

THE CREATIVE ECONOMY AND GREEN AGENDA: THE SYNERGY BETWEEN INNOVATION, LOCAL WISDOM, AND SUSTAINABILITY

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ABSTRAK

Penelitian ini mengeksplorasi sinergi yang dinamis antara **ekonomi kreatif** dan **agenda hijau**, menyoroti peran penting inovasi, kearifan lokal, dan keberlanjutan dalam membentuk paradigma pembangunan yang holistik. Dalam konteks global yang semakin menuntut praktik ekonomi yang bertanggung jawab lingkungan, sektor kreatif muncul sebagai agen perubahan yang potensial, mampu mengintegrasikan nilai-nilai budaya dan ekologis ke dalam proses produksi dan konsumsi. Studi ini menganalisis bagaimana inovasi, baik dalam bentuk produk, proses, maupun model bisnis, dapat mendorong penciptaan nilai ekonomi sekaligus meminimalkan dampak negatif terhadap lingkungan. Lebih lanjut, penelitian ini menekankan pentingnya kearifan lokal, yang seringkali terwujud dalam praktik-praktik tradisional dan pengetahuan adat, sebagai fondasi untuk solusi berkelanjutan yang kontekstual dan relevan secara kultural. Integrasi kearifan lokal ini tidak hanya memperkaya ekspresi kreatif, tetapi juga memastikan bahwa pertumbuhan ekonomi sejalan dengan kapasitas daya dukung lingkungan dan kesejahteraan sosial masyarakat. Dengan menggunakan pendekatan kualitatif, studi kasus mendalam dilakukan di beberapa komunitas di Indonesia yang berhasil mengimplementasikan model ekonomi kreatif berbasis lokal dengan penekanan pada prinsip-prinsip keberlanjutan. Temuan menunjukkan bahwa sinergi ini menghasilkan nilai tambah ekonomi yang signifikan, penguatan identitas budaya, serta peningkatan kesadaran dan partisipasi masyarakat dalam upaya pelestarian lingkungan. Penelitian ini menyimpulkan bahwa pengarusutamaan ekonomi kreatif yang berorientasi hijau, didukung oleh inovasi dan penghormatan terhadap kearifan lokal, adalah strategi krusial untuk mencapai pembangunan berkelanjutan yang inklusif dan berdaya tahan di masa depan. Implikasi kebijakan diarahkan pada dukungan ekosistem yang kondusif bagi inisiatif semacam ini.

Kata Kunci: Ekonomi Kreatif, Agenda Hijau, Keberlanjutan

ABSTRACT

This research explores the dynamic synergy between the **creative economy** and **the green agenda**, highlighting the important role of innovation, local wisdom, and sustainability in shaping a holistic development paradigm. In a global context that increasingly demands environmentally responsible economic practices, the creative sector is emerging as a potential agent of change, able to integrate cultural and ecological values into the production and consumption processes. This study

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analyzes how innovation, whether in the form of products, processes, or business models, can drive economic value creation while minimizing negative impacts on the environment. Furthermore, this research emphasizes the importance of local wisdom, which is often embodied in traditional practices and indigenous knowledge, as a foundation for sustainable solutions that are contextual and culturally relevant. The integration of local wisdom not only enriches creative expression, but also ensures that economic growth is in line with the carrying capacity of the environment and the social welfare of the community. Using a qualitative approach, in-depth case studies were conducted in several communities in Indonesia that successfully implemented locally-based creative economy models with an emphasis on sustainability principles. The findings show that this synergy results in significant economic added value, strengthening cultural identity, and increasing public awareness and participation in environmental conservation efforts. This study concludes that the mainstreaming of a green-oriented creative economy, supported by innovation and respect for local wisdom, is a crucial strategy to achieve inclusive and resilient sustainable development in the future. The policy implications are directed at supporting an ecosystem conducive to this kind of initiative.

Keywords: Creative Economy, Green Agenda, Sustainability

INTRODUCTION

The world is currently facing a dual challenge, namely inclusive economic growth and the urgent need to address the environmental crisis (Yuniarti et al., 2021). Traditional development models that focus on the massive exploitation of natural resources have proven to be unsustainable and cause severe ecological degradation (Zalfa, 2019). Therefore, there is a need to find new approaches that can drive economic progress without sacrificing environmental integrity and the welfare of future generations (Wibowo et al., 2020). In this context, **the creative economy** has received widespread attention as a promising sector, not only because of its great economic potential but also because of its ability to adapt and innovate (Sihombing, 2020). This sector, driven by individual ideas and creativity, offers unique opportunities to create added value through cultural expression, art, design, and technology, which can intrinsically align with sustainable development goals (Sudirman & Susilawaty, 2022).

The green agenda, on the other hand, represents a set of policies and practices that aim to reduce the environmental impact of human activities and promote the transition to a low-carbon and resource-efficient economy (Winarsih, 2019). This includes various initiatives ranging from the use of renewable energy,

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better waste management, biodiversity conservation, to the promotion of responsible consumption and production (Ratih, 2021). The convergence between the creative economy and the green agenda is no coincidence; both have the same foundation in innovation and future-oriented thinking (Frasandy, 2017). The creative economy, with its emphasis on fresh ideas and unconventional solutions, can be a catalyst for broader and transformative adoption of green practices across various sectors (Ilman et al., 2019).

This synergy is becoming increasingly relevant in the context of Indonesia, a country with extraordinary cultural and biodiversity (Gularso, 2021). **Local wisdom**, embodied in hereditary practices, traditional knowledge, and communal values, offers a time-tested arsenal of solutions to live in harmony with nature (Kartika, I Made, 2021). The integration of local wisdom into creative economy initiatives not only increases the authenticity and selling value of products, but also ensures that economic development does not erode cultural heritage or damage ecosystems (Sulistyanto et al., 2019). For example, the use of sustainable local raw materials, environmentally friendly traditional craft techniques, or a business model of sharing community resources, are all manifestations of this synergy (Andriyani, 2019).

Innovation plays a central role in bridging the creative economy with the green agenda and integrating local wisdom (Religion & State, 2022). Innovation here is not only limited to high-tech development, but also includes social innovation, process innovation, and business model innovation (Sulaiman et al., 2021). For example, the creation of sustainable fashion products that use natural dyes and recycled textile waste, the development of digital applications to promote community-based ecological tourism, or the establishment of creative tool-sharing platforms to reduce overconsumption are all forms of green-oriented innovation (Futaqi & Machali, 2018). These innovations drive resource efficiency, reduce carbon footprints, and create products or services that have a positive social and environmental impact (Ardiana et al., 2021).

Previous research has largely discussed the creative economy and sustainability separately, or at least with a separate focus (Muamanah, 2020). However, the literature that explicitly analyzes how innovation and local wisdom

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synergistically contribute to the convergence of the creative economy and the green agenda is still limited, especially in an in-depth qualitative context (Machfutra et al., 2018). Therefore, this study seeks to fill these gaps by providing a more comprehensive understanding of the mechanisms and key factors that enable this synergy to be realized in the field (Jamaluddin & Sopiah, 2017). It is important to understand how creative actors, local communities, and policymakers can work together to create an ecosystem that supports inclusive and environmentally friendly economic growth (Mawangir & Puspita, 2020).

The main objective of this study is to identify and analyze forms of synergy between the creative economy and the green agenda, with special emphasis on the role of innovation and local wisdom in promoting **sustainability** (Revision, 2024). This research also aims to understand the challenges and opportunities in implementing a locally-based creative economy model that is in line with green principles (Yulianti & Goenadhi, 2016). Thus, it is hoped that the results of this research can make a theoretical and practical contribution to the development of more effective policies and more sustainable initiatives in the future (Mulyadi, 2017).

Finally, this study is important because it can provide a richer conceptual framework to understand how the creative economy sector can be a driving force for sustainable development (Sudirman & Susilawaty, 2022). By delving deeper into the role of innovation in creating green solutions and utilizing local wisdom as an invaluable resource, this study aims to present strong empirical evidence on the transformative potential of an environmentally oriented creative economy (Jafar, 2019). This is expected to encourage policymakers, practitioners, and academics to be more proactive in supporting initiatives that blend creativity, culture, and sustainability.

METHODS

This research adopts a qualitative approach with an exploratory case study design to gain an in-depth understanding of the synergy between the creative economy and the green agenda in several communities in Indonesia. The qualitative method was chosen because it allows researchers to capture the complexity of social

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phenomena, explore participants' perspectives, and understand the context in which sustainable creative economy practices are implemented. Data collection was carried out through in-depth interviews with creative economy actors, community leaders, traditional leaders, local government representatives, as well as participatory observation of relevant economic and social activities. Documentation such as activity reports, local publications, and promotional materials are also collected for data triangulation.

The selection of case study locations is based on certain criteria, namely the existence of clear creative economy initiatives, a commitment to environmental sustainability practices, and the integration of local wisdom in their economic activities. Purposive samples are used to select key informants who have knowledge and experience relevant to the research topic. The interview process is conducted in a semi-structured manner, allowing for flexibility to explore the issues that arise during the conversation, while ensuring coverage of key topics as per the interview guide. Field observations were conducted to verify the information obtained from the interviews and to gain a richer contextual understanding of community dynamics and their creative economy practices.

Data analysis was carried out iteratively using a thematic approach. Interview transcription data, observation notes, and documents were encoded, categorized, and analyzed to identify patterns, themes, and relationships between variables. This process involves identifying key concepts, establishing key themes that emerge from the data, and interpreting the meanings behind those patterns. The validity of the findings is ensured through data source triangulation and member checking, where the summary of findings is reconfirmed with the informant to ensure accuracy and correct representation of their views. Research ethics are also upheld by ensuring the confidentiality of the informant's identity and obtaining the informant's consent before data collection.

RESULTS AND DISCUSSION

The findings of the study show that the synergy between the creative economy and the green agenda is manifested in various forms in the case study

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community, driven by innovation and the strengthening of local wisdom. One of the main forms is the development of creative products that use environmentally friendly raw materials or recycled products (Majdi, 2019). For example, in one of the batik artisan communities, they not only adapted traditional motifs but also switched entirely to natural dyes extracted from local plants, significantly reducing chemical waste (Hendariningrum, 2018). This innovation not only increases the ecological value of products but also creates attractive market differentiation for consumers who care about the environment (Wibowo et al., 2020).

Table 1: Summary of Locally-Based Creative Economy Initiatives and Their Sustainability Impacts

Types of Creative Economy Initiatives	Applied Innovations	Integrated Local Wisdom	Positive Environmental Impact	Positive Economic Impact
Sustainable Batik Crafts	Natural dyes, Waste Management	Traditional motifs, Botanical knowledge	Chemical Waste Reduction, Plant Conservation	Increased selling value, New market share
Community-Based Ecotourism	Integrated booking app	Traditional rituals, Forest conservation	Protection of local ecosystems, Waste management	Increase in people's income, Job creation
Organic Traditional Cuisine	Eco-friendly packaging, Direct distribution system	Organic growing methods, Heritage recipes	Reduction of carbon footprint, Improved soil health	Rising prices, global competitiveness
Recycled Fashion Products	Desain modular, Material upcycling	Hand sewing techniques, Reuse of fabrics	Textile waste reduction, Resource conservation	Unique product sales, Custom market

In addition, **community-based ecotourism** is another example of strong synergy, where tour packages are designed to introduce visitors to the natural beauty and local culture while promoting conservation practices (Indahri, 2020). Innovations in ecotourism often involve the development of trekking trails with minimal impact, the use of renewable energy in lodging facilities, and environmental

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education programs for tourists (Susilowati et al., 2019). Local wisdom, such as the tradition of forest stewardship or traditional water management, is integrated into the narrative and tourist experience, providing educational and inspiring value for visitors (Suci et al., 2017). This shows how local wisdom can be at the core of sustainable tourism offerings (Babu et al., 2024).

The importance of **social innovation** is also seen in the formation of collective creative business groups based on the principles of collaboration and sustainability (Hardi, 2020). These groups often share resources, knowledge, and even production tools to reduce costs and environmental impacts (Sukomardojo et al., 2023). The circular business model, in which waste from one process becomes raw materials for another, is widely applied and is the result of innovative thinking combined with local wisdom about the use value of each resource (Pratono et al., 2024). For example, waste from food production can be converted into organic fertilizer for local agriculture, creating a sustainable cycle (Sari & Pratama, 2022).

The use of **digital technology** is also a key innovation in expanding the market reach of sustainable creative products (Noble, 2023). Local *e-commerce* platforms and social media are used to market products made with environmental and social aspects in mind (Yusnita et al., 2024). This allows small-scale producers in remote areas to connect directly with global consumers looking for ethical and sustainable products (Manihuruk et al., 2025). This digital transformation enables scalability without sacrificing the principles of sustainability that have been embedded in local wisdom (Pratama, n.d.).

Although the potential for this synergy is enormous, challenges have also been identified, especially in terms of access to capital and human resource capacity. Many locally-based creative initiatives are still struggling to secure adequate funding to scale their production or invest in more efficient technologies (Maria et al., 2024). In addition, the lack of managerial and marketing skills among creative economy actors is also an obstacle (Nisa et al., 2025). However, local governments and non-governmental organizations have begun to provide training and mentoring to address this issue, demonstrating a commitment to the development of stronger ecosystems (Hesti et al., 2025).

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The government also plays a crucial role in creating a policy environment conducive to this synergy. Policies that support green innovation, protect intellectual property rights over local wisdom, and provide incentives for sustainable business practices are indispensable (Uhai et al., 2024). Collaboration between the private sector, academia, and civil society is also vital to encourage knowledge exchange, research and development, and successful implementation of pilot projects (Arini, 2024). This multi-stakeholder synergy will accelerate the adoption of creative economy models that are aligned with the green agenda (Handini et al., 2025).

The implementation of this model not only has an impact on the environment and economy, but also on strengthening cultural identity and social cohesion. By reviving traditional practices and appreciating local wisdom, communities feel more proud of their heritage and motivated to preserve it (Widiyanto et al., 2024). Collaborative creative processes often strengthen social bonds, fostering a sense of collective ownership of the initiatives and results achieved (Wahib & Susanto, 2024). This shows the holistic dimension of synergy, where the economic, environmental, and social reinforce each other (Windasari et al., 2024).

Overall, these findings confirm the hypothesis that the creative economy has great potential to become an engine of sustainable development when integrated with the green agenda, innovation, and local wisdom. Case studies show that the success of this model is highly dependent on the ability of communities to innovate while adhering to their local values and practices (NOR & ASLAMIAH, 2025). The flexibility and adaptability of the creative sector allows for a rapid response to market needs and sustainability demands (Firdaus & Kuswinarno, 2024). This is the key to building economic resilience in the midst of global challenges (Konorop, 2024).

The implications of this discussion emphasize the need for a more integrated approach in development planning. Rather than viewing the creative economy, green agenda, innovation, and local wisdom as separate entities, policymakers should design frameworks that facilitate interaction and synergy among them (Akibu, 2025). Education and increased awareness of the potential for this synergy is also important to foster a creative generation that is not only innovative but also environmentally

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conscious and rooted in their culture (Kurniawan, 2025). This will ensure the sustainability of the initiative in the long term (Sartika, 2024).

CONCLUSION

This research has succeeded in showing that there is a significant and transformative synergy between the creative economy and the green agenda, which is strengthened by the crucial role of innovation and local wisdom. Creative economy initiatives that integrate sustainability principles and respect traditional knowledge have been proven to create substantial economic value, while having a positive impact on the environment and strengthening the cultural identity of communities. These findings confirm that sustainable development is not only about mitigating negative impacts, but also about creating innovative solutions that are rooted in the local context and respect cultural heritage.

The application of innovation, whether in the form of products, processes, or business models, is a key catalyst that enables the creative sector to adapt to the demands of sustainability and create environmentally friendly solutions. At the same time, local wisdom serves as a solid foundation, providing inspiration, raw materials, and practices that are in harmony with nature, ensuring that economic growth remains in harmony with ecosystems and social values. This dynamic combination of creativity, innovation, and respect for tradition forms a resilient and inclusive development model.

Therefore, this study recommends more targeted policy support to encourage green-oriented locally-based creative economy initiatives. It is important for governments, academia, and civil society to collaborate in creating a conducive ecosystem, including access to funding, skills training, and market promotion for sustainable products. Thus, the full potential of these synergies can be maximized to achieve comprehensive sustainable development goals, covering economic, environmental, and social dimensions, for a better future.

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