



Micro, Small, and Medium Enterprises Based on Creative Economy Increasing the Competitiveness Excellence of The Modern Night Market Perdanaria Jakarta

Priyono Joko Alam^{1*}, Lela Nurlaela Wati¹, Peggy Ratna Marlianingrum¹

¹ STIE Muhammadiyah Jakarta (Universitas Teknologi Muhammadiyah Jakarta), Indonesia

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Abstract

Micro, small, and medium enterprises, especially those based on a creative economy, contribute to productive employment because they do not require specific requirements such as gender, education level, and capital, which are not defined using simple and easy-to-understand techniques. The creative economy in October 2021 contributed 7.8% of GDP and in 2022 targets US\$ 25.14 billion. Creative economy-based MSMEs are an embodiment of optimism and positive aspirations in supporting and realizing the vision of an advanced Indonesia. The aim of this research was to analyze the competitive advantages of the Perdanaria Jakarta Modern Night Market. This study uses a qualitative approach with in-depth observation. The data used in this study are primary data obtained through structured interviews with micro small medium enterprises based on creative economy, the management and crew of the Perdanaria Jakarta Modern Night Market. Based on observations and interviews with the owner of the Perdanaria Jakarta Modern Night Market, it can be seen that creative economy-based MSMEs have implemented their activities with creative and innovative ideas in presenting their products and marketing to attract and arouse consumer tastes with various models (fashion), flavors and variants (culinary) and fine arts. The results of this study can be generalized to other creative economies.

Keywords *Creative Economy, Competitive Advantage, MSMEs Management Development, Income Increase*

INTRODUCTION

Micro, small and medium enterprises (MSMEs), especially the creative economy, contribute to productive employment because they do not require specific requirements such as gender, education level, and capital, which are not defined using simple and easy-to-understand techniques. In October 2021, the creative economy contributes 7.8% of GDP, amounting to US\$ 23.9 billion, and in 2022, it will increase to US\$ 25.14 billion. The development of MSMEs management based on the creative economy is a manifestation of optimism and positive aspirations in supporting and realizing the vision of an advanced Indonesia.

Creative economy-based MSME development management is an embodiment of optimism and positive aspirations in supporting and realizing the vision of an advanced, prosperous, and dignified Indonesia with the aspirations of making the Indonesians achieve a quality life full of potential, creativity, and innovation. The development of the creative economy makes human resources the main source, which is based on ideas, ideas, and thoughts that are modern and insightful and have a true entrepreneurial spirit. Someone who has an entrepreneurial spirit can transform something that is less valuable into a commodity that has high quality and selling value. According to [Law 20/2008](#) concerning MSMEs, MSMEs are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-enterprises as stipulated in this law. The purpose of MSMEs, according to Law Number 20 of 2008 is to grow and

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Corresponding author's email: priyonoalam1208@gmail.com

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develop their businesses in the framework of building a national economy based on a just economic democracy.

The criteria for MSMEs based on Law Number 20 of 2008 are that a business can be said to be a micro MSME business if it has profits from its business of IDR 300 million and has assets and net assets of at least IDR 50 million (excluding land assets and buildings). Meanwhile, an MSME small business is an independent or stand-alone productive economic enterprise either owned by individuals or groups and not as a branch business entity of the main company. Has a net worth of IDR 50 million to IDR 500 million (excluding land and building assets) with annual sales ranging from IDR 300 million to IDR 2.5 billion. Meanwhile, MSME medium businesses are businesses in a productive economy and are not branches or subsidiaries of the central company. The criteria for MSME medium businesses are above IDR 500 million to IDR 10 billion (not including buildings and land for business premises) with annual sales reaching IDR 2.5 billion to IDR 50 billion.

Along with the growth and development of MSMEs in Indonesia, which continued to increase when the Covid 19 pandemic hit almost all countries in the world, which resulted in a decline in the economy in each country as well as what happened in Indonesia. With the pandemic, many companies have cut the number of their employees or limited the number of employees conducting their activities by imposing Work from Home (WFH) or doing work activities from home. One of the real sectors that was able to survive during the pandemic was MSMEs, such as traditional markets and small business centers based on the community's creative economy, which came with various creations and innovations to continue to exist and maintain their creativity. In these difficult times, so that he becomes an economic restorer in the midst of a downturn due to COVID-19 from various economic sectors.

The existence of MSMEs engaged in the creative economy provides a critical meaning for the community because this type of business provides benefits in growing community interest in entrepreneurship, being able to create jobs and creative power, which agrees with efforts to maintain and develop elements of community culture or local wisdom. On the other hand, MSMEs are able to absorb labor, thereby reducing unemployment. The existence of MSMEs, which are simple and require capital in accordance with the type of business, can become a forum for creating a workforce in the community.

MSMEs production, especially the creative economy, is a productive employment field because this work does not require specific requirements such as gender, education level, and capital, which are not defined using simple and easy-to-understand techniques. However, MSMEs have an important role in improving the national economy from the point of view of the type and number of businesses, job creation, and competitive and efficient economic growth. The hope of all stakeholders is how MSME products can boost GDP. GDP is the amount of added value generated by all production units of a country's goods within a certain period of time. Gross domestic product (GDP) is one method for calculating national income.

The presence of MSMEs in national development has a strategic role in economic growth and absorption of labor as well as the distribution of product results to various regions in Indonesia. The existence of MSMEs is not only considered as a place to accommodate temporary workers but also helps the existence of people of productive age who have not been absorbed into work. to the formal sector and become a center of economic activity growth. Armed with experience during the 1997 economic crisis when Indonesia experienced a monetary crisis, it is no exaggeration to focus on the development of MSMEs in the creative economy.

During the pandemic, many MSMEs experienced a downturn, the current situation in Indonesia, where as many as 4.8% of MSMEs, which had been in a slump, have returned to normal. During the pandemic, the government's policy of imposing MSME regulations to continue operating

proved to be quite effective. The condition of local micro, small and medium enterprises (MSMEs) has declined in the first two years of Covid-19, to be precise, in 2020–2021. Based on a survey from UNDP (United Nations Development Program) and LPEM-UI (Institute for Community Economic Research-University of Indonesia) involving 1,180 Micro, Small and Medium Enterprises (MSMEs), during the Covid 19 pandemic, more than 48% of MSMEs experienced raw material problems, 77% experienced a decrease in income, 88% of MSMEs experienced a decrease in product demand, and 97% of MSMEs experienced a decrease in asset value.

The Tourism and Creative Economy Agency stated that creative economy MSME players in Indonesia in October 2021 would contribute 7.8% to the gross domestic product (GDP). This number is supported by three main sub-sectors, namely, culinary, fashion, and craft, which have succeeded in placing Indonesia in the top three world rankings in contribution to national GDP under the United States (with Hollywood) and South Korea (with K-Pop). In 2020, the export value of Indonesia's creative economy reached US\$ 18.8 billion and will increase in 2021 to reach US\$ 23.9 billion. The Indonesian government targets export value in 2022 to reach US\$ 25.14 billion. Indonesian consumers are currently more dominant in using and consuming products with domestic brands (88.8%).

The Perdanaria Jakarta Modern Night Market is a business entity engaged in game rides services. Perdanaria Jakarta, which was initiated in 2013, performs good and sustainable management so that it grows and develops into a modern night market with various facilities that pamper visitors or consumers. The presence of the Perdanaria Jakarta Modern Night Market can attract local youth, especially those from Sukamakmur Village, Ciomas District, Bogor Regency. In contrast, Perdanaria Jakarta has fostered creative economy-based SMEs that enliven every event. In addition to the fostered nomadic MSMEs, Perdanaria Jakarta provides opportunities for food and drink, fashion (fashion, shoes and other accessories), and art (calligraphy and craft arts).

The products displayed at the Modern Night Market are not only in different shapes and packaging but also have a distinctive taste created by MSMEs local to participate in enlivening the event by giving 30% of local MSMEs in each event at Jakarta, Bekasi, Bogor and Tangerang area. Both fostered or local MSMEs are creative economy actors. MSMEs that are members of the Perdanaria Jakarta Modern Night Market are creative economy-based MSMEs that focus on their respective types of business. This type of MSME business can be classified into three major groups: fashion, culinary, and fine arts.

Fashion or clothing is something that remains interesting from time to time, as well as what happens in the world of night markets. The public's need for clothing that follows today's trends encourages manufacturers to continue to be creative and create new innovations so that their production can survive and grow in accordance with the times. The type of fashion that is in demand by the night market lovers, especially the Perdanaria Jakarta Modern Night Market, is batik, sportswear, shoes, and sandals with the latest and renewable models that are cheap and of good quality. This must be done by MSME actors, especially those in the night market environment, because the more products circulate among consumers, the more consumers will be free to choose. Culinary products always create various innovations to attract visitors at every event. For example, grilled rice, which generally contains chicken or meat, is developed into grilled rice filled with mushrooms and spicy fish. Meatballs that are common are meatballs and tendon meatballs, which are created into meatballs with children, namely large meatballs that contain small meatballs inside and can be enjoyed by two or more people. Coconut ice, which is conventionally combined with brown sugar extract and white sugar essence to produce coconut ice with various variants such as mango flavor, strawberry flavor, orange flavor, and milk

Fine arts, calligraphy, and crafts are products that are no less in demand by visitors. The

art of calligraphy has its own fans and communities of calligraphy lovers; therefore, calligraphy producers are required to express creative ideas so that consumers are not left behind. In addition to ideas and ideas, producers of calligraphy artwork have started preparing high-quality materials such as linen canvas (this type of canvas is a strong and durable canvas), cotton (cotton material has a soft texture), and marsoto canvas (the thickest canvas and has the texture that develops its ability to hash). Children's toys, souvenirs, and arts and crafts are also the main attractions for visitors to the Perdanaraia Jakarta Modern Night Market. Craft art is a craft that is rare and unique but has high artistic value. Crafts are made of wood (masks, carved statues), textiles (batik, weaving), metal (kris, statues, gold and bronze jewelry), ceramics (flower vases, teapots, jars), leather (wallets, *wayang*), and stone (decoration).

Table 1. MSME Income at the Perdanaria Jakarta Modern Night Market.

No	Classification Type of business	Income 2019	Income 2020	Income 2021	Income 2022
1	Fashion				
	Lilis Lestari (Batik)	IDR 10,500,000	IDR 6,250,000	IDR 9,950,000	IDR 10,950,000
	Jhon Mulyadi (sport shirt)	IDR 9,500,000	IDR 5,500,000	IDR 9,600,000	IDR 10,150,000
	Imas (shoes and slippers)	IDR 9,800,000	IDR 6,200,000	IDR 9,600,000	IDR 9,900,000
	Amount	IDR 29,800,000	IDR17,500,000	IDR 29,150,000	IDR 31,000.000
2	Culinary				
	Munir (fried rice)	IDR 10,500,000	IDR 7,600,000	IDR 9,700,000	IDR 10,700,000
	Erwin (smashed chicken)	IDR 11,300,000	IDR 9,300,000	IDR 10,600,000	IDR 11,750,000
	M Rofik (Roasted Rice)	IDR 10,400,000	IDR 9,500,000	IDR 9,900,000	IDR10,500,000
	Suyatmi (Give Birth Meatball)	IDR 10,500,000	IDR 8,300,000	IDR 9,800,000	IDR11,200,000
	Amount	IDR 42,000,000	IDR 33,900,000	IDR 39,800,000	IDR44,150,000
3	Art				
	Juanda (Calligraphy)	IDR 8,500,000	IDR 5,200,000	IDR 7,500,000	IDR 8,500,000
	Cecep Hidayat (Children toys and souvenir)	IDR 8,800,000	IDR 6,200,000	IDR 8,600,000	IDR 9,900,000
	Martin (craft)	IDR 9,200,000	IDR 6,400,000	IDR 8,600,000	IDR 8,900,000
	Amount	IDR 26,500,000	IDR 17,000,000	IDR 24,700,000	IDR27,300,000

Based on the table above, all MSMEs players' income from 2019 to 2022 has experienced an increase in income, except for 2020, when all types of businesses have experienced a decrease in income due to the COVID-19 pandemic.

Creative economy-based micro, small and medium enterprises (MSMEs) are a manifestation of positive optimism and overflowing aspirations in supporting and realizing the

vision of an advanced, prosperous, and dignified Indonesia with thoughts and aspirations to help the Indonesians achieve a quality life full of potential, creativity, and innovation. The development of the creative economy makes human resources the main source, which is based on ideas, ideas, and thoughts that are modern and oriented toward a true entrepreneurial spirit. An individual with an entrepreneurial spirit can turn something that is of little value into a commodity that has high selling value and quality.

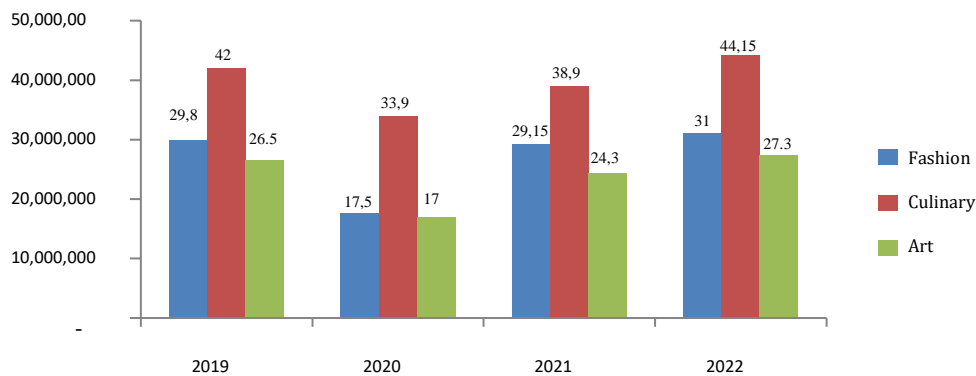


Figure 1. Data on the Average Income of MSMEs Modern Night Market Perdanaria Jakarta from 2019 to 2022

Previous gap research includes research conducted by [Putra and Maulana \(2018\)](#). The conclusion of this research is that increasing the competitiveness of the creative industries is highly dependent on the availability of capital, fostering the creativity of business actors, as well as aspects of technology integrated marketing, and optimizing the supporting components of the creative industries with the Porter Diamond model (a model that emphasizes the competitive advantage of an industry or business that makes it perform better than competitors in region or country). There is a research gap in this study, especially in the elements of competitive advantage, including customer service, responsiveness, and customer satisfaction. Learns self-taught because it is a hereditary industry. Specifically for the stilt house industry, it is necessary to pay attention to the continuity of wood raw materials and permits.

Research conducted by [Putong \(2021\)](#), found a crisis of skilled and professional workers in the pottery and stilt house industries. The current workforce needs to be made simpler. There is a research gap where the available workforce is cultural or hereditary, so that the creative industries for pottery and stage makers remain superior. It is necessary to provide education and training for the workforce continuously to improve human resources in order to increase the superiority of its product.

Further research by [Anjarningrum and Sidi \(2018\)](#) show that market orientation, innovation, and product creativity have a positive and significant effect on creative industry performance to achieve competitive advantage. The managerial implication of the result of this study is that to achieve competitive advantage in a highly competitive environment, creative industry players must improve industry performance by optimizing market orientation, not only focusing on what is produced to increase productivity but also seeing what is produced by the industry in achieving product competitive advantage. It is necessary to support financial or banking institutions, which are indicators of competitiveness.

In addition, the objective of this research is to assess competitiveness, management development, and income for the MSME Creative Economy Perdanaria Jakarta Modern Night Market. The subjects in this study were the Perdanaria Jakarta Modern Night Market (owner and

employees), creative economy-based MSME actors, and visitors, while the objects were management development income and its competitiveness.

The purpose of this study is to analyze management development, income, and competitiveness of MSMEs based on the creative economy in increasing competitiveness in Perdanaria Jakarta Modern Night Market.

LITERATURE REVIEW

Creative Economy

Economy means the use of valuable money, energy, time, and so on, and creative means having creativity or ability that requires intelligence and imagination in the Indonesian Dictionary. The creative economy is a new economic wave born in the 21st century that prioritizes knowledge, creativity, and intellectual property that can create income, employment opportunities, income, and welfare. The basis or core of the creative economy lies in the creative industries. The creative industry is driven by creators and innovators who create goods and services by prioritizing creativity and innovations that can expand the marketing of products. This creative economy-based business has spread to almost all provinces and districts/cities throughout Indonesia.

The creative economy, according to [Howkins \(2006\)](#), is an economy that has superior characteristics on the creative side in producing various creative designs that stick to the products or services produced. According to [Purnomo \(2016\)](#), the creative economy is the fourth wave of the economy in which the continuation of the third wave economy with cultural orientation and creativity, science and technology, management of the creative economy and its potential needs to be carried out in a systematic, structured and sustainable manner. The economic value of goods and services currently of creativity is not determined by industrial raw materials but by the use of creativity itself through the creation and technological developments that are growing rapidly.

[Gusti \(2016\)](#) argues that Creative economy is a new economic concept that combines information and creativity by relying on ideas, ideas and knowledge from human resources as factors of production, namely natural resources and human resources, capital (the main factor and orientation or management. From the above argument, it can be underlined that the factors of production are not only raw materials and semi-finished goods, but creativity, ideas, ideas, and knowledge are also factors of production. In line with [Gusti \(2016\)](#), [Suryana \(2017\)](#) argues that the creative economy is an economy driven by creative industries that prioritize the role of intellectual property. He reinforces the opinion that the creative industry can be triggered by creative ideas based on intellectual property.

Competitiveness

The [World Economic Forum \(2018\)](#) defines competitiveness as a set of institutions, policies, and factors that determine a country's level of productivity. The emphasis of the World Economic Forum is the competitiveness of institutions, policies, and factors that can increase the productivity of a country to achieve excellence.

In general, competitiveness is the ability of a company/industry, region, or country to produce higher and more sustainable factors of income and employment despite international competition. The factors that determine competitiveness are as follows:

1. Condition of resource factors (natural resource and human resources).
2. Request condition.
3. Supporting and related industrial conditions.
4. The condition and strategy.

[Romero and Martínez-Román \(2012\)](#) argue that other factors that support a company's internal

competitiveness are motivational, financial, and support from company leaders in building the company's internal competitiveness. [Noruzy et al. \(2013\)](#) stated that a company's innovation ability is capable of creating the latest products and services, so that the company's products are in demand by the market, meaning that the company's competitiveness is rooted in its capabilities, which are continuously developed by internal resources, which include support from company leaders, strength financial and internal motivation to develop strengths, and innovations that continue to be created and have competitiveness in the market. Meaning that the company's competitiveness is rooted in the company's capabilities, which are continuously developed by internal resources, which include support from company leaders, strong financial and internal motivation to develop strengths and innovations that continue to be created and have competitiveness in the market.

Meanwhile, according to [Awwad et al. \(2013\)](#), competitive advantage is abilities acquired through characteristics and resources of a company to have a higher performance compared to other companies in the same industry or market. According to [Tambunan \(2018\)](#), that "the competitiveness of a company can be determined by many factors, such as the expertise or educational level of workers, the expertise of entrepreneurs, the availability of capital, organizational systems, and good management (according to business needs), availability of technology, availability of information, and availability of other inputs such as energy and raw materials". From the opinion of the expert above, it can be concluded that competitiveness is an ability that can produce goods and services, fulfill sustainable income, and achieve excellence.

Management Development

Management development is a program that functions to encourage individuals, managers, and prospective managers of an organization to develop their skills, knowledge, and responsibilities. [Dessler \(2015\)](#) argues that management development is "any effort to improve current or future management performance by imparting knowledge, changing attitudes, or improving skills". According to researchers, improving skills is very much needed in developing management with the balance of qualified knowledge so that it can improve performance.

According to [Armstrong \(2016\)](#), management development is a systematic process that aims to ensure that the organization has the effective managers it needs for current and future needs. Meanwhile, according to [Krismiyati \(2017\)](#), indicators for the development of human resource management consist of three indicators: motivation, personality, and skills. Management development, it can be concluded that management development is any effort made to improve managerial performance, either present or in the future, with behavior, knowledge, and skills.

The author argues that management development can be summed up as a structured and planned process that continuously improves knowledge and skills involving all organizations to achieve organizational goals.

Income

Income is the number of funds that a person or company receives as a reward or result of selling a product or service, as well as investment returns. Companies or businesses earn income by selling goods or services that exceed production costs.

According to [Sherraden \(2007\)](#), income is all the money that goes into a household or other smallest unit in a certain period. Other studies by [Sodikin and Riyono \(2014:57\)](#) state that income is an increase in economic benefits during the reporting period in the form of inflows or increases in assets, or decreases in liabilities resulting in an increase in equity that is not derived from investment contributions. While [Samryn \(2016\)](#), income is an increase in assets or a reduction in liabilities originating from the delivery of goods or services within the framework of the company's

commercial activities.

Meanwhile, the [Indonesian Institute of Accountants \(2019\)](#) reveals that the Financial Accounting Standards for Entities Without Public Accountability (*SAK ETAP*) defines revenue as income that arises in the implementation of entity activities, which are commonly known by different names such as sales, fees, interest, dividends, royalties, and rent. In addition, [Hernanto \(2019: 102\)](#) argues that income is an increase or increase in assets and a decrease or decrease in company liabilities, which are the result of operating activities or the procurement of goods and services to the public or consumption in particular.

From some of the definitions above, it can be concluded that income or income is the amount of input obtained for services provided by an organization or company, which can include sales of customer products or services obtained in an operating activity of an organization to increase and decrease the quality that arises in the delivery of goods or services.

RESEARCH METHOD

This study uses a qualitative approach with in-depth observation. The data used in this study are primary data obtained through structured interviews with creative economy-based SMEs, management, and crew at the Jakarta Modern Perdanaria Night Market.

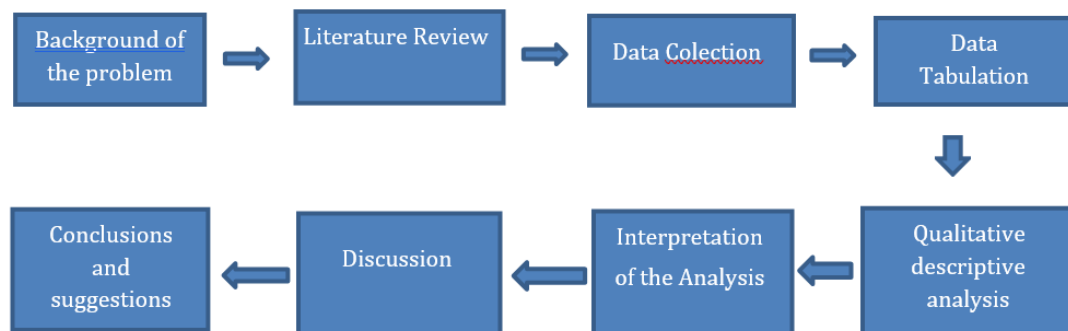


Figure 2. Qualitative Research Flow

The participants in this study were MSME actors, management division, night market crew, and visitors or consumers of the Perdanaria Jakarta Modern Night Market, with a sample of 31 people. Qualitative data analysis was carried out using a qualitative analysis process. Qualitative content analysis according to Miles and Huberman (quoted from [Sugiyono, 2017](#)) states that qualitative analysis is carried out continuously until the data is saturated with the stages of data reduction, data display, and drawing conclusions or verification. The components of qualitative data analysis are as follows:

1. Data reduction (reduction)
Reducing data means summarizing, choosing the main things, and focusing on the things that are important to look for themes and patterns.
2. Data presentation (data display)
The presentation of qualitative data can be done in the form of narrative short descriptions, charts, relationships between categories, and the like.
3. Data conclusion (conclusion drawing).
The initial conclusions are temporary and can still change if strong evidence is found to support the next steps. However, if the conclusions put forward at the initial stage are

supported by valid and consistent evidence when the authors return to the field to collect data, then the conclusions put forward are credible.

FINDINGS AND DISCUSSION

Findings

From the results of observations and interviews with the owner of Perdanaria Jakarta Modern Night Market, creative economy-based MSMEs have carried out their activities with creative and innovative ideas in presenting their products and marketing to attract and arouse consumer tastes with the following:

1. Various models (fashion).
2. Flavors and variants (culinary).
3. Fine arts

The board of Perdanaria Jakarta performs basic tasks and managerial functions, especially in structuring and self-managing creative economy-based MSME actors with various characteristics that continue to survive, develop, and modernize the creative industry, especially the Night Market, which indirectly becomes a competitor. Three points can increase the competitive advantage of Perdanaria Jakarta Modern Night Market:

1. Management development
2. Income
3. Competitiveness

Discussion

Healthy competition has an impact on game rides services and similar businesses to become more competitive in the midst of the current digitalization wave. The results of this study refer to problems regarding the creative economy in increasing the competitive advantage of the Perdanaria Jakarta Modern Night Market. Research data collection was carried out through observation, FGD, and structured interviews with all respondents totaling 31 people consisting of owners, employees of creative economy MSME actors, and visitors. The demographic result of this study is presented in the Table 2.

Table 2. Perdanaria Jakarta Modern Night Market's Seller Demographic

No.	Category	Percentage	People	
1.	Age	18-28	51,61%	16
		29-39	29,04%	10
		40-50	9,67%	5
		>50	None	-
Total		100%	31	
2.	Gender	Male	61,70%	19
		Female	38,30%	12
Total		100%	31	
	Junior	29.04%	9	

		School		
3.	Education	High School	54.84%	17
		Diploma 3	6,45%	2
		Bachelor	9,67%	3
Total		100%	31	

The results of structured interviews with each respondent were given 3 (three) questions is the creative economy having a positive impact (with indicators of management development, increased income and competitiveness) on the excellence and competitiveness of the Perdanaria Jakarta Modern Night Market.

The results of interviews with 10 Perdanaria Jakarta employees provided answers, making Perdanaria Jakarta with an integrated management system and a professional team with high commitment supported by the best and quality rides. Guaranteed security for visitors differentiates Perdanaria Jakarta from other night markets in general and is determined to be the best modern night market in Indonesia with the following principles:

1. Provide the best service.
2. Always new concepts and innovations.
3. Have a wide network.
4. Have good corporate values for employees and the surrounding environment.

The results of interviews with 10 visitors to the Perdanaria Jakarta Modern Night Market were as follows:

1. Friendly and good service by the crew and MSMEs that are integrated with the Perdanaria Jakarta Modern Night Market.
2. Perdanaria Jakarta is of prime quality by prioritizing visitor friendliness and safety.
3. The display of rides is attractive and full of innovation.

The results of interviews with Creative Economy MSME actors at the Perdanaria Jakarta Modern Night Market are as follows:

Lilis Lestari (Batik)

“Batik is not just any batik, this is original batik from Pekalongan made directly from craftsmen, with the distinctive Pekalongan batik label that makes visitors to the Perdanaria Jakarta Modern Night Market stop by and buy, some for themselves as well as for their families and relatives. Selling fashion is not the same as selling food products that visitors often come across, so you have to be patient in dealing with visitors.” – Lilis Lestari (Batik)

In 2019, Lilis' average net income was IDR 11,500,000/month. In 2020, it dropped dramatically to IDR 6,250,000 because of Covid 19 and only selling online to serve buyers. In 2021, it has started to improve to 9,250,000/month and in 2022, it will be 10,950,000/month. However, if we count from 2020, the last two years have experienced an increase in income, especially in 2021 and 2022. Lilis lesteri has an income of IDR 365,000/day in normal times like the present.

Jhon Mulyadi (Sport clothes)

"Young and adolescent visitors usually stop by and shop for sports clothes. Many models are very popular with visitors. Moreover, I also sell online and have a mini Automatic Teller Machine (ATM). Those who cannot pay in cash can go directly to an ATM". – Jhon Mulyadi (Sport Clothes)

The result of Jhon Mulyadi's sportswear business at the Jakarta Perdanaria Night Market in 2019 earned a net profit of IDR 9.500.0000/month. In 2020, he was paralyzed because of Enforcement Restrictions Community Activities (ERCA) behavior due to Covid- 19. This year only earns IDR 5.000.000 just to meet daily needs. In 2021, due to the relaxation of ERCA regulations, the income will increase to IDR 9.600.000/month, and in 2022, we can get a net income of IDR 10.150.000/month or IDR 338.000/day, which is a significant increase.

Imas (Shoes and slippers)

"I sell children's shoes and slippers as a traveling salesman because I have to go around the Perdanaria Night Market from one area or city to another in Jabodetabek. The good management of Perdanaria and the collaboration with MSMEs participating in the night market have continued to exist until now. In 2020, I had the opportunity to tour traditional markets because night markets were not running." – Imas (Shoes and Slippers)

In 2019, the income from selling Imas shoes and sandals was still good, with an average of IDR 9,800,000/month, even though they were still on the move. Income in 2020 decreased to only IDR 6,200,000/month; in 2021, it has increased to IDR 9,600,000. Imas income' will increase again in 2022 so that during normal times Imas' income will reach IDR 330,000/day.

Munir (Fried rice)

"Fried rice microbusinesses like me have to do a lot of new and renewable innovations so that customers don't get bored with the taste and attractive appearance of all the products. When visitors are busy, sales increase, and turnover at night also increases. My income from the night shift in 2019 is an ave of IDR 10.500.000/month of this income, 10% of which can be set aside for savings". - Munir (Fried rice)

In 2020, Munir earns IDR 7.600.000/month (can save has to look for extra by working odd jobs because of the Covid-19). There are several months when the night market is not open and only selling stalls at home. In the following year, in 2021, revenue will increase to IDR 9.700.000/month, and in 2022, you will get an average yield of IDR 10.700.000/month. In normal times or before/after COVID-19, net income can reach IDR 356.000/day.

Erwin PW (Smashed chicken)

"I am selling smashed chicken, which is a common business nowadays, but for me to exist and continue to be sustainable, I dare to be different by having special characteristics in my product so that it has a distinctive taste and is not found elsewhere." - Erwin PW (Smashed chicken)

Net income in 2019 averaged IDR 11,300,000, and in 2020 it fell to IDR 8,300,000 because of several months of not selling due to COVID-19 only serving online sales. In 2020, Erwin has to work

hard and serve online sales so that he can continue running his business. Revenue in the following year to be exact in 2021 IDR 10,600,000 has started to increase slightly because the Night Market, especially Perdanaria Jakarta, has started to exist with the health protocol. In 2022, it has increased significantly to IDR 11,750,000/month (calculated from 2021, it has increased and exceeded income in normal times before the COVID-19 pandemic. Erwin income during normal times reaches IDR 350,000–391,000/day.

M Rofik (Roasted rice)

“Roasted rice is a type of culinary creation resulting from new creations and innovations. So far, people only consume riceudum rice, and fried rice. In the night market area, with the presence of this roasted rice, consumers are increasing from year to year.” - M Rofik (Roasted rice)

Many visitors, roasted rice is crowded. In 2019, the average net income was IDR 10,400,000/month. In 2020, income decreased to IDR 9,500,000 because they only sold at home and online. In 2021, the total income will increase by IDR 9,900,000/month, and in 2022, it will increase by IDR 10,500,000. There has been an increase in the last two years, with normal income Rofik roasted up to IDR 350,000/day.

Suyatmi (Give birth meatball)

“Meatballs are an old food that is liked by rural and urban communities. Visitors like to eat meatballs in a natural atmosphere. The meatballs that I sell are meatballs for children where this type of meatball is large and consists of several meatballs inside. Visitors who buy meatballs are busy because one serving of meatballs can be enjoyed by two or more people. Income from selling meatballs at the night market can support daily life and save money. Apart from that, Perdanaria Management also encourages us to conduct bookkeeping so that the results can be known every month.” - Suyatmi (Give birth meatball)

Even though not all MSME actors at the night market keep books of account, they do make notes on income. At the end of 2019, Suyatmi’s meatball income was able to generate a net income of IDR 10,500,000/month; in 2020, it has decreased drastically and only earned IDR 7,500,000/month. In 2021, revenue will increase to IDR 9,800,000/month and in 2022 to IDR 11,200,000. Income from 2021 to 2022 increased rapidly, and it can be concluded that Suyatmi’s income reached IDR 373,333/day in normal times.

Juanda (Calligraphy)

“Perdanaria is a modern night market with friendly service and a modern nuance, craft arts, especially calligraphy and paintings. Not every time there are buyers, but the presence of complete game rides makes the Perdanaria Night Market busy, and the products I market are also busy.” - Juanda (Calligraphy)

Before the COVID-19 pandemic, my income from my business could meet my daily needs with an average net income of IDR 8,500,000. In 2020, at IDR 5,200,000 with strict health protocols, the night market can start to open, but the results are inadequate. In 2021, it has bounced back with an average net income of IDR 7,300.00/month, and in 2022 IDR 8,500,000/month. Income calculated

from 2019 to 2022 is the same or there is no increase but is calculated from 2020 to 2021 and 2021 to 2022. The last two years have experienced an increase in income from my business. Juanda has an annual income of IDR 283.000.

Cecep Hidayat (Children toys and souvenir)

"I sell souvenirs and children's toys as a traveling salesman because I have to go around the Perdanaria Jakarta Modern Night Market from one area or city to another in Jabodetabek. The good management of Perdanaria Jakarta and the collaboration with MSMEs participating in my Night Market still exist today." - Cecep Hidayat (Children toys and souvenir)

It is true that in 2020, I had time to go around the traditional markets because the night market did not work. In 2019, the income from selling children's toys and souvenirs was still good, with an average of IDR 8,800,000/month, even though they were still on the move. In 2020, it is only IDR 6,200,000 / month, in 2021 IDR 8,600,000, and in 2022 IDR 8,900,000. There is an increase in the last two years. Cecep Hidayat's income has increased in the last two years. In 2022, Cecep's income will reach IDR 296.666/day

Martin (Craft)

"The products I sell are handicrafts. I am not sure there will be buyers every day, but because Perdanaria Pasar Malam has advantages in management, there are lots of visitors and the crafts I sell are selling well. I have been participating in the night market for 10 (ten) years as a sedentary trader. In 2019, the income from the handicrafts that I sold reached an average of IDR 9,200,000 per month. In 2020, it had slumped due to Covid-19, due to restrictions on visitors from every day and only getting an average yield of IDR 6,400,000/month. In 2021, with looser enforcement, it will produce an average of IDR 8,900,000/month, and in 2022 it will be IDR 9,100,000. Income in 2022 is still below 2019. Martin's income normal times range from IDR 9,100.000 to 9,200,000. Meaning Martin has income up to IDR 303.333 up to 306.666/day." - Martin (Craft)

From the three types of income, the three types of MSME businesses based on the creative economy are clothing, culinary, and arts. Culinary has greater results from clothing and arts. The three large groups of MSMEs based in the creative economy with their management development and income as well as competitiveness were able to increase the competitive advantage of the modern night market, Perdanaria Jakarta.

CONCLUSIONS

Creative economic analysis can increase the competitive advantage of the Perdanaria Jakarta Modern Night Market with indicators of management development, income, and competitiveness. Providing periodic and continuous education and training to all management and crew (management development) of night market and creative economy-based MSMEs under the auspices of the management or management of the Perdanaria Jakarta Modern Night Market in the field of management (cash flow, digital marketing and digital finance).

LIMITATION & FURTHER RESEARCH

This study has limitations because it only analyzes the creative economy in increasing the

competitive advantages of the Perdanaria Jakarta Modern Night Market through FGDs and interviews without conducting a survey with a larger number of respondents. Future studies can develop this research in more detail by using other night markets as a case study.

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