, economic and cultural diversity. The diversity of goods produced by various ethnic groups also contributes to the growth of the creative economy. The growth of the creative economy is closely linked to the norms and values of society [4]. Local communities are usually known as communities that are still strong in local values. High solidarity attitudes, the value of helping each other, and good religious values. Local community values should be the foundation for creative economic development.

Local culture is local wisdom, and needs to be cultivated and preserved as part of every development initiative. Local knowledge exists in physical and non-physical forms in everyday culture. This knowledge illustrates that with a good idea, a healthy way of thinking will give birth to new knowledge from

this knowledge will have an impact on human mindset and behavior to achieve a life goal [5][6][7][8][9]. Local wisdom can be in the form of tangible or intangible goods with deep meaning, such as handicrafts, artwork, cuisine, and other creative endeavors. A person can use their knowledge, actions and abilities to display their cultural competence and social status, known as cultural capital. Cultural consumption habits and value systems are referred to as cultural capital. Cultural capital can cover a wide range of challenges, such as art, education and language forms [10]. For Bourdieu, capital acts as a social relation embodied in the exchange system, and this period of time is extended to all kinds of goods both material and symbolic, without distinction, which explains itself as something unusual and worth seeking. Cultural capital is created as values, traditions, ideals and language grow into foreign money to utilize different capitals. Cultural capital has 3 sub-types namely embodied, objectified and institutionalized [11]. At this time, cultural capital is no longer transferred spontaneously as a gift or inheritance, but is acquired gradually over time. In addition to being measured in terms of the economic system, the creative economic system can also be measured from the perspective of the cultural dimension.

In this context, the innovative ideas that emerge are basically sourced from local consciousness [12]. This offer means that local consciousness determines the route of improvement of innovative economic systems [13]. A creative economic system that is advanced through paying attention to the awareness of the surrounding community is an answer to the opportunities that can inspire the improvement of the creative economic system to grow to be more independent, especially within the region [14]. Where, regions have merchandise that reflects their respective cultures. This is an ability that can be developed into a product that is based entirely on local awareness with this era so that it has its own strengths or characteristics, such as the creative economy found in West Sumatra. Astronomically, West Sumatra Province is located between 00 54' North latitude and 3030' South latitude and 98036' and 101053' East longitude. West Sumatra Province has a geographical position on the west coast of the central part of Sumatra Island and has an area of about 42.2 thousand km², which is equivalent to about 2.21 percent of the total area of the Republic of Indonesia. Geographically, West Sumatra is bordered by several other provinces, namely North Sumatra, Riau, Jambi, and Bengkulu, as well as the Indonesian Ocean [15]. West Sumatra Province has 391 island groups, where Mentawai Islands Regency has the largest number of islands and Agam Regency has the smallest number of islands. There are 19 regencies/cities in West Sumatra, where Mentawai Islands Regency has the largest area with an area of about 6.01 thousand km² or about 14.21 percent of the total area of West Sumatra Province. On the other hand, Padang Panjang City has the smallest area with only 23.0 km² or equivalent to 0.05 percent of the province's area [16]

With the location of West Sumatra which is surrounded by many regencies / cities that have natural beauty so that a lot of natural resources that have their own characteristics so that it becomes one of the attractions for the progress of West Sumatra, especially in terms of culinary and tourist destinations. The development of the creative economy of West Sumatra Province has covered all areas of the existing creative economy sub-sectors. The development of a creative economy based on cultural capital in West Sumatra with the culinary sub-sector, is the most popular sub-sector by the community. West Sumatra is known for processed food that is rich in flavor and spices, making the creative economy sub-sector very popular [17]. The culinary sub-sector has accommodated the community in accessing recipes that are rich in typical West Sumatran flavors so that the community has been able to explore flavors with ideas and creativity. With the existence of cultural capital, the community has a sense of cultural togetherness. Togetherness ultimately creates a trust so that trust is simply an interaction based on a sense of confidence that others will respond as expected and support each other because of the background of cultural similarities [18]. West Sumatra with the majority Minang population makes this cultural similarity the main capital in achieving togetherness, both by scooping up cooperation and in the fields of production, distribution and consumption. West Sumatra's creative economy actors establish this cultural capital so as to bring up the power of shared capital in values, norms and networks [19].

Therefore, this study looks at how the development of a cultural capital-based creative economy in the culinary sector in West Sumatra. This cultural capital-based creative economic development in the culinary sector is very unique because ecraf actors and fellow communities collaborate because of a sense of

togetherness that arises because of the similarity of one of the 7 cultural elements, coupled with the knowledge and soft skills possessed so that concrete cooperation is formed. Therefore, the formulation of the problems and objectives of this research is how to develop a creative economy based on cultural capital in the culinary field in the tourist destination area in West Sumatra.

II. METHODS

In this study, a qualitative research approach was used to describe the development of a creative economy based on cultural capital in the culinary field in the tourist destination area of West Sumatra. This research uses descriptive research to explain phenomena that occur in life with a specific purpose. Data collection was conducted through in-depth interviews, observations, and document studies using purposive sampling techniques in selecting informants. Data analysis used the Miles and Huberman model. The data analysis used is related to books, journals and other documents based on observations in the field [20]. And data analysis starts from data collection, data reduction, data presentation, to conclusion drawing which is carried out simultaneously in the research process [21].

III. RESULT AND DISCUSSION

Capital can be described as something related to symbols or other untouchable attributes, which have a great influence on the way of life, such as status, authority, status and cultural capital [22]. Capital is defined as the relationship and exchange of something both material and symbolic into a social formation that represents society. If we talk with Pierre Bourdieu's thoughts about the capital that must be owned by the existing society, then he states that there are 4 capitals needed by society, namely: (1) cultural capital, (2) social capital, (3) symbolic capital and (4) economic capital. Of the 4 capitals, cultural capital and social capital are capitals that can be the idea of network development. He stated that the idea of capital, ownership or composition, is often used to organize or dominate a society or dominate a society [23]. According to Bourdieu, cultural capital acts as an important aspect in family social groups, especially in the context of social interaction. He introduced the concept that cultural capital involves all things symbolic and cultural capital acts as a social relationship in an exchange system consisting of cultural information that provides power and status [24]. The development of a creative economy based on cultural capital, especially in the culinary field in West Sumatra, comes down to the reciprocal relationships that are carried out. Reciprocal relationships are often known as social relationships which relationship This relationship is bound by trust. The trust is maintained by norms that bind both of them [25]. So that with the social relationship between the two of them can communicate by exchanging ideas as a form of embedding the values of togetherness and care. The sense of cultural similarity that is identical to the Minang culture makes West Sumatra's creative economy actors act with a sense of kinship.

Creative economic development in West Sumatra includes 5 tourist destination areas covering regencies and cities. Each region has its own characteristics in creating a culinary product. The 5 regions consist of: Sawahlunto City, BukitTinggi City, Padang City, South Pesisir Regency and Tanah Datar Regency. All of these regions have ecrac actors who are able to create ideas, and pour creativity in processing culinary from ordinary to the latest culinary and has appeal. Cultural capital-based economic development is the idea of developing the natural, cultural and conventional potential of the local network. The community directly participates in it so as to create a level by level of creativity [27]. In terms of growing a creative economy based entirely on cultural capital, the network as an actor will build, own and immediately control the centers and services, so in this way the network is predicted to gain direct financial benefits [28]. Financial benefits can be obtained from changes made by the community, especially in livelihoods. Where livelihoods will greatly affect other changes, especially changes in people's behavior and thinking. In the creative economy, ideas and innovations of ecrac actors are needed in modifying products. A product is said to have a high use value if the product is different from the usual or can be said to have characteristics. So that when someone shops in the region, there are characteristics that are immediately illustrated and easily remembered by visitors when visiting again [29]. This culinary sub-sector is one of the highest sub-sectors in West Sumatra, with results as shown below:

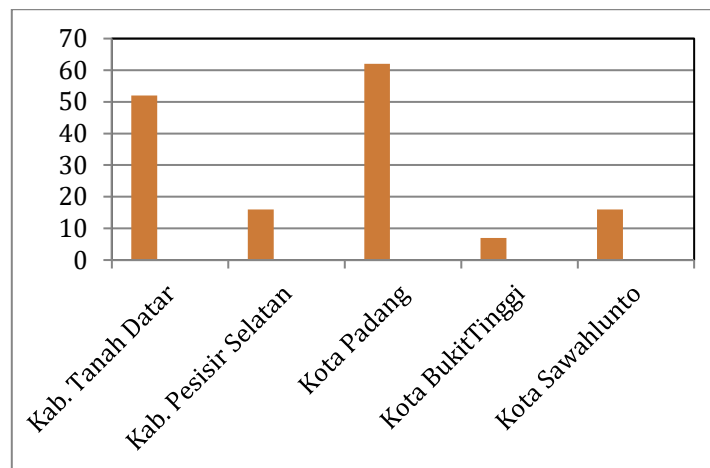


Fig 1. Culinary Sub Sector in Tourism Destinations Regions in West Sumatra

The diagram above is the result of data on creative economy sub-sectors in 5 tourist destination areas in West Sumatra. We can see from the results that of the 5 creative economy areas in West Sumatra, the first highest culinary sub-sector is in Padang City and the second highest is in Tanah Datar Regency. The two regions that hold the highest culinary sub-sectors have distinctive characteristics. Creative economic development, on the other hand, is based on interchangeable capital, and one of the biggest capital exchanges is cultural capital. Cultural capital includes knowledge, skills, and cognitive understanding that provide social agents with empathy, appreciation, relationship skills, and knowledge of cultural artifacts [30]. So that cultural capital defines how humans involve themselves with each other and economic resources. This is because humans are economic beings, because humans cannot be separated from the needs of their lives in the form of both primary and secondary needs [31].

In addition, because humans are basically intelligent beings who always consider advantages and disadvantages. In cultural capital there are also domains and habitus. This goes hand in hand because the domain is a network between humans and habitus is the structure used by the actors. Habitus according to Bourdieu that the community must certainly be able and have in using cultural symbols as a sign of attachment, differentiation and building roles and positions in the social structure.[32].The exchange of cultural capital is an integral part of capital production. The production of capital itself occurs within the cultural sphere, which can be explained as a dynamic concept where any change will affect its structure. Within the sphere, there are agents who interact and function in social life. Bourdieu emphasized that the realm is the environment needed by capital actors to carry out their functions [33]. The development of a creative economy based on cultural capital in the culinary field can create several positive things that are useful for the local community, including :

Increase knowledge and insight into culinary

Improving quality and knowledge in the era of the creative world has great importance. The creative economic system is a new economic paradigm that emerged in the 21st century. In this economic paradigm, intelligence is considered a key resource capable of providing wealth, employment opportunities, income, and social stability [34]. Knowledge can be expressed in the form of creation and innovation. In the concept of innovation, this can be explained as the mastery of technology and the ability to improve upon existing technology. Innovation can be thought of as the creation of better and new value. It is hoped that with appropriate and targeted knowledge- and creativity-focused development, it can increase growth and equity and thus improve the quality of life. Economic development based on creativity can have an impact on social aspects such as social innovation. Innovation and creativity can help empower the grassroots by providing employment. The motivation of social innovation is to improve the quality of life by achieving happiness and this is done through cooperation and sharing.

Create and increase new jobs

The goal of economic development is to achieve better and sustainable economic growth, as well as to create extensive employment opportunities through increased investment in the region. In addition, economic development also emphasizes a partnership and cooperation approach between the government, entrepreneurs, and local community organizations, not just on purely economic aspects [35]. Development includes all actions taken to utilize existing potential to achieve a better life for the community, both at the local and national levels. The aim is to grow the local economy so that the area can develop independently by utilizing the available natural resources [36]. If the creative economy is successful in an area, there will be a lot of cooperation between local communities. The development of a creative economy in an area really requires the participation of the local community because of a sense of cultural similarity, so that it can thicken the economic subsectors in the region.

Increased value of social status in the community

Position or status is a person's place or share in a social group. Social status mainly refers to the position of an individual or family in terms of widely accepted norms, such as the level of cultural wealth, effective income, property ownership, and participation in social group activities. According to Soekanto, there are many things that affect socio-economic status in life including: level of employment, education, income, number of dependents, ownership and residence [37]. With the development of this creative economy, the role of creative economic actors functions. Creative economic actors who were originally just ordinary traders, but with the existence of cultural capital can establish cooperation between fellow communities. For example, the creative economy sub-sector in Tanah Datar Regency with the culinary sector called "Boemboe Mandeh" has now been able to create jobs for people in Tanah Datar Regency. This is the development of a creative economy based on cultural capital, where with the intellectual skills possessed by the culinary owner Boemboe Mandeh can benefit and it cannot be denied that if the success of a business that is run automatically social status also changes in society. Boemboe Mandeh has been famous for its distinctive and varied rendang cuisine. Usually what we find is only rendang from processed beef. But unlike Boemboe Mandeh, he has been able to create new innovations from rendang that are different from those in general. Rendang at Boemboe Mandeh includes: eel rendang, lokan rendang, and chicken rendang.

And this rendang has been packaged with very good packaging so that the rendang can last for months. With the expansion of Boemboe Mandeh's culinary, it requires a lot of workers and cultural similarities that create jobs for people around Tanah Datar Regency. Not only in Tanah Datar Regency that has developed a creative economy based on cultural capital, Padang City has also developed in the culinary sector. As well as vegetables processed in the form of chips. This is one of the high selling points with ideas, innovation and creativity. Vegetables are usually not favored by children, especially at this time, where children prefer to shop for fast food. However, the existence of these vegetable chips can increase children's preferences by making vegetables as snacks [38]. This certainly opens up employment opportunities for the local community as well. Processed chips from basic vegetables are modified with various flavors so as to get uniqueness, this is also an additional knowledge for the people who participate in the work [39].

In addition, there are also culinary delights that have entered the creative economy such as Sate Manangkabau. In this culinary place, Sate Manangkabau provides various flavors of satay sauce. Where usually we only find one kind of satay sauce, but at Sate Manangkabau there are various kinds of satay sauce ranging from low to high levels of spiciness. So that the difference in satay sauce makes an innovation. So that in Sate Manangkabau not only can be enjoyed by lovers of spicy satay sauce, but can also be enjoyed by lovers of sweet satay sauce. This makes the attractiveness of Padang City, so that if someone visits Padang City, they will remember the culinary Sate Manangkabau which has many variations in taste [40]. West Sumatra is famous for its culinary rich in spices and spicy flavors, but now it is modified so that customers who do not like spicy can still enjoy West Sumatra's rich processed food [41]. Therefore, this innovation is carried out by not leaving cultural authenticity but by increasing ideas and creativity in culinary so that all groups can feel the deliciousness and uniqueness of West Sumatran cuisine [42].

IV. CONCLUSION

The development of a creative economy based on cultural capital in the culinary sector must be developed as well as possible. As West Sumatra Province is known for its distinctive culinary flavors and cultural patterns that bind the culinary to be unique. Cultural capital acts as an important part of reciprocal social relations. Cultural capital also acts in social relations as an exchange of status and position. Cultural capital is dominated by the similarity of both the 7 elements of culture and one of the elements that exist, thus creating a sense of togetherness. In culture, an attitude of togetherness is created when someone has something in common. So that in the development of this cultural capital-based creative economy in the culinary sub-sector, researchers found 3 things that were created from the development of this creative economy, namely:

1. Increase insight and knowledge
2. Creation of new jobs
3. Increase social status in the community

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