

# Optimizing Creative Economic Potential through Training Implementation

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**Abstract.** *This research explores the important role of support in designing programs and training as a key element in improving community welfare in the area. The focus is on the strategies undertaken to strengthen the capacity of local communities in managing and sustainably utilizing the resources found in Malenrang Beach, Panaikang Village, East Sinjai Regency. The results of this study provide an in-depth look at the importance of two-way dialogue between service providers and communities, the provision of up-to-date information, and needs-based training in the context of tourism destination development. As a result, this research provides an important contribution in efforts to advance the potential of the creative economy in the Malenrang Beach area, Panaikang Village, East Sinjai Regency.*

**Keywords:** *Creative Economy, Training Implementation, Tourism Destination*

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## INTRODUCTION

Malenrang Beach, located in Panaikang Village, East Sinjai Regency, has significant economic potential as a natural resource for local residents. Despite its great potential, optimal utilization of this resource is often hampered by the lack of skills and knowledge needed to sustainably develop the local economy. Therefore, improving the quality and quantity of human resources involved in tourism management is very important through formal and non-formal education, in order to overcome future challenges.

The development of Tourism Villages requires effective management, where the participation of competent human resources is key (Gautama et al., 2020). However, the number of qualified Tourism Village managers is still limited, therefore, effective planning and development of human resources is very necessary. Increasing local community knowledge regarding tourism management in their area will encourage tourism interest from various regions, as well as help the growth of Tourism Villages, especially in the marine tourism sector (Bennett & Dearden, 2014). By improving the quality of human resources, either through mentoring, guidance, or socialization related to tourism, it is hoped that it can accelerate the growth of Tourism Villages, especially in the marine tourism sector. This will contribute to increasing tourist attractions, more effective management of resources, and sustainable economic growth for local communities and surrounding areas (Busro, 2018; Muhanna, 2006; Streimikiene et al., 2021).

The human resources expected by tourist villages include individuals who have high interests and attitudes, have a commitment to work better and have work motivation to always try to improve their quality in facing every challenge that will come (Suprihanto & Putri, 2021). One of the tasks of a leader is to provide encouragement to subordinates so that they can work

well. Every activity carried out by a person is driven by a force from within that person, this driving force is called motivation as conveyed by Handoko (Sudarsana, 2019). In a study conducted by Teriasi et al. (2022) and Arrizal et al. (2020) said that facing global challenges and changing economic dynamics, it is important to pay attention to the concept of the creative economy as a way to generate added value from local resources. The creative economy covers various sectors, including arts, crafts, tourism, culinary, and technological innovation, and can be a driving force for local economic growth.

However, to optimize the potential of the creative economy in Malenrang Beach, serious efforts are needed to improve the skills and knowledge of the local community. Training is an important instrument in achieving this. With relevant training that is oriented to market needs, the community can develop the skills needed to actively participate in the creative economy sector (Ibrahim et al., 2024).

The implementation of training at Malenrang Beach, Panaikang Village, East Sinjai Regency, also depends heavily on the existence of supporting regulations. The important role of government regulations in creating an environment that supports the growth of the creative economy is very real. Therefore, a deep understanding of the applicable regulations and their impact on the implementation of training programs is key to designing an effective strategy for human resource development (Arifin et al., 2024; Tahir et al., 2023; Fitriyanti & Sinaga, 2024). It is hoped that this Community Service (PKM) activity will have a significant positive impact on East Sinjai and its residents. Through the optimal development of a tourist village at Malenrang Beach, Panaikang Village, East Sinjai Regency, the potential of the area to attract more tourists can be optimized. This will not only create new job opportunities and increase local income, but will also strengthen the regional economy as a whole. By enjoying the natural beauty and local wisdom, tourists will also be part of efforts to preserve the environment and sustainable development (Lubis et al., 2020).

Malenrang Beach, located in Bangko Hamlet, Panaikang Village, East Sinjai District, Sinjai Regency, has become one of the marine tourism destinations that is in demand by local tourists and from across districts. The beauty of this beach, especially when enjoyed from the vantage point of Pulau Sembilan, offers visitors an amazing experience. The view is even more stunning when Malenrang Beach is illuminated by attractive decorative lights at night, adding to its charm and appeal as a tourist destination worth visiting. Not only is it famous for its stunning natural panorama, Malenrang Beach also offers various attractive facilities for visitors.

The management has provided various facilities to increase tourist comfort, such as recreation and relaxation areas, as well as water sports facilities (Song et al., 2020). All of these things make Malenrang Beach not only a beautiful natural tourist destination, but also a place that offers a complete and memorable holiday experience for visitors from all walks of life. Overall, Malenrang Beach is not only a charming natural attraction, but also a tourist destination complete with modern facilities provided. With its charming natural charm and various facilities offered, it is no wonder that Malenrang Beach continues to be a popular tourist destination and is loved by many people.

## **METHODS**

In the empowerment process, the method used is a participatory method, which actively involves the community in an effort to improve their situation. The participatory method is an approach applied in community development, where the community has a significant role in designing and implementing solutions to the problems faced (MacDonald, 2012). The approach used in this process is a case study, which is a qualitative method to understand the problems faced by the community and find appropriate solutions to overcome them. Using a case study approach, community empowerment efforts in Malenrang Beach can provide a comprehensive picture of the challenges faced by local communities in developing the creative economy, as well as identifying effective solutions to overcome these problems. This process is carried out in several stages as follows:

Recommendations and solutions to public complaints: a) Provide direct advice to the community to find out the problems and complaints they face; b) Encourage two-way dialogue between service providers and the community to get comprehensive feedback; c) Provide insights that help in identifying and formulating solutions that can be implemented. Support in program development and training: a) Supporting the preparation of educational programs that are relevant to community needs; b) Conducting outreach to provide useful understanding to the community; c) Organizing training to improve community skills and knowledge related to efforts to improve welfare.

Up-to-date information and assistance in finding solutions: a) Provide up-to-date information on issues that are developing in the community, especially related to the development of tourism destinations; b) Provide assistance to the community in finding the best solutions to the problems they face, by providing the necessary resources and guidance; c) Encourage active community participation in finding solutions to existing problems, so that an inclusive and collaborative environment is created.

## RESULTS AND DISCUSSION

Malenreng Beach, located in Bangko Hamlet, Panaikang Village, Sinjai Timur District, Sinjai Regency, attracts local and inter-district tourists because of its stunning natural beauty. The view of Sembilan Island which is lined up along the coast adds to its appeal, making it a place that is difficult for visitors to leave. Especially at night, Malenreng Beach displays an enchanting charm, with decorative lights that add to the beauty of the beach panorama.



Figure 1. Malenreng Beach

*Source: Researcher Documentation, 2024*

In addition to the stunning natural panorama, Malenreng Beach is also famous for its various facilities provided by the management. These facilities provide added value for visitors, enriching their holiday experience on this beach. The diversity of these facilities includes a variety of recreational activities, places to relax, and water sports facilities, adding to the appeal of this tourist destination. Overall, the stunning natural beauty and the variety of facilities offered by Malenreng Beach make it an attractive tourist destination and is in demand by many people. The combination of captivating beach panoramas and complete facilities, Malenreng Beach is able to provide a memorable holiday experience for its visitors.





Figure 2. Facilities at Malenrang Beach

*Source: Researcher Documentation, 2024*

Malenrang Beach offers complete facilities to meet the various needs of its visitors. From interesting recreational activities such as sunbathing on the beach to playing beach volleyball, to a comfortable place to relax with a stunning sea view, this beach enriches the holiday experience of visitors. In addition, by providing water sports facilities such as canoe and surfing rentals, as well as various entertainment such as traditional food vendors and children's play areas, Malenrang Beach is a complete and fun tourist destination to be enjoyed by visitors of all ages.

### **Providing Diverse Views Supporting Solution Innovation and Positive Impacts**

In this study, the importance of direct and proactive interaction in responding to community complaints is the main focus. It is recommended to apply an approach that involves service providers in interacting directly with the community, either through face-to-face meetings or direct surveys in the field. Through this direct communication, service providers can more deeply understand the problems and complaints faced by the local community. Thus, the solutions presented can be more relevant and in accordance with the real needs faced by the local community, due to a deeper understanding of the local context (Nasir et al., 2023; Al Hamid et al., 2023).

Furthermore, there is an emphasis on the importance of two-way dialogue between service providers and the community. Through this active dialogue, service providers can obtain comprehensive feedback from the community regarding the problems faced. As a result, the proposed solutions can be more effective and accepted by the community, because they are based on a better understanding of the needs and expectations of the local community. In addition, through this two-way dialogue, community involvement in the decision-making process is also strengthened, so that the resulting solutions have a higher level of acceptance and support (Irvin & Stansbury, 2004).

The importance of providing insights that help identify and formulate workable solutions. By providing diverse insights and perspectives, service providers can support communities in formulating more innovative and effective solutions to address the problems they face. This opens up opportunities to create more sustainable solutions and provide greater positive impacts for local communities, as the solutions produced are based on a comprehensive understanding of the problems and needs at hand.

### **The Key Role of Support and Counseling in Optimizing Creative Economy Potential Through Training at Malenrang Beach**

The importance of support in designing programs and training is a very relevant factor in this context. The implementation of training is not only limited to the transfer of skills, but also involves strengthening the capacity of local communities in managing and utilizing resources sustainably. Therefore, careful support in designing education and training programs plays an important role in ensuring that these programs can have a significant impact on optimizing the creative economy potential in the area (Rahman & Hakim, 2024).

The role of counseling cannot be ignored in achieving the objectives of this study. Through effective counseling, up-to-date information on emerging issues in the development of tourism destinations and other creative economy opportunities can be conveyed to the local community. Increased awareness of the potential of the creative economy in the region can encourage active community participation in the development process, as well as build strong support for the implementation of training programs. Not only that, the training implemented in this study aims to do more than just improve individual skills. The goal is also to broaden the community's insight and knowledge about the various creative economy opportunities that exist. By involving the community in training that suits their needs, significant improvements in productivity and overall well-being can be achieved. This effort is in line with the vision of optimizing the potential of the creative economy in Malenrang Beach, Panaikang Village, East Sinjai Regency, which is the core of this study.

### **The Importance of Current Information and Community Participation in the Development of Tourism Destinations in Malenrang Beach**

The importance of providing current information to the community regarding issues that develop in the context of tourism destination development in Malenrang Beach, Panaikang Village, East Sinjai Regency. Tourism destination development requires a deep understanding of market trends, changes in consumer behavior, and other factors that can affect the potential for the creative economy in the area. By providing current information, both to tourism industry players and the local community, it can help them to respond effectively to these changes. This creates an opportunity to optimize the use of local resources and expand the market, which in turn can increase the competitiveness of the tourism destination.

In addition, providing assistance to the community in finding solutions to the problems they face is a strategic step in supporting the development of the creative economy. This approach considers the aspect of community involvement in the decision-making process, which is recognized as important in sustainable development. By providing the necessary resources and guidance, the community can be actively involved in identifying problems and formulating solutions that are appropriate to the local context. Through this active participation, an opportunity is created to explore local potentials that have not been fully utilized and formulate sustainable strategies for the development of the creative economy in Malenrang Beach.

Encouraging active community participation in finding solutions to problems is an important step in building an inclusive and collaborative environment. Community participation is not only about having a voice in the decision-making process, but also about developing local capacity and independence. By adopting this approach, a relationship of mutual trust is created between service providers and the community, which is an important foundation for the success of development programs. In addition, active community participation also opens the door to the

exchange of knowledge and experience between community members, which can enrich the solutions produced and increase the positive impact of creative economy development efforts in Malenrang Beach.

## CONCLUSION

This study highlights the importance of direct and proactive interaction and provision of up-to-date information in responding to community complaints and optimizing the potential of the creative economy. Various aspects such as two-way dialogue, support in designing programs and training, and counseling are important points highlighted in efforts to improve community welfare in Malenrang Beach, Panaikang Village, East Sinjai Regency.

### Direct and Proactive Interaction Support

The approach that involves service providers in interacting directly with the community opens up opportunities for in-depth understanding of local problems and needs. This allows for solutions that are more relevant and in accordance with the real context faced by the local community, strengthening their involvement in the decision-making process.

### Provision of Up-to-date Information and Community Participation

Providing up-to-date information on emerging issues in tourism destination development plays an important role in responding to change and optimizing the potential of the creative economy. Support in finding solutions to problems faced by the community, both through practical assistance and the provision of guidance, is a strategic step to strengthen active community participation in the development process.

### The Role of Training in Optimizing the Potential of the Creative Economy

Training is not only about transferring skills, but also expanding the community's insight and knowledge about creative economy opportunities. With a needs-oriented approach, training can provide significant improvements in productivity and overall community well-being. Overall, this study shows that the integration of various strategies such as direct interaction, provision of up-to-date information, and training is a crucial step in improving community well-being and optimizing the potential of the creative economy in Malenrang Beach, Panaikang Village, East Sinjai Regency.

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