



Integration of Creative Economy and Tourism in the Development of Colorful Villages Implications for the Economy of Malang's Big Market

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Abstract. This research is entitled *Integration of the Creative Economy and Tourism in the Development of Colorful Villages. Implications for the Economy of the Malang Large Market.* The author is interested in the title of this research, because the colorful village of Jodipan is the most popular destination in the city of Malang and whether the impact of the Malang big market on decreasing its economy is due to the existence of the colorful village of Jodipan. In this research, the author uses a qualitative method in the form of interviews because the two places in Malang City are the economic center of Malang City, whether these two places are mutually beneficial or detrimental. The solution for the writer is that the large Malang market sells international goods and the colorful village of Jodipan sells basic necessities so that each other can benefit and not harm each other. This research concludes that two places have different values and the author believes that the existence of two places in the city of Malang will improve the economy in the city of Malang to become the largest center in Indonesia.

Keywords : Malang Big Market, Colorful Jodipan Village, Creative Economy

1. INTRODUCTION

Creative economy is an economy based on selling goods to people who want to buy goods from sellers. In Indonesia, it is rare for a region to adopt a creative economic system, and the majority of Indonesian people adopt capitalism in a region. According to Howkins, 1997 Creative Economy is an economic activity where the input and output are Ideas Economic activities in a society that spend most of their time generating ideas, not just doing routine and repetitive things. (Arifianti, Mohammad, and Alexandri 2017) . While the tourism economy focuses on tourists or local people who visit tourist destinations in an area and visitors pay an entrance fee if they go to a destination. In this case, the creative economy and tourism are continuous with each other, because the creative economy and tourism are a complete package to reach tourist destinations that are crowded with visitors.

Colorful village is a tourist village located on Jl. Ir. H. Juanda No.RT.7, RT.09/RW.2, Jodipan, Kec. Blimbing, Malang City, East Java 65127. Colorful village used to be a slum area that was considered unkempt and unclean in Malang City, there were students from the University of Muhammadiyah Malang (UMM) the idea produced by the head of the KKN group, namely Nabila Firdausiyah and 8 of her friends again promoted the colorful village and the result was that many came, even tourists and locals from Sabang to Merauke came to the village.

The Malang big market known as the Malang big market located in the city center, makes the largest market center in Malang city from Malang district come to the place because of the complete super duber. A perfect competition market is a market structure where there are many sellers and buyers where each cannot influence market conditions. (Asiva Noor Rachmayani 2015) . The Malang big market is like a regular market but the market is famous because it is a large market, legalized by the Malang city government through signatures and red ribbons along with the complete needs of the Malang big market.

The author focuses on how "Integration of Creative Economy and Tourism in the Development of Colorful Villages Implications for the Economy of Pasar Besar Malang". And the author is interested in discussing this problem so that readers can provide many references and additional information through the writings presented in this article.

2. RESEARCH METHODS

Types of research

The type of research used is a qualitative research method. Qualitative research according to Hendryadi, et. al, (2019:218) is a naturalistic investigation process that seeks an in-depth understanding of social phenomena naturally. (Iii 2018) . Qualitative research methods are research methods used to research natural object conditions, where researchers are key instruments, data collection techniques are carried out by triangulation, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. (Asiva Noor Rachmayani 2015) . Qualitative research focuses on quality not quantity and the data collected does not come from questionnaires but from direct observation, interviews and valid documents and others. And also qualitative research focuses more on the process rather than the results being studied. Thus, the results of the study are much better, clearer, and more satisfying when observed in the research process. This study focuses on "Malang City as a Student City Study of the Phenomenon of Commercial Sex Workers in the Midst of Legal Regulations".

Characteristics of qualitative research according to Sugiyono (2019):

1. It is carried out in natural conditions, directly to the data source and the researcher is the key instrument.
2. Qualitative research is more descriptive. The data collected is in the form of words or images, so it does not emphasize numbers.
3. Qualitative research places more emphasis on the process than on the product or *outcome* .
4. Qualitative research conducts data analysis inductively.

5. Qualitative research places more emphasis on meaning. (Sugiono (2019) 2021) .

The focus of the research will provide answers and solutions related to "Integration of Creative Economy and Tourism in the Development of Colorful Villages Implications for the Economy of Malang's Big Market". Therefore, the author will go into the field to the city of Malang to review more deeply to find out the answers to the implications of the economy of Malang's big market in the development of colorful villages.

Location and Time of Research

The research location is a place that has been determined by the author to conduct research. According to Nasution (2003: 43), the research location refers to the concept of a social location characterized by three elements, namely actors, places, and activities that can be observed. (Siagian, Damanhuri, and Juwandi 2022) . The focus of this research location is in the center of Malang City.

Meanwhile, the research time is what time the author conducted research related to the problems raised. This research was conducted on Friday, October 18, 2024 at 11.11 WIB. Quote from the STKIP PGRI PACITAN campus journal Research time is an activity from research preparation, title submission, proposal preparation, proposal seminar, proposal revision, research implementation, thesis preparation to final implementation. (Kasanah, Nur 2021) .

Data source

Data sources are where authors look for data from several sources, both looking for data from going down to the field and from reading references such as books, journals, newspapers and ebooks. According to Sugiyono (2018:456) Primary data is a data source that directly provides data to data collectors. The data sources that the author uses are primary data. The author looks for data collected by himself with direct research, this makes it the first source or directly to the place of research being conducted. This study uses the results of interviews reviewed through sources through the research title as primary data. And the interview was conducted on October 1-8, 2024 by interviewing the people of Malang City. According to (Sugiyono, 2015:317) Interviews are used as a data collection technique if researchers want to carry out preliminary studies to find the problems being studied, and if researchers also want to know things that respondents are more in-depth and the number of respondents is smaller. (44945-123696-1-SP nd) .

Method of collecting data

The purpose of this study is to obtain data through data collection methods, because the right step in taking a lot of information is to use data collection methods. According to Sugiyono (2018:224) data collection can be done in various settings, various sources, and

various ways. The data collection methods used by the author are observation, interviews, questionnaires, documentation and a combination of the four. However, the author focuses on interviews with respondents. Prof. Dr. Sugiyono (2004, p. 130) states that the assumptions that need to be held by researchers in using interview and questionnaire methods are as follows:

1. That the subject (respondent) is the person who knows best about himself.
2. That what the subject stated to the researcher is true and can be trusted.
3. That the subject's interpretation of the questions asked by the researcher to him is the same as what the researcher intended. (Siagian, Damanhuri, and Juwandi 2022) .

3. RESULTS AND DISCUSSION

Economic Impact on Malang Big Market

Delivery from Mr. Sumarto Andi as a seller at the Malang big market. According to the Decree of the Minister of Health of the Republic of Indonesia Number: 519 / MENKES / SK / VI / 2008 Concerning Guidelines for the Implementation of Healthy Markets, traditional markets are markets where most of the merchandise is basic daily necessities with simple trading practices with infrastructure facilities that are also very simple and do not pay attention to health principles. The role of traditional markets is very important in meeting needs, especially for the lower middle class. (Qolbi 2021) . For the economic impact of the Malang big market, there is no impact at all if there is a colorful Jodipan village tourist spot. Because the people of Malang City and Malang Regency prioritize basic needs in the Malang big market. Because in that place there are many basic ingredients, basic necessities, goods that we want to buy in the Malang big market are complete. And this has no economic impact on the Malang big market. Therefore, the existence of the Malang big market and the colorful Jodipan village can create an advanced economic atmosphere. Advanced in a village, province, and country. The income from the money earned by these two places can be used to distribute cash donations to the underprivileged.

Challenges and Opportunities in the Integration of Creative Economy and Tourism

Mr. Susilo Syahputra as a buyer at the Malang big market said that the challenges of the Malang big market are due to the absence of tourists and foreign visitors to the Malang big market. According to Arnold J. Toynbee, challenges and responses arise due to causality in ideas, discourse, and movement. (Hendrawati 2017) . Because the market focuses on basic needs and daily needs in human life. For opportunities in the Malang big market, there are great opportunities because goods, basic needs, and other equipment are found in the Malang big market. This includes value for the Malang big market. For the economic influence on the challenges of the Malang big market, it is still relatively less than the colorful village while the

opportunities are still good in the Malang big market. Challenges and opportunities in the modern era must follow the development of the times, such as seeing references from YouTube on how to win in the world of business competition in several strategic places, both in terms of challenges and opportunities.

Level of Welfare of the Surrounding Community

Mrs. Nisa Rahmawati's presentation on the level of community welfare between the Malang big market and the colorful village of Jodipan. Welfare according to the 1945 Constitution, Welfare is defined as a condition where a person or group of people, men and women are able to fulfill their basic rights to maintain and develop a dignified life. (Anwar 2020). More pro Malang big market, because the center of all basic needs and daily equipment is in the Malang big market. And the existence of the colorful village has no influence at all on the welfare of the people of Malang city or Malang district. From these two studies, the Malang big market focuses on basic human needs while the colorful village of Jodipan as a very famous Malang tourist spot in Malang city to tourists and local people from Sabang to Merauke to the colorful village destination of Jodipan Malang city. To get community welfare, you must have a large budget, for the mission and vision of community leaders, they only consider it a dream or a lie. The generation of the Indonesian nation must be fully productive in promoting the big market of Malang and the colorful village of Jodipan so that the level of community welfare in the two places can be implemented in an impactful and good way.

4. CONCLUSION

The conclusion that the author concludes on the theme of Integration of Creative Economy and Tourism in the Development of Colorful Villages Implications for the Economy of Pasar Besar Malang is the colorful village of Jodipan which has a value in tourism for many countries and local Indonesian people who come to the destination make Malang city the center of colorful creative arts and culture tourism. This makes the Malang city government very competent, ambitious performance, and can follow the development of the times to be able to make the colorful village a destination for the creative economic system and tourism economic system. While the Malang big market which has the value of the largest market center in the city of Malang makes the local people of Malang not have difficulty and struggle to find basic needs, and the economy of Malang city is very advanced and does not have difficulties in the economic sector in the city of Malang.

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