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Cultural-Based Creative Economy through Pasar Segoro in Campurejo Village, Gresik Regency

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Abstract: This study discusses the implementation of a cultural-based creative economy through Pasar Segoro in Campurejo Village, Gresik Regency. The study is motivated by the coastal cultural potential of the local community which has not been optimally utilized to support the development of the creative economy. This research aims to develop a model of a cultural-based creative economy by integrating economic activities with local cultural preservation. The method used in this study is a participatory approach involving the local community, micro, small and medium enterprises (MSMEs), fishermen, art communities, and village government in the planning, implementation, and evaluation processes. Pasar Segoro is organized as a thematic cultural market presenting traditional culinary products, local MSME products, and coastal cultural art performances. The results show that Pasar Segoro contributes to the development of a creative economy ecosystem that increases community participation, strengthens coastal cultural identity, and improves economic opportunities for local MSME actors. Therefore, Pasar Segoro can serve as a model for developing a cultural-based creative economy that supports community empowerment and the preservation of local culture.

Keywords: creative economy, community empowerment, Pasar Segoro

1. INTRODUCTION

Coastal communities possess a rich cultural heritage that has evolved through a long-standing interaction between people and the maritime environment. This cultural heritage is reflected in fishing traditions, folk arts, local culinary practices, and social values such as mutual cooperation and solidarity. Within the context of the creative economy, coastal culture represents valuable social capital, as it embodies unique local characteristics that can be developed into competitive products and economic activities. Furthermore, utilizing culture as an economic resource serves as an effective strategy for preserving cultural heritage amid the challenges of modernization.

Campurejo Village, located in Panceng District, Gresik Regency, is one of the coastal areas with strong local cultural potential. The social life of its residents remains closely connected to fishing traditions and communal values, supported by the presence of traditional performing arts, local cuisine, and community-based small-scale economic activities. These cultural assets provide a solid foundation for developing a creative economy that empowers and benefits the local community.

However, the advancement of modernization and changing patterns of consumption have affected the sustainability of traditional coastal culture. The younger generation has shown declining interest in local cultural activities, while the local economy continues to rely primarily on traditional sectors with relatively low value-added products. Without innovation rooted in local wisdom, these conditions



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may gradually erode the community's cultural identity while limiting opportunities to improve the welfare of coastal residents.

Therefore, a strategic approach is needed to reintegrate the values of coastal culture into sustainable creative economic activities. Community-based creative economy development offers a relevant approach by positioning local communities as the primary actors in planning and implementing economic initiatives. This approach not only promotes local economic growth but also strengthens the community's sense of ownership and responsibility toward its cultural heritage and surrounding environment.

One practical implementation of this approach is Pasar Segoro, a thematic market based on coastal culture that is designed to function as both an economic and a socio-cultural space. Pasar Segoro serves not only as a marketplace for economic transactions but also as a center for social interaction, cultural education, and the preservation of coastal traditions. Through this concept, economic activities are presented within a cultural setting that enhances their attractiveness to both local residents and visitors.

By adopting a community-based creative economy concept, Pasar Segoro integrates traditional performing arts, local culinary products, and MSME (Micro, Small, and Medium Enterprise) products into a single platform for creative economic activities. The active participation of community members, fishermen, and MSME entrepreneurs is the key to the successful implementation of this initiative. Through the Pasar Segoro project, it is expected that a synergy between the preservation of coastal culture and the improvement of community welfare can be achieved, ensuring that local cultural heritage is not only sustained but also generates tangible economic benefits for the communities that uphold and preserve it.

2. METHOD

This study employed a qualitative descriptive research design using a participatory approach to explore the implementation of Pasar Segoro as a community-based creative economy initiative rooted in coastal cultural heritage. A qualitative approach was considered appropriate because the research focused on understanding social processes, cultural values, community participation, and the interactions among stakeholders involved in the development of the market. Rather than measuring variables quantitatively, this approach enabled the researchers to obtain an in-depth understanding of how cultural assets were transformed into creative economic activities and how these activities contributed to community empowerment and cultural preservation.

The participatory approach served as the primary methodological framework of this research. This approach emphasizes the active involvement of local communities throughout the research process, recognizing community members not merely as research subjects but as partners who contribute to identifying local needs, planning activities, implementing programs, and evaluating outcomes. Such an approach was particularly relevant because Pasar

Segoro was developed as a community-based initiative that relied heavily on collaboration among residents, local government, cultural groups, fishermen, youth organizations, and Micro, Small, and Medium Enterprises (MSMEs). Through participatory engagement, the researchers were able to gain a more comprehensive understanding of the community's perspectives while ensuring that the research reflected local experiences and aspirations.

The research was conducted in Campurejo Village, Panceng District, Gresik Regency, Indonesia, a coastal community characterized by strong fishing traditions and a rich cultural heritage. The village was selected because it possesses significant cultural resources that have the potential to support creative economic development while maintaining local identity. Furthermore, Campurejo Village has actively implemented Pasar Segoro as a community-based cultural market, making it an appropriate case study for examining the integration of cultural preservation and creative entrepreneurship.

Data collection was carried out over the implementation period of the Pasar Segoro program using multiple qualitative techniques to ensure data credibility through methodological triangulation. The primary data collection methods consisted of participant observation, semi-structured interviews, and documentation studies. Combining these techniques enabled the researchers to capture both observable activities and the perceptions of individuals directly involved in the program.

Participant observation was conducted throughout the implementation of Pasar Segoro. During the observation process, the researchers directly observed various market activities, including the interactions between vendors and visitors, cultural performances, traditional transaction practices, community participation, and the management of market operations. Particular attention was given to the ways in which local cultural elements were incorporated into economic activities, including the presentation of traditional culinary products, handicrafts, artistic performances, and the use of cultural symbols within the market environment. Field notes were systematically recorded to document behavioral patterns, community interactions, visitor responses, and the overall atmosphere of the market. This method allowed the researchers to understand the implementation of the program within its natural setting rather than relying solely on participants' verbal accounts.

Semi-structured interviews were conducted to obtain detailed information regarding the experiences, perceptions, and expectations of stakeholders involved in Pasar Segoro. Informants were selected purposively based on their direct involvement in the planning, implementation, and management of the program. The participants included MSME owners, fishermen, local residents, village government representatives, community leaders, youth organization members, traditional artists, event organizers, and market managers. The interviews explored several themes, including the perceived economic benefits of Pasar Segoro, challenges encountered during implementation, community participation, cultural preservation

efforts, marketing strategies, and recommendations for future development. The semi-structured format provided flexibility for participants to elaborate on their experiences while ensuring that all key research topics were adequately addressed.

Documentation was employed as a complementary source of information to support the findings obtained through observation and interviews. The documentation included photographs of market activities, promotional materials, event schedules, meeting records, administrative documents, social media publications, and reports produced during the implementation of Pasar Segoro. These materials provided valuable contextual information regarding the planning process, program implementation, visitor participation, and the integration of cultural elements into the market concept. Documentation also served as supporting evidence to validate observations and interview findings.

To enhance the credibility and trustworthiness of the research, data triangulation was applied by comparing information obtained from different sources and collection methods. Findings from observations were cross-checked with interview responses and documentary evidence to identify consistent patterns and minimize potential bias. In addition, prolonged engagement in the research setting enabled the researchers to build trust with community members and gain a deeper understanding of local cultural practices and community dynamics.

The collected data were analyzed using descriptive qualitative analysis. The analysis began with data organization and transcription of interview recordings, followed by repeated reading of field notes and documentary materials to obtain a comprehensive understanding of the collected information. The researchers then performed data reduction by selecting relevant information related to the objectives of the study and grouping similar responses into meaningful categories.

Subsequently, thematic analysis was conducted to identify recurring patterns, relationships, and emerging themes associated with the implementation of Pasar Segoro. Major analytical themes included community participation, cultural preservation, creative entrepreneurship, local economic empowerment, sustainable tourism, environmental awareness, and the role of local identity in supporting creative economic development. These themes were interpreted by relating the empirical findings to the theoretical framework of the community-based creative economy and relevant literature on cultural tourism, local development, and community empowerment.

Finally, the research findings were presented descriptively to illustrate how Pasar Segoro integrates cultural heritage with creative economic activities while generating economic, social, cultural, and educational benefits for the local community. This analytical approach enabled the researchers to provide a comprehensive understanding of the mechanisms through which community participation and local cultural assets contribute to sustainable creative economy development in coastal communities.

3. RESULTS AND DISCUSSION

3.1 Implementation of Pasar Segoro

Pasar Segoro is designed as a cultural-based thematic market that integrates economic activities with cultural performances. The market provides a platform for local MSMEs to sell traditional culinary products, seafood-based dishes, and various local products. In addition, cultural performances such as traditional music, dance, and community art activities are presented to create a unique cultural atmosphere.



Figure 1. The atmosphere of Pasar Segoro

The concept of Pasar Segoro aims to differentiate the market from conventional markets by emphasizing cultural identity and community participation. The market is organized through collaboration between the local community, art groups, and village authorities.

The implementation of a culture-based creative economy concept in Pasar Segoro creates added value for the products and activities showcased within the market. MSME products are no longer positioned merely as commercial commodities but as representations of the local cultural narrative. This approach enhances the market's attractiveness to visitors while increasing the competitiveness of local MSMEs within the context of cultural tourism. In this way, the creative economy serves as a bridge between cultural preservation and the improvement of community welfare.

The success of this integration is consistent with the community-based creative economy theory, which emphasizes the active participation of local communities in every stage of development and implementation (UNESCO, 2013). Pasar Segoro engages community members not only as beneficiaries but also as key stakeholders, including traditional performers, vendors, organizing committee members, and market managers. Such participation fosters a strong sense of ownership, which contributes to the long-term sustainability of the program.

In addition to community participation, strengthening cultural identity plays a crucial role in establishing the image of Pasar Segoro. The use of a market mascot representing the distinctive characteristics of coastal culture serves as a recognizable and memorable visual symbol for visitors. Beyond its promotional function, the mascot acts as a medium of cultural communication by conveying local values in an engaging and accessible manner.

The traditional transaction system implemented in Pasar Segoro further differentiates the market from modern marketplaces. This system provides visitors with a unique cultural experience while revitalizing local practices that have gradually declined over time. Through this approach, economic activities become not only transactional but also educational and symbolic, as visitors are encouraged to understand the cultural significance embedded in the traditional trading system.

Overall, the integration of the creative economy and coastal culture within Pasar Segoro has generated multidimensional impacts encompassing economic, social, and cultural aspects. The market has not only increased the income of local MSMEs and attracted more visitors but has also strengthened cultural identity and enhanced social cohesion within the community. These findings demonstrate that a community-based approach rooted in local culture can serve as an effective strategy for developing sustainable cultural tourism destinations.

3.2 Economic Impact on Local MSMEs

The implementation of Pasar Segoro has generated substantial economic benefits for local Micro, Small, and Medium Enterprises (MSMEs), demonstrating the potential of community-based cultural markets to stimulate local economic development. Since its establishment, the market has attracted an increasing number of visitors from both the surrounding communities and neighboring regions. This steady growth in visitor attendance has been directly associated with higher sales volumes for local vendors, particularly those offering traditional culinary products, seafood-based specialties, locally processed foods, handicrafts, and other products that reflect the unique identity of the coastal community. The increased purchasing activity has provided MSME entrepreneurs with additional income while creating new business opportunities that extend beyond conventional daily market transactions.

For local MSMEs, Pasar Segoro functions not only as a marketplace but also as a strategic platform for business promotion and product development. Vendors are encouraged to improve product quality, packaging, branding, and presentation to meet the expectations of visitors seeking authentic cultural experiences. As a result, many entrepreneurs have begun to recognize the importance of combining economic value with cultural identity, transforming traditional products into creative commodities that possess greater market appeal. This process contributes to increasing the competitiveness of local MSMEs within the broader context of cultural tourism and the creative economy. Furthermore, direct interaction

with visitors enables entrepreneurs to receive immediate feedback regarding consumer preferences, which supports continuous product innovation and business improvement.

The multiplier effects generated by Pasar Segoro extend beyond individual business owners. The increased number of visitors creates additional economic opportunities for transportation providers, parking attendants, local suppliers, fishermen, food producers, and informal workers who participate in market activities. Such economic circulation strengthens the local economy by encouraging transactions among community members and reducing dependence on external markets. Consequently, the market serves as an important instrument for community-based economic empowerment by ensuring that economic benefits remain within the local community.

Beyond its economic contribution, Pasar Segoro has played a significant role in revitalizing local arts and cultural traditions. One of the most notable achievements of the program is the increasing participation of young people in cultural activities that were previously experiencing declining interest. Rather than serving merely as spectators, young community members actively participate as traditional dancers, musicians, performers, masters of ceremonies, event organizers, volunteers, and market managers. Their involvement provides valuable opportunities to acquire practical experience in organizing cultural events while simultaneously developing leadership, communication, teamwork, and entrepreneurial skills.

The active participation of younger generations also contributes to the regeneration of traditional arts and cultural practices that have gradually been overshadowed by modern entertainment and popular culture. Through regular performances and cultural exhibitions organized within Pasar Segoro, traditional artistic expressions receive renewed public attention and appreciation. Elder artists and cultural practitioners are provided with opportunities to transfer knowledge, techniques, and cultural values to younger participants through informal mentoring and collaborative performances. This intergenerational interaction strengthens the continuity of local cultural traditions and helps prevent the gradual loss of intangible cultural heritage.

Furthermore, Pasar Segoro functions as an informal educational environment where visitors gain a deeper understanding of coastal culture and local traditions. Various cultural performances, exhibitions, and demonstrations allow visitors to observe traditional practices firsthand while learning about the historical and cultural significance behind them. Traditional culinary products and handicrafts are presented not merely as commercial goods but as cultural expressions that represent the history, identity, and creativity of the local community. Consequently, the market transforms ordinary economic transactions into meaningful cultural experiences that enhance public appreciation for local heritage.

From a social perspective, Pasar Segoro has strengthened community cohesion by creating an inclusive public space that encourages interaction among diverse groups of people. Residents

from different age groups, occupations, educational backgrounds, and social communities gather regularly during market activities, fostering stronger interpersonal relationships and reinforcing community solidarity. This inclusive atmosphere promotes collaboration, mutual assistance, and shared responsibility in organizing and maintaining market activities. Such interactions contribute to strengthening social capital, which is widely recognized as an essential foundation for sustainable community development.

Community participation throughout the planning, implementation, and evaluation stages has further reinforced the community's sense of ownership toward Pasar Segoro. Local residents actively contribute ideas, volunteer their time, organize cultural performances, prepare market facilities, and participate in decision-making processes. This participatory governance model ensures that the market reflects local aspirations and community needs rather than being imposed through external interventions. As a result, community members perceive Pasar Segoro as a collective achievement, encouraging long-term commitment to maintaining and improving the program.

Another important social outcome is the strengthening of local identity and cultural pride among community members. The incorporation of coastal cultural symbols, traditional performances, local culinary heritage, traditional transaction systems, and environmentally friendly market practices reinforces the distinct identity of Campurejo Village. Residents increasingly recognize that their cultural heritage represents not only a historical legacy but also a valuable economic asset capable of generating sustainable livelihoods. This growing awareness encourages the community to preserve traditional knowledge while adapting it creatively to contemporary economic opportunities.

Moreover, Pasar Segoro contributes to promoting sustainable tourism by offering visitors an authentic cultural experience that differs from conventional commercial markets. Visitors are encouraged to appreciate local customs, traditional arts, and environmentally responsible practices while supporting locally produced goods and services. Such experiences strengthen the destination's attractiveness and enhance the village's reputation as a cultural tourism destination rooted in community participation and local wisdom.

Overall, the implementation of Pasar Segoro demonstrates that integrating cultural heritage with creative economic activities generates multidimensional benefits encompassing economic, social, cultural, and educational dimensions. The initiative not only increases income opportunities for local MSMEs but also strengthens community participation, promotes cultural preservation, empowers younger generations, enhances social cohesion, and reinforces local identity. These findings suggest that community-based creative economy initiatives founded upon local cultural resources can serve as an effective and sustainable strategy for rural development, community empowerment, and the preservation of cultural heritage in coastal communities.

3.3 Social and Cultural Impact

Beyond its economic benefits, Pasar Segoro has made a significant contribution to strengthening social interaction and community cohesion within Campurejo Village. The market is designed not merely as a commercial venue but as a shared public space where residents from different social backgrounds can interact, collaborate, and participate in collective activities. During each market event, local residents work together in preparing the venue, organizing cultural performances, managing vendors, maintaining cleanliness, and assisting visitors. These collaborative activities reinforce the long-standing tradition of mutual cooperation (*gotong royong*), which has been a fundamental social value within Indonesian coastal communities. Through continuous collaboration, Pasar Segoro has become an important medium for strengthening social networks and building trust among community members.



Figure 2. The Pasar Segoro stage

The participatory nature of the market also encourages greater community engagement in local development initiatives. Rather than relying solely on external organizers, the planning and implementation of Pasar Segoro involve various community stakeholders, including village officials, fishermen, MSME entrepreneurs, youth organizations, women's groups, cultural communities, and local volunteers. Each stakeholder contributes according to their expertise and available resources, creating a collaborative governance model that promotes shared responsibility. This inclusive approach increases the community's sense of ownership toward the market and encourages long-term commitment to its sustainability. As community members perceive themselves as active contributors rather than passive beneficiaries, they become more motivated to maintain and continuously improve the quality of the program.

Furthermore, Pasar Segoro provides valuable opportunities for intergenerational interaction and knowledge exchange. Elder community members share their experiences, traditional knowledge, and cultural practices with younger generations through direct

participation in market activities. Young people, in turn, contribute new ideas related to event organization, digital promotion, creative product design, and social media marketing. This exchange of knowledge creates a dynamic learning environment in which traditional wisdom and contemporary innovation complement one another. Such collaboration helps ensure that local cultural heritage remains relevant to modern society while encouraging younger generations to appreciate and preserve their cultural identity.

From a cultural perspective, Pasar Segoro functions as an important platform for cultural expression, preservation, and revitalization. Various traditional performances, including local music, dance, theatrical performances, and cultural exhibitions, are regularly presented during market events. These performances provide local artists with opportunities to showcase their talents while preserving artistic traditions that might otherwise decline due to the growing influence of globalization and popular culture. The market therefore serves not only as a venue for entertainment but also as a living cultural space where artistic traditions continue to be practiced, appreciated, and transmitted to future generations.

In addition to performing arts, Pasar Segoro highlights various aspects of coastal cultural heritage through traditional culinary products, handicrafts, local customs, and symbolic decorations that reflect the identity of the community. Visitors are able to experience authentic local culture by interacting directly with artisans, fishermen, food vendors, and cultural practitioners. This immersive cultural experience enhances visitors' appreciation of local traditions while strengthening community pride in their own cultural heritage. Rather than presenting culture as a static historical artifact, Pasar Segoro demonstrates that cultural traditions can continue to evolve and generate contemporary social and economic value.

The market also serves an important educational function by increasing public awareness of local cultural values and environmental sustainability. Cultural performances are often accompanied by explanations regarding their historical significance and social meaning, enabling visitors to better understand the traditions being presented. Likewise, traditional culinary products and handicrafts are introduced together with narratives about their origins, production processes, and cultural importance within the coastal community. This educational dimension transforms market activities into meaningful learning experiences for both local residents and tourists.

Another important contribution of Pasar Segoro lies in its ability to strengthen the collective identity of the community. By consistently incorporating local symbols, traditional performances, coastal themes, and community participation into every market event, the initiative reinforces the distinct cultural identity of Campurejo Village. Residents increasingly recognize that their cultural heritage represents not only an important part of their history but also a valuable resource for future development. This growing awareness encourages the preservation of local traditions while inspiring innovation that remains rooted in cultural authenticity.

The integration of economic activities with cultural expression clearly demonstrates the broader potential of the creative economy as a sustainable community development strategy. In Pasar Segoro, economic transactions are embedded within cultural experiences, allowing visitors to consume products while simultaneously appreciating the traditions, values, and identity of the local community. This integrated approach creates multiple forms of value, including economic benefits for MSMEs, opportunities for cultural preservation, strengthened social relationships, educational experiences, and increased community participation. Consequently, Pasar Segoro illustrates that creative economy initiatives based on local cultural heritage can successfully balance economic growth with social inclusion and cultural sustainability. The experience of Pasar Segoro provides a practical example of how community-based cultural entrepreneurship can become an effective model for promoting sustainable local development while preserving the unique cultural identity of coastal communities.

4. CONCLUSION

The implementation of Pasar Segoro in Campurejo Village demonstrates the potential of cultural-based creative economy initiatives in empowering local communities. By integrating economic activities with cultural preservation, Pasar Segoro creates opportunities for MSMEs, strengthens community participation, and promotes coastal cultural identity.

The findings indicate that Pasar Segoro can serve as a model for community-based creative economy development that combines local cultural resources with economic activities. Future development of this initiative requires stronger institutional management, continuous community participation, and improved promotional strategies to enhance its sustainability.

Based on the implementation and analysis of the project, it can be concluded that Pasar Segoro represents an effective model of culture-based creative entrepreneurship for empowering coastal communities. The market functions not only as a venue for economic activities but also as a platform for cultural preservation and the strengthening of local identity. The integration of traditional performing arts, local culinary heritage, and symbols of coastal culture gives Pasar Segoro a distinctive character that differentiates it from conventional markets.

From an economic perspective, Pasar Segoro has created added value for local MSMEs. This is evidenced by the consistent increase in visitor numbers over the three-month implementation period, which has directly contributed to higher transaction volumes and expanded market access for MSMEs. Consequently, culture is positioned not merely as an aesthetic element but also as a productive economic resource within the framework of the creative economy.

From a socio-cultural perspective, Pasar Segoro has contributed to increasing community participation, particularly among younger generations, in preserving local arts and cultural traditions. The involvement of community members as performers, event organizers, and market managers demonstrates that a participatory approach can foster a strong sense of ownership and shared responsibility. This finding is consistent with the concept of the community-based creative economy, which emphasizes the active role of local communities as a key factor in the success of culture-based creative economic initiatives.

Furthermore, the implementation of environmentally friendly market policies, such as limiting the use of plastic and adopting a traditional transaction system, has provided educational value for both visitors and vendors. Pasar Segoro offers not only a unique shopping experience but also an opportunity to raise awareness of environmental sustainability and the importance of preserving local cultural values in everyday life.

Overall, Pasar Segoro has successfully integrated economic, social, cultural, and educational values into a sustainable community-based initiative. This model demonstrates that culture-based creative entrepreneurship rooted in coastal heritage has significant potential as a strategy for community empowerment and the development of local cultural tourism destinations. It is expected that these findings will serve as a valuable reference for the development of similar cultural markets in other regions with comparable cultural characteristics.

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