

## Strategy Economic Development Creative Based on BUMDes Change Management: Inclusive Creative Economy Change Management of Panggok Market

Dina Prasetyaningrum<sup>1</sup>, Hakim<sup>2</sup>

Department of Management, Faculty of Economics, Universitas Nahdlatul Ulama Al Ghazali Cilacap, Indonesia<sup>1,2</sup>

Corresponding Author: Dina Prasetyaningrum (dinaprasetyaningrum.dp@gmail.com)

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### ABSTRACT

One thing public organizations cannot escape is organizational transformation. Nevertheless, there is sometimes opposition to the changes that take place rather than positive reception. To improve the economic welfare of the Cilacap community, the Village Owned Enterprise (BUMDES) Slarang Village, Cilacap and other public organizations must plan organizational changes based on community interests. This includes communication with the youth organization of Slarang Village residents and a vision, mission, strategy, and goals. With the participation of citizens and cooperation in human relations, creative economic programs do not cause negative resistance impacts on the environment. This research was conducted using qualitative research analysis tests. Qualitative research is a descriptive research method and uses analysis to explain a phenomenon. Data collected in qualitative research are in the form of written and spoken words, such as ethnography, document studies, natural observations, and phenomenology and are supported by through literature studies of journal publications and books. Research results show that change management is aimed at for give business solutions which required in success in an organized and methodical manner, through managing the impact of change on those involved. As in Panggok Market, it is a culinary tourism that is built focusing on change management of economic development based on creativity has been built with creativity both from its place, its food or the people who sell it. Panggok Market was established with the aim of improving the welfare of the surrounding community in accordance with the vision and mission of Panggok Market and preserving traditional Central Javanese food. Panggok market has inspired other culinary villages that follow the railroad tracks, which have proven to be effective in improving the economy of residents.

Keywords: Based View Change, Human Relations, Leadership, Organization Public, Resistance Change.



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## INTRODUCTION

Organizational development is a program that aims to improve organizational efficiency by fusing organizational objectives with common aspirations for growth and development. As a planning change field, organizational development (OD) places a strong emphasis on using behavioral science and practice to help organizations become more effective. Organizational development is fundamentally different from various organizational change efforts that carried out in a planned manner, such as efforts to change by purchasing new equipment, or redesigning a design, or compiling a plan. repeat a curriculum school, or a department on a faculty. This is because the focus of the OD study lies in improving the organization's ability to be able to identify and solve various problems faced by the organization itself. The term organizational development can be used for a change in activities that have been designed. This term is a product of general organizational management.

Organizational development is also described as a complex network of events (activities, projects, etc.) that enhance the ability of organizational members to manage their internal organizational culture, so that they are creative in solving problems, and help their organization adapt to the external environment. This means that organizational development cannot be defined in one concept, but rather as a term that is appropriate for directing a form of activity in managing change in an organization.

Organizational development's primary goal is to enhance the organization's internal operations. Improving the organization's efficiency and productivity has an impact on its ability to make high quality decisions through adjustments to its tasks, culture, structure, technology, and human resources. Creating an organizational culture that can optimize individuals' participation in decision making is the primary strategy for achieving this. According to Robbins et al. (2017), the two main objectives of organizational development initiatives are typically to increase member satisfaction and organizational effectiveness. Furthermore, Robbins details the OD goals as follows:

1. Boost the degree of support and trust amongst organization members.
2. Increasing the frequency of conflicts over organizational issues that arise within and between organizations rather than ignoring them.
3. Setting up the situation in which the role of authority is whose authority was enhanced by knowledge and abilities.
4. Boost open communication in a diagonal, vertical, and horizontal manner.
5. Raise level enthusiasm and satisfaction personal in organization.
6. Finding synergistic solutions to problems and increasing the level of responsibility self and group in planning and implementation.

A change and development can happen to anything and anyone including organizations. Not many individuals or organizations like change but it cannot be avoided but must be faced. Changes to an organization are caused by two factors, namely internal and external factors.

### 1. Internal Factors

It is an internal source of change that can emerge from a number of sources within the organization in question, such as:

- a. Problem connection between member
- b. Problem in process cooperation
- c. Financial problems

The interests of each member and communication problems are the most common problems that develop in regard to interactions among members of an organization. Among the frequent issues are relationships between members that are not amicable. It is separated into two categories: issues pertaining to interactions between members of the same level (horizontal relationships) and issues pertaining to superior subordinate connections (vertical relationships). Other times, changes are brought about by the cooperative process that occurs within an organization. The issues that come up may be related to the tools or equipment being utilized, or they may be

related to the cooperative system. A system of collaboration that is overly bureaucratic, or the opposite, might make an organization ineffective. Relationships between members of the (strict) bureaucratic system become impersonal, which lowers work passion and, consequently, productivity, and vice versa. Organizational structure is one of the modifications that must be made.

## 2. Factor External

It is an external factor, also referred to as the environment, that causes change. Organizations react quickly to changes in their surroundings. Therefore, without substantial environmental support, it is uncommon for an organization to undertake significant changes. Accordingly, significant changes take place because the environment requires them. Some external elements that contribute to organizational transformation include economic reasons, political restrictions, and technological advancements.

One of them at Panggok Market in Kesugihan Kidul, Cilacap, is a real example of a creative economy that has succeeded in improving the economy of local residents by presenting traditional culinary specialties in attractive and neat packaging. Panggok market offers various snacks and heavy meals as well as traditional drinks (badeg, wedang ronde, wedang jahe). The presentation of culinary uses traditional packaging such as coconut shells, bamboo, and banana leaves. Panggok Market, which is located in the yard of a resident's house and surrounded by bamboo trees, creates a beautiful and cool atmosphere. Visitors can take selfies on the streets decorated with umbrellas and attractive paintings, with caping properties provided free of charge. Panggok market has inspired other culinary villages that follow the railroad tracks, which have proven to be effective in improving the economy of residents.

Research on the creative economy is very interesting to study because the creative economy is related to management changes so that it can have a positive impact on improving the economic welfare of the community. The focus of the research is on the culinary sector in the creative economy of Panggok Market. The Creative Economy is a new talent that changes society through creative ideas or concepts, resulting in products with added economic value that can produce a more prosperous life. Therefore, this study explores information on the application of management change strategies in the creative economy of the Panggok Market. The benefits of the creative economy of the Panggok Market include the following:

### 1. Opening Job Opportunities

The creative economy Panggok Market is known to be able to create new jobs in various fields, including professionals in marketing and technology. Wide open job opportunities can help reduce unemployment. In the end, the community can feel the benefits of the increasingly developing creative economy.

### 2. Creation of Many MSMEs

In addition to creating new jobs, another benefit of the creative economy Panggok Market is that it is able to increase the role of society in building the economy through MSMEs. With unlimited creative capital, micro-entrepreneurs can continue to innovate in meeting consumer demand. This will certainly keep the wheels of the economy turning and support national economic growth. The impact is that people's welfare will also increase.

### 3. Innovation Development

The creative economy Panggok Market encourages healthy competition among creative industry players. Every individual and MSME must continue to innovate to meet the changing needs of consumers.

### 4. Product Quality Improves

The creative economy Panggok Market encourages industries to continuously improve the quality of products and services. Industry players must continue to innovate and provide added value in order to meet dynamic consumer expectations. This also provides opportunities for young creative talents to contribute fresh and innovative ideas in increasing the competitiveness of local products.

### 5. Improving Quality of Life

The next benefit of the creative economy Panggok Market is that it can improve people's quality of life. Income from the creative economy not only improves finances, but also improves overall quality of life, including better access to education and health services.

#### 6. Positive Impact on the Environment

The creative economy Panggok Market uses the concept of green technology and environmentally friendly in its product and service innovations. This environmentally friendly culture is slowly spreading and influencing overall business behavior.

Naturally, a number of organizational changes, including modifications to the organization's nature, will be impacted. The organization must set a course of action or policy and make adjustments to address these issues without erasing or replacing its former identity. Organizational structure must be established and determined with the intention of giving an overview of various aspects of the organization. This principle must be followed whenever there is a change in organizational structure. Organizational transformation seldom goes as smoothly as it should because there are a number of challenges to overcome. External forces are typically the cause of these problems. An organization's structure, technology, work practices, and management systems are all examples of changes that are related to development, improvement, or correction. A change does not have to be implemented by an organization. An organization can use this tactic to achieve some of its overarching objectives.

Organizational change can take many forms, including structural, individual, technological, and physical changes that call for new culture, knowledge, and abilities. Numerous variables, such as leadership and organizational culture that opposes change, impede organizational change. Which weak statement is supported by Daff's opinion (1998) that leadership has the power to foster and facilitate innovation in order to make followers and organizations more receptive to change. Furthermore, Bishop's research (2001) states that top level leaders encourage and create the capacity for change at the level necessary to facilitate it. According to the study's findings, the more effectively a person leads the implementation of organizational change, the more successful the change will be; on the other hand, the less successfully a person leads the influence and persuasion of others to make changes, the less successful the change will be.

Based on the theory of the meaning of change management according to Coffman & Lutes (2007), change management is a methodical process. To assist individuals and organizations in making the gradual but unquestionable shift from their existing condition to the intended one. According to Kotter (2011), change management is a strategy for transforming individuals, teams, and organizations into the ideal future state. According to Lientz & Rea (2004), a method for organizing, creating, executing, monitoring, and maintaining changes in company and work procedures is called change management.

One of the applications of organizational change management in improving the economy is the inclusive creative economy. Current developments in the economy have created a new concept called the creative economy, which is the right alternative and actively supports the sustainability of the economy in Indonesia today. Current developments in the world of economics and business have shifted from a resource economy to a knowledge-based and creativity economy. The creative economy has a concept where science and technology are inputs in driving economic development and creating good economic growth (Wiko, 2010).

Humans must be able to realize the ideas and creativity they have. The economy appears as a creative alternative development to increase public welfare as a reaction to the phenomena that take place in the economic sector. Main capital in creative economy is outlook breadth and ideas owned by Human Resources (HR). These two factors are the main capital used by humans in facing the current creative economy era (Polnaya & Darwanto, 2015).

The creative economy itself can provide economic benefits and encourage the creation of creative ideas and new innovations to create competition in the world of economics and business and in

general can generate maximum income and be able to raise the welfare of society. In terms of discourse and opinion, the creative economy has a point of view that is not necessarily economically profitable, but rather Creative economy can be beneficial in terms of morals, culture, nature and the community environment (Geriya, 2000).

Based on the background of the problems that occur to improve community welfare, this research focuses on the limitations of the creative economic problems of the Panggok market, especially the culinary sector. This is in accordance with the problems that occur in Indonesia in the culinary sector as follows that Indonesia still lacks creative processing industries, especially in the food sector or what is often called the culinary sector (Hutabarat, 2015). The creative economy serve as the foundation of the Indonesia economy, which has bolstered the country's creative economy. Government initiatives to promote equitable and sustainable economic growth, such as fostering the creative economy and boosting technological and innovative capabilities, also encourage this.

A key component of the creative economy is human capital, often known as intellectual capital or creative capital. Human resources with the ability to generate diverse ideas and convert them into economically valuable goods and services are essential to the creative economy. Although the production process may adhere to industrial economic principles, creativity is the first step. The scope of the creative economy includes 17 sub-sectors and one of them is culinary. The issue of food is no longer just a matter of filling the stomach, but also becomes interesting from the perspective of art and lifestyle. The creative economy agency was established a year ago with the goal of identifying the food industry as one of the factors propelling other creative industry subsectors. This step is expected to directly boost people's income and be able to increase economic growth.

The growth of the national economy emerges and grows in the midst of society, thus the development of small and creative enterprises in the community will be able to roll out the community's economy. The creative economy must be viewed from both a cultural and economic perspective, because the direction of the creative economy's development is significantly influenced by cultural strategy.

The potential of creative industries and micro and small businesses is an opportunity to develop food independence in a region based on local food. The creative industry is one that emerged from the use of individual talents, creativity, and abilities to provide employment and welfare by utilizing and maximizing each person's unique inventiveness and originality. The system of human activities pertaining to the creation, dissemination, trade, and consumption of products and services with cultural, artistic, and entertainment value. Economic activity from the creative industry forms the foundation of the creative economy (Rahmawati, 2021). In the creative age, the use of imagination and invention determines a product or service's economic worth instead of raw materials or production methods as they did in the industrial era. Nowadays, industry cannot compete in the global market solely on the basis of price or product quality instead, it must compete on the basis of innovation, creativity, and imagination (Geriya, 2000). Application and game development, architecture, interior design, visual communication design, product services, fashion, animated video films, photography, crafts, culinary arts, music, publishing, advertising, performing arts, fine arts, television, and radio are the 17 subsectors that make up the creative industry or creative economy (Djulius et al., 2021).

Change management requires value-based management. an approach that ensure the company remains running according to values, which have been previously determined (Young & O'Byrne, 2001). Based Value pays attention to values, including vision, mission, strategy and goals in an organization or business in implementing successful change management. By examining the growth of MSMEs in Cilacap Regency, this paper examines change management in the creation of an inclusive creative economy.

Based on the phenomenon of the problems that occur, it is important to improve people's welfare through the creative economy, developing micro, small and medium enterprises in the culinary sector in Indonesia. Therefore, based on the theoretical references above, to develop changes in creative economic management, it is necessary to pay attention to organizational change and development, the concept of leadership in organizational change (organizational change) (Kahar, 2008), emotional changes in organizations (Yuwono & Putra, 2005), resistance to cases of public or private organizations (Dewi & Kurniawan, 2019), and human relations (human relations) (Cahyati and Budiarti). Therefore, the discussion of the article being reviewed focuses on organizational change that occur in the development of the creative economy of Panggok Market, Slarang Village, Cilacap Regency.

## METHODS

A qualitative descriptive method is used in the study. The qualitative descriptive approach is a definition of the problem that directs research to study or take a picture of a social situation that will be examined in a thorough, extensive, and detailed manner. The technical stages of qualitative data analysis include data collection through interviews (conducting in-depth interviews with key informants, namely micro, small and medium business actors in Panggok Market to obtain in-depth information about the research topic), observation (directly observing the phenomenon or activity being studied to obtain rich and in-depth data), documentation (collecting and analyzing documents, archives, or recordings relevant to the research), and FGD (conducting focus group discussions to gain various perspectives and understandings about the research topic), followed by reduction and categorization (after the data is collected, researchers need to reduce the raw data into more concise and relevant information), presentation (data that has been reduced and categorized is presented in a form that is easy to understand), and drawing conclusions (these conclusions are based on the findings that emerge from the data and interpretation). The goal of the qualitative technique is to gather comprehensive information about the "Change Management of Inclusive Creative Economy of Panggok Market" by gathering descriptive data from people's written or spoken words as well as their observed behavior.

## RESULTS AND DISCUSSION

### Strategy Development Economy Creative Market

The creative economy development strategy managed at Pasar Panggok based on observation results is to determine the uniqueness in developing its business by developing creativity and ability in preparing traditional culinary food according to tradition and culture in the Cilacap area to gain an advantage in managing the creative economy. This is in accordance with Gunaryo et al. wrote in his book that human resources are the foundation for the sustainability of the creative economy. The uniqueness of the creative industry is the central role of human resources as human capital compared to other production factors. For this reason, the development of the creative industry must be based on the development of skilled, trained, and empowered human resources to foster knowledge and creativity. The primary production variables in the growth of the creative industry are this knowledge and creativity (Gunaryo, 2008). Overall, to gain excellence in managing the creative economy is determined by:

- a. Opportunity (Opportunities)
- b. Urge/push/encouragement (encouragement)
- c. Training (training)
- d. Motivation (motivation)
- e. Come Close all practices (most of all- practice)

Based on the theory and based on observation above, the market concentrates on creative development which includes four things at once, namely scientific creativity, creativity economy

creativity culture and creativity technology that happened on creativity economy Pangkok Market. This is in accordance with developing the economy in Indonesia, according to the Indonesian Ministry of Trade (2008) there are four aspects that must be considered and developed, namely covering the following things (Suryana, 2013). First, Creative economy by finding ideas, art, technology. Second, the superiority of economic products based on art, culture and crafts. Third, heritage economy. Fourth, tourism economy which is based on natural beauty. So the definition of strategy is everything that is planned to achieve short-term and long-term goals. According to KEA European Affairs (2006:42) quoted by UNDP and UNCTAD in the Creative Economy Report, (2008:9), there are four types of creativity that form the creative economy, namely:

- a. Creativity knowledge knowledge (Scientific creativity)
- b. Creativity economy (Economics of creativity)
- c. Creativity culture (Cultural creativity)
- d. Creativity technology (Technological creativity)

Creativity economy Pangkok market has a uniqueness that generally produces crafts or processed products. But the creative economy of Pangkok market is creativity that relies on creative ideas and innovations to produce new products. According to Suryana, products from a creative economic perspective are the creation of something new, both in the form of goods and services, artist work, humor or in the form of solving a problem or novelty and services that have economic value. Based on this theory, the pangkok market is included in the market that has a creative economic value that relies on creative services as well as creative products. In implementing the creative economic development strategy at Pangkok Market, they use several creative ideas, including:

- a. Creativity Science

The scientific creativity that exists in the Pangkok market is carried out by the initiator and his colleagues who carry out a reset to determine the activities that will be carried out next, with this the initiator and his colleagues carry out a reset by visiting the car free day at the Cilacap square. After carrying out the reset, they found many things that the community likes, namely that the community prefers to gather with family at the time. weekend and selling food. Therefore, he has a strong desire to create a market in his own area, namely in Slarang village, by prioritizing traditional food because traditional food is now rarely found.

- b. Creativity Economy

Economic creativity is a process that leads to innovation, business practices, marketing and other efforts. The innovation in question is by developing traditional food to make it look more attractive and liked by the public. The business practice carried out is by opening a culinary business with innovation that can be realized as much as possible. The creative economy is seen as a driver of economic growth, therefore the youth invite the surrounding community to get involved in economic activities in the Pangkok market. In addition to creating job opportunities, the community also has its own income from the results of the creation of economic creativity carried out in the Pangkok market. The creative ideas in the Pangkok market are also applied in Pangkok market activities, such as parking tickets getting prizes and coupon eat free. Ticket parking get present withdrawal This is a new thing, this creative idea is done so that visitors feel happy and satisfied when they are in the Pangkok market. This prize draw is done after visitors get a parking number, then visitors must look at the draw board to see whether the parking number gets a prize or not. no. So visitors who park will be given a parking ticket and whoever is lucky will get a prize that is prepared before the entrance to the Pangkok market. The prize is determined by the number by members of the Slarang village youth organization if the ticket number obtained by the visitor matches the one on the prize board, the visitor will take the existing prize. The prizes are as follows: flip-flops, free meal coupons, hair clips, trash cans, flower pots, ladles, plastic cups, plastic plates and spatulas, floor brooms, broomsticks and many more. The strategy carried out by the Pangkok market committee is solely so that people don't get bored of coming to Pangkok market, and every time visitors come, they try to find something new. With this, there must always be creative ideas carried out so that creativity always goes hand in hand. With creative ideas that are always implemented, people will come back to Pangkok Market. For food coupons free done creatively carried out by members of the youth

organization with the aim that visitors are satisfied with this can cause a positive reaction from the visitors themselves. Free meal coupons are valid for 1 person and only for one meal. So for visitors who get free meal coupons are free to choose the food they will eat by giving coupons to traders. With the existence of these free meal coupons, traders will feel that they are benefiting because, if in one group there are those who get free meal coupons, then in that group at least there are also those who buy from the trader. These free meal coupons also get a good response Positive from visitors, not only traders feel they are benefiting, but visitors also feel benefited Because One coupon Eat free according to him very much valuable. This free meal coupon is also placed in the prize draw, visitors who get the parking number according to the prize draw will get it. With the existence of these free food coupons, at least some traders can give alms to buyers, there is no schedule of days for who will give them. food free Which will in put it down in coupon Eat free, only this is just by the will of the traders. Voluntary traders who will provide free food, then the Karangtauna writes and puts it on the free meal coupons that are placed in the prize draws. So for this free meal coupon every week, the amount is not determined, but according to the wishes and desires of the traders (Chamim, 2020).

c. Creativity culture

Cultural creativity that is carried out in cultural creativity such as art is done with skill. There are some that are in the Panggok market like: Drums, drums, Music. For The drum Alone which is a communication tool used by traditional communities in many regions in Indonesia. Kentongan is made of long wood with a hole in the middle. This Kentongan usually functions as a tool for sending early markers for information or news for residents about important events in their homes (Luthfy, 2018). Now Kentongan is used as a musical instrument that is played by hitting it and in groups. The strains of music The kentongan is usually accompanied by drums and angklung so that the results are... the music is better. The presence of kentongan in the panggok market because this kentongan is a type of traditional musical instrument, to complement the traditionalism in the panggok market, a kentongan was held. The kentongan in the panggok market comes from outside the village of Slarang, the leader of the kentongan group team registered with Chamim as the initiator of the idea of the panggok market. However, later the kentongan team will be contacted again because many other kentongan teams have also registered. So later the kentongan team will come according to the schedule that has been determined. This is done so that the public can enjoy kentongan music in various ways, because each kentongan team must have different characteristics. For now, acoustic music is definitely what we often find, whether in the town square, cafes or other places. With this, Panggok Market is holding dangdut, lengger, kentongan entertainment that still has a traditional aroma to further complement the Panggok market which is made with an old-fashioned feel. Next, the meaning of lengger, lengger can also be called rongeng, lengger This is dance traditional Which played by 2 until 4 person the man who similar to the woman who dressed up with clothes typical. Will but now there are also many beautiful and gentle female lengger. Lengger Which There is in Panggok Market, it is held every Saturday night, the time is alternating with dangdut entertainment. Lengger in Panggok Market also comes from Cilacap and outside Cilacap. The purpose of holding lengger entertainment is so that people can get to know more about Javanese dance which is now rarely shown. Because the Panggok market is a traditional market, the scope of the Panggok market should also be as traditional as possible, such as this lengger entertainment, not without reason so that children can also understand about lengger, besides we can eat traditional food at the Panggok market we can also learn about Javanese culture. Furthermore, the meaning of dangdut, dangdut is one of the traditional music, with this people will sing old songs and be a little protected from western music. Dangdut at the Panggok market is held every 2 weeks every Saturday night and the schedule alternates with lengger. However, this dangdut entertainment does not take place long, Because only started from O'clock 19.30 – 21.00 Because considering that the Panggok market is in the middle of a residential area. Dangdut is also an original Indonesian music, so we must appreciate and admire dangdut music more, although currently there is a lot of dangdut music that is arranged with modern music. With the presence of dangdut in the Panggok market. At least it has helped improve dangdut

music to be better known and liked by the community. (Chamim, Data on visitors to the Panggok Market, 2020).

By creating a creative economic development strategy in the Panggok Market, the aim is to achieve long-term goals, namely that Slarang village has a culinary place that is popular with the community and is built. For to preserve food traditional with This market the cradle can run continuously so that the economy of the Slarang village community always increases with the help of existing resource allocation. Considering the concept of strategy Chandler claims that strategy is a tool for achieving business objectives pertaining to long term goals, follow up initiative, and resource allocation priorities (Rangkuti, 2011).

d. Creativity technology

Creativity technology is ability develop idea creative which is balanced with good mastery of technology, of course it will make it easier for us to be creative along with the development of the era of technological creativity is done through several social media such as Facebook, Instagram, YouTube. For promotional media carried out in the Panggok market, social media has been used so that the wider community also knows the information shared. Based on the theory above, supporters of the development of the creative economy in the Panggok market are activities that by definition become activities that organize and concentrate on the development of the creative economy which includes four things, namely scientific creativity, economic creativity, cultural creativity, technological creativity.

### **Positive impact of creative economy of Panggok Market**

Based on the results of research observations that the creative economy of Panggok Market has a positive impact, such as creating jobs, increasing regional income, and encouraging innovation, as well as improving the quality of life of the community. The following is a more in-depth analysis of the impact of the creative economy on residents around Panggok Market:

- a. The culinary sector of the creative economy has great potential to create new jobs and increase community income.
- b. The creative economy can encourage local economic growth by increasing regional income and creating new business opportunities.
- c. The creative economy can increase household income through various creative culinary activities
- d. By increasing income and opening up business opportunities, the creative economy can improve the quality of life and welfare of the community.
- e. The creative economy encourages innovation and the use of new technology in the culinary sector
- f. The creative economy can increase the competitiveness of a region
- g. The creative economy can play a role in improving social welfare, such as reducing social disparities and increasing access to arts and culture.

The creative economy of Panggok Market can provide positive benefits for the welfare of the surrounding community, but in developing the creative economy, Panggok Market faces the following challenges, including the availability of raw materials, knowledge of technological changes, limited human resources, financing, creative product innovation, and limited skills.

### **Role And Objective Economy Creative Market**

Panggok Market is managed by a Business Entity Village-owned (Bumdes) where the head of Bumdes has the creative idea and is able to realize it into the Panggok Market, the success of the Panggok Market is not solely due to the initiator idea but assisted by youth organizations and other residents who support the activity Panggok Market. Armed with creativity and innovation, Panggok Market continues to grow. The community considers Panggok Market as a creative culinary market and is determined to revive the culinary market with a scope of creativity and innovation. Social strength and determination to develop the community become a synergy of strength to realize Panggok Market which continuously produces creative ideas.

The introduction of the Panggok market is by holding a big breakthrough for the residents of Slarang village by holding a healthy walk with the distribution of free gift coupons so that later the people of Slarang village can get to know the Panggok Market more closely. The Panggok Market is a traditional market that uses a theme with an old-time feel that was established supported by the people of Slarang village and assisted by the youth organization. Every month the Panggok market always experiences increase amount visitors Which capable seen from every amount card parking. Panggok Market is purely managed and developed by the Slarang village community, and all of its workers are from the Slarang village community, starting from parking arrangements, cleaning staff and traders who sell from Slarang village residents (Chamim, 2020). Panggok Market continues to develop both in terms of physical, types of services, completeness of food sold, comfort of place, and cleanliness. In terms of physical that is always updated is such as expanding the parking area, replacing any damage in the Panggok market, the quality of workers is also always considered such as discipline in wearing uniforms for sellers and other officers, discipline in attending meetings. And with the existence of the Panggok market, Slarang village has become famous and crowded with people at large, with this Panggok market can be said to be successful in the business activities carried out.

Thus history the formation of the economy creative in market panggok village Slarang Kesugihan Cilacap. It is envisaged that the Panggok Market will be able to frame the community's economic resilience with the presence of economic activity. In order for the community to thrive.

The results of observations on the creative economy of the Panggok market in the food sector are in accordance with the creative economy contributes to a country's economy, particularly in the areas of income generation, job creation, export earnings, technology development, intellectual property, and other social functions. According to UNCTAD (2008) in the Creative Economy Report, the creative economy is a developing concept based on creative assets that have the potential to generate economic growth and development. As a result, it can be viewed as the driver of a country's growth and development (engine of economic growth and development).

The following criteria suggest that the creative economy may contribute to economic growth, according to UNCTAD and UNDP's 2008 Summary Creative Economics Report and Creative Economy Report.

- a. Export earnings, employment growth, and income production can all be boosted by the creative economy. Furthermore, the creative economy can support cultural variety, human resource development, and social dimensions (social inclusion).
- b. Aspects of the economy, culture, and society that are linked to technology, intellectual property, and travel destinations are fostered by the creative economy.
- c. It is a collection of scientific knowledge derived from economic activity that has a development component and links the macro and micro levels of the economy overall.
- d. This is one of the development alternatives that should stimulate interministerial action, policy responses, and multidisciplinary innovation.
- e. In the heart economy, there are creative industries (the industries are the heart of the creative economy).

Another perspective on the function of creativity is that it is gauge of social dynamics. As a result, social problems like poverty, unemployment, poor health, education, inequality, and other social instability issues might be lessened. Creativity can also boost economic value, such as income, work possibilities, and welfare. Consequently, from an economic standpoint that is not explicitly divided (UNDP & UNCTAD, 2008). The creative economy has the potential to provide welfare since it can boost income, improve equity, decrease poverty, create job possibilities, decrease unemployment, promote renewal, and use locally sourced resources.

## CONCLUSION

Change Management is a systematic process of applying the knowledge, tools and resources needed to influence change in organizations affected by the process. Change management is aimed at give business solutions which required in success in an organized and methodical manner, through managing the impact of change on those involved. According to applicable norms, change management must pay attention to values such as the vision and mission, strategic planning, and the role of objectives in bringing about change. As in Panggok Market, it is a culinary tourism that is built focusing on change management of economic development based on creativity. Overall, Panggok Market has been built with creativity both from its place, its food or the people who sell it. Panggok Market was created to preserve traditional food as evidenced by the response of the community who assessed Panggok Market well and for the welfare of the surrounding community in accordance with Panggok Market vision and mission as evidenced by all tourism actors from Slarang village such as traders, parking attendants, security officers and so on.

The creative economic development strategy carried out by Panggok Market is by always do creativity and innovation for increase quality market Panggok and to attract the attention of consumers so that consumers always make transactions every time they come to Panggok Market. Scientific, economic, cultural, and technological creativity are always the foundation of creative economic strategies. For instance, kentongan, lengger, parking tickets that earns prizes, and vouchers for free meals are all examples of creative economic tactics. Another creative thing that is done is by implementing something traditional such as traders wearing lurik clothes and to man added use blangkon, some traders use plate and the glass that made of clay, and the place that also used using panggok, and all the readings in the panggok market use Javanese. The purpose of implementing change management for the development of Panggok Market is also to improve the economy and community welfare.

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