



SELECTION OF CREATIVE ECONOMIC MSMEs FOR MINING COMMUNITIES IN LAHAT REGENCY USING ANALYTICAL HIERARCHY PROCESS

PEMILIHAN UMKM EKONOMI KREATIF BAGI MASYARAKAT LINGKAR TAMBANG DI KABUPATEN LAHAT MENGGUNAKAN ANALYTICAL HIERARCHY PROCESS

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ABSTRACT

The sustainability of the mining industry is highly dependent on the availability of natural reserves of minerals. The conversion of land that was originally intended as a forest or garden into a mining area has caused people around the mine to change professions. However, professions or businesses that arise as a result of mining activities can only last as long as the mine is still operating. Then a big question mark arises regarding the sustainability of the community's economy after mining. With limited resources, MSMEs (micro, small and medium enterprises) based on the creative economy are one of the businesses that can be applied to empower post-mining communities. This study aims to determine the ranking of alternative creative economy MSMEs that can be developed in communities around the mine in Lahat Regency. The method used is the analytical hierarchy process (AHP). This study was conducted by determining the criteria for creative economy MSME businesses and alternatives and then continued with collecting primary data for paired comparisons using a questionnaire. Furthermore, data processing was carried out to determine alternative rankings and consistency ratio testing. The results of the study showed that the highest ranking of alternative creative economy MSMEs was the snack food culinary subsector, followed by the woven craft subsector, the textile craft subsector, and the traditional beverage culinary subsector in sequence.

Keyword: MSMEs, creative economy, analytical hierarchy process, mining community

ABSTRAK

Kelangsungan industri pertambangan sangat bergantung pada ketersediaan cadangan bahan galian yang ada di alam. Alih fungsi lahan yang awalnya diperuntukkan sebagai hutan atau kebun menjadi area tambang membuat masyarakat lingkaran tambang beralih profesi. Namun profesi atau usaha yang timbul akibat adanya aktivitas penambangan hanya bisa berlangsung selama tambang masih beroperasi. Kemudian muncul tanda tanya besar terkait kelangsungan perekonomian masyarakat pasca tambang. Dengan terbatasnya sumberdaya, UMKM (usaha mikro kecil menengah) berbasis ekonomi kreatif merupakan salah satu usaha yang mungkin bisa diterapkan untuk pemberdayaan masyarakat pasca tambang. Penelitian ini bertujuan untuk menentukan ranking alternatif UMKM ekonomi kreatif yang dapat dikembangkan pada masyarakat lingkaran tambang di Kabupaten Lahat. Metode yang digunakan adalah *analytical hierarchy process* (AHP). Penelitian ini dilakukan dengan menentukan kriteria usaha dan alternatif UMKM ekonomi kreatif lalu dilanjutkan dengan pengambilan data primer perbandingan berpasangan menggunakan kuisioner. Selanjutnya dilakukan pengolahan data untuk menentukan ranking alternatif dan pengujian *consistency ratio*. Hasil penelitian menunjukkan ranking alternatif UMKM ekonomi kreatif tertinggi adalah subsektor kuliner makanan ringan, diikuti oleh subsektor kriya anyaman, subsektor kriya tekstil, dan subsektor kuliner minuman tradisional secara berurutan.

Kata kunci: UMKM, ekonomi kreatif, *analytical hierarchy process*, masyarakat lingkaran tambang



INTRODUCTION

The sustainability of the mining industry is highly dependent on the availability of mineral reserves in nature. The conversion of land that was originally intended as a forest or farm which is the livelihood of the surrounding population into a mining area has made the community around the mine switch professions. However, professions or businesses that arise due to mining activities generally can only last as long as the mine is still operating. This will eventually raise a big question mark regarding the continuity of the community's economy during post-mining in South Sumatra.

One of the businesses that can be developed to overcome the economic sustainability of the mining community is micro, small and medium enterprises (MSMEs). MSMEs are a type of business that does not require a large amount of capital and is able to open employment opportunities for the surrounding community. Communities around the mine with low education levels and unemployment can be empowered to build micro, small and medium enterprises.

Like MSMEs, the creative economy is designed with the aim of improving the welfare of the people and increasing state revenues, as well as creating new employment opportunities that favor local economic resources. This is supported by the statement of the President of the Republic of Indonesia who expects the creative economy to become the backbone of the Indonesian economy in the future. According to Undang-Undang Nomor 24 Tahun 2019, the creative economy can be defined as the realization of added value from intellectual property sourced from human creativity based on cultural heritage, science, and technology [1].

The creative economy as a manifestation of a type of business based on creativity can be carried out by individuals or business entities that can support the ecosystem of the creative economy value itself [1]. This ecosystem is a chain consisting of creation, production, distribution, consumption, and conservation [1]. These economic activities can be carried out, among others, by micro, small and medium enterprises (MSMEs).

Various studies related to the development of economic-based MSMEs or creative industries have been conducted with various case studies in Indonesian cities. One of them was conducted by Ananda and Susilowati (2017) who studied the potential development of creative economy MSMEs in Malang City [2]. This study assessed the potential of five different types of creative industries, namely the culinary sector, crafts, fashion, music, and interactive games. The results showed that through SWOT analysis, the culinary, craft, and fashion sectors were proven to have strengths and opportunities with certain development strategies [2].

A similar study was also conducted by Mukaffi, Choiruddin, and Alim (2019) on local wisdom-based creative industries in Banyuwangi [3]. This study examines the potential of Banyuwangi Batik craft, which is one of the seven creative economy subsectors that are focused on being developed by Banyuwangi City. Based on the analysis of various aspects, it is concluded that Batik Banyuwangi craft has internal strengths and various opportunities to be developed [3]. This is of course with the help and role of each actor in the creative industry, namely the government, scholars or academics, and industry entrepreneurs themselves.

Various studies whose purpose is to determine the best choice of something can be done with the analytical hierarchy process (AHP) method. One of them was conducted by Apriliani, Mahfudi, and Efendi (2020), to determine the selection of fresh fish suppliers for UKM Usaha Sahabat Kutai Kartanegara [4]. In this study, three criteria were determined, namely price, service quality, and fish specifications. Of the four (4) alternative suppliers available, the best supplier order or hierarchy is obtained according to the criteria set.

Studies using the AHP method were also conducted by Irnanda Pratiwi, Abu Amat HAK, and Alfonsius Erdiyansyah (2014) to decide which SMEs would receive working capital loans in Palembang City [5]. Researchers set four (4) factors namely profit, capital turnover period, sales value, and increased market share as criteria with nine (9) alternative SMEs. Based on the analysis, it was found that printing SMEs ranked first, followed by eight (8) other alternative SMEs [5].

The previous studies above are relevant to the concept of this research, which is to determine the best creative economy MSME alternatives for mining communities in Lahat Regency. With the different types of environments to be studied, of course, the criteria set will be different. The alternative types of businesses that will be tested will also be adjusted to the conditions of the mining community. So that the results of the study will illustrate the hierarchy of MSMEs that are truly suitable for application in mining communities.

Based on the results of previous research by Puspita, Mukiat, and Ibrahim (2021), it is known that both the mining community and mining companies in Lahat Regency do not have readiness related to post-mining economic sustainability [6]. So far, mining companies have only focused on implementing community development and empowerment programs that provide health facilities or social assistance. Programs that can encourage economic independence such as workshop training, sewing, and cattle breeding have not been successfully implemented [6]. In addition, few

communities have new livelihood plans if mining operations end.

Furthermore, stakeholders are faced with a big question regarding what type of business will be developed by the community around the mine. This type of business should meet several criteria such as being able to absorb labor, not requiring large amounts of capital, not requiring a certain level of education, being able to utilize local resources, and so on. With the background of the problems mentioned above, this research aims to determine the ranking of creative economy MSMEs according to the criteria needed by the mining community using the analytic hierarchy process (AHP).

RESEARCH METHODS

This research specifically takes a case study in Lahat Regency, South Sumatra, which is dominated by the coal mining industry. This research is quantitative research with an analytical approach to subjective data. To obtain primary data in the research, media in the form of questionnaires were used. Respondents in this study were stakeholders consisting of the management of coal mining companies in Lahat Regency, the government represented by the Ministry of Energy and Mineral Resources, and mining academics.

The AHP method, developed by Saaty (1980), is a tool for solving qualitative and quantitative multi-criteria decision problems. Complex problems are simplified as a hierarchical structure consisting of three main layers, namely objectives, decision criteria, and possible alternatives [7,8,9,10].

Research Stages

The stages carried out in this research consist of:

1. Preliminary Study
The first step taken in this research is to study the literature on the focus of the problem and the methods used from previous research. Most of the literature used in this research is in the form of journals and books. The literature used as a reference includes literature that contains information or research results with keywords, namely analytical hierarchy process (AHP), micro, small and medium enterprises (MSMEs), creative economy, creative industry, and mining community.
2. Data Acquisition
This research uses primary data and secondary data. The supporting secondary data required includes statistical data from Lahat Regency and South Sumatra Province. This data is used as the basis for determining the types of creative economy MSMEs that have the potential to be developed. Primary data used are the results of interviews or discussions with stakeholders to determine the criteria for selecting

MSMEs and pairwise comparison questionnaires between types of MSMEs.

3. Data Processing
Data processing is carried out by collecting primary data in the form of questionnaire results. Furthermore, the data is processed to determine the priority of MSME alternatives for each criterion. Then consistency ratio testing is carried out to evaluate the consistency of the assessment. The last stage is determining the ranking of alternative MSMEs in the creative economy for the mining circle community.
4. Results and Discussion
Discussion is carried out on the results of data processing obtained. This discussion is carried out by explaining the results of research based on theory, related research, or existing data.
5. Conclusion
Conclusions are drawn based on the results of the research conducted, this conclusion will answer the research objectives.

RESULTS AND DISCUSSION

Criteria for Creative Economy MSMEs

The development of creative economy MSMEs is one of the efforts to realize the economic independence of mining communities, so the selection criteria used must be able to achieve this. Economic independence can be created if Creative Economy MSMEs continue to grow and are able to survive even until mining activities are completed. Therefore, the main keyword used for selecting alternative Creative Economy MSMEs is sustainability.

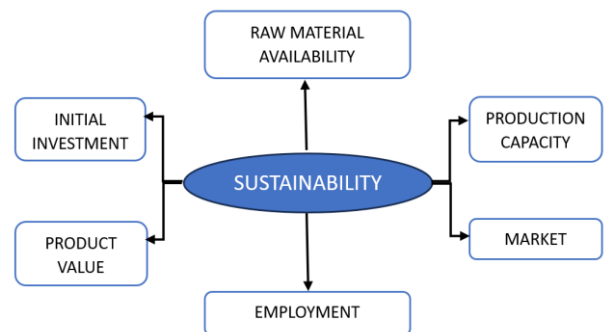


Figure 1. Selection Criteria for Creative Economy MSMEs

To ensure business sustainability, the criteria used include the availability of raw materials, labor employment, production capacity, product value, initial investment, and market (Figure 1).



Raw Material Availability

To ensure business continuity even after mining activities end, the availability of raw materials was chosen as one of the criteria in the selection of creative economy MSMEs. Stable availability of raw materials is important to maintain continuous production operations. If raw materials are difficult to obtain or often experience delays, production will be disrupted. The result can be lower productivity and failure to meet consumer demand.

Locally sourced raw materials will reduce the risk of dependence on products from distant regions. In addition, easy and close access to raw materials will reduce transportation and logistics costs. This will result in lower production costs. Increased local content will also help empower the regional economy.

With adequate access to raw materials, it will be easier for MSMEs to expand their production capacity. The availability of raw materials allows MSMEs to meet greater demand for example due to certain events and reach a wider market. In addition, the use of local raw materials also helps maintain operational stability in times of crisis such as supply chain disruptions due to the pandemic.

Labor Absorption

Considering the socio-economic condition of Lahat Regency, which has an open unemployment rate of 4.02% or nearly 9,000 people [11], labor absorption is one of the criteria for determining the ranking of alternative Creative Economy MSMEs. MSMEs are a type of business that is able to absorb a large number of workers [12]. Expanding MSMEs will create jobs so it can reduce unemployment and improve the regional economy.

Types of MSMEs that do not require high educational qualifications are ideal places for local people who have practical skills but do not have formal education. Some types of MSMEs can even empower women of productive age (15-64 years) according to their practical skills. Thus, the type of Creative Economy MSMEs implemented will determine the level of employment of local communities.

Production Capacity

Production capacity is the maximum number of products that can be produced by a business in a certain period of time with available resources. Production capacity is one of the important criteria in determining alternative Creative Economy MSMEs because it affects the ability of the business to meet market demand and ensure operational sustainability. Adequate production capacity allows MSMEs to meet market demand consistently. Furthermore, this will increase customer trust. In addition, with adequate production capacity, MSMEs can explore new markets and gain greater opportunities in both domestic and international. Thus, the sustainability of

MSME operations can be ensured and increase the opportunity for MSMEs to compete and grow into larger-scale businesses.

Product Value

Product value reflects consumers' perceptions of the benefits of a product compared to the costs they have to spend to buy the product. Product value is one of the criteria in determining the hierarchy of creative economy MSMEs because it shows the extent to which products can meet the needs, desires, and provide benefits or satisfaction for consumers.

Product value can be seen in various aspects such as functional, emotional, economic, and social value. The criteria for product value in this study only look at the economic aspect, namely the extent to which the product is considered feasible or comparable to the price paid. For creative economy businesses, products can be of high value depending on the originality and complexity of the workmanship and the length of the process.

Initial Investment

Initial investment is the amount of capital or resources expended in the early stages of starting a business, including all expenditures to set up or prepare a business before it can fully operate and generate revenue. This investment can be in the form of purchasing equipment, building facilities, purchasing raw materials, initial working capital, licensing fees, initial marketing costs, and so on. The smaller the funds required for capital or initial investment, the greater the opportunity to develop the business.

Initial investment is one of the criteria in determining the hierarchy of Creative Economy MSMEs because this factor will determine business continuity in the early days. Adequate capital will ensure smooth operations such as purchasing raw materials, paying salaries, and other basic operational costs such as electricity, water, and internet. In addition, with adequate initial investment, MSMEs can develop quality products, attract attention, provide adequate services to consumers, and better respond to the dynamics of the creative industry.

Market

The market in this case is defined as individuals/groups who are interested in and need the products or services offered by the business owner. The wider the market that can be reached by business owners, the greater the opportunity for the business to grow. With current technological developments, the market that can be reached by MSMEs is not only domestic, but also international. Local creative economy products or services with quality that meets international standards, have uniqueness, and competitive prices have the

opportunity to expand the market (expansion) and compete with outside products.

The market is one of the criteria in determining Creative Economy MSMEs because market conditions determine the direction of product development, sales potential, marketing strategies, and business sustainability in the future. An understanding of the market and its trends by Creative Economy MSMEs will help in formulating dynamic consumer needs and preferences. In addition, the market will provide information related to competition in certain products. With this information, MSMEs can evaluate competitors and the market share that can be achieved and differentiate the products produced.

Creative Economy Alternatives

Based on Presidential Regulation Number 142 of 2018 concerning the National Creative Economy Development Master Plan 2018-2025, the creative economy is defined as the realization of added value from an intellectual property idea that contains originality, born from human intellectual creativity, based on science and technology, skills, and cultural heritage [13]. Business development in the creative economy is carried out in 16 subsectors consisting of application and game developers; architecture, interior design; visual communication design; product design; fashion; film, animation, and video; photography; craft; culinary; music; publishing; advertising; performing arts, fine arts; and television and radio (Figure 2) [13].

Based on the conditions of the mining community in Lahat Regency, not all types of sub-sectors can be applied. The Pure Participation Rate (APM) at the high school / vocational high school education level in Lahat Regency in 2022 showed a percentage of 68,77 [11]. This shows that only 68,77% of the population aged 16-18 years are currently attending high school/vocational school, the rest mostly only have a junior high school education level equivalent. With the education of the majority of the people at the high school and junior high school levels, creative economy sub-sectors that require certain skills or a high level of education are less effective to develop.

According to the Central Bureau of Statistics, the open unemployment rate in 2022 reached 4,02%. A total of 8,845 people were declared openly unemployed out of a total of 219,947 people in the labor force category. The majority of unemployed people, 69,15 percent, have a high school education level, followed by unemployed people with an education level of less than elementary school at 14.36% [11]. Based on the document Kabupaten Lahat Dalam Angka Tahun 2023, the composition of unemployment consists of 65,56% men and 34,44% women.

By considering the socio-economic conditions of the mining community above, alternative creative economy MSMEs that can be developed to reduce unemployment and improve the economy are the craft and culinary subsectors.

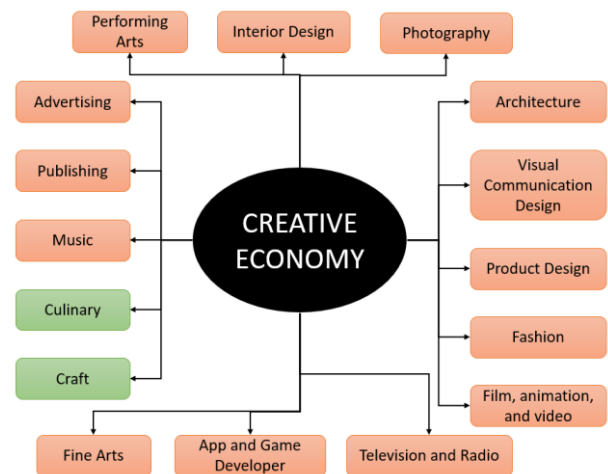


Figure 2. 16 Creative Economy Subsector

Craft Subsector

The craft subsector is a part of the creative economy that focuses on the production and development of handicraft products. This sub-sector involves manual and creative skills in creating products that have aesthetic value and practical function. Craft products can be made from materials such as wood, metal, textiles, ceramics, and so on.

Based on the type of raw material, the craft sub-sector can be divided into several types such as textile crafts, wood crafts, metal crafts, ceramic crafts, and woven crafts. The products of each type of craft are quite diverse such as carvings, sculptures, batik, jewelry, tools, pottery, porcelain, woven bamboo, and so on.

Given the nature of the craft industry, the development of this subsector will have a positive impact on maintaining local traditions while contributing to the economy. The manual production process will create jobs for local residents and add value. The absorption of labor and the use of local raw materials in the craft subsector will provide economic and social contributions to the mining community.

Not all craft sub-sectors have the potential to be developed due to problems with raw materials and skills. Wood crafts, metal crafts and ceramic crafts are the types of craft sectors that are constrained by raw materials because Lahat Regency does not have these natural resources. This leaves woven crafts and textiles, which



are considered to have the potential to be developed in mining communities in Lahat Regency.

Wicker Crafts

Wicker crafts are skills in processing materials such as leaves, bamboo, rattan, or other natural fibers to make products that have functional and aesthetic value. The raw materials commonly used in wicker crafts are bamboo, rattan, pandanus leaves, coconut leaves, and other fibers such as coconut fiber. The products produced are household appliances such as baskets, mats, bags, furniture, and decorations.

Considering the availability of raw materials and the skill level of the mining community, woven crafts have the potential to be developed. South Sumatra is one of the provinces that produce bamboo and rattan. Bamboo and rattan can be found naturally and are cultivated by local communities for use as construction materials, crafts and traditional tools.

The process of making wickerwork consists of selecting raw materials and preparation in the form of size adjustment; making a design of the product to be woven; followed by the weaving process using simple weaving, lace, and woven sewing techniques; advanced processes in the form of cutting unnecessary parts or gluing to strengthen joints; and the completion stage in the form of cleaning and coloring (if necessary) and coating. By considering the stages of workmanship that do not require special equipment and the existence of a weaving industry in South Sumatra Province, wicker skills training for mining communities can be implemented.

Textile Craft

Textile craft is a type of craft that processes basic textile materials into aesthetic and functional craft products. The process of making textile crafts uses traditional and modern techniques with the use of fabrics or fibers to create products with artistic value. The products produced from textile crafts are quite diverse such as clothing (traditional and modern), accessories, home decorations, or traditional fabrics used in traditional ceremonies. There are many innovations in textile craft products to meet consumer interests and needs.

The main raw materials required for textile crafts are fabric and yarn. Textile factories that produce raw materials such as fabric and yarn in Indonesia are mainly in Java such as Bandung, Cikarang, Bekasi, Cimahi, Semarang, Tangerang, and so on. On the other hand, in South Sumatra province, there are only a few textile factories, with a smaller scale which are intended to meet local needs. However, with raw materials sourced from renewable resources, namely cotton, and many large factories in Indonesia with extensive distribution networks, the procurement of materials for textile craft is

very possible. The use of raw materials from Java Island also encourages local content on a national scale and avoids dependence on imported raw materials.

In addition to raw materials, another factor to consider is the skills required to make craft products. Crafts require different technical skills depending on the type of product. For traditional fabrics such as songket, weaving skills are required. Whereas to produce products such as cloth or decorative materials requires embroidery or knitting techniques. There are also other techniques such as batik, tie-dye, textile printing and sewing. Taking into account the conditions of the surrounding community, the most common and easy-to-master skill is sewing. Accessory-type craft products such as wallets, bags or multi-purpose pouches can be made with uncomplicated sewing skills. If combined with local characteristics, they can produce unique and quality products. These products can be used as souvenirs and are usually required in large quantities. This can empower local people who do not have jobs.

Culinary Subsector

The culinary subsector is all business activities related to the manufacture, processing, and serving of food and beverages that have creative added value. The culinary subsector is not only limited to the production aspect but also includes innovations in taste, processing techniques, and presentation. The types of products in the culinary subsector include traditional food, modern or fusion food, healthy food, snacks, traditional drinks, innovative culinary products, and food packages (hampers).

The large variety of raw materials and processing techniques makes the culinary subsector very dynamic and continues to grow. Culinary subsector businesses have a great opportunity to continue to innovate and meet increasingly diverse consumer demands. With a wide market, labor absorption, empowerment of local raw materials, and relatively low capital, the culinary subsector is one of the main alternatives for creative economic development in the mining community in Lahat Regency.

Due to the wide variety of the culinary subsector, the selection of types of MSMEs that have the potential to be developed is focused on local content. Local content refers to the percentage or proportion of materials, components and labor that come from local resources in a product or service. Thus, the selected culinary subsector MSMEs will be adjusted to the main types of raw materials available in the Lahat Regency area.

Culinary Snacks

Culinary snacks were chosen as one of the potential types of culinary businesses to be developed. This is because the snack category has several advantages over other types of culinary, especially in terms of product durability

and marketing. Snacks have a long shelf life, minimizing the risk of food expiration and unsaleability. In addition, snack products are well packaged and easily distributed to other regions.

Snack foods are products that are consumed daily by various groups. With a wide market, the potential for business sustainability is also greater. In addition, culinary snacks also require relatively low capital compared to other businesses. Another positive side lies in the wide range of creativity and innovation. Culinary snacks provide room for innovation, both in terms of taste, shape, and packaging. Local raw materials that have only been utilized in a simple way can be processed into food with greater added value.

In addition to being famous as a producer of rubber, coffee, and palm oil, Lahat Regency also has various types of seasonal vegetables and fruits such as mustard greens, cabbage, eggplant, spring onions, and carrots. By considering the coal mining areas that are mostly centered in West Merapi, East Merapi, and South Merapi Subdistricts, the selected crops were narrowed down to these three areas. Based on data from the Central Bureau of Statistics in 2022, vegetable crop production in the three sub-districts was dominated by spinach, cayenne pepper, long beans, water spinach, and eggplant [11]. The production levels of spinach and cayenne pepper in the three sub-districts reached 436 quintals and 167 quintals. By utilizing local raw materials such as spinach and cayenne pepper, the community around the mine can develop a culinary subsector of snacks such as spinach chips with various flavors such as original, sweet, and spicy.

Traditional Beverage Culinary

The traditional beverage culinary subsector, especially in Indonesia, is very diverse, made from local ingredients that are rich in tradition and culture. Traditional beverage culinary is chosen as one type of business that has the potential to be developed for mining communities in Lahat Regency. According to data from the Central Bureau of Statistics, Lahat Regency is a producer of biopharmaca plants, namely plants that are useful for medicine, cosmetics, and health. The production of biopharmaca plants in Lahat Regency reached 867,849 kg in 2021, dominated by ginger, laos, turmeric, and kencur [11]. Biopharmaca agricultural products such as ginger, laos, turmeric, and kencur can be utilized as raw materials for traditional drinks such as jamu.

The community can process these raw materials into ready-to-drink herbal drinks. In addition, as a form of increasing added value, these raw materials can be processed into a powder form that can be consumed more practically. Processing into powder allows the product to have a longer shelf life and is easy to distribute. In

addition, traditional drinks in powder form also have the potential to be marketed as regional souvenirs.

Thus, it can be concluded that there are two (2) creative economy sub-sectors that have the potential to be developed for mining communities in Lahat Regency, namely craft and culinary. The craft sub-sectors that are worth developing are wicker crafts and textile crafts, while the culinary sub-sector consists of snacks and traditional drinks (Figure 3).

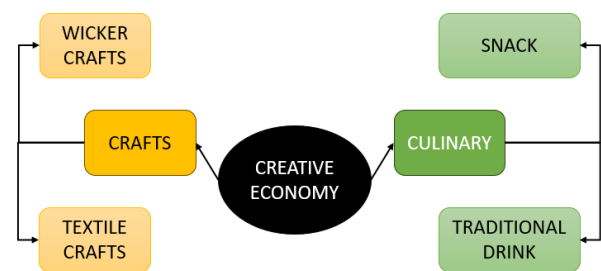


Figure 3. Alternatif UMKM Ekonomi Kreatif

Selection of Creative Economy MSMEs

The first step in determining creative economic MSMEs for mining communities using the Analytic Hierarchy Process (AHP) method is determining the hierarchy (Figure 4). This hierarchy is composed of objectives as the top level, alternative assessment criteria as the next level, and alternatives as the last level. The criteria that have been formulated for the selection of creative economy MSMEs consist of six criteria, namely the availability of raw materials, employment, production capacity, product value, initial investment, and market. Meanwhile, the selected creative economy MSME alternatives are woven crafts, textile crafts, culinary snacks, and traditional drink culinary.

Furthermore, a pairwise comparison was conducted between one alternative and another according to the criteria used. Based on primary data from questionnaire respondents, data processing is carried out with Microsoft Excel software to create a pairwise comparison matrix of each criterion. The next step is to determine the priority (priority vector) of each alternative for each criterion based on the pairwise comparison matrix value. Followed by determining the consistency index (CI) and consistency ratio (CR) of each criterion. If the overall value of CI and CR of each criterion has met the requirements, then as the final stage, the ranking of the selected alternatives is determined according to the weights of the six criteria.

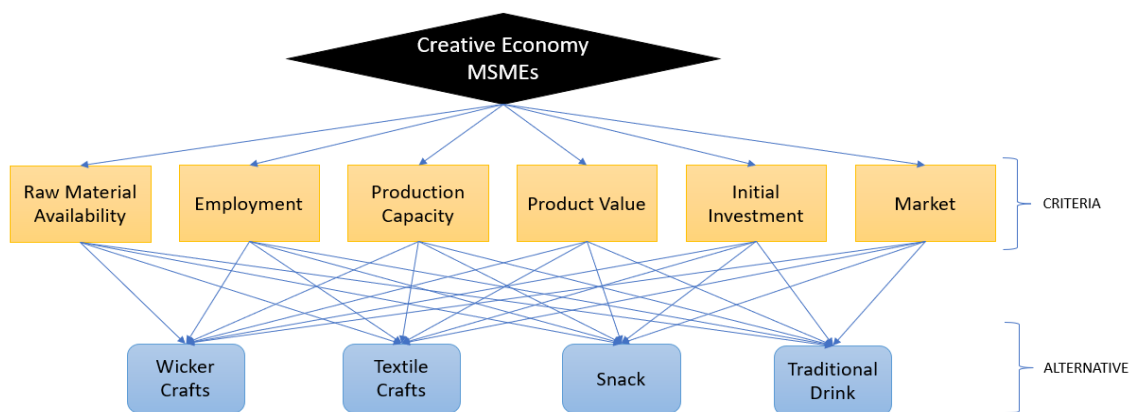


Figure 4. Hierarchy of Determination of Creative Economy MSMEs

Table 1. Ranking of Creative Economy MSME Alternatives

ALTERNATIVE	PRIORITY MATRIX						RANKING PRIORITY
	RAW MATERIAL	EMPLOYMENT	PRODUCTION CAPACITY	PRODUCT VALUE	INVESTMENT	MARKET	
WICKER	0,21	0,06	0,04	0,67	0,58	0,07	0,27
TEXTILE	0,06	0,58	0,57	0,06	0,06	0,20	0,25
SNACK	0,44	0,16	0,23	0,11	0,19	0,56	0,28
TRAD. DRINK	0,29	0,20	0,15	0,17	0,17	0,17	0,19

After the priority vector for each criterion is obtained, the next step is to determine the ranking of alternative creative economy MSMEs for mining communities in Lahat Regency. The weight used for each criterion is the same, which is 0.16666667 or around 16.67%. By considering the six criteria that have been formulated, the priority ranking of alternative creative economy MSMEs are culinary snacks, wicker crafts, textile crafts, and traditional drink in order (Table 1).

The top priority falls on the Snack Culinary Subsector, with a priority weight of 0.28. Snack culinary excels in several criteria such as the availability of raw materials and markets. High local content of raw materials in the mining area makes production continuity guaranteed. MSMEs can produce products without constraints and meet demand from consumers. Furthermore, this can increase consumer trust in producers and encourage business development on a larger scale.

The broad market potential also makes this alternative superior. With a target that is not aimed at a particular market segment, snack products can reach various groups, from children to the elderly. Manufacturers can also easily innovate the taste or packaging according to demand. Affordable prices are also a plus point for this sub-sector. The low price makes this product easily accessible even to children. This will certainly increase sales volume and can further encourage business development.

The second priority with a weight of 0.27 or 27% is occupied by the Wicker Craft Subsector which excels in the criteria of product value and initial investment. Compared to other subsectors, wicker crafts have products with high selling value. Wicker products are handmade with attention to detail and require a long work process. This makes each product relatively highly valued. Although the sales volume is not as much as other alternatives, the high price makes the income from this business quite large.

The wicker craft subsector also excels in terms of initial investment required. Manual work without special equipment means that wicker crafts do not require large investments. The funds needed are lower because they are focused on purchasing raw materials such as rattan and bamboo as well as workers' wages. This is different from other alternatives which require larger investment funds to purchase equipment such as sewing machines, cooking equipment and utensils, and packaging tools.

The third priority with a weight score of 0.25 is the textile craft subsector which excels in the criteria of labor absorption and production capacity. Textile crafts can absorb more labor than other alternatives. This type of business in its operational process divides the workforce to focus on working on one particular aspect. For example, there is a special section for cutting fabric according to patterns, a sewing section, a button installation section,



and so on. The division of labor is carried out with the aim of increasing production capacity and on the other hand results in a greater number of workers being needed.

The last order in the priority of creative economy MSMEs is traditional drink culinary with a score of 0.19. In the six criteria that have been determined, this alternative does not dominate in any criteria. The priority value of this alternative in each criterion ranges from second or third with a fairly large difference from the first order. It can be concluded that this alternative has fewer advantages compared to others.

CONCLUSION

For communities around the mine, creative economy MSMEs are expected to be able to encourage economic independence even after the mining process is complete. Therefore, the criteria formulated are based on guidelines to ensure the sustainability of the business, namely the availability of raw materials, labor employment, production capacity, product value, initial investment, and market.

Potential creative economy MSMEs to be developed in communities around the mine in Lahat Regency are wicker crafts, textile crafts, snack culinary, and traditional drink culinary. These four alternatives are considered to have high local content and are in accordance with the socio-economic characteristics of the surrounding community. The best creative economy MSME alternatives determined by the AHP method are snack culinary followed by wicker crafts, textile crafts, and traditional drink culinary in sequence. Snack culinary is considered to have advantages, especially in the criteria of raw material availability and market potential.

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