

## ABSTRAK

**FATMAWATI. 2026. Studi Tentang Pengembangan Ekonomi Kreatif Di Kalangan Pemuda Di Kelurahan Tombolo Kecamatan Somba Opu Kabupaten Gowa. Skripsi. Jurusan Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh: Muhammad Rusydi Dan Muhammad Najib Kasim.**

Penelitian ini bertujuan untuk mengetahui faktor internal dan eksternal yang memengaruhi pengembangan ekonomi kreatif di kalangan pemuda di Kelurahan Tombolo, Kecamatan Somba Opu, Kabupaten Gowa, menganalisis peran dan strategi pengembangannya, serta mengidentifikasi dampaknya terhadap kondisi ekonomi dan lapangan kerja pemuda. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi dengan informan yang dipilih secara *purposive*, yang terdiri atas pelaku ekonomi kreatif, aparat kelurahan, dan masyarakat. Teknik analisis data menggunakan model Miles dan Huberman, yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pengembangan ekonomi kreatif di Kelurahan Tombolo dipengaruhi oleh faktor internal berupa keterampilan, kreativitas, motivasi, kemampuan manajerial, dan modal usaha, serta faktor eksternal berupa dukungan lingkungan sosial, akses pasar, pemanfaatan teknologi digital, dan peran pemerintah. Strategi yang dilakukan dalam pengembangan ekonomi kreatif meliputi inovasi produk, peningkatan kualitas produk, pemanfaatan media sosial sebagai sarana promosi, serta dukungan pemerintah melalui pelatihan dan fasilitasi kegiatan usaha. Pengembangan ekonomi kreatif memberikan dampak positif terhadap peningkatan pendapatan, terbukanya peluang kerja, dan tumbuhnya kemandirian ekonomi pemuda. Namun demikian, pengembangan tersebut belum berjalan optimal karena masih menghadapi kendala berupa keterbatasan modal, rendahnya literasi digital, minimnya pelatihan berkelanjutan, serta belum adanya wadah kolaborasi antar pelaku usaha. Oleh karena itu, diperlukan sinergi antara pemerintah, pelaku usaha, dan masyarakat untuk memperkuat ekosistem ekonomi kreatif agar lebih produktif, berdaya saing, dan berkelanjutan.

**Kata kunci:** Ekonomi Kreatif, Pemuda, Pengembangan Usaha, Pemberdayaan Ekonomi, Kelurahan Tombolo

## **ABSTRACT**

**FATMAWATI. 2026. A Study on the Development of the Creative Economy among Youth in Tombolo Urban Village, Somba Opu District, Gowa Regency. Undergraduate Thesis. Department of Development Economics, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Muhammad Rusydi and Muhammad Najib Kasim.**

*This study aims to identify the internal and external factors influencing the development of the creative economy among youth in Tombolo Urban Village, Somba Opu District, Gowa Regency, to analyze the roles and strategies in its development, and to examine its impact on the economic conditions and employment opportunities of young people. This research employed a descriptive qualitative approach. Data were collected through observation, in-depth interviews, and documentation involving informants selected purposively, consisting of creative economy actors, village government officials, and community members. The data were analyzed using the Miles and Huberman model, namely data reduction, data display, and conclusion drawing. The findings show that the development of the creative economy in Tombolo Urban Village is influenced by internal factors, including skills, creativity, motivation, managerial ability, and business capital, as well as external factors, including social environmental support, market access, the use of digital technology, and the role of the government. The strategies implemented in developing the creative economy include product innovation, product quality improvement, the use of social media as a promotional medium, and government support through training and business facilitation. The development of the creative economy has had a positive impact on increasing income, creating job opportunities, and strengthening the economic independence of youth. However, its development has not yet been optimal due to several obstacles, such as limited capital, low digital literacy, lack of sustainable training, and the absence of a collaborative forum among business actors. Therefore, synergy between the government, business actors, and the community is needed to strengthen the creative economy ecosystem so that it becomes more productive, competitive, and sustainable.*

**Keywords:** Creative Economy, Youth, Business Development, Economic Empowerment, Tombolo Urban Village