

The Strategy in Developing Global Competitive Tourism Based on Creative Economy and Local Wisdom (Case Study: Solo City, Indonesia)

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ABSTRACT

Solo City has developed into a City of Culture that carries the power of local wisdom. One of the development directions of the city of Solo is towards the tourism sector and creative economy based on local wisdom. This research aims to find out the strategy of Solo City in developing globally competitive tourism and creative economy based on local wisdom. The research was conducted using qualitative methods. Data was collected through interviews and observation methods. The analysis of the research results shows that the City of Solo is able to develop tourism competitiveness globally through strong synergy between the driving actors. The Solo City Government plays an important role in facilitating creative economy activities and branding and local wisdom. This is supported by the common perception of the people of Solo City who also support the direction of Solo City policy.

INTRODUCTION

The city of Surakarta, also known as the city of Solo, has an area of only around 44.04 km² (BPS, 2020). Even with a limited area and limited natural resources, the city of Solo has grown into a fairly popular city with strong economic competitiveness. In 2022, the Central Statistics Agency (BPS) will release a number of indicators for the development of the City of Solo which show a positive increase of up to 6.25 percent. This figure is the second highest of all regencies/cities in Central Java, and far exceeds Central Java's growth of only 5.31 percent (Suseno, 2023).

One of the steps taken by the City of Solo to encourage regional economic development is to realize the City of Solo as a City of Creative Economy. This can be seen from the direction of development of the City of Solo as stated in the vision and mission of the regional development of the City of Surakarta in 2005-2025, namely "Surakarta City of Culture, Independent, Advanced and Prosperous", which is supported by three economic development concepts, in the form of: Local Economic Development, Smart Economy and creative economy (BPPPEDA Kota Surakarta, 2019). Through various efforts, the City of Solo has developed into a City of Culture that carries the power of local wisdom. This can also be seen from the slogan of the City of Solo as a City of Culture with the tagline "The Spirit of Java" (Rencana Pembangunan Jangka Menengah Daerah 2021-2026 Kota Surakarta, 2021). This condition shows the direction of the City of Solo towards developing the tourism sector and creative economy based on local wisdom.

The tourism sector for the city of Solo is an important economic driving force. The tourism sector is one of the potential contributors in contributing to the country's foreign exchange, as well as playing a role in driving the national economy through increasing national productivity, high labor absorption, and equal distribution of people's income. In fact, the central government has established the tourism industry as one of the focuses of the government's post-pandemic economic recovery through various local to national scale policies. This was also emphasized by the Menparekraf who emphasized that the development of the tourism sector and the creative economy based on local wisdom is a foundation and a fundamental solution towards Indonesia's vision as a world-class, globally competitive and sustainable tourism destination (Limanseto, 2022).

In line with the national policy direction, the City of Solo shows that the policy direction it implements also seeks to optimize its resources to support tourism development and a creative economy based on local wisdom. There are at least 61 cultural agendas held every year in Solo City (Darlenis, 2021). The city of Solo even targets global competitiveness that is created through various international scale agendas such as the Solo Batik Carnival, the Kereta Kencana World Music Festival, Solo Eco Cultural City, Solo International Performing Art (SIPA) (Darlenis, 2021) and many other level activities. internationally in the City of Solo which results in branding of the City of Solo to the international world (Pandansari et al., 2020).

This concept is interesting for further research, in order to map regional development strategies through the development of the tourism sector, by utilizing local wisdom and the creative economy. The tourism sector based on local wisdom has its own advantages. However, optimizing development is not easy. Several regions have tried similar developments but were not very successful (Indriani et al., 2020; Rakib, 2017). There are many challenges that make developing local wisdom-based tourism difficult. Moreover, to bring it to global competitiveness at the international level (Ariani, 2019; Sugiyarto & Amaruli, 2018).

Based on the urgency described, it is important to be able to map out a strategy for developing tourism and a creative economy with global competitiveness based on local wisdom that has been developed by the City of Solo. The important emphasis in this research is mainly to discuss in an integrated manner the various driving actors who contribute to the development of this creative economy. This is because much previous research focused more on analyzing one main factor in creative economic development efforts in the regions (Wesnawa, 2022). Therefore, further comprehensive research is needed that is able to combine the supporting capacity of creative economic development from the main driving actors, which can map the role of each actor.

The research aims to answer the research question "What is the Strategy of Solo City in Developing Globally Competitive Tourism and Creative Economy Based on Local Wisdom?" It is hoped that the results of the research will provide a clear description as an important reference in further developing the creative economy, which combines local wisdom in the tourism sector, by relying on the strong supporting capacity of the driving actors.

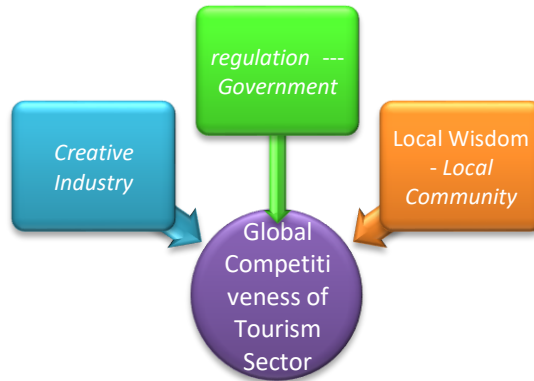
LITERATURE REVIEW

The main driving actors determined are from the government, community and creative industries. Further research is analyzed based on the concept of creative economy and innovative economic theory which emphasizes the development of innovations in regulations, systems, infrastructure, conditions, technology and other aspects that are integrated through the collaboration of economic actors (Safiullina et al., 2014).

This research is also strengthened again through analysis using analytical tools on communication theories that can answer research problems. The theory includes branding and synergy which emphasizes the existence of a strategy of cooperation, coordination and communication in developing ideas or realizing targets. City branding is synonymous with the identity, uniqueness, distinctiveness and superiority of a region in an effort to globalize that region. City branding can be interpreted as the concept of marketing a city like a product. To form an identity or image, a city can use a specific and attractive logo or symbol (Pandansari et al., 2020).

In handling a brand, especially a brand for a location or city, there are several processes that must be carried out so that the intended message can be well received by the audience so that the purpose of branding a city can be achieved perfectly. Steps in developing a city brand include: 1) Setting clear goals

2) Understanding the target audience 3) Identifying the current brand image 4) Setting brand identity aspirations 5) Developing positioning steps 6) Creating proposition scoring steps 7) Executing steps of the brand strategy (Primasari, 2014).



Picture 1. Theoretical Framework

METHODOLOGY

The research was conducted using a descriptive qualitative research approach due to its dynamic nature and the need to interpret existing patterns. The type of research used in examining the strategy of Solo City in the development of tourism and creative economy with global competitiveness based on local wisdom is a combination of explanatory research and descriptive research, which is further described through a descriptive qualitative approach. This research approach is considered appropriate because the research seeks to describe dynamically developing patterns, which are embodied in the economic development strategy of the City of Solo, based on the creative economy and local wisdom. It is hoped that this dynamic theme can be mapped precisely so that research results can be obtained in the form of a comprehensive descriptive narrative, accompanied by interpretations of various important aspects of the research indicators so that they can describe the most appropriate strategy according to the facts or conditions in the field. The research is focused on looking at strategies without leaving behind the ongoing dynamics in the process of developing creative economy development through the support and integration of various driving factors or actors, which are primarily driven by the government as a regulator.

Sources of research data in the form of primary data and secondary data. The primary data used is data obtained directly in the field through in-depth interviews and observations. While secondary data obtained through literature that supports research, is considered valid and relevant, in the form of books, journals, reports and others. The method of data collection was through in-depth interviews with the snowball technique, with the main sources from the Surakarta City government, namely the Department of Culture and Tourism. The next resource person is the Office of Communication, Informatics, Statistics and Coding, Surakarta City Humanist, and Cultural and Art Observer.

Place and Time The research was conducted in the City of Solo (Surakarta City), as a research object that develops a creative economic tourism base based on local wisdom and globally competitive. The limitation of the research uses the time span from the start of the vision of the City of Solo as a City of Culture in 2005 to the latest time. As for the implementation of the research, it is targeted to be carried out for six months, starting from data collection to data analysis, and ready in the form of a publication draft.

RESEARCH RESULT

For the City of Solo, the tourism sector is an important economic driving force. To develop this sector optimally, the City of Solo is moving and trying to implement various strategies. This sector is considered capable of being a driver of economic development in the city of Solo, which so far has limited natural, geographical and human resources in quantity.

One of the steps taken by the City of Solo to encourage economic development in the region is to realize the City of Solo as a City of Creative Economy. Interviews by the research team with the Head of Cultural Arts, Culture and Tourism Office of Surakarta City, found that the direction of development for the City of Solo that has been implemented so far has always been adjusted to achieve the vision and mission of regional development for the City of Surakarta in 2005-2025, namely "Surakarta City of Culture, Independent, Forward and Prosperous". The resource person confirmed that there are three economic development concepts that support the achievement of this vision, in the form of: Local Economic Development, Smart Economy and creative economy.

Explained by sources from Disbudpar, the City of Solo continues to develop itself into a City of Culture that carries the power of local wisdom as one of the supporters of its creative economy. This can also be seen from the slogan of the City of Solo as a City of Culture with the tagline "The Spirit of Java". Through various directives from the government, the City of Solo is working towards the development of the tourism sector and a creative economy based on local wisdom.

Furthermore, sources from the Surakarta City Communication, Informatics, Statistics and Coding Office said that promotion for the City of Solo continues to be carried out intensively both at the local and international levels. Solo City is considered to have international competitiveness. It was explained in the interview that, "In the city of Solo, there are no natural products, so there is nothing to rely on. But we can rely on creative human resources. Indeed, in terms of IQ, it may be inferior to people in Europe. But by modifying creative power in changing simple products so they have added value, we can excel, with creative economy themes. We can be superior and have international competitiveness." Promotion of the City of Solo is carried out consistently and continuously, in order to achieve higher competitiveness, even to foreign countries.

The promotion carried out is supported by real action by building and managing the appearance of the City of Solo in such a way that the characteristics of the creative economy and local wisdom combine to create a special attraction.

The creative economy of Solo City is growing rapidly and appears to be getting stronger. Supporting the results of the interviews conveyed by the informants, the observations made also found that there are many creative economic symbols displayed in the city of Solo, which at the same time show their local wisdom. These symbols strengthen the creative economic character and competitiveness of the City of Solo. From the results of observations, several symbols of the creative economy appear to have been built in the city of Solo, such as:



Picture 2. Symbol of the Creative Economy and Local Wisdom of Solo

Local wisdom is one of the instruments carried by the City of Solo as capital to increase the competitiveness of its creative economy. Local wisdom is considered as one of the potential assets that can increase the competitiveness of the City of Solo at the international level, so that the City of Solo can become a destination of choice for the international community. Promotion of the creative economy of the City of Solo is also carried out by encouraging exports of creative products from the City of Solo to various countries. The products of the creative economy of the City of Solo which are in demand by the international market show the competitiveness of the City of Solo which is quite high. This was stated by a source from the Disbudpar who stated "Solo's international level competitiveness is high. It turns out that many products made in Indonesia are sold in Europe. Especially creative trinkets. Because abroad, like Europe, there are no creative souvenirs produced by local people."

The development of knick-knacks also supports the city of Solo as a tourism destination. The popularity of the city of Solo can increase with the recognition of creative products from the city of Solo in foreign countries. Moreover, the Solo City government as an important actor here also directly promotes the City of Solo to the international world, such as in Europe and other Asian countries, through various festivals and exhibitions of creative products in the City of Solo. As stated in an interview, "Many Indonesian creative products, also from the Solo area, are exported to foreign countries, such as statues, wood for making glasses and others, bamboo tumblers, newspaper souvenirs. We also often send creative and miscellaneous works to various countries. This exhibition and expo is an attraction to introduce the city of Solo to the world."

In terms of achieving global competitiveness, the City of Solo creates good synergy between its various actors. A source from Disbudpar stated, "The driving force emerged from the synergy of various human resources, from the government, private sector, community, from young people to village officials, all of whom worked together. So, all of us are involved together."

Furthermore, a cultural resource person from the Surakarta City Palace who is also part of the Indonesian Chamber of Commerce, stated that "In Solo, everyone supports it well. The synergy is good from the community, cultural actors, as well as the government. The government actively oversees activities and provides support with many programs. Cultural agencies and instruments, artists, work together to make creative programs successful and promote local wisdom."

Real government support through various policies to organize and promote the creative economy of the City of Solo has also produced results in the City of Solo being trusted as a venue for various international activities. This international activity that was held also had an impact on increasing the tourism sector in the City of Solo, so that it could be more enthusiastic. These international and national agendas are also opportunities to further demonstrate the passion for the creative economy and local wisdom promoted in the city of Solo. The results of observations carried out show that there are symbols of creative economic communication and local wisdom that are increasingly being strengthened in various activities, such as the following:



Figure 2. Symbols of Strengthening the Creative Economy in the National and International Agenda

The city of Solo continues to improve by demonstrating the existence of its creative economy to encourage global competitiveness as a tourism destination, in line with national policy direction. Various efforts have been made to optimize existing resources so that they can support tourism development and a creative economy based on local wisdom. In one year, there are at least 61 recorded cultural agendas held in the city of Solo. This cultural agenda also encourages the enthusiasm for tourism which is increasingly developing in the city of Solo.

DISCUSSION

The tourism sector is one of the potential contributors to the country's foreign exchange. Tourism also has a potential role in driving the national economy through increasing national productivity, high labor absorption, and equal distribution of people's income. This potential has made the government establish the tourism sector as an important driving force in the national economy (Kemenparekraf, 2022). For the City of Solo, this also applies. However, there are challenges facing the City of Solo. Mentioned by sources from Disbudpar, Solo City is a city with minimal capital, such as natural resource capital, geographical resources, and others. There are no mining, plantation and natural tourism products that can be relied upon as an attraction for the city of Solo.

The City of Solo has set a target to become a City of Culture so that it can become one of the supporting capital for its tourism sector. This made Solo determine its tourism development strategy through optimizing the creative economy combined with its local wisdom. Creative industries with local wisdom value are a potential source of capital in a region's tourism competitiveness (Indriani et al., 2020). In fact, several studies show that the development of creative economic tourism is a potential aspect that can become a niche market destination for a region (Wulandari, 2014).

As one of the determining factors for success, tourism development in an area also needs to be supported by the preferences of the local community. Community preferences that are in line with the direction of development can become capital in supporting regional tourism development strategies (Ariani, 2019). In the City of Solo, the label or branding as the City of Culture has been attached for a long time. The people of Solo City are known as people who are fond of culture and are able to help preserve it. This can be seen from the many cultural groups and artists who still exist in the city of Solo. As explained by sources from cultural groups, cultural groups and artists as part of the Solo City community also support and are involved in organizing cultural events and stimulating a creative economy based on local wisdom.

These various strategies are able to make Solo City tourism have high competitiveness. The development built by the City of Solo strengthens the symbols of the creative economy and local wisdom which synergize with each other in supporting the tourism sector of the City of Solo. In communication science, these symbols become strong branding that shows consistency in achieving government goals. This branding is increasingly strengthened by the various achievements of the City of Solo which is able to become a center for

organizing MICE (Meeting, Incentive, Conference, Exhibition), not only at the national level, but also internationally (Pradipta, 2022).

The large number and success of organizing MICE in the City of Solo is also a manifestation of innovative economics which is increasingly strengthened by the synergy of various parties in the City of Solo. In achieving this increase in global competitiveness, the government does not work alone. As conveyed by Disbudpar and Diskominfo, the government, through its various instruments, is embracing all elements of society to jointly succeed in organizing various events held in the city of Solo, especially international events, such as the Asean Paragames, G-20, SIPA and others.

Many of Solo's tourism potentials are characterized by the creative economy and symbols of local wisdom, such as Museum Tourism Potential, Danarhadi Batik Museum, Radyapustaka Museum, Keris Museum, Press Monument Museum, Laweyan and Kauman Batik Village Tourism Potential, as well as Performance Tourism Potential such as Wayang shows Sriwedari people (Pradipta, 2022). Interviews with cultural observers and connoisseurs in the city of Solo show that interest in various tourism based on local wisdom is still high. This was also confirmed by observations made by the research team, which saw the busyness of various events with local wisdom held in the city of Solo.

Tourist attraction which is a synergy of local wisdom and the creative economy is actually not a new thing. Several regions have developed many similar concepts (Wesnawa, 2022). However, not all areas are successful. Some areas are hampered, especially when there is a lack of ongoing synergy between actors (Sugiyarto & Amaruli, 2018). This condition shows that integrating the creative economy and local wisdom as tourism competitiveness is not an easy thing. Strong synergy and collaboration are needed to ensure the success of this development direction. In this case, support from local governments plays an important role.

In the city of Solo, one example that can be raised as a form of success is the SIPA (Solo International Performing Arts) activity, which is an international agenda featuring art from various worlds. The SIPA agenda always gets a special place for local, national and foreign communities, seen from the crowds of participants and spectators of this event (Sari et al., 2019). Based on interviews from Disbudpar and cultural observers from Solo City, the success of this event was partly due to the synergy of the entire community, which was directly coordinated by the agency. Support from the agency for the implementation of this activity is very high which is carried out through the facilitation of various policies, funds and infrastructure.

The City of Solo has many supporting actors, who are driven by a consistent policy direction, namely to realize the City of Solo as the Spirit of Java by promoting a blend of creative economy and local wisdom. Not only the government of the City of Solo, the development of global competitiveness is also supported by the central government, which encourages the City of Solo to become a UNESCO Creative Cities Network (Kemenparekraf, 2022). This further strengthens the creative economy concept that is realized in the city of Solo.

The analysis that has been carried out, supported by data from interviews and observations, shows that the City of Solo has high potential in terms of global competitiveness to realize tourism based on a creative economy worth local wisdom. In the creative economy concept, this embodiment effort requires agents as actors to build strong branding (Suminar Ayu et al., 2020). In the City of Solo, these local economic agents play an important role in realizing strong synergy in the development of the City of Solo.

The Solo City Government plays an important role in presenting regulations, systems, infrastructure and other facilitation in organizing various events, as well as strengthening existing symbols of local wisdom. In fact, the observations made show that there has been a very dominant overhaul in representing the form of the City of Solo with its local wisdom, through government office buildings, sub-districts, sub-districts, to roads in Solo City with knick-knacks and touches of local wisdom.

This condition can support the mapping of a globally competitive creative economy and tourism development strategy based on local wisdom that has been developed by the City of Solo. The important emphasis in the findings of this research lies in the integration of various driving actors in the city of Solo who contribute to creative economy development efforts. The results of this synergy lead to increasing the global competitiveness of the City of Solo in the tourism sector.

The synergy of various actors in the City of Solo is strengthened by real policies from the City government, so that it can encourage strong cooperation from the various actors involved. This collaboration is able to combine local wisdom in the tourism sector, by relying on the strong supporting capacity of the driving actors. The concept of creative economy and innovative economic theory is driven by the government of the City of Solo which provides innovations in regulations, systems, infrastructure, conditions and technology that are integrated through the collaboration of economic actors. The government strengthens branding and synergy which emphasizes cooperation, coordination and communication strategies in developing ideas or realizing tourism development targets for the city of Solo with global competitiveness.

CONCLUSIONS AND RECOMMENDATIONS

In line with the national policy direction, the City of Solo shows that the policy direction it implements also seeks to optimize its resources to support tourism development and a creative economy based on local wisdom. The city of Solo even targets global competitiveness that is created through various international scale agendas. The implementation of international standard activities in the city of Solo has resulted in the branding of the city of Solo to the international world as an international destination. This research maps out regional development strategies through the development of the tourism sector, by utilizing local wisdom and the creative economy which is carried out through a collaborative strategy of various actors. Development development is carried out in an integrated manner with various driving actors who contribute to this creative economic development effort. Strong branding is produced through the

collaboration of various actors who jointly develop innovation. The actors consist of government groups, creative industries and communities. The government has important control over the provision of integrated regulatory support, systems, infrastructure, conditions, technology and other aspects so that it can support collaboration between economic actors.

ADVANCED RESEARCH

This study has limitations; thus, for further research research can be carried out to map the obstacles and opportunities in developing a creative economy based on local wisdom. In addition, further research on how to optimize the roles of various actors driving the creative economy can also be carried out to further optimize collaboration in developing global competitiveness.

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