

Analysis of The Potential of Creative Economy Based on Local Wisdom in Soaib Village Kemtuk District, Jayapura Regency

KEYWORDS

Creative Economy,
Local Wisdom, Organic
Cocoa, Orchid
Cultivation, Sustainable
Development.

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ABSTRACT

This research aims to analyze the potential of local wisdom-based creative economy in Soaib Village, Kemtuk District, Jayapura Regency. Soaib Village has cultural wealth and abundant natural resources, including organic cocoa and orchids, which have the potential to be developed into a sustainable creative economy sector. The research method used a descriptive qualitative approach with data collection through observation, interviews, and documentation. Data analysis was conducted using the SWOT method, explanatory analysis, and Geographic Information System (GIS) to map the potential of existing resources. The results showed that organic cocoa and orchids are leading sectors that can drive the local economy. However, there are significant challenges such as limited infrastructure, lack of technical training, pest attacks on cocoa, and limited market access. Support from institutions such as WWF in providing training and mentoring has had a positive impact, especially in improving community skills related to forest product management and orchid cultivation. The implications of this research emphasize the importance of local wisdom as a foundation in creative economic development, while maintaining environmental sustainability. The resulting strategic recommendations include improving infrastructure, strengthening technical training, strengthening local institutions, and promoting awareness about the importance of sustainability.

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INTRODUCTION

The creative economy is currently one of the sectors that is relied on in economic development in various countries. The United Nations Conference on Trade and Development (UNCTAD) states that the creative economy plays an important role in creating job opportunities, supporting innovation, and strengthening local cultural identities in the global market. This is in line with the global trend that increasingly emphasizes the importance of sustainability and cultural integration in the modern economy.

In Indonesia, the creative economy has been one of the development priorities since the early 2000s. The government has launched programs to support this sector, such as the development of creative sub-sectors, including arts, culture, and culinary. Based on data from the Creative Economy Agency (Bekraf), the contribution of the creative economy to the Gross Domestic Product (GDP) continues to increase every year. However, the biggest challenge is how to ensure that the creative economy can be developed inclusively down to the local level.

Papua, with its unique culture and biodiversity, has great potential to contribute to the creative economy sector in Indonesia. One example is Soaib Village in Kemtuk District, Jayapura Regency. The village has a rich cultural heritage from the four major tribes, namely Nassa, Kiambe, Yaru, and Waru, as well as abundant natural resources such as organic cocoa and orchids. The utilization of these resources not only provides economic benefits, but also maintains environmental sustainability and strengthens local cultural identity.

Despite having great potential, the development of the creative economy in Soaib Village faces various challenges. Problems such as limited infrastructure, lack of technical training, and pest attacks on cocoa plants hinder the development of this sector. In addition, the lack of access to local and global markets is an obstacle for people to maximize their production.

This research is here to identify the potential of a creative economy based on local wisdom in Soaib Village and analyze the management process. With a community participation-based approach, this study aims to provide strategic recommendations that can support sustainable economic development in the region.

The problems to be analyzed in this research are how the potential of the local wisdom-based creative economy in Soaib Village can be identified and developed sustainably, as well as what are the internal and external factors that influence the development of the sector. This research also aims to analyze how the current creative economy management process can be improved to support the welfare of the local community.

LITERATURE REVIEW

Creative Economy

The creative economy is a sector based on creativity, innovation, and the use of local culture to create economic value. According to the United Nations Development Programme (UNDP, 2008), the creative economy is an integral part of sustainable development that combines innovation, culture, and technology. In Indonesia, the creative economy is one of the sectors that contributes greatly to the Gross Domestic Product (GDP), especially through subsectors such as culinary, performing arts, and crafts (Sopanah et al., 2020).

In the context of Papua, the creative economy has unique characteristics because it is based on cultural wealth and abundant natural resources. As reported by WWF Program Papua (2015), Kampung Soaib has great potential in the development of organic cocoa and orchid cultivation as part of a creative economy based on local wisdom. This potential supports the goals of the creative economy as explained in Law Number 24 of 2019, namely creating culture-based jobs and improving community welfare.

Local Wisdom

Local wisdom is cultural values that are inherited from generation to generation and are part of the identity of a society. According to Antariksa (2009), local wisdom includes traditional knowledge, traditions, and habits that support the sustainability of local ecosystems (Antariksa, 2009). In Papua, local wisdom is reflected in natural resource management practices, such as the use

of forests for hunting, farming, and sustainable harvesting of forest products (WWF Papua Program, 2015).

Law Number 32 of 2009 concerning Environmental Protection and Management emphasizes that local wisdom has an important role in preserving natural resources. In Soaib Village, this local wisdom is manifested in organic cocoa management and orchid cultivation, which involves active community participation and maintaining the balance of the ecosystem.

Other research

Several previous studies have provided an important foundation for understanding the creative economy based on local wisdom. Here are some relevant studies:

1. Sanuri Amdali (2020): This research highlights the empowerment of the creative economy based on local wisdom with an outcome mapping approach. His findings show that community assistance can improve local skills and innovation (Sopanah et al., 2021).
2. Cecep Supriyadi, et al. (2019): This study examines creative economy literacy based on local wisdom in small businesses in East Luwu Regency. His findings show that the development of creative businesses can increase people's income while preserving local culture (SUPRIYADI, 2019).
3. Siti Nur Azizah and Muhfiatun (2018): This research reveals that the development of a creative economy based on local wisdom, such as pandanus crafts, is able to compete in the modern market through the preservation of cultural values (Azizah & Muhfiatun, 2018).
4. Rakib Muhammad (2017): This study emphasizes the importance of local wisdom in supporting tourist attractions and managing community-based tourism facilities, which is relevant to the management of culture-based tourism potential (Rakib, 2017).

SWOT Analysis

A SWOT analysis is a strategic tool for understanding strengths, weaknesses, opportunities, and threats in a given context. According to (Harline, 2022), this analysis is effective in evaluating internal and external factors that affect the development of the creative economy. In this study, SWOT was used to identify the conditions of organic cocoa management and orchid cultivation in Soaib Village.

METHOD

This study uses a qualitative descriptive method to explore the creative economic potential of Soaib Village. This approach allows for an in-depth analysis of the social, cultural, and economic conditions of the community.

Research Location

The research was carried out in Soaib Village, which has an area of 2,700.05 ha. This village is located in lowland to mountainous areas, with a forest ecosystem that supports hunting, gardening, and the use of forest products.

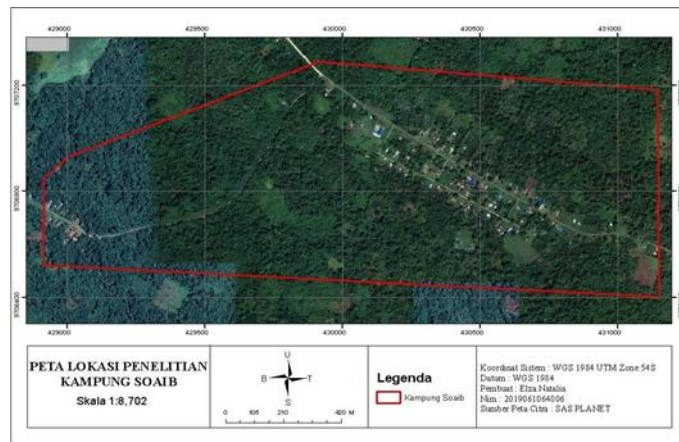


Figure 1. Map of the research location shows the distribution of resources in Soaib Village
(Source: Researcher, 2024)

Data Collection Techniques

1. Observation: The researcher directly observed community activities in managing cocoa plantations, harvesting, and processing garden products.
2. Interview: Interviews were conducted with the Srukumani Farmers Group and the orchid cultivation group.
3. Documentation: Documentation includes photos of community activities, WWF reports, and village administration maps.

Data Analysis

Data is analyzed using:

1. SWOT analysis to understand strengths, weaknesses, opportunities, and threats.
2. Explanatory Analysis to explain the results of observations and interviews.
3. Geographic Information System (GIS) to map the potential of resources.

RESULT AND DISCUSSION

Creative Economy Potential of Soaib Village

Soaib Village has great potential in developing a creative economy based on local wisdom. Organic cocoa and orchid commodities are two leading sectors that have been identified through surveys and interviews. In addition, the existence of forests as a natural resource supports sustainable hunting, farming, and harvesting of forest products.

1. Organic Cocoa

Cocoa is the main commodity of the people of Soaib Village. With favorable geographical conditions, such as fertile soil and a suitable climate, the potential of organic cocoa can continue to be developed. However, pest attacks that are difficult to control pose a major challenge for local farmers. WWF's approach through community-based training and management has been undertaken, although it needs to be improved.



Figure 2. The cocoa bean processing process by the people of Soaib Village in the production house

Table 1. Organic cocoa production data in Kampung Soaib over the past three years shows a growth trend despite technical constraints.

Year	Production (kg)
2021	1.200
2022	1.450
2023	1.700

2. Orchid Cultivation

Orchid cultivation has high economic value because certain types are in high demand in the local and international markets. Soaib Village has a unique and valuable diversity of orchids. WWF has provided training in vegetative and generative cultivation, as well as sustainable habitat management. This orchid is not only a source of income, but also the preservation of Papuan flora.



Figure 3. Orchids cultivated by the community of Soaib Village using the vegetative method.

3. Other Forest Products

In addition to cocoa and orchids, the community also uses forest products such as wood, gnetum trees, and dorum wood. This product is used for local needs and sold as an additional source of income. Forest product management is carried out by considering sustainability so that the ecosystem is maintained.



Table 2. Types of forest products used by the people of Soaib Village.

Types of Forest Products	Utilization
Gnemo Wood	Building materials and crafts
Dorum Wood	Furniture raw materials
Bamboo	Crafts and household tools

SWOT Analysis

The SWOT analysis was carried out to identify internal and external factors that affect the management of the creative economy in Soaib Village.

1. Strength:
 - a. Abundant natural wealth, such as organic cocoa and orchid diversity.
 - b. Active participation of the community in community-based activities, such as farmer groups.
 - c. Support from institutions such as WWF that provide training and mentoring.
2. Debilitation:
 - a. Lack of infrastructure such as road access for crop distribution.
 - b. Lack of technical knowledge of the community in the management of pests and plant diseases.
 - c. Limited capital for business development.
3. Chance:
 - a. Government programs in supporting the creative economy based on local wisdom.
 - b. Global market demand for organic products, including cocoa and orchids.
 - c. Potential partnerships with the private sector for the marketing of forest products.
4. Threat:
 - a. Dependence on forest products without sustainable management.
 - b. Climate change that can affect crop productivity.
 - c. Competition from other regions that have similar products.

Table 3. Summary of SWOT Analysis of Soaib Village.

Aspects	Key Factors
Strength	Diversity of forest products, community participation, institutional support.
Debilitation	Lack of infrastructure, limited capital, and technical knowledge.
Chance	Global market demand, government programs, and partnerships with the private sector.
Threat	Dependence on resources, climate change, and competition from other regions.

Creative Economy Management Process

The management of the creative economy in Soaib Village involves several important steps, namely:

1. Cocoa Production Process

This process starts from cocoa planting, garden maintenance, to harvesting. Once harvested, cocoa beans are processed in a production house to produce a high-quality product. This process also involves packaging and shipping to other areas.



Figure 4. Cocoa production house in Soaib Village

2. Orchid Cultivation:

Cultivation training is provided to increase public knowledge about nursery techniques, planting media, and orchid maintenance. The orchid products are not only sold, but also promoted through local and national exhibitions.



Figure 5. Orchid planting media used by the people of Soaib Village.

3. WWF's Role in Mentoring:

WWF has been assisting communities through forest management training, the provision of Papuan orchid identification guidebooks, and the preservation of local habitats. This assistance plays a very important role in increasing community capacity.

The findings on the potential of organic cocoa in Soaib Village are in line with the research of Sopanah et al. (2021) which emphasizes that local commodities can be the main driver of the creative economy when managed with a participatory approach (Sopanah et al., 2020). The increase in cocoa production from 1,200 kg in 2021 to 1,700 kg in 2023 shows a positive trend indicating the effectiveness of mentoring, similar to the findings of Sanuri Amdali (2020) on the impact of mentoring on increasing productivity.

Challenges in the form of pest attacks on cocoa plants confirm the UNDP (2008) theory that creative economic development based on natural resources is always faced with external factors that require continuous mitigation. This is also in line with the results of the SWOT analysis that identified climate change as a significant threat, as suggested by Harline (2022) in his study on regional economic planning.

Orchid cultivation as the second leading sector reflects the concept of biodiversity preservation in line with the principle of local wisdom as described by Antariksa (2009). The use of vegetative and generative methods in orchid cultivation shows the integration between traditional and modern knowledge, which is in line with Siti Nur Azizah and Muhfiatun's (2018) findings on the adaptation of local wisdom in facing the modern market.

CONCLUSION

This research highlights the potential of a creative economy based on local wisdom in Soaib Village, Kemtuk District, Jayapura Regency. With the background of the rich culture of the four major tribes, namely the Nassa, Kiambe, Yaru, and Waru tribes, Kampung Soaib has natural resources and traditions that have great potential to be developed into a sustainable creative economy sector.

The main potential of Soaib Village lies in organic cocoa commodities and orchid cultivation. Organic cocoa is one of the leading products, supported by geographical factors that support the growth of the plant. Meanwhile, Papua's biodiversity provides a great opportunity for the community to develop orchid cultivation, which not only has high economic value but also becomes a form of environmental conservation.

The analysis shows that organic cocoa and orchids have great potential as leading sectors of the creative economy in Soaib Village. With structured management and training support, both can become the main drivers of the local economy. However, challenges such as pest attacks, limited infrastructure, and weak market access need to be addressed immediately.

Mentoring from institutions such as WWF has proven effective in increasing community capacity through technical training, such as vegetative and generative orchid cultivation, as well as organic cocoa management. This opens up opportunities for the community to produce high-quality products.

The success of developing the creative economy in this village also relies on local wisdom which is the social and cultural foundation of the community. This culture-based approach supports welfare while maintaining environmental sustainability and ancestral heritage values.

Through a SWOT analysis, it was found that Soaib Village has great strengths and opportunities, but also faces weaknesses such as limited capital and the threat of climate change and competition. Therefore, an inclusive and collaborative strategy is needed between the government, community, and private sector to encourage sustainable development.

Implications for the Future

The development of a creative economy based on local wisdom in Soaib Village not only has a positive impact on the local economy but also opens up opportunities to create a sustainable development model that can be replicated in other areas. With the use of technology, increased market access, and strengthening community capacity, Kampung Soaib can be a successful example in community-based natural resource management.

Recommendations

To encourage the development of the creative economy in Soaib Village, the local government needs to improve infrastructure, especially roads and distribution facilities, to facilitate the marketing of local products. In addition, technical training programs need to be expanded, especially related to cocoa pest control and more effective orchid cultivation techniques.

Strengthening local institutions, such as cooperatives, is also important to support collective product management and marketing. In addition, awareness campaigns on the importance of maintaining local wisdom and environmental sustainability must continue to be encouraged to involve all elements of society.

Through these steps, Soaib Village is expected to not only grow into an economically prosperous area, but also become a successful example of creative economy management based on local culture that can inspire other regions in Indonesia.

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