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Analysis of Media, Community, and Sponsor Involvement Factors on the Development of the Creative Economy in Silalahi Tourism Village Through the Tao Silalahi Arts Festival

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ABSTRACT

This study aims to determine the impact of media, community, and sponsor involvement on creative economic development in Silalahi tourist village through festival activities organized by the Tao Silalahi Arts Festival. A quantitative research approach was employed by distributing questionnaires to 100 participants, including festival attendees, creative economy practitioners, community members, sponsors, and media personnel associated with the Tao Silalahi Arts Festival. Data were analyzed using SmartPLS 4.0. The results indicate that the Tao Silalahi Arts Festival significantly impacts creative economic development in Silalahi village. Community involvement positively affects the Tao Silalahi Arts Festival, and the festival acts as an intervening variable mediating the relationship between community involvement and creative economic development. Other variables, such as media and sponsor involvement, were not accepted due to p-values greater than 0.05. This study highlights that cultural festivals can serve as catalysts for economic and social empowerment, enhance local cultural identity, and foster greater partnership participation in the creative economy.

Penelitian ini bertujuan untuk mengetahui pengaruh keterlibatan media, komunitas, dan sponsor terhadap pengembangan ekonomi kreatif di desa wisata Silalahi melalui kegiatan festival yang diselenggarakan oleh Tao Silalahi Arts Festival. Pendekatan penelitian kuantitatif digunakan dengan membagikan kuesioner kepada 100 partisipan, termasuk pengunjung festival, pelaku ekonomi kreatif, anggota komunitas, sponsor, dan media yang terkait dengan Tao Silalahi Arts Festival. Data dianalisis menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Tao Silalahi Arts Festival berpengaruh signifikan terhadap pengembangan ekonomi kreatif di desa Silalahi. Keterlibatan komunitas berpengaruh positif terhadap Tao Silalahi Arts Festival, dan festival ini berperan sebagai variabel intervening yang memediasi hubungan antara keterlibatan komunitas dengan pengembangan ekonomi kreatif. Sementara itu, variabel media dan sponsor tidak diterima karena memiliki nilai p lebih dari 0,05. Penelitian ini menyoroti bahwa festival budaya dapat menjadi katalisator pemberdayaan ekonomi dan sosial, memperkuat identitas budaya lokal, serta meningkatkan partisipasi kemitraan dalam ekonomi kreatif.

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1. INTRODUCTION

Various industrial sectors are now starting to innovate by utilizing technology and data, including industries in the creative economy realm. In this case, the creative economy relies on intellectual property and human creativity to create products that have high added value (Hasibuan et al., 2023). In line with that, the potential demographic bonus in Indonesia which is predicted to occur until 2030 is a great opportunity. According to data from the Central Statistics Agency (BPS), Indonesia is projected to enter a demographic bonus period in the period 2020 to 2030 (Aminingsih, 2021). In this period, around 64% of the total population is in the productive age (15-64 years) (Watuseke et al., 2016). BPS estimates that the productive age population will peak in 2030 with more than 180 million people, creating great potential for the development of sectors that require young and innovative workers, including the contribution of the Creative Economy to PDB. Therefore, Indonesia has great potential in advancing the creative economy sector thanks to the high number of active and productive young generations (Nasution et al., 2023). we can see at this time as in the fashion sector has experienced rapid development, driven by young designers who create quality and highly competitive local brands (Wildha, 2023). The creative economy is a concept in the contemporary economic era that we are familiar with today (Silalahi et al., 2024). Many local fashion brands such as Jauh Mata Memandang, Batik Kultur, and Cotton Ink have successfully combined traditional culture with modern trends, attracting the interest of domestic and international buyers. This concept emphasizes the use of Information and creativity, leveraging ideas and knowledge from human resources as the core element in the production process. In economics itself, there are four production factors, namely natural resources, human resources, and managerial elements (Arjana dalam Wahyuningsih & Satriani, 2019).

The presence of the creative economy is a driving force for Indonesia's economic growth, with a significant contribution in driving the progress of the national economy. The creative economy itself is a concept in contemporary economics that focuses on the utilization of ideas, innovation, and knowledge from human resources as a core component, which is generally supported by the creative industry as its main pillar (Diyah Intani, 2022). The Indonesian government has determined that the creative industry sector includes 15 sub-sectors (Ananda & Susilowati, 2017), which include advertising; architecture; fine arts and art goods market; handicrafts; design; fashion; video, film, and photography production; digital games; music; performing arts; publishing and printing; information technology services including software and computers; television and radio broadcasting; research and development activities; and the culinary sector (Pramesti et al., 2020).

This study discusses how effective a festival is in playing a role in developing the creative economy in the location where the event is held. Festivals, which are included in the form of performing arts, are one part of the creative industry. Festivals are also categorized as one of the four main types of tourism events, in addition to business, entertainment, and sports events. In general, festivals are often associated with classical themes such as myths, rituals, symbolism, ceremonial celebrations, grand performances, community life, interactions between local communities and tourists, traditions, carnivals, and other elements that reflect the identity of a community. Festivals are seen as public celebrations that have a certain theme, and occupy an important position in the social and cultural life of the community (Amsal & Harryadin, 2017).

As one of the sectors that plays an important role in increasing local revenue and purchasing power of the community around tourist destinations, the tourism potential in Silahisabungan District, Dairi Regency which is the focus of research in this article needs to be

managed optimally and promoted sustainably so that it can develop over time. This effort has been realized through the regular holding of the Tao Silalahi Arts Festival (TSAF) every year (Sirait, 2020). This festival is an initiative of Rumah Karya Indonesia together with the local community in order to preserve culture while introducing Silahisabungan District as an attractive tourist area, as well as being a promotional media for the Toba Caldera Geopark. The combination of cultural richness displayed in TSAF and the natural charm of Lake Toba presents a strong attraction. The active involvement of the community in this festival also strengthens environmental conservation efforts and increases the tourism potential of the Lake Toba area as a whole (Br Tarigan, 2021).

In carrying out the festival, various parties must be involved to ensure the smooth running of the event. This study will discuss the involvement of the media, community and sponsors. In the festival, the role of the media plays an important role in expanding the reach and increasing the visibility of the event, thus helping to attract tourists and the resulting economic contribution. In addition, the participation of local communities in organizing and promoting the festival not only creates a sense of ownership, but also strengthens social ties between community members, which in turn can strengthen the local economy. Meanwhile, support from sponsors can provide the necessary financial resources and infrastructure. Analysis of these factors will help identify the effectiveness in utilizing the creative economic potential of the Silalahi tourist village. It will also strengthen the synergy between stakeholders and design sustainable policy steps for long-term creative economic growth. Thus, this study has direct relevance to local development, sustainable tourism development, and community empowerment through creativity and brand culture (Sitorus et al., 2024).

2. METHODS

This research about employments a quantitative approach with a causal or intervention plan. This approach points to analyze the causal relationship between free factors, to be specific media, community, and sponsorship, to the subordinate variable within the frame of the imaginative economy, with the celebration as an mediating or intervening variable. Information collection was carried out through a overview employing a survey to get numerical information from respondents. The choice of respondents was carried out employing a random sampling method, and the number of tests was decided utilizing the Slovin equation. A add up to of 100 respondents were utilized as tests in this ponder. The information gotten were at that point analyzed utilizing clear and inferential factual strategies to test the relationship between factors, with the Auxiliary Condition Modeling (SEM) approach. SEM may be a arrangement of measurable procedures that permit the investigation of complex connections, which cannot be clarified utilizing as it were direct relapse conditions (Harahap, 2020).

4. RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

The starting step in Fractional Slightest Square (PLS) investigation is to test the outside estimation demonstrate (external demonstrate) (Faizah et al., 2021). This test incorporates legitimacy and unwavering quality tests to guarantee that the disobedient utilized within the think about can degree the develop precisely and reliably. Assessment of the estimation show is carried out through corroborative calculate investigation with the Multi Trait-Multi Strategy (MTMM) approach (Kamila & Nurhasanah, 2024). The purpose of this approach is to assess the feasibility of each indicator in representing the research variables being measured. The outer model is tested using convergent validity, discriminant validity, and reliability tests.

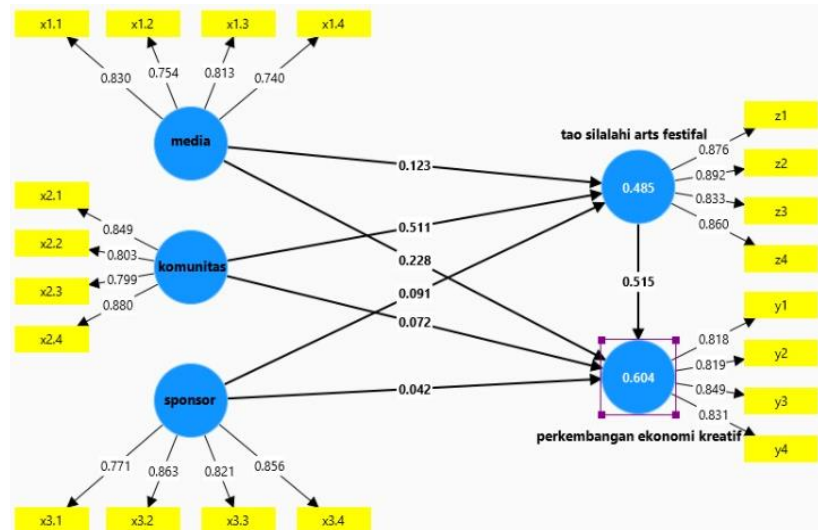


Figure 1. Outer Model

Validity and Reliability Test

In validity testing, Two types of validity are tested: convergent validity and discriminant validity. For convergent validity, there are two stages of testing. The first test is carried out through outer loading analysis, where the indicator The strength of the connection between latent variables and their result indicators loading value exceeds 0.7. However, in empirical research, loading factor values above 0.5 are still acceptable, and in some cases, a value of 0.4 is considered appropriate by certain authorities. This value indicates the extent to which a construct is able to explain the variability contained in its indicators. For the second test, the Average Variance Extracted (AVE) test is said to be valid if the resulting value exceeds 0.5.

Validity Test

Discriminant validity aims to ensure that reflective indicators actually measure the intended construct, by referring to the principle that each indicator must have a high correlation only to the construct it represents. In other words, the indicator of a construct should not show a high correlation with another construct, so that it can be clearly distinguished between one construct and another (Ghozali dalam Furadantin, 2018). An item is said to be valid if it has a loading factor value that exceeds the rule of thumb limit. In this study, the limit used is 0.7 (Thoha et al., 2024). Loading factor functions to measure The strength of the connection between latent variables and their representing indicators. Evaluation of the Loading Factor is carried out through the analysis of the regression coefficient between the latent variables and related indicators. The higher the loading factor value, the greater the influence of the latent variables on their indicators, which indicates that the indicators are able to represent the latent variables well.

Tabel 1. Loading Factor

1. variable	indicator	Loading factor	Rule of thumb	conclusion
X1	X1.1	0.830	0.7	Valid
	X1.2	0.754	0.7	Valid
	X1.3	0.813	0.7	Valid
	X1.4	0.740	0.7	Valid
X2	X2.1	0.849	0.7	Valid
	X2.2	0.803	0.7	Valid
	X2.3	0.799	0.7	Valid
	X2.4	0.880	0.7	Valid
X3	X3.1	0.771	0.7	Valid
	X3.2	0.863	0.7	Valid
	X3.3	0.821	0.7	Valid
	X3.4	0.856	0.7	Valid
Y	Y1	0.818	0.7	Valid
	Y2	0.819	0.7	Valid
	Y3	0.849	0.7	Valid
	Y4	0.831	0.7	Valid
Z	Z1	0.876	0.7	Valid
	Z2	0.892	0.7	Valid
	Z3	0.833	0.7	Valid
	Z4	0.860	0.7	Valid

Based on the analysis results in the table above, the loading factor value obtained by each variable indicator in the media, community, sponsor, creative economic development and Tao Silalahi Arts Festival variables is more than 0.7. So it can be concluded that the indicators used are declared valid as latent variables.

Discriminant Validity

Discriminant validity in this study was evaluated through cross-loading analysis between constructs. An indicator is considered to meet discriminant validity if the correlation value between the indicator and the construct it measures is higher than its correlation to other constructs. Thus, an indicator is declared valid if it is stronger in representing its original construct than other constructs.

Tabel 2. Discriminant Validity

Variable. indicator	X2	X1	Y	X3	Z
X1.1	0.849	0.830	0.559	0.598	0.577
X1.2	0.611	0.754	0.507	0.863	0.568
X1.3	0.799	0.813	0.574	0.560	0.526
X1.4	0.548	0.740	0.437	0.470	0.368
X2.1	0.849	0.830	0.559	0.598	0.577
X2.2	0.803	0.653	0.452	0.585	0.517
X2.3	0.799	0.813	0.574	0.560	0.526
X2.4	0.880	0.726	0.613	0.654	0.661
X3.1	0.624	0.656	0.402	0.771	0.358
X3.2	0.611	0.754	0.507	0.863	0.568
X3.3	0.561	0.619	0.429	0.821	0.371

Variable. indicator	X2	X1	Y	X3	Z
X3.4	0.600	0.625	0.513	0.856	0.509
Y1	0.479	0.496	0.818	0.390	0.571
Y2	0.543	0.511	0.819	0.396	0.579
Y3	0.582	0.587	0.849	0.552	0.638
Y4	0.589	0.607	0.831	0.517	0.654
Z1	0.560	0.514	0.628	0.434	0.876
Z2	0.632	0.565	0.650	0.480	0.892
Z3	0.641	0.642	0.629	0.562	0.833
Z4	0.546	0.558	0.649	0.450	0.860

According to the discriminant validity test results presented in Table 2 through cross loading analysis, it is known that each indicator of the media, community, sponsorship, creative economic development, and Tao Silalahi Arts Festival variables has a higher cross loading value compared to the values on other latent variables. All indicators show a cross loading value above 0.7, so it can be concluded that the instruments in this study meet the criteria for discriminant validity.

Reliability Testing

Reliability testing, especially through the composite reliability approach, aims to assess the consistency, accuracy, and accuracy of the measuring instrument in representing the intended construct. In the Partial Least Squares (PLS) analysis method, instrument reliability is measured using two main indicators, namely the Cronbach's Alpha value and Composite Reliability (Purwanti & Chasanah, 2022). These two measures are used to ensure that the indicators in a construct have adequate internal consistency. According to (Ghozali, 2021). In reliability testing, An indicator is declared reliable if the resulting Cronbach's Alpha value exceeds 0.7, which indicates that the indicator has sufficient internal consistency in measuring the intended construct. Likewise, in Composite Reliability measurements, an indicator is declared reliable if it has a value of more than 0.7. This second criterion indicates that the indicators in the construct have good internal consistency in measuring the specified latent variables. Details of the calculation results regarding Cronbach's alpha and composite reliability can be seen as follows.

Tabel 3. Reliability Test Values

variable	cronbach's alphas	composite reliability	conclusion
Media	0.793	0.802	Reliable
Community	0.853	0.862	Reliable
Sponsor	0.848	0.866	Reliable
Development of the creative economy	0.849	0.853	Reliable
Tao Silalahi Arts Festival	0.888	0.889	Reliable

Based on Table 3, it can be concluded that the constructs of media, community, sponsorship, creative economic development and Tao Silalahi Arts Festival With Cronbach's alpha and composite reliability values above 0.7, all constructs are considered to have good reliability.

Structural Model Evaluation (Inner Model)

After the outer model evaluation stage is carried out and each construct is declared to After meeting the criteria for Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is inner model assessment (Azzahroo & Estiningrum, 2021). This involves evaluating R-square, F-square, and SRMR to determine how well the inner model fits the data.

R-Square

In this study, the R-Square value is used to measure the extent to which exogenous latent variables are able to explain the variability of endogenous latent variables. This value indicates whether the influence given is substantive or significant in the context of the model being tested. The R-Square Value Criteria of 0.75; 0.50; and 0.25 can be concluded that the model is strong, moderate, and weak.

Tabel 4. R-Square Values

Variables	R-square	R-square adjusted
Development of the creative economy	0.604	0.588
Tao Silalahi Arts Festival	0.485	0.468

Based on the calculation results in table 5, the R-Square value above can be obtained for the development of the creative economy of 0.604, which means that the media, community and sponsors are able to explain the Tao Silalahi Arts Festival by 60.4%, while the remaining 39.6% is predicted by other variables not used in this study. Then, the R-Square value of the Tao Silalahi Arts Festival is 0.485, which means that the media, community, sponsors and Tao Silalahi Arts Festival are able to explain the development of the creative economy by 48.5%, while the remaining 51.5% is predicted by other variables not used in this study.

F- Square

In addition to using the R-square value, in conducting model evaluation, it can also be done by looking at the F-square value. The magnitude of the influence of the F-square value is classified into 3, namely 0.02; 0.15; and 0.35 respectively fall into the categories of small, medium, and large influence.

Tabel 5. F-Square Value

variable	Developmentcreative economy	Tao Silalahi Arts Festival
community	0.002	
media	0.017	0.053
Development of the creative economy		
sponsor	0.002	0.006
Tao Silalahi Arts Festival	0.346	

The influence of the community on creative economic development is reflected in the F-Square value of 0.002, which indicates that the contribution is low. Meanwhile, the media variable has an F-Square value of 0.017 on creative economic development, which indicates a moderate influence. For the sponsor variable, the F-Square value obtained of 0.002

indicates that its influence on creative economic development is also relatively small. On the other hand, the Tao Silalahi Arts Festival showed a strong influence on the creative economy, with an F-Square value of 0.346. In addition, the influence of the media on the Tao Silalahi Arts Festival is also moderate, as shown by the F-Square value of 0.017.

Standardized Root Mean Square Residual (SRMR)

The next stage in model evaluation is to test the overall feasibility of the model using A PLS model meets the Goodness of Fit criteria if the SRMR value is below 0.10, and is considered a perfect fit if it is under 0.08. The SRMR value obtained from the calculation results is presented in Table 7 below.

Tabel 6. SRMR values

SRMR	
SRMR	0.088

Based on the calculation results, the SRMR value is 0.088. Because this value is below the maximum limit of 0.10, the model can be declared to meet the Goodness of Fit criteria. Thus, the model is suitable for use to proceed to the hypothesis testing stage in this study.

Path coefficient significance test

The path significance test or path coefficient refers to the standardized regression coefficient which describes the magnitude of the direct effect of the independent variable on the dependent variable. It aims to determine the structural relationship of various independent and dependent variables.

Tabel 7. Path significance test values

variable	(O)	(M)	(STDEV)	(O/STDEV)	P Values
X2→Y	0.072	0.070	0.177	0.408	0.689
X2→Z	0.511	0.513	0.173	2,960	0.003
X1→Y	0.228	0.219	0.185	1.232	0.218
X1→Z	0.123	0.114	0.182	0.676	0.499
X3→Y	0.042	0.054	0.117	0.356	0.722
X3→Z	0.091	0.102	0.123	0.740	0.459
Z→Y	0.515	0.517	0.100	05.133	0.000

The path coefficient is tested using the P-value; a hypothesis is accepted if the P-value is less than 0.05. Table 8 shows that the independent variable community influences the mediation variable Tao Silalahi Arts Festival because the table shows a p-value of 0.003. The intervening variable Tao Silalahi Arts Festival influences the dependent variable of creative economic development because the table shows a p-value of 0.000.

Mediation Test

Test mediation is a test to determine whether the mediating variable can significantly influence The effect of the independent constructs on the dependent construct.

Tabel 8. Mediation test values

variable	(O)	(M)	(STDEV)	(O/STDEV)	P Values
X3→Z→Y	0.047	0.054	0.056	0.710	0.478
X2→Z→Y	0.236	0.270	0.116	2.262	0.024
X1→Z→Y	0.054	0.053	0.094	0.676	0.499

Testing the mediation hypothesis is done by looking at the P-value. A hypothesis is accepted if the P-value obtained is less than 0.05, which indicates a statistically significant relationship. Table 9 shows that the independent variable community is mediated by the intervening variable Tao Silalahi Arts Festival affecting the dependent variable of creative economic development because the table shows the p-value of 0.024.

The results revealed that community participation had no significant impact on creative economy development in Silalahi Tourism Village, as indicated by a p-value of 0.689. However, community participation proved to have a significant effect on the organization of the Silalahi Taoist Arts Festival with a p-value of 0.003. The festival serves as a mediator between community participation and creative economy development, as indicated by a p-value of 0.024. Meanwhile, media involvement and sponsorship support did not show a significant influence on either creative economic development or festival implementation, with p-values of 0.218 and 0.722, respectively.

This study found that community involvement did not have a significant direct influence on the development of the creative economy in Silalahi Tourism Village. However, community involvement plays an important role in organizing the festival, which then functions as a mediator in improving the local creative economy. This aligns with findings indicating that empowering communities through the development of tourism villages can contribute to the improvement of the local economy (Asiva Noor Rachmayani, 2015).

The involvement of the media in this study did not show a significant influence on the development of the creative economy or on the implementation of the festival. This condition is likely caused by a less than optimal promotional strategy or minimal active interaction between managers and the community through social media. Findings from previous studies indicate that intense interaction through social media can make a positive contribution to the progress of tourist villages. Therefore, the role of the media should not only be limited to its function as an information channel, but also as a means to encourage active participation of various elements of society in efforts to improve shared welfare in a geographical area (P. saputra et al., 2022).

Support from sponsorship does not exert a significant impact on either the development of the creative economy or the organization of the festival. This may be due to the form of support that is less appropriate to the needs or the lack of active involvement of sponsors in the activity. Other studies have shown that collaboration between stakeholders, including the business sector, is needed in the development of tourism and the creative economy (Kushardiyanti & Suryadi, 2022).

Festivals act as a mediator that connects community involvement with the development of the creative economy. Successful festivals can boost local economic activity and provide a platform for creative economy actors to showcase their products and services (Ginting et al., 2024). This shows that festivals can be a catalyst in developing the creative economy in the region.

4. CONCLUSION

The results of quantitative research conducted in Silalahi Tourism Village revealed that community involvement does not directly affect the development of the creative economy. However, active community participation plays a significant role in organizing the Tao Silalahi Arts Festival, which then functions as a catalyst in increasing local economic activity. Conversely, media involvement and sponsorship support do not exhibit a significant influence on the development of the creative economy or the implementation of the festival. Thus, although community, media, and sponsorship involvement have the potential to influence the development of the creative economy, their effectiveness depends on how their respective roles are integrated and optimized in the local context. These findings highlight the importance of the role of the community in supporting local cultural events to encourage the growth of the creative economy, while media and sponsorship involvement strategies need to be reviewed to be more effective.

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