

## **Innovation in Local Products as a Tourist Attraction in East Nusa Tenggara Province**

**Yudha Eka Nugraha<sup>1\*</sup>, Veronika A. S. M. Flora<sup>1</sup>, Christina Welly Plaituka<sup>1</sup>, Asbi Nasar<sup>1</sup>, Yunita Tana<sup>1</sup>**

*<sup>1</sup>Politeknik Negeri Kupang, Kupang, Indonesia*

*\*yudhaekanugraha@gmail.com*

### **Abstract**

Tourism as one of the priority programs of the NTT government continues to strive to improve services and diversify tourism products, one of which is local-based products which are a tourism attraction for tourists who are looking for souvenirs as gifts when finished traveling. The application of innovation is a way that must be taken to keep the tourism business away from competition between tourism businesses, threats of unattractive products and failure to face tourism business obstacles. This research was conducted using a qualitative approach to the creative industries of Kupang City which are engaged in the business of native NTT products that are sold to tourism destinations as souvenirs. The results of this study indicate that the application of innovation that has been carried out is divided into 5 namely: product innovation, process innovation, managerial innovation, management innovation, and institutional innovation. Of the 2 innovation models, process innovation and product innovation are the innovations most often carried out to market locally based products.

**Keywords:** tourism innovation, tourism products, local souvenirs, creative industries

## A. Introduction

East Nusa Tenggara Province is one of the provinces in Indonesia which has a high percentage of poverty rates. According to BPS data in the second semester of 2022, the percentage of poor people in NTT Province is 20.23%. Therefore, the tourism development program as one of the steps to reduce poverty is encouraged by both the central and regional governments, especially in the Province of NTT. After the pandemic, Indonesian tourism experienced a significant increase in tourists, BPS recorded the number of tourist arrivals for the January-November 2022 period amounting to 4.58 million visits or an increase of 228.30% in the same period last year when Indonesia was still experiencing the Covid-19 pandemic and strict social restrictions . According to the Ministry of Tourism and Creative Economy, there are 13 types of tourism business sectors and 17 creative economic sub-sectors which are potential supply chains for Tourism and Creative Economy (Fauziah, 2023) some of which are the object of discussion in this study, namely the provision of food and beverages, fashion , as well as kriya. Tourism business actors carry out entrepreneurial activities that are certain to have the ability to see (Hapsari, 2022).

Tourism business actors are part of the business world that cannot be separated from competition and threats. Some of the problems currently faced by small-scale tourism entrepreneurs (MSMEs) are product cycles that are getting shorter due to the rapid development of information technology, then the needs of consumers are diverse, demanding business owners to be sensitive, creative and innovative in creating new products. so that they can compete in the market. The purpose of innovation is as one of the strategies in achieving competitive advantage. Because innovation also aims to meet market demand so that the products used can win the hearts of consumers by prioritizing aspects of local wisdom.

Local wisdom is a distinct characteristic of each region which has a great opportunity to support the development of its own region. The role of local wisdom in business development in certain areas is its own characteristic and part of the product of human creativity which has economic value. Based on this, East Nusa Tenggara Province is a province that is rich not only in tourist attractions but also cultural products that become the local wisdom of the local community. In its development, this local wisdom is adapted into a valuable product and supports the development of tourism in East Nusa Tenggara Province. Tourism business actors in East Nusa Tenggara Province have products such as Sei which is smoked meat, woven ikat, and various other creative preparations that utilize natural products of East Nusa Tenggara Province. These products are characteristic and have local wisdom value because they have local cultural values and are sourced from previous norms which are

packaged into supporting products for tourism activities today, as souvenirs or souvenirs that tourists usually bring home.

Research Azizah et al. (2018) found that local wisdom as the basis of the creative economy is one of the business strategies used to increase competitiveness and provide a multiplier effect in various business sectors. In line with this, Mukaffi, et al. (2019) found that local wisdom-based end products not only provide product added value, but also contribute to the existence of a value chain in the field of value creation and product commercialization. Based on these findings, it is suggested that the government and academics should also assist in creating business opportunities based on local wisdom.

This study aims to provide an overview of the application of innovation to products based on local wisdom to support tourism activities. This is based on the fact that research on the study of local wisdom in tourism business innovation, both in theory and practice, has not been published enough to serve as a reference. Therefore, this study seeks to identify and describe the application of local wisdom to the tourism business in the form of souvenirs for tourism business actors in Kupang City.

## **B. Literature Review**

### **Innovation in Tourism**

Innovation cannot be separated from two main criteria, namely novelty and improvement. The novelty here does not have to be in the form of creating a new product but can also be in terms of use value, condition and application. The improvement criteria here mean the search for the best, most efficient and effective alternative for a process or a product. Another definition of innovation also considers the existence of an incremental and radical product creation process, then there are also those that consider diffused innovation and adopted innovation.

Wahyono (2013) explained that continuous innovation in a company is a basic need which in turn will lead to the creation of competitive advantage. Conventionally, the term innovation can be interpreted as a breakthrough related to new products. But along with the developments that occur, the notion of innovation also includes the application of new ideas or processes. Innovation is also seen as a company mechanism in adapting to its dynamic environment. Changes that occur in the business environment have forced companies to be able to create new thoughts, new ideas, and offer innovative products. Thus innovation has an increasingly important meaning not only as a tool to maintain the viability of the company but also to excel in competition.

Thus, innovation can be used as a source of competitive advantage for companies. Some of the indicators used to assess innovation are creativity, technical innovation, design changes, distribution system changes, and payment

administration systems. Technical innovation is innovation in the company's process in producing products. Design change is the company's ability to produce products according to customer wishes. Creativity is the company's ability to create or develop new ideas. Changes in the distribution system are the company's efforts to develop proper distribution facilities. The payment administration system is a company's effort to create an administrative payment system that suits the wishes of the customer Rifa'i, et al. (2019).

In the world of tourism, research on innovation that is most referred to by later tourism innovation researchers is research from Hjalager (2010). Product or Service Innovation, refers to innovations that arise as a result of tourist perceptions that are created and become a determining factor for product purchases. Some examples of innovation in this category are in the accommodation sector where the Accor hotel network has begun to provide low-cost services without compromising standard services such as cleanliness and comfort of beds, Hall and William (2008). In addition, this type of innovation is also carried out in research entitled gastronomy, animation, adding experiences for tourists, changing product packaging, and wellness facilities in Pikkemaat (2008).

Process Innovation, is an initiative to improve efficiency, productivity, and flow of the products created. Process innovation also discusses technological investments that have been made in the creation of a product and work operations. Buhalis & Law (2008) stated that Information Technology is the main foundation that creates innovation from the last few decades. Blake, Sinclair, and Soria (2006) also demonstrated that the productivity of the tourism creative industry will increase by using Information Technology optimally accompanied by good strategies and competencies from the Human Resources division. An example that can be taken is in a restaurant case study that requires intensive process innovation, because fast food processing in a restaurant requires good preparation methods so that energy and labor can be properly distributed.

Managerial innovation, which focuses on managing internal collaboration such as staff empowerment and career clarity for staff working in the creative industry. Managerial innovation is not only carried out by paid staff, but also by voluntary workers which are usually carried out at museums and festivals by building a compensation package that supports welfare at work (Hjalager, 2010). Management innovation related to marketing strategies carried out by tourism business entities. Every marketing concept will support the emergence of innovations that can change the way tourism products communicate their superiority to tourists so that they win business competitions (Hjalager, 2010). Institutional innovation is a new branch that influences the emergence of innovation through organizational relationships that support the expansion of

the tourism business (Hjalager, 2010). Apart from the various characteristics of innovation described by Hjalager (2010) there are other determinants that become internal and external factors for the emergence of innovation in the tourism business, namely entrepreneurs or business and technology actors.

### **Local Wisdom-Based Product**

Local wisdom consists of two vocabularies, namely wisdom and local. Wisdom is interpreted as wisdom, while local is interpreted as local. In general, local wisdom is local wisdom or local wisdom or can also be interpreted as local ideas that are wise, contain good values, are full of wisdom, which are followed and embedded in society (Sartini, 2004).

Local wisdom is a reflection of how society views and interacts with the surrounding environment, both social and physical environment. Regarding this Mungmachon (2012) states that local wisdom is basic knowledge obtained from living in balance with nature. This is related to the culture of society that is accumulated and passed on. So, an important characteristic of local wisdom is that it comes from experience or the truth obtained from life.

Local wisdom plays several functions in society. Tama (2012) mentioned some of these functions, among others, for the conservation and preservation of natural resources, development of human resources, development of culture and science. Budiyanto, et al. (2010) in his research on the development of banana-based food security through the revitalization of local wisdom values in the districts of Lumajang, Malang and Blitar stated that there were several local wisdom values that strongly supported the development of the banana business in the region. For example, there is a tradition of using bananas in cultural and traditional events, such as for *kemantenan*, circumcision, *nyadran* events, as well as other traditional events such as the development of livestock business in the Sumba area because they are used in cultural and traditional events Budiyanto, et al. (2010). The values of cooperation as one of the important values in business organizations can also be seen in business activities carried out in the spirit of mutual cooperation.

In Indonesia, one of the ethnic groups known for their tenacity in doing business besides the Minang and Bugis people is the Madurese. Like the Minang people, Madurese people's business activities can be found in almost all cities in Indonesia. Djakfar (2011) examines the local wisdom of the Madurese people which forms the basis of their work ethic. The results of his research found that for Madurese people the expression "*abantalomba'asapo' angin*" applies (cushioned by waves and covered with wind). This expression implies that the Madurese are in working condition twenty-four hours a day and never give up. This proverb is the basis for the hard work attitude of overseas Madurese businessmen.

Local wisdom belongs to intangible resources Das et al., (2000) which can be interpreted as a way of life and knowledge as well as various life strategies in the form of activities in answering problems to fulfill their needs. Local wisdom is wisdom or noble values contained in local cultural assets such as traditions, sayings and mottos of life Sartini (2004).

Wisdom in a broad sense is not only in the form of cultural norms and values, but all elements of ideas, including those with implications for technology, health management, and aesthetics. Local knowledge and local skills are elements of ideas that contain the values of local cultural authenticity as a form of originality that is not owned by other regions so that it will be easier for companies to achieve sustainable competitive advantage Iff (2002) ; Mardatillah et al., (2019); Piutanti, (2015)).

The various customs and cultures have a great influence on the life of the Indonesian people, each region has different customs and culture, so that there are differences in interaction and socializing between one another, which is a special characteristic and wealth for Indonesian country. Customs and different cultures are often also called local wisdom Tambunan et al. (2022).

Local wisdom emerges from the term local culture, which is a way of life that develops, and is shared by a group of people, and is passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art. Local wisdom in Indonesian Local wisdom/ local policies, cultural values owned by the local community (indigenous community) and traditions owned by the local community. Local wisdom is an element of the cultural traditions of a nation's society, which appears as parts that are placed in the physical structure of buildings (architecture) and areas (urban) in the geography of a nation's archipelago. Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local people in responding to various problems in meeting their needs.

Local wisdom can be understood as a value that is considered good and true so that it can last for a long time and become institutionalized. In the life of human traditions there is also a customary wisdom, namely values that specifically uphold customs and traditions in a certain area. Traditional wisdom is understood as anything that is based on knowledge and is recognized by reason and is considered good by religious provisions. Movement naturally occurs voluntarily because it is considered good or contains goodness Piutanti (2015).

### **C. Research Methods**

This research's methodology uses a quantitative approach with a survey method. Survey research can be used to describe social phenomena by taking

thorough measurements (Singarimbun, 2002; Rahmawati et al., 2020). The data used in this study include primary and secondary data. The primary data in this study is data regarding the condition of tourism and creative economy entrepreneurs in West Java due to the Covid-19 pandemic. Therefore, researchers need to collect data using surveys and open interviews to obtain this data.

The survey was conducted online in August-November 2021 among 200 tourism and creative economy entrepreneurs in West Java with the assistance of the tourism community, such as GenPI West Java, HIPMI West Java, and the West Java Creative Economy and Innovation Committee. According to Susilaet al (2016), the minimum size for distributing surveys to large groups is 100 respondents, so 200 tourism and creative economy entrepreneurs are sufficient to obtain the required data.

The survey components asked for were the profiles of tourism and creative economy entrepreneurs, types of businesses and their incomes, the impact of the pandemic on their businesses, and efforts to survive during the pandemic. The survey format here uses closed interviews with statistical descriptive data presentation and simultaneously includes open interviews for deepening understanding of the data. Harianja et al., (2022) explain that the presentation of descriptive statistical data is only interpreted as a figurative labeling scheme, where numbers are used as labels to identify an object. Secondary data in this study are theories, concepts, or models from library sources in the form of books, journal articles, and so on. The data analysis technique used is quantitative descriptive analysis. The data obtained from the questionnaire were calculated for their frequency distribution, grouped according to the form of the instrument used in this study, and presented in the form of tables, graphs, or interpreted percentages (Arikunto S., 2006).

#### D. Resultand Discussion

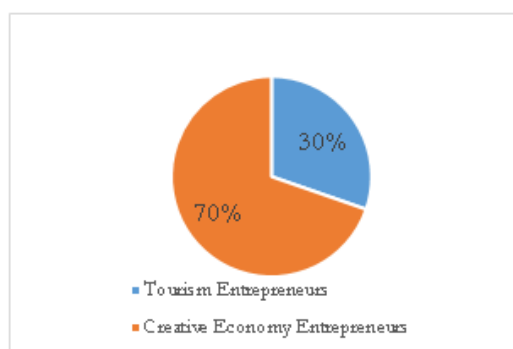


Figure 1. Respondents based on the type of business entrepreneurs  
Source: Researcher (2022)

Of the 200 respondents who filled out the survey in this study, 70% were creative economy entrepreneurs. The sub-sector from the creative economy entrepreneurs in this study includes game development, architecture, interior design, music, fine arts, product design, fashion, culinary, animated films and videos, photography, visual communication design, television and radio, art. crafts, advertising, performing arts, publishing, and applications. Then, there are 30% of respondents are tourism entrepreneurs. The tourism entrepreneurs referred to in this study are tourist attraction businesses, tourism areas, tourist transportation services, travel services, food and beverage services, organizing entertainment and recreation activities, organizing MICE (Meetings, Incentives, Exhibitions), information services tourism, tourism consulting services, tour guide services, and water and spa tourism businesses. Below are the results of a survey of entrepreneurs in each sector.

### Condition of West Java Tourism Entrepreneurs

Table 1. Results regarding the survey on the impact of the pandemic on tourism entrepreneurs in West Java (N=60)

Data	Dominate Answer
Type of Business in Tourism	30% of tourism attraction entrepreneurs; 20% tourism area; 20% accommodation; 10% UPW; 10% MICE
Origin	40% Pangandaran; 20% Kot Bandung; 10% Sukabumi; 10% Subang; 10% KBB; 10% Garut
Gender & Age	Male (100%) & 25-44 years old (88%)
Education	60% Diploma IV/Bachelor
Job Status	70% tourism as main sector
Types of sub sector in the tourism sector	Each 28.6% are accommodation and Tourism Attraction entrepreneurs
Types of side jobs in the tourism sector	75% tourism area business & 25% Tourism Attraction business
Income of tourism actors before the Pandemic	42.9% who make tourism as their main job, their income is dominated by > IDR 10 million per/month 75% who make tourism as a side job, their income is dominated by < IDR 2 million per/month
Are they still earning during the pandemic?	50% not earning & 50% still earning
Income earned during the Pandemic	40% No income & 20% < IDR 2 million per/month



Data	Dominate Answer
The type of work of tourism actors who still get income during the Pandemic	40% Accommodation provider
Types of Work for Tourism Actors Who Don't Get Income During the Covid-19 Pandemic	There are 50% of respondents with a main job in the tourism sector with an income of IDR 4,000,000 - 6,000,000 per/month before the pandemic, claiming that their income has decreased to IDR 2,000,000 - 4,000,000 after
Types of businesses that do not earn during the Pandemic	50% tourism area business & 50% Tourism Attraction business
Previous income for tourism actors who did not earn during the Pandemic	60% of tourism attraction entrepreneurs and tourism areas who did not get income during the pandemic had an average income of around < IDR 2,000,000 per/month before the pandemic
Efforts made by tourism actors during the Pandemic	30% do business innovation & 30% use savings
Efforts made by tourism actors who make tourism their main job during the Pandemic	43% do business innovation 43% using savings
Efforts made by tourism actors who make tourism their side job during the Pandemic	34% are looking for a new job outside of tourism 33% still working

Source: Researcher (2022)

From the data above, most tourism entrepreneurs who filled out the survey were tourist attraction businesses (30%). Their regional origins are mostly from Pangandaran (40%) with an age range of 25-34 years (40%) and 35-44 years (40%), where both belong to the age group of Generation X and Generation Y. Their education is dominated by diploma graduates. IV/Bachelor (60%). Many make the tourism sector their main job (70%). The rest make the tourism sector a side business (30%).

The income of tourism entrepreneurs before the pandemic can reach > IDR 10,000,000 per month for those who make tourism their primary business. As for those who make tourism a side job, their monthly income is dominated by <Rp 2,000,000. This shows relevant results because respondents who made tourism a side job had lower income from tourism before the pandemic than those who made tourism their primary job. However, during the pandemic, 50% of the 60 tourism entrepreneurs in West Java received almost no income, and 50% claimed income even though their turnover decreased from the previous one.

Most tourism actors who still earn income during the Covid-19 pandemic are accommodation providers (40%). All tourism actors who still get income make tourism their primary job. Although according to data from the West Java Indonesian Hotel and Restaurant Association (PHRI), in June 2020, approximately 560 hotels closed in West Java due to the Covid-19 Pandemic (Wicaksono, 2020). Social restrictions resulted in a decrease in hotel visits and occupancy. In case studies of six hotels in the Cihampelas area of Bandung City, the occupancy was below 5% to 1% even though the status was three and 4-star hotels. This also has implications for the dismissal and termination of employment of hoteliers.

Currently, along with the decline in the level of PPKM (Enforcement of Community Activity Restrictions) and the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) certification policy, which currently has almost 798 tourism businesses, including accommodations that have been certified CHSE in West Java (Interview with the Head of DisparbudJabar, 15/09/2021), the trend of a staycation or slow tourism began to emerge. As a result, room occupancy rates may be lower than before the pandemic. However, the Length of Stay (LOS) can increase. Moreover, there is a quarantine policy, or Independent Isolation (ISOMAN) for travelers, which is undoubtedly an opportunity for accommodation providers. Along with the MICE business, hotel revenue can increase by holding hybrid meetings or events with strict health protocols.

50% of the 60 tourism actors who claim to have no income during the pandemic have tourism area businesses and tourist attractions. This is in line with the policy of the West Java Provincial government, according to which, since March 2020, there have been closures of tourist and entertainment attractions in 21 districts or cities in West Java. This condition is currently precisely in the last quarter, one that has entered the PPKM Level 3 policy or has started opening tourism attractions with CHSE or strict health protocols. Of the 27 regencies or cities in West Java, only one city and ten regencies have even entered PPKM Level 2. So, the scheme carried out by the West Java Provincial Government in the future is to distribute 1500 rapid antigens in tourist attractions for early warning system steps, check-in and check-out tourism attractions with the PeduliLindungi application (meaning tourists have to be vaccinated at least the first dose), to generate trust from tourists that tourism attractions and tourism areas in West Java are safe. (The interview results with the Head of West Java Government Tourism and Culture Office, 15/09/2021). Another solution the West Java Provincial Government presents is vaccine tourism, such as the collaboration held at the Dusun Bambu tourism attraction and Lembang Park & Zoo. In addition to supporting the acceleration of herd immunity, vaccine tourism is also considered capable of revitalizing tourism at

the attraction. Because in addition to getting free vaccines, they can travel to the tourist attraction for a while. The achievement target is around 5000 doses of vaccine.

### Efforts Made by Tourism Actors to Survive During the Pandemic

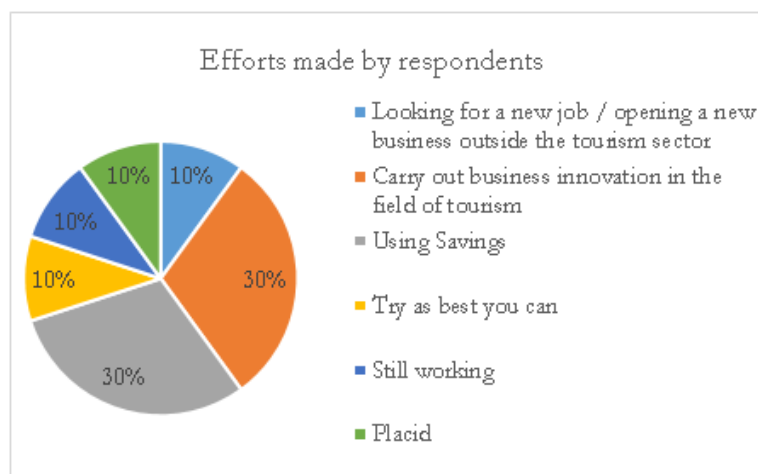


Figure 2. Efforts made by tourism entrepreneurs during  
Covid-19 pandemic  
Source: Researcher (2022)

The majority of respondents admitted that they survived by using the savings they had (30%). Then the other 30% answered that their business was doing business innovation in the tourism sector. This is followed by efforts to find a new job or open a new business outside the tourism sector (10%), surrender (10%), still have other jobs because tourism is not their primary job (10%), and the last one is to keep trying as much as possible. According to the capacity they have (10%).

From tourism entrepreneurs who innovate in the tourism business sector to survive during the pandemic, they admit that the innovations carried out are: promoting Work From Hotel (WFH) for accommodation service providers, opening tourist trips at the local level for travel entrepreneurs, making typical souvenirs and selling them online or digitizing their business or innovating selling online. Then the last one is to continue to carry out promotions highlighting the elements of CHSE or Adaptation to New Habits (AKB) for entrepreneurs of tourist attractions or tourism areas.

Almost all respondents who chose to innovate in the tourism business sector to survive during the pandemic claimed to have studied tourism business

innovation, namely self-taught. Meanwhile, several respondents claimed to have been inspired to innovate by the tourism training program held by the West Java Provincial Government, and several other respondents claimed to have studied the innovation idea by conducting comparative studies on other tourism destinations that managed to survive the pandemic, especially in West Java. This is in line with the findings of research conducted by Bayrak (2022) in Taiwan, which found that people in a tourism destination tend to choose to develop relationships with related parties (government, associations, and other entrepreneurs) to recover from a disaster.

### Condition of West Java Creative Economy Entrepreneurs

Table 2. Results regarding the survey on the impact of the pandemic on creative economy entrepreneurs in West Java (N=140)

Data	Dominate Answer
Types of Business in Creative Economy	35% Culinary; 18% Fashion; 13% craft
Origin	24% Kota Bandung & 24% KabSubang
Gender & Age	87% Male & 25-34 yearsold (44%)
Education	52% Diploma IV/bachelor
Job status	78% main job
Main types of work in the Creative Economy sector	38,9% Culinary; 16,7% Fashion; 16,7% craft
Types of side jobs in the Creative Economy sector	40% Culinary
Earnings of Creative Economy players before the Pandemic	38.9%% who make Creative Economy their main job, their income is dominated by > IDR 10 million per/month 40% who make Creative Economy as a side job, their income is dominated by < IDR 2 million per/month
Are you still earning during the pandemic?	91% earning & 9% not earning
Income earned during the Pandemic	48% < IDR 2 million/month
The type of work for Creative Economy actors who still earn during the Pandemic	38.1% culinary; 14.3% fashion; 14.3% craft
Comparison of the income of Creative Economy actors who still earn during the Pandemic	38.1% of respondents in the income group > IDR 10 million per/month before the pandemic 52.4% of respondents in the income group < IDR 2 million per/month during the pandemic
Types of businesses that do not	50% fashion business & 50% music business

Data	Dominate Answer
earn during the Pandemic	
Previous income for Creative Economy actors who did not get income during the Pandemic	50% of respondents before the pandemic had an income of < IDR 2 million per/month
	50% of respondents during the Pandemic had an income of IDR 4-6 million per/month
Efforts made by Creative Economy actors during the Pandemic	31% do business innovation & 26% use savings
Efforts made by Creative Economy actors who make Creative Economy their main job during the Pandemic	33% do business innovation 33% make new creative products
Efforts made by Creative Economy actors who make Creative Economy a side job during the Pandemic	40% make new creative products

Source: Researcher (2022)

From the data above, most tourism entrepreneurs who fill out the survey are creative economy entrepreneurs, dominated by culinary sub-sector entrepreneurs (35%), fashion sub-sector entrepreneurs (18%), and the rest from other sub-sectors. Most of their regional origins are from Subang Regency (24%) and Bandung City (24%), with a vulnerable age of 25-34 years (44%) or belonging to Generation Y or millennials (Kupperschmidt, 2000).

Creative economy entrepreneurs who made this sector their main job in West Java before the pandemic said their income could reach > IDR 10,000,000 monthly. Those who make the creative economy a side business earn around Rp 2,000,000 per month. The resilience of creative economy entrepreneurs is higher than tourism entrepreneurs in West Java, where 91% of 140 creative economy entrepreneurs can still earn during the pandemic, even though the average income is only <Rp 2,000,000 per month.

The sub-sectors that are still surviving and producing during the pandemic include culinary (38.1%), fashion (14.3%), and crafts (14.3%). The resilience of creative economy actors, especially the culinary sub-sector in West Java, is quite strong. However, without turning a blind eye, according to data from the West Java Indonesian Hotel and Restaurant Association (PHRI) in June 2020, there were approximately 280 restaurants closed in West Java due to the COVID-19 pandemic (Wicaksono, 2020). When WFH conditions or a requirement to stay at home make people more consumptive, they are more

likely to order food or drinks through food and drink delivery services because they cannot enjoy culinary meals on the spot or dine in.

### Efforts Made by Creative Economy Entrepreneurs to Survive During the Pandemic

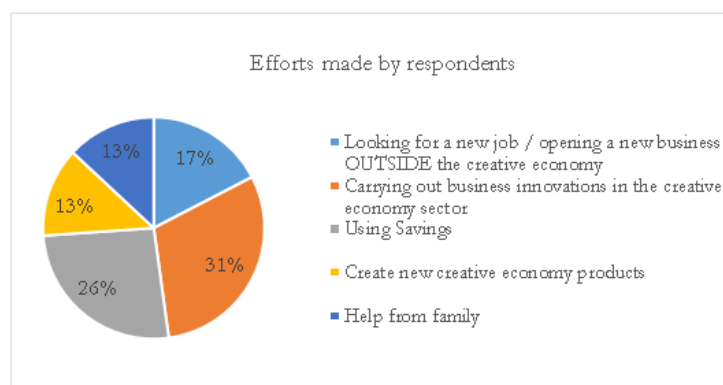


Figure 3. Efforts made by creative economy entrepreneurs during the Covid-19 Pandemic

Source: Researcher (2022)

Most respondents admitted that they survived by conducting business innovations in the creative economy (31%). Then the other 26% answered that their effort was using their savings or inventory reserves. This was followed by efforts to create new creative economy products (13%), some received assistance from their families (13%), and the last one was looking for a new job or opening a new business outside the creative economy field.

Their forms of innovation are based on the results of interviews, namely: for film, animation, and video sub-sector actors and architecture sub-sector actors by creating remote production systems or doing work from home. For culinary sub-sector players by doing new packaging and improving branding, opening an online business, culinary innovation in more durable packaging that can be sold online, and conducting promotions through bundling discounts such as GoFood, Shopee Food, and others. Special culinary products.

For fashion sub-sector actors, the basic materials used to make clothes with batik motifs during the pandemic are now making innovations by being made into fashionable batik cloth masks. For them, the key to innovation to survive the pandemic is product diversification and differentiation. In addition, online product marketing, or digital marketing, is a solution amid a pandemic. When tourists cannot visit a destination to access or buy creative economy products, the question now is: how do we get these products into the hands of consumers?

Most respondents who chose to innovate in the creative economy studied these innovations. Moreover, they get inspired to innovate in the creative economy business through the West Java Collective (Collaboration of creative economy actors) programs, such as Icalan (Innovation of sales methods), Gekraf (National creative economy movement), Virtual Talkshow, Kreatiforum (Development of West Java's creative economy ecosystem network), Wakunjar (Expert visit time), Udunan (Financial support business), and Creation Class organized by Kreasi (Creative Economy and Innovation Committee) West Java. Lastly, several respondents claim to get their inspiration through networking or community networking in Kreasi West Java.

### Implications

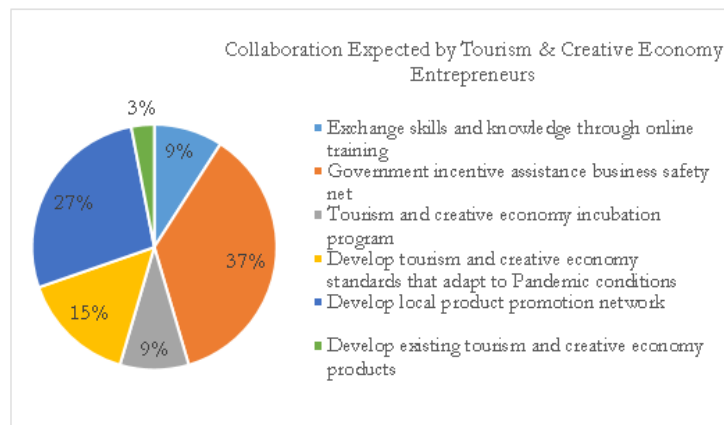


Figure 4. Collaboration expected by tourism & creative economy entrepreneurs  
Source: Researcher (2022)

The majority of tourism and creative economy entrepreneurs (37%) expect the Government Incentive Assistance (BIP) program for the Business Safety Network (JPU). Furthermore, 27% of respondents expect collaboration to develop local product promotion networks. Then followed by tourism and creative economy actors who expect an effort to set standards for tourism and the creative economy that adapt to pandemic conditions (15%), developing tourism products and the current creative economy (3%), and each 9% of respondents expect brainstorming or the exchange of skills and knowledge through online training and expect an incubation program for tourism businesses and the creative economy in West Java.

In the future, in the new average era, the tourism ecosystem in West Java needs to be redefined and made more solid by adapting the Tritangtu Philosophy (*Bina Manusia, Bina MahaPencipta, and Bina Lingkungan*). Where all three reflect the spirit of sustainable tourism. *Bina Manusia* means that in terms

of hospitality, the community must be reasonable and use tourism to empower the community. *Bina MahaPencipta* means maintaining what is ordered and holding back what should not be done in their belief system. It will also have implications for *Bina Lingkungan*, or maintaining environmental sustainability and sustainability. Although West Java has a heterogeneous culture, it is possible that with the return of people's behaviors to this philosophy, West Java can rise from the Pandemic in all aspects.

Matching funds, matching programs, and matching promotions need to be the focus of the West Java Provincial Government. They must be aligned where funding, programs, and promotions from the central, provincial, district, or city levels. Starting from refocusing the budget on health matters to gradually building a sustainable, quality tourism ecosystem by maintaining strict health protocols. This aligns with what Hystad et al. (2016) and Ivanova et al. (2021) found that new practices in running a business in the tourism and creative economy today must be based on hygiene and safety, which are two elements that support the formation of sustainable tourism practices. Reflecting on the resilient city of Melaka, Malaysia, the key to success is a community's resilience in dealing with an issue of natural or non-natural disasters, namely local authorities in terms of preparing strategic directions and managing a destination (Jamaludin&Sulaiman, 2018).

## **E. Conclusion**

A lesson learned from the resilience of tourism and creative economy entrepreneurs in West Java is how they view the crisis as an opportunity and a trigger for their work. Innovation is the key to surviving and earning during the Pandemic. The innovations started with product diversification and differentiation, going digital in marketing and sales, and adapting hygiene, health, safety, and environmental sustainability standards. In addition to expecting a policy in the form of a safety net, tourism, and creative economy entrepreneurs also expect a collaboration between sectors that can build a tourism ecosystem as a form of their instinct to survive as a community.

## **REFERENCES**

- Arikunto S. (2006). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Bayrak, M. M. (2022). Does indigenous tourism contribute to indigenous resilience to disasters? A case study on Taiwan's highlands. *Progress in Disaster Science*. 14:100220



- Bosher, L., Dainty, A., Carrillo, P., Glass, J., & Price, A. (2008). A proactive multi-stakeholder approach to attaining resilience in the UK. *Building Resilience, Achieving Effective Post-Disaster Reconstruction: IRec 2008*: 1-12.
- Carri, Repor. (2013). Definitions of community resilience: An analysis. Meridian Insititue. from <https://merid.org/case-study/community-and-regional-resilience-institute>. Accessed on January 25, 2022
- Gaisie E., Han S. S., & Kim, H. M. (2021). Complexity of resilience capacities: household capitals and resilience outcomes on the disaster cycle in informal settlements. *International Journalof Disaster Risk Reduction*. 60:102292.
- Harianja, R., Putra, R. R., Mustofa, A. N. A., Pratami, M., Syahputra, A., & Hutama, S. T. E. W. (2022). Perilaku berwisatawisatawan nusantara pasca pandemi Covid-19. *Parwisata Budaya: Jurnal Ilmiah Agama dan Budaya*, 7(1): 34-44.
- Hystad, S. W., Olaniyan, O. S., & Eid, J. (2016). Safe travel: Passenger assessment of trust and safety during seafaring. *Transportation Research Part F: Traffic Psychology and Behaviour*, 38: 29-36
- Ivanova, M., Ivanov, I. K., & Ivanov, S. (2021). Travel behaviour after the pandemic: the case of Bulgaria. *Anatolia: An International Journal of Tourism and Hospitality Research*, 32(1): 1-11.
- Jamaludin, I., & Sulaiman, N. (2018). Malaysia resilient initiatives: Case study of melaka into resilient city. *Planning Malaysia*, 16 (1). 15-24.
- Kupperschmidt, B. R. (2000). Tips to help you recruit, manage, and keep generation X employees. *Nursing Management*, 31(3): 58-60.
- Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6 (4): 390-407
- Leiper, N. (2004). The framework of tourism. tourism: *The Nature and Structure of Tourism*, 1(4): 25-40.
- Meuwissen M., Feindt, P., Spiegel A., Termeer C. J. A. M., Mathijs E., De Mey Y, et al. (2019). A framework to assess the resilience of farming systems. *Agricultural Systems*, 176(2): 1-10.
- Rahmawati, E., Hadie, V. F., Siregar, N. A. M., Sukarno, T. D., & Cahyani, D. E. (2020). Dampak media sosial terhadap perubahan perilaku sosial ekonomi petani di Desa Srigading Kabupaten Bantul. *Jurnal Ilmiah Membangun Desa dan Pertanian*, 5(1): 27-36.
- Ritchie, B., & Crouch, G. I. A. (2010). Model of destination competitiveness/sustainability: Brazilian perspectives. *RAP-Rio De Janeiro*, 44(5): 1050-1066
- Singarimbun, M. (2002). *Metode penelitian survei*. Jakarta:LP3S.

- Susila, I., Kussudyarsana, K., & Fatchurrohman, F. (2016). Analisis klaster dengan value chain analysis: Studi kasus pada klaster mebel rotan di Surakarta. *Benefit: Jurnal Manajemen dan Bisnis*, 11(2): 89-101.
- UNCTAD. (2021). Trade and development report 2021. From recovery to resilience: the development dimension, Geneva. [https://unctad.org/system/files/official-document/tdr2021\\_en.pdf](https://unctad.org/system/files/official-document/tdr2021_en.pdf). Accessed on January 25, 2022,
- UNWTO. (2021). Tightened travel restrictions underline current challenges for tourism. <https://www.unwto.org/news/tightened-travel-restrictions-underline-current-challenges-for-tourism>. Accessed on March 8, 2021.
- Wearing, S., & McDonald, M. (2002). The development of community based tourism: Re-thinking the relationship between tour operator and development agents as intermediaries in rural and isolated area communities. *Journal of Sustainable Tourism*, 10(3): 191-206
- Wicaksono, A. (2020). 560 hotel dan 280 restoran tutup di Jabar gara-gara pandemi. CNN Indonesia. [www.cnnindonesia.com/ekonomi/2021](http://www.cnnindonesia.com/ekonomi/2021). Accessed on November 24, 2021.
- Zheng, Y., Goh, E., & Wen, J. (2020). The effects of misleading media reports about COVID-19 on Chinese tourists' mental health: a perspective article. *International Journal of Tourism and Hospitality Research*, 31(2): 337-340.