

ABSTRAK

Rancangan Peraturan Daerah Kabupaten Kebumen tentang Pengembangan Ekonomi Kreatif disusun sebagai landasan hukum untuk memperkuat peran ekonomi kreatif sebagai salah satu penggerak pembangunan ekonomi daerah yang berbasis kreativitas, inovasi, teknologi, budaya, dan kearifan lokal. Kabupaten Kebumen memiliki potensi ekonomi kreatif yang beragam, antara lain kuliner, kriya, fesyen, seni pertunjukan, musik, fotografi, desain produk, serta aplikasi digital. Namun, potensi tersebut masih memerlukan penguatan kebijakan, kelembagaan, koordinasi, pembiayaan, pengembangan sumber daya manusia, akses pasar, serta perlindungan terhadap hasil karya dan inovasi.

Rancangan Peraturan Daerah ini dimaksudkan untuk membangun ekosistem ekonomi kreatif yang berdaya saing, inklusif, mandiri, inovatif, dan berkelanjutan, sekaligus memperkuat identitas budaya daerah. Pengaturan mencakup subsektor ekonomi kreatif, kelembagaan dan koordinasi, Rencana Induk Pengembangan Ekonomi Kreatif Daerah, pembinaan sumber daya manusia, fasilitasi pembiayaan dan insentif, pengembangan kawasan kreatif, promosi dan pemasaran, perlindungan Hak Kekayaan Intelektual, kemitraan dan kolaborasi, evaluasi dan pelaporan, serta hak dan kewajiban pelaku ekonomi kreatif. Pengembangan dilaksanakan melalui sinergi Pemerintah Daerah, pelaku usaha, akademisi, komunitas, dan media dengan pendekatan Penta Helix. Melalui pengaturan tersebut, diharapkan tercipta iklim usaha yang kondusif, meningkatnya daya saing produk kreatif daerah, terbukanya lapangan kerja dan akses pasar, terlindunginya karya dan inovasi masyarakat, serta meningkatnya kontribusi ekonomi kreatif terhadap pembangunan dan kesejahteraan masyarakat Kabupaten Kebumen.

The Draft Regional Regulation of Kebumen Regency on Creative Economy Development is formulated as a legal framework to strengthen the role of the creative economy as one of the drivers of regional economic development based on creativity, innovation, technology, culture, and local wisdom. Kebumen Regency has diverse creative economy potential, including culinary, crafts, fashion, performing arts, music, photography, product design, and digital applications. However, this potential requires stronger policies, institutional arrangements, coordination, financing, human resource development, market access, and protection of creative works and innovations.

The Draft Regional Regulation aims to establish a competitive, inclusive, independent, innovative, and sustainable creative economy ecosystem while strengthening the region's cultural identity. The regulatory framework covers creative economy subsectors; institutional arrangements and coordination; the Regional Creative Economy Development Master Plan; human resource development; financing facilitation and incentives; creative area development; promotion, marketing, and business networks; Intellectual Property Rights protection; partnerships and collaboration; evaluation and reporting; as well as the rights and obligations of creative economy actors. Development is implemented through collaboration among the Regional Government, business actors, academics, creative communities, and mass media using the Penta Helix approach. Through this regulatory framework, the Regional Government is expected to create a conducive business

environment, improve the competitiveness of local creative products, expand employment and market access, protect community-based creative works and innovations, and increase the contribution of the creative economy to regional development and the welfare of the people of Kebumen Regency.

Keywords: creative economy; Kebumen Regency; creative economy ecosystem; local wisdom; Penta Helix; Intellectual Property Rights.

Kata kunci: ekonomi kreatif; Kabupaten Kebumen; ekosistem ekonomi kreatif; kearifan lokal; Penta Helix; Hak Kekayaan Intelektual.