

## Development of a Creative Economy Based on Local Wisdom in the Era of Digital Transformation Through Inclusive Education and Village Community Empowerment in Bantul Regency, Yogyakarta

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### Abstract

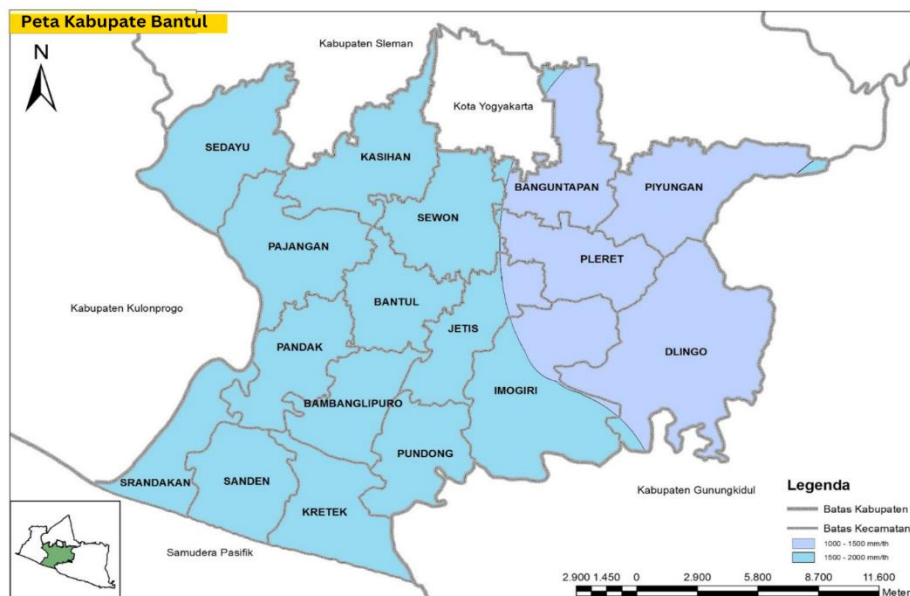
*This research aims to examine how inclusive education, community empowerment, and digital transformation contribute to the development of a creative economy based on local wisdom in Indonesia, with a focus on Bantul Regency, Yogyakarta. Inclusive education, which is a primary concern in addressing social inclusion challenges, still shows low participation rates in Indonesia. Meanwhile, the presence of local communities in Indonesia, if supported by local governments and digital transformation, has the potential to open new opportunities in developing the creative economy with the utilization of digital technology to enhance reach and competitiveness. The research methodology employs a case study approach with qualitative methods, allowing for an in-depth understanding of the phenomena under investigation. Data were collected through library research and participant observations and then analyzed thematically. The research findings indicate that collaborative initiatives of local governments with stakeholders to develop locally-based tourism villages and the implementation of inclusive education in schools around these tourism villages have improved social inclusion and empowered the local economy. Active participation from various parties, such as local governments, communities, and social organizations, in managing and promoting tourism destinations has successfully increased collective income and community welfare. Through the adoption of digital technologies such as social media, online marketing, tour guide applications, and data management, tourism villages in Bantul can reach broader markets and enhance their competitiveness. As a result, not only is there an increase in economic welfare for local communities, but also an appreciation for local wisdom and traditional culture.*

**Keywords:** Creative Economy, Local Wisdom, Inclusive Education, Community Empowerment, Digital Transformation

### INTRODUCTION

In the ongoing era of digital transformation, the primary challenge for rural economic development is how to integrate local wisdom into leveraging digital economic opportunities inclusively and sustainably. Organizations are strongly influenced by technology modern, especially digital achievements, which are incorporated in various sectors through the process of digitization or digital transformation. The tourism sector is one of them. Bantul Regency, Yogyakarta, representing the local context in Indonesia, serves as the focus of this research. By utilizing the theories of creative economy and sustainable development, this article aims to explore the potential and challenges of promoting a creative economy based on local

wisdom in Bantul Regency through the application of inclusive education and village community empowerment. Consequence digitalization in the tourism sector, the so-called digital tourism is becoming more and more popular (Saptarini et al., 2023) . This is tourist which involves the application of various digital innovations (system open source, platform technology, cloud computing, ultra-fast search engine and efficient, crowdsourcing, crowdfunding, big data, smartphones and other devices based on wired networks and non-cable. infrastructure) whichenable organizations belonging to this sector, to more easily and completely Fulfill needs andrequirements clientthey, as well as increase their own level of competitiveness. Considering the unique geographical, social, and economic conditions and analyzing the impacts of policies and programs implemented, this research seeks to contribute to a deeper understanding of how to strengthen local capacities in facing the global economic dynamics in the current digital era.



**Figure 1** : The map of Bantul Regency, D.I.Y Yogyakarta, serves as the research location comprising 17 districts.

Inclusive education and village community empowerment are essential instruments for driving a creative economy based on local wisdom in the digital transformation era. Inclusive education accommodates the diversity by using various instructional methods. It is not only done through the integration, but also provides curriculum and support services for the needs of people with disabilities. The implementation of inclusive education right now does not remarkably consider the potential condition of people with disabilities. In the context of education, the inclusion approach in its practice provides them with more opportunities to understand, realize themselves, and develop their potential with whole freedom and creativity in the atmosphere of ordinary education. Through inclusive education, all members of the village community, including marginalized groups and women, are provided access to enhance their skills and knowledge in creative fields and entrepreneurship. Meanwhile, village community empowerment enables active participation of the community in decision-making processes, village institutional development, and the utilization of digital technology to expand economic opportunities. Thus, inclusive education and village community

empowerment not only lay the foundation for creative economic growth but also strengthen the capacity and sovereignty of village communities to address challenges and opportunities in the digital transformation era.

## **LITERATURE REVIEW**

This study aims to analyze the implementation of a creative economy based on local wisdom in the digital transformation era through inclusive education and community empowerment. Various pieces of literature have been reviewed to support our understanding of this issue. In a theory of creative economy proposed by (Mellander & Florida, 2021) and (Howkins, 2002), the importance of creativity as a primary driver of economic growth in the digital transformation era is highlighted. In the context of sustainable development, a creative economy based on local wisdom offers a potential approach to achieving inclusive and sustainable economic growth in rural areas. Local wisdom, as a combination of traditional knowledge and innovation, can be a valuable tool in developing new ideas and products for rural areas' "creative class." Rural communities may build a creative economy that not only benefits the economy but also promotes environmental sustainability and protects local culture and traditions. On the other hand, the theory of sustainable development, as stated by (on Environment et al., 1987), emphasizes the importance of sustainable natural resource utilization, job creation, and cultural preservation. A creative economy based on local wisdom can meet these criteria by utilizing traditional knowledge to sustainably manage natural resources, creating jobs in the creative sector, and preserving local culture and traditions. Thus, this approach not only generates sustainable economic growth but also provides positive social and cultural impacts on rural communities.

Prihasta and Suswanta (2020) in their research, showed that the development of Skyfoot Village Tourism in the Mangunan Hamlet has experienced significant progress. The natural beauty, cultural diversity, traditions, and potential of the community are the primary motivators. Traditional culinary tourism, rural Javanese concept hotels, outbound tourism, and environmental tourism have all thrived thanks to direct community involvement. The economic impact on the community as a result of increased income illustrates that local tourism, when paired with community empowerment, may provide significant economic benefits. (Asiah, 2019) showed in her research that the implementation of inclusive education at the Pedagogia Bantul Laboratory Kindergarten has successfully developed a love of the homeland character in children. Supporting factors such as the role of teachers, parents, facilities and infrastructure, and the environment contribute significantly to this process. (Kriska et al., 2019) found that community participation in community-based tourism in the Puton Watu Ngelak Tourism Village, Bantul Regency, is high for labor and idea participation. However, participation in the form of funds is still minimal due to the community's priorities leaning toward family needs.

(Surwanti & Supriyono, 2020) emphasize that inclusive economic empowerment of the Polosiyose village community is an inclusive process involving a series of strategies and activities aimed at improving the economic welfare of all community members equally. Through their research, they concluded that empowerment efforts include several key aspects. First, improving training is one of the main focuses to enhance the skills and capacities of community members in managing local business and economic activities. This training covers various fields, such as business management, production techniques, and marketing.

Furthermore, economic empowerment also involves efforts to improve the quality of products produced by the Polosiyose village community. By improving product quality, communities can expand their market share and enhance the competitiveness of local products in regional and national markets. Marketing networks have also become a crucial focus in economic empowerment. By developing strong marketing networks, both locally and regionally, communities can access broader markets and increase the accessibility of their local products.

Additionally, aid initiatives engaging community cadres are an important component of this economic empowerment strategy. These programs, developed in conjunction with local governments, non-governmental organizations, and local community leaders, provide financial support, training, and access to other resources to help communities improve their economic potential. On the other hand, (Wartomo, n.d.) recognized certain factors in the implementation of inclusive education models in the Yogyakarta region. This study assesses educational institutional conditions, curricular changes, educator availability, student acceptability, and the availability of facilities and infrastructure for inclusive education. Financing becomes a significant consideration for establishing inclusive education.

Both emphasize the significance of integrating multiple initiatives to promote economic empowerment and inclusive education within the framework of sustainable development. It is envisaged that a holistic and integrated strategy will result in an inclusive, competitive, and sustainable environment for Yogyakarta's communities. According to Arifin and Ardhiansyah (Arifin and Ardhiansyah, 2020), sustainable development communication is being used to manage local wisdom-based tourism villages in Yogyakarta. This includes using environmentally friendly raw materials and promoting sustainability through social media to reduce plastic and paper use. Agung et al., (2023) found that training in Canva usage boosted digital literacy among inclusive society in Argosari Village, Yogyakarta. Training participants had a considerable increase in understanding of digital.

Prahara, Marhaeni, and Setyaningtyas (2023) demonstrated that creative economy training for disabled communities in Gumregah, Yogyakarta, enhanced their skills in creating and selling cookies on their own, adding to the community's economic development. Hanjarwati et al., (2019) found that both individuals with disabilities and stakeholders are optimistic about the promotion and development of inclusive communities in the Special Region of Yogyakarta (DIY) and Southeast Asia. However, understanding concerning these topics remains restricted. Tarakanita et al., (2017) demonstrated that the Pojok Budaya Community plays a crucial role in conserving local culture through cultural tourism in Bantul. Their responsibilities include cultural preservation, child protection, and encouraging local communities to promote cultural tourism.

Factors like creative immunity showed that the Pojok Budaya Community has an important role in preserving local culture through cultural tourism in Bantul. Their roles include cultural preservation, child protection, and empowering local communities to support cultural tourism activities. Factors such as creative immunity and the availability of facilities and infrastructure are key to the existence of this community.

## **RESEARCH METHODS**

This study employs a case study research design with a qualitative methodological approach to explore the impacts of inclusive education, community empowerment, and digital transformation on the development of a creative economy based on local wisdom in

Indonesia. The case study approach is chosen because it allows researchers to gain an in-depth understanding of the specific context involved in the phenomena under investigation (Yin, 2014), namely inclusive education, community empowerment, and the development of a creative economy based on local wisdom through digital transformation in Bantul Regency, Yogyakarta. The selection of the qualitative approach aligns with the nature of this research, which aims to understand the processes and dynamics occurring within real-life contexts and enables researchers to delve into the complex and in-depth perspectives of participants (Creswell & Poth, 2018).

Qualitative data is collected through library research and observations to obtain a direct understanding of existing inclusive education practices and community empowerment initiatives. Data analysis is conducted inductively, where data will be thematically analyzed to identify patterns, themes, and relationships emerging from the researchers' findings (Braun & Clarke, 2006). Through this approach, this research aims to provide a comprehensive understanding of how the development of a creative economy based on local wisdom in Indonesia in the digital transformation era is carried out through inclusive education and community empowerment.

## **RESULTS AND DISCUSSION**

Inclusive Education and Community Empowerment in Bantul Regency, Yogyakarta, have become an interesting research topic to explore, especially in the context of developing locally-driven creative economies in the era of digital transformation. This research aims to analyze how inclusive education and community empowerment in Bantul Regency drive sustainable creative economic development. A case reflecting the relationship between inclusive education, community empowerment, and creative economy in Bantul is the local government's initiative to develop tourism villages based on local wisdom as potential areas to be developed and strengthened to enhance the welfare of rural communities while preserving the environment and local wisdom, the more it is maintained, the more prosperous it becomes. Currently, tourism is recognized as a strategic sector for Indonesia's economy. Previously, the village development paradigm was more focused on "fixing villages" but now it has become "strengthening villages." This change certainly alters the old pattern in village development, where previously villages were only the object of development, now villages are the subject of development themselves. This enables rural communities to also have the opportunity to build their villages according to their strengths, one of which is the tourism sector. A tourism village is an administrative area with tourism potential and unique attractions, allowing visitors to experience the uniqueness of rural life and the traditional experiences of local communities along with all their potential.

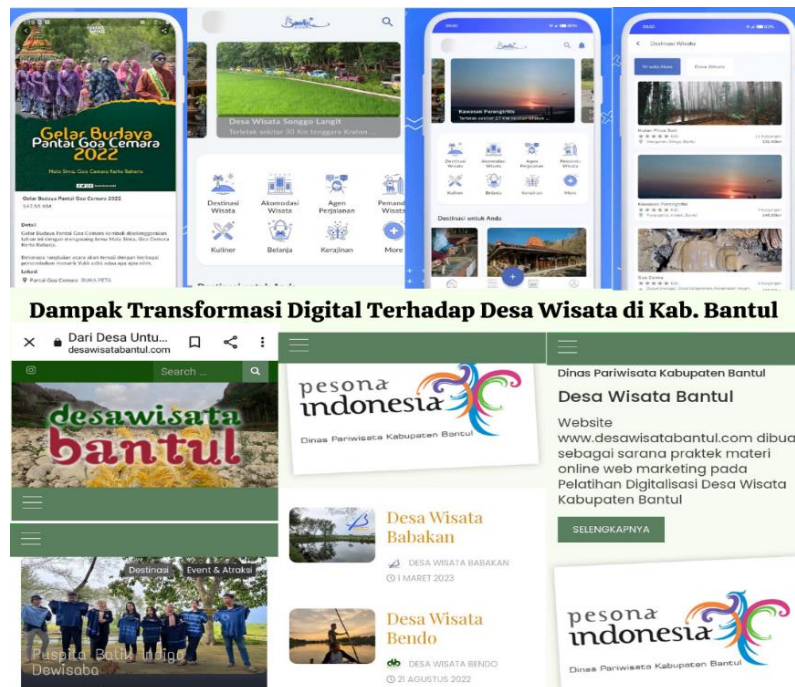
In the context of education, the inclusive approach, in practice, provides them with more opportunities to understand, self-realize, and develop their potential with complete freedom and creativity in a regular educational atmosphere. Inclusive education programs in schools around these tourism villages provide equal access to education and skill training for children with disabilities and indigenous communities (Yuliani et al., 2020). The inclusive concept aims to show that every student with disabilities has more similarities than differences. In this regard, all students should be warmly welcomed by their learning community members, as every individual fundamentally has this right within the community. The concept of inclusive education is also regulated by law, thus, in practice, it has a strong foundation (Friend & Bursuck, 2015).



**Figure 2** : Bantul as an inclusive-friendly regency focuses on improving accessibility and quality for inclusive education

In the context of inclusive and sustainable creative economic development in Bantul Regency, Yogyakarta, digital transformation plays a significant role. The application of digital technology such as online marketing through the Internet, with its broad scope covering various applications that can only be run through the Internet, such as social media, messaging apps, websites, e-commerce apps, and so forth (Rudiatin, 2023). Online marketing is becoming increasingly popular due to massive technological support through smartphones, the abundance of available applications, and the level of technology among communities. Additionally, tourism guide applications and data management have become crucial catalysts in driving the local economy. First, by utilizing online marketing platforms, tourism villages in Bantul can reach a wider market, both regionally and internationally. Thus, products and services produced by local communities can be known to more people, increasing sales potential, and creating a more dynamic economic circulation. As a consequence of digitalization in the tourism sector, known as digital tourism, it is becoming increasingly popular. It involves the application of various digital innovations (open-source systems, platform technologies, cloud computing, ultra-fast and efficient search engines, crowdsourcing, crowdfunding, big data, smartphones, and other network-based devices) that enable organizations in this sector to more easily and comprehensively fulfill the needs and requirements of their clients, as well as enhance their own competitiveness.





**Figure 3** : The digital applications in tourist villages in Bantul Regency serve as a form of digital transformation

Furthermore, the implementation of tourism guide applications also provides significant benefits for the development of local tourism, including enhancing performance and facilitating effective and efficient exchange, transfer, and acquisition. These applications can provide accurate and up-to-date information to tourists, guide them in exploring tourist attractions, and promote various cultural activities and local wisdom in Bantul. Thus, tourists will have a more satisfying and comprehensive experience, ultimately enhancing the attractiveness of tourism destinations in Bantul and generating additional income for the local community. Additionally, efficient data management also plays a vital role in optimizing the potential of the creative economy in Bantul. By having easy access to consumer preference and behavior data, local businesses can make more informed decisions in designing products and marketing strategies. Moreover, good data management also enables in-depth analysis of market trends and potential new product developments, thereby strengthening the competitive edge of the creative economy at the local and national levels. The impact of digital transformation uses technology to create new value in business models, customer experiences, and internet capabilities that support core operations. The business model concept emphasizes a holistic perspective, outlining the boundaries of operations to describe how a company operates. "A business model" describes the design or architecture of the value creation, delivery, and capture mechanism (the firm) adopts .

Moreover, the collaboration between inclusive education, community empowerment, and digital transformation is crucial. This collaboration creates strong synergy among various aspects of development, ultimately supporting the realization of an inclusive and sustainable

creative economy. Through inclusive education, children from diverse backgrounds can be equipped with the necessary skills to participate in digital transformation and the creative economy. Meanwhile, community empowerment ensures that the potential and aspirations of local communities are valued and strengthened in the economic development process. From an economic perspective, there are at least eight benefits of tourism development, namely increasing business opportunities, job opportunities, increasing tax revenues, income receipts, accelerating income distribution, increasing the value-added of cultural products, expanding product markets, increasing multiplier effects on the economy due to tourist expenditures, investments, and foreign trade.

In the context of inclusive education theory, the concept of community empowerment plays a significant role as a strategy to achieve inclusion goals in education. Community empowerment can be understood as efforts to provide equal opportunities, access, and opportunities for all individuals in society, especially those who are less empowered or vulnerable to discrimination. Empowerment refers to the process of empowering individuals or groups who are less empowered with strength, abilities, and access. In the context of inclusive education, community empowerment focuses on providing control and participation to individuals or groups who may be overlooked or marginalized in social and economic life. By empowering them, community empowerment aims to reduce disparities and increase inclusion in society.

The concept of community empowerment also aligns with the principles of inclusive education, emphasizing the importance of providing a supportive learning environment for all students, including those with special needs. Through community empowerment, individuals or groups who are less empowered can be involved in decision-making processes that affect their lives, including in the context of education. This helps create an inclusive and supportive environment for all members of society, regardless of background or individual conditions.

In its implementation, community empowerment in the context of inclusive education involves various parties, including the government, educational institutions, community organizations, and individuals with interests in inclusive education. Efforts such as training, advocacy, and capacity building are integral parts of this community empowerment strategy. Through collaboration and active participation from all stakeholders, community empowerment can be an effective instrument in advocating for the right to education for all individuals, including those vulnerable to marginalization or discrimination.

Thus, from the perspective of inclusive education theory, community empowerment is one of the highly relevant approaches in efforts to create an inclusive and fair educational environment for all. By providing strength, abilities, and access to individuals or groups who are less empowered, community empowerment helps eliminate barriers that hinder full participation in social and economic life, thereby strengthening the principles of inclusion in education and society as a whole.

From the perspective of capacity development theory, these efforts can be understood as part of the process of enhancing the capacity of communities, organizations, and institutions to achieve better and sustainable performance (UNDP & CIDA, year). Through capacity development in the field of inclusive education, creative economy, and digital transformation, Bantul strives to strengthen its ability to address challenges and seize opportunities for inclusive and sustainable growth and development.

In the context of inclusive education, capacity development includes providing professional and technical human resources, arranging conditions and work environments,



and enhancing understanding and awareness of social inclusion. Meanwhile, in the context of the creative economy, capacity development involves strengthening organizations, improving efficiency in business management, and increasing community participation and involvement in creative economic development. Digital transformation is also part of capacity development, where efforts to enhance community's ability to adopt digital technology are key to ensuring the sustainability and success of the creative economy.

Thus, the integration of inclusive education, community empowerment, creative economy, and digital transformation in Bantul City not only reflects efforts to directly improve the welfare of the community but also a sustainable capacity development strategy to strengthen the region's ability to address challenges and opportunities in the era of globalization and technology. Overall, research on inclusive education and community empowerment in Bantul Regency, Yogyakarta, highlights the importance of integrating various efforts to achieve inclusive and sustainable economic development. Through inclusive education, community empowerment, and digital transformation, Bantul has demonstrated its commitment to improving accessibility, opportunities, and quality of life for all its residents while strengthening cultural and economic heritage in a sustainable manner.

Furthermore, in the theory of creative economy proposed by (Florida, 2002) and (Howkins, 2002), the role of creativity as a primary driver of economic growth in the era of digital transformation is emphasized. In the context of sustainable development, locally-based creative economy offers a potential approach to achieve inclusive and sustainable economic growth in villages. Local wisdom, as a form of traditional knowledge and creativity, can be an important asset in generating innovative ideas and products for the "creative class" in villages. By harnessing local wisdom, village communities can develop a creative economy that not only provides economic benefits but also enhances environmental sustainability and preserves local culture and traditions.

Therefore, it can be said that inclusive education and community empowerment in Bantul Regency, Yogyakarta, highlight the importance of integrating various efforts to achieve inclusive and sustainable economic development. The collaboration between inclusive education, community empowerment, and digital transformation in Bantul has opened up new opportunities in the development of the creative economy. Through inclusive education programs and community empowerment initiatives, individuals from diverse backgrounds have gained access to education, skills training, and economic opportunities, contributing to social inclusion and economic empowerment. The implementation of digital technology has also enhanced the competitiveness of the local economy by expanding markets and improving business management efficiency. Through digital platforms, applications, social media, and e-commerce, opportunities to promote products without considering space and time aspects have opened up, including being very cost-effective by eliminating the need to open offline stores, which means eliminating salary and rent costs (Tedjakusuma et al., 2023). Thus, the integration of creative economy theory, sustainable development, inclusive education, community empowerment, and digital transformation becomes an effective strategy in achieving inclusive and sustainable economic growth in Bantul Regency, Yogyakarta.

## **CONCLUSION**

This study concludes that inclusive education and community empowerment in Bantul Regency, Yogyakarta, play a significant role in driving sustainable development of the creative economy. Through the integration of inclusive education, community empowerment, and

digital transformation, Bantul has demonstrated a commitment to enhancing accessibility, opportunities, and quality of life for all its residents while strengthening sustainable local cultural and economic heritage. The adoption of digital technologies, such as online marketing and tourism guide applications, has been a crucial catalyst in expanding markets and enhancing the competitiveness of the local economy. Moreover, collaboration among various stakeholders, including the government, community, and private initiatives, is key to ensuring that digital transformation has a positive impact on the overall development and welfare of the community.

From the perspective of inclusive education theory, community empowerment emerges as a relevant strategy for creating an inclusive and empowering educational environment for all children, including those with disabilities and indigenous communities. Through community empowerment, less empowered individuals or groups can be involved in decision-making processes that affect their lives, thereby helping to create an inclusive and supportive environment for all members of society. In this context, the integration of inclusive education, community empowerment, the creative economy, and digital transformation reflects efforts to directly improve community welfare and strengthen the region's capacity to address challenges and opportunities in the era of globalization and technology.

From the perspectives of creative economy theory and sustainable development, a local wisdom-based approach plays a crucial role in creating inclusive and sustainable economic growth. Local wisdom, as a form of traditional knowledge and creativity, serves as a vital asset in generating innovative ideas and products for the creative class in villages. By leveraging local wisdom, village communities can develop a creative economy that not only provides economic benefits but also enhances environmental sustainability and preserves local culture and traditions. Therefore, the integration of theories of creative economy, sustainable development, inclusive education, community empowerment, and digital transformation serves as an effective strategy for achieving inclusive and sustainable economic growth in Bantul Regency, Yogyakarta.

For the further development of research on inclusive education, community empowerment, and creative economy in Bantul Regency, Yogyakarta, several recommendations can be considered. Firstly, future research could explore the long-term impacts of integrating inclusive education and community empowerment on the growth of the creative economy in the region. Longitudinal studies involving monitoring of economic and social developments within the local community over time could provide a more comprehensive understanding of the effectiveness of the initiatives undertaken.

Additionally, future research could involve a deeper qualitative approach to understanding the perspectives and experiences of individuals within the contexts of inclusive education, community empowerment, and the creative economy. In-depth interviews, focus group discussions, or participatory observations could offer richer insights into the challenges, successes, and aspirations of the local community. This could help formulate more accurate and relevant strategies for promoting inclusive and sustainable economic development in Bantul Regency, Yogyakarta.

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