

From the standpoint of economic education, creative economic development

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Abstract: This study aims to investigate how players in the creative economy subsectors in Bojonegoro Regency, Indonesia, are affected by their entrepreneurial expertise in terms of their creative attitudes. Data were gathered from 33 respondents who were selected through purposive sampling from a sample of 129 entrepreneurs in the creative industry, using a quantitative research methodology. Structured questionnaires and interviews were used to collect primary data, while government records provided secondary data. Multiple linear regression analysis showed that creative attitudes are positively and significantly influenced by entrepreneurial expertise. The findings highlight the importance of both formal and informal economic education in developing entrepreneurial knowledge, which in turn fosters creativity and innovation in the unorganized sector. This research supports the need for education-based approaches and knowledge transfer to sustainably build local creative economies.

Keywords: *Creative attitude, Creative economy, Economic education, Entrepreneurial expertise.*

1. Introduction

Nowadays, the informal sector is seen as playing a very vital function in economic growth, especially in lowering poverty and unemployment. The importance of economic education in the unorganized sector is also linked to the formation of values and an entrepreneurial spirit in commercial activities. Small and medium-sized businesses dominate the unorganized sector. Numerous studies in both developed and developing nations have found that corporate players control the informal sector [1-6].

The unorganized Small and medium-sized businesses dominate the sector-sized businesses. The increase of new company owners in the community is inextricably linked to the development and contribution of business players. According to study by Bosma, et al. [7] economic pressure is the reason behind the trend of entrepreneurship, which leads to people eventually starting their own businesses. Other motivations include the desire for a decent standard of living, joblessness, and boredom from previous employment. Currently, trends in the expansion of corporate players in Indonesia have led to the development of the heavily human resource-reliant creative economy industry. Human capital is the most valuable resource in the global age. Without the advantage of human capital, a nation with a comparative advantage in natural resources will not fare well in the global economy. Only countries with significant human resources will be able to participate, learn, and apply that knowledge to urgent problems [8].

An economic theory grounded in human abilities and competencies is known as the "creative economy." This supports [9] claim that there are three main economic waves that can be used to categorize human civilization. The paradigm change in economic progress is intricately related to global transformations. This trend is reflected in the fact that economic development has moved from the fields of agriculture, industry, and information to the creative economy. A nation's social life will be impacted and competition will be generated if its creative economy is developed effectively. The emergence of a new economic wave so necessitates the community to be innovative and creative, which

demands excellent human resources as innovative economic players. The capacity to manage potential must be linked to this condition. Consequently, the idea of the creative economy needs to align with the capacity for creativity and innovation in utilizing the local potential that already exists [10].

The expansion Since the latter need the former's support to thrive, the creative economy and the creative industries are inseparable. The expansion of the creative economy is viewed as a way for developing countries to stay competitive in the global economy. This is because, in order to take advantage of the capacity that already exists locally, the creative economy sector depends more on the intellectuals and imagination of the community. On the other hand, the quality of human resources available to foster the creativity of an intelligent individual has a significant impact on the growth of the creative economy in a given region. Stated differently, the growth of the creative economy presents a fresh avenue for economic activity that helps the community reach its maximum potential [11].

This explanation can demonstrate that the effectiveness of human resources in promoting innovation since it is the main driver of the expansion of the creative economy and the economic revolution. Therefore, economic progress will accelerate more quickly if people are innovative and creative. Consequently, decisions made regarding the growth of the creative economy will boost company competition [12]. The cultural facets of society must also guide the growth of the sector of the creative economy. This, the establishment of community-driven business prospects will be influenced by the growth of a viable economic sector [13]. Therefore, it can be concluded that methodical and planned development will support the growth of the region's creative economy. This argument shows that the innovation brought about by cultural wealth will lead to the creation of jobs. As the creative economy expands, people's salaries will increase [14].

One of the districts that has begun to emerge in a number of innovative economic areas is Bojonegoro Regency. Bojonegoro Regency is in the epicenter of a burgeoning creative economy. Bojonegoro Regency has its own strength in empowering the community's economy through creative economy development programs, thanks to a variety of potentials, including the quantity of hotels ready to accommodate visitors, as well as the markets' and supermarkets' ideal locations for advertising innovative goods. Hotels, stores, and supermarkets are among the establishments in the Bojonegoro region that are ready to help promote new products in order to improve the district's standing by providing tourist amenities. Bojonegoro Regency has 129 creative zones as of 2019.

Table 1.
Creative Zone Data Year 2019.

A subsector of the Creative Industries was involved.	The quantity of business actors
Interior Design	5
Clothes	55
Art	28
Performing Arts	1
Printing and publishing	4
Cooking	36
Total	129

Source: 2019's Bojonegoro Regency Creative Zone.

Bojonegoro's innovative items could be marketed by Bojonegoro Regency. Particularly the traditional Bojonegoro batik known as Jonegoroan batik, which features a variety of batik motifs that highlight the local wealth of the area, such kayangan api, tambang minyak, tengul, jati, tembakau, and others. The performing arts, teak wood crafts, and Bojonegoro specialties—the exceptional products of Bojonegoro—are among the other creative economic sectors in addition to batik. In the Bojonegoro district, informal creative economy enterprises produce the majority of the creative goods, according to empirical data. The low levels of creativity and invention that are attributed to ignorance are among the many issues that still plague the unorganized sector. Low levels of creativity lead to low levels of innovative attitudes, accomplishment motivation, profit orientation, fortitude and perseverance, a strong drive, energy, and initiative, as well as a resolve to work hard.

One of the most important things in the era of the creative economy is information. According to research findings by Hasan [15] one of the characteristics of small industrial workers in the Bojonegoro district is that they use both formal and informal economic knowledge to carry out production activities. Previous studies [15] on productivity and the elasticity of job opportunities in the industrial sector show that knowledge and education play a critical role in determining economic behavior, especially when it comes to job opportunities and other financial choices.

Since economic education is one of the initiatives to support the creative economy in the Bojonegoro region, a study on the growth of the creative economy from this perspective is necessary. Formal, informal, or non-formal information transfer is how the creative economy is developed from the perspective of economic education. The creative economy uses both explicit and tacit information transmission to foster innovation and creativity [16-18]. According to Polityi [16] tacit knowledge is the foundation of explicit knowledge and is derived from personal experience. Knowledge that belongs to a person, is affixed to their thinking, and is inextricably linked to them is known as implicit knowledge. Consequently, it is challenging to transmit tacit knowledge [18]. Compared to tacit knowledge, explicit information is more easily transferred since it can be readily transformed into formal form and systematic language [18]. Based on this, it can be claimed that entrepreneurial information pertaining to creative attitudes is one way that knowledge transfer contributes to the growth of the creative economy.

According to Meredith [19] entrepreneurial knowledge comprises decision-making abilities, production and process knowledge, product design knowledge, marketing knowledge, distribution knowledge, bookkeeping administration knowledge, business planning and associated indicators, and company control technique knowledge. However, McGregor [20] creativity theory—a part of the creative process whose markers are originality, flexibility, and fluency in thought—is referred to by the creative attitude variable. Based on this, the research's hypothesis is that entrepreneurial competence has a favorable effect on creative mindsets.

2. Research Methodology

2.1. Design

This study employed a quantitative research methodology to examine the influence of entrepreneurial knowledge on the innovative mindsets of business owners in the creative industry subsector in Bojonegoro Regency, Indonesia. The study makes use of both primary and secondary data sources.

Direct interviews with chosen respondents and the distribution of structured questionnaires were used to gather primary data. By assessing the variables of entrepreneurial knowledge and creative attitude, these instruments gathered data about economic education and the growth of the creative economy.

Documentation on the quantity, kinds, and regional distribution of creative economy enterprises in Bojonegoro Regency comprised the secondary data that was collected from official sources, such as the Creative Economy Agency.

129 people working in different subsectors of the creative economy in Bojonegoro Regency made up the study's population. To make sure that respondents who fulfilled particular requirements pertinent to the study's goals were chosen, a purposive sampling technique was employed. A sample size of 33 creative economy business owners in the Panakkung District was obtained through this procedure.

Multiple linear regression analysis and SPSS version 21 statistical software were used to process the data in order to evaluate the hypothesis that entrepreneurial expertise positively affects creative attitude.

2.2. Population and Sampling

The following are the study variables' operational definitions:

Business planning, decision-making, financial management, production methods, product design, marketing, distribution, bookkeeping, and business control are all examples of entrepreneurial knowledge [19].

According to McGregor [20] thesis, creative attitude encompasses aspects of originality, fluidity, and adaptability in thought.

In the framework of regional economic growth, the study aims to present empirical data regarding the function of economic education—more especially, entrepreneurial knowledge—as a catalyst for innovation.

2.3. Procedures and Data Collection

To guarantee the authenticity and dependability of the data acquired, the data gathering process in this study was carried out using a methodical and controlled approach. The Panakkung District players in the Bojonegoro Regency's creative industry sub-sector were the focus of the study. The following steps made up the process:

2.4. Getting Research Instruments Ready

Based on pertinent hypotheses and previous research, a questionnaire was created. The tool was created to assess two important factors: creative attitude and entrepreneurial knowledge. Likert scales of five points, Each item was constructed on a scale from 1 (meaning "strongly disagree") to 5 (meaning "strongly agree").

2.5. Method of Sampling

Respondents who were thought to have pertinent expertise and knowledge of the creative economy sector were chosen using a purposive sampling technique. A total of 33 respondents were chosen from among the 129 creative business actors in Bojonegoro Regency because they were actively involved in the creative sub-sectors, which included performing arts, crafts, culinary arts, and batik.

Primary Information Gathering

2.6. Two Approaches Were Used to Gather Primary Data

1. Distribution of the Questionnaire: The respondents were given printed questionnaires by the study team. Participants were reassured of the anonymity of their answers and provided with a description of the goal of the study before it is distributed.
2. Interviews: To enhance the quantitative data, a few chosen respondents participated in quick, structured interviews to learn more about their perspectives on entrepreneurship and their own creative processes.

2.7. Gathering Secondary Data

The Bojonegoro Creative Economy Agency and other pertinent local government documents provided secondary data. This contained data on the kinds of industries, the number of active creative business actors, and their regional geographic distribution.

2.8. Validation and Analysis of Data

Following collecting, the completed surveys were examined for accuracy and consistency. Multiple linear regression was used to test the hypothesis about the relationship between entrepreneurial knowledge and creative attitude after the validated data had been processed and analyzed using SPSS version 21.

2.9. Operational Variables

The two main variables under investigation in this study are the independent variable of entrepreneurial knowledge and the dependent variable of creative mindset. To guarantee validity and

conformity with the goals of the study, both variables were operationalized using accepted theoretical frameworks.

2.10. Knowledge of Entrepreneurship (Independent Variable)

The comprehension and skills necessary to organize, oversee, and maintain business endeavors are referred to as entrepreneurial knowledge. The following indicators, which were modified from Meredith [19] are used to measure this variable:

1. Knowledge of business planning
2. Knowledge of how to make decisions
3. Understanding of financial management
4. Understanding of production methods and procedures
5. Understanding of product design
6. Understanding of marketing
7. Distribution expertise
8. Knowledge in bookkeeping and administration
9. Knowledge of business control

2.11. Creative Attitude (Dependent Variable)

A person's propensity for innovative thinking in business ventures is reflected in their creative attitude. This variable is measured using the following dimensions and is based on McGregor [20] theory of creativity:

1. Thinking fluently: The capacity to come up with several concepts or answers
2. Thinking creatively: The capacity to generate original and distinctive concepts
3. Thinking with flexibility: The capacity to modify and change viewpoints in various situations

A five-point Likert scale is also used to evaluate these variables. More innovative attitudes are indicated by higher ratings. A Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree, is used to evaluate each indicator. A greater degree of entrepreneurial expertise is indicated by a higher score.

Table 1 presents an overview of the research findings. The SPSS 21 software was used to process the data and construct the regression equation, which is $Y = 2,861 + 7,199 X_1 + e$. This formula shows that entrepreneurial knowledge has a favorable effect on creative attitudes. This suggests that inventive mindsets will increase along with knowledge. Entrepreneurial expertise accounts for 54.2 percent of the creative attitude of business actors in the Bojonegoro district's creative industry sub-sector, while other factors not included in the research model account for the remaining 45.8 percent.

Table 2.
Estimated Outcomes.

Independent Variables and Regression	Coefficient Constants	Standard of Error	f_{hitung}	Significance
Constants	2.861	5.371	1.701	0.041
Entrepreneurship Knowledge	7.199	0.142	5.504	0.001

Note: * Trust level

$\alpha = 5\%$

R Square = 0.542.

Table 2 displays the findings of the significance test using the t test with Program SPSS version 21. The results of the data processing indicate that the creative attitudes of business participants in the Bojonegoro Regency's creative industry sub-sector are significantly influenced by entrepreneurial knowledge.

Table 2.
Significance Test.

Independent Variables and Regression	f_{hitung}	Significance	Coefficient Constants	Result
Constans	1.701	0.041	0.05	Significant
Entrepreneurship Knowledge	5.504	0.001	0.05	Significant

The results of this study show that business actors' creative attitudes in the Bojonegoro district's creative industry sub-sector are significantly influenced by their entrepreneurial knowledge. An individual's understanding of the principles, abilities, and mindset required of an entrepreneur is referred to as entrepreneurial knowledge [21]. According to Massad and Tucker [22], Through entrepreneurial operations, which in this case are carried out by business actors in the creative industry sub-sector of the Bojonegoro district, this expertise can be gained and spread. The study's conclusions are consistent with Turker [23] identification of the many forms of entrepreneurial knowledge that work in concert to foster innovative mindsets. This kind of information pertains to a person's capacity to identify business prospects including innovation and discovery.

The ability of business actors in the creative industry sub-sector of the Bojonegoro district to achieve particular success is influenced by entrepreneurial factors. Applying the idea of entrepreneurship to corporate organizations suggests that in order to thrive in the contemporary global era of open competition, entrepreneurs must have an inventive and creative spirit. This is particularly true in light of the current situation, which necessitates modern entrepreneurs who are more observant, progressive, and open to new ideas. Having a long-term view, working consistently, taking initiative, creating something new, being receptive to new experiences, and even being dissatisfied with the work being done currently are all components of success in carrying out his commercial activities related to his competency. Entrepreneurial competency determines success, and in this case, creativity and invention are the entrepreneurial attributes that may be deduced from the learned entrepreneurial knowledge.

When it comes to entrepreneurial expertise, a creative attitude is the ability to combine knowledge from many experience domains to generate fresh and improved concepts. According to Sterner, et al. [17] creativity is also the ability to generate new ideas and innovate them into new businesses, goods, services, procedures, or manufacturing techniques. The study's conclusions, which indicate that entrepreneurial expertise influences creative attitudes, are consistent with parts of the literature and earlier studies. The foundation of entrepreneurial knowledge is a creative mindset [24]. In order to develop concepts and solutions, creative entrepreneurs will constantly put in a lot of effort and make small adjustments to their work.

3. Conclusion and Suggestion

3.1. Conclusion

According to the study's findings, business players in Bojonegoro Regency's creative industry sub-sector have a more creative mindset when they possess entrepreneurial knowledge. According to the regression analysis, which accounts for 54.2% of the observed variation, a greater degree of entrepreneurial expertise is correlated with an increase in innovative attitudes. This implies that boosting the creativity of people working in the creative economy requires a strong foundation in entrepreneurial competencies including planning, decision-making, and marketing expertise. The results are consistent with other research that highlights the relationship between creative thinking and entrepreneurial education as a catalyst for sustainability and economic innovation. Entrepreneurial expertise becomes a crucial lever for releasing innovation and economic potential in Bojonegoro, where the majority of creative economy actors operate informally.

3.2. Suggestion

1. Formal and Informal Entrepreneurial Education: Local governments and educational institutions are among the stakeholders who should create focused entrepreneurship programs, both formal

and informal, that emphasize enhancing product development, business planning, and innovation among actors in the creative economy.

2. Policies for Integrated Economic Education: To promote a culture of creativity and invention, especially in areas like Bojonegoro that have a lot of creative potential but little access to formal training, policymakers should incorporate economic education into local development plans.
3. Capacity-Building seminars: To improve practical entrepreneurial skills, especially those pertaining to financial literacy, digital marketing, and product design, regular seminars and mentoring programs should be put in place.
4. Knowledge Transfer Mechanisms: To guarantee that the entrepreneurial experiences of successful actors may be methodically shared with aspiring entrepreneurs, support structures for both explicit and implicit knowledge transfer should be put in place.
5. Other Research: To investigate other factors influencing creative attitudes and business success in the creative economy sector, future studies should employ larger samples and a wider range of variables.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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