

ABSTRAK

Naskah Akademik Rancangan Peraturan Daerah tentang Pengembangan Ekonomi Kreatif Kabupaten Kebumen disusun sebagai landasan ilmiah dan konseptual bagi pembentukan regulasi daerah yang mampu mengembangkan ekonomi kreatif secara terarah, terpadu, dan berkelanjutan. Kabupaten Kebumen memiliki potensi ekonomi kreatif yang bersumber dari kekayaan budaya, kearifan lokal, sumber daya alam, kreativitas masyarakat, serta perkembangan teknologi digital, yang antara lain tercermin pada subsektor kuliner, kriya, fesyen, seni pertunjukan, musik, fotografi, desain produk, dan aplikasi digital. Namun, pengembangannya masih menghadapi berbagai persoalan, antara lain belum optimalnya kelembagaan dan koordinasi lintas sektor, keterbatasan akses pembiayaan, kualitas dan kapasitas sumber daya manusia, infrastruktur dan ruang kreatif, pemasaran dan promosi, literasi digital, serta perlindungan Hak Kekayaan Intelektual. Di sisi regulasi, belum terdapat Peraturan Daerah yang secara khusus memberikan landasan hukum bagi pengembangan ekonomi kreatif, sementara pengaturannya masih tersebar dalam berbagai regulasi sektoral sehingga berpotensi menimbulkan tumpang tindih dan lemahnya sinergi kebijakan.

Penyusunan Naskah Akademik ini menggunakan pendekatan yuridis, filosofis, sosiologis, serta analisis kebijakan dengan memadukan studi kepustakaan, survei lapangan, wawancara, diskusi kelompok terarah, dan studi perbandingan. Hasil kajian menunjukkan bahwa pengembangan ekonomi kreatif merupakan kebutuhan strategis untuk mendorong transformasi ekonomi daerah menuju ekonomi yang berbasis pengetahuan, inovasi, kreativitas, dan nilai tambah budaya lokal. Oleh karena itu, Rancangan Peraturan Daerah perlu mengatur secara komprehensif mengenai kelembagaan, perencanaan, pengembangan sumber daya manusia, pembiayaan, rantai nilai dan klaster kreatif, promosi dan pemasaran, digitalisasi, perlindungan HKI, kemitraan, serta pengembangan kawasan kreatif. Pengaturan tersebut diarahkan untuk memperkuat kolaborasi Pemerintah Daerah, pelaku usaha, akademisi, komunitas, dan media melalui pendekatan Penta Helix, sekaligus mengintegrasikan ekonomi kreatif ke dalam pembangunan daerah. Dengan demikian, Peraturan Daerah yang dihasilkan diharapkan mampu membangun ekosistem ekonomi kreatif yang inklusif, inovatif, berdaya saing, dan berkelanjutan, meningkatkan nilai tambah produk lokal, membuka peluang usaha dan lapangan kerja, memperkuat identitas budaya Kebumen, serta meningkatkan kesejahteraan masyarakat.

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

The Academic Paper for the Draft Regional Regulation on Creative Economy Development in Kebumen Regency is prepared as an academic and conceptual foundation for establishing a regional regulatory framework capable of developing the creative economy in a systematic, integrated, and sustainable manner. Kebumen Regency possesses significant creative economy potential derived from its cultural heritage, local wisdom, natural resources, community creativity, and the development of digital technology, particularly in the culinary, crafts, fashion, performing arts, music, photography, product design, and digital application subsectors. However, its development continues to face several challenges,

including suboptimal institutional arrangements and cross-sectoral coordination, limited access to financing, human resource capacity, infrastructure and creative spaces, marketing and promotion, digital literacy, and protection of Intellectual Property Rights. From a regulatory perspective, there is currently no specific Regional Regulation providing a comprehensive legal foundation for creative economy development, while existing provisions remain dispersed across various sectoral regulations, potentially resulting in overlapping policies and weak inter-sectoral coordination.

This Academic Paper employs juridical, philosophical, sociological, and policy analysis approaches, supported by literature reviews, field surveys, interviews, focus group discussions, and comparative studies. The findings indicate that creative economy development is a strategic necessity for transforming the regional economy toward an economy based on knowledge, innovation, creativity, and the added value of local culture. Therefore, the Draft Regional Regulation should comprehensively regulate institutional arrangements, planning, human resource development, financing, creative value chains and clusters, promotion and marketing, digitalization, Intellectual Property Rights protection, partnerships, and creative area development. These regulatory measures are intended to strengthen collaboration among the Regional Government, business actors, academics, creative communities, and media through the Penta Helix approach, while integrating the creative economy into the broader regional development framework. Accordingly, the proposed Regional Regulation is expected to establish an inclusive, innovative, competitive, and sustainable creative economy ecosystem; increase the added value of local products; expand business and employment opportunities; strengthen Kebumen's cultural identity; and ultimately improve the welfare of its people.

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