

Sustaining Traditional Textile Businesses: How Creative Economy Supports *Sasirangan* MSME in Banjarmasin

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Abstract

This study analyzes the effect of creative economy development on the business sustainability of *Sasirangan* MSMEs in Banjarmasin City. *Sasirangan* fabric is a cultural heritage closely associated with the local community and plays a strategic role in supporting the regional economy. This research employs an associative quantitative approach using simple linear regression analysis to examine the relationship between variables. The research variables include creative economy development and the sustainability of *Sasirangan* MSMEs. The results indicate that creative economy development has a significant effect on the sustainability of *Sasirangan* MSMEs in Banjarmasin City, although its contribution remains relatively limited, as reflected by a coefficient of determination of 11.4%. These findings suggest that strengthening the creative economy contributes to sustaining *Sasirangan* MSMEs; however, additional supporting factors are required to enhance its overall impact.

Keywords: Creative Economy, Business Sustainability, *Sasirangan* MSME, Traditional Textile Businesses

Menopang Usaha Tekstil Tradisional: Bagaimana Ekonomi Kreatif Mendukung UMKM *Sasirangan* di Banjarmasin

Abstrak

Penelitian ini menganalisis pengaruh perkembangan ekonomi kreatif terhadap keberlanjutan usaha UMKM *Sasirangan* di Kota Banjarmasin. Kain *Sasirangan* merupakan warisan budaya lokal yang memiliki nilai ekonomi dan peran strategis dalam mendorong perekonomian daerah. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan analisis regresi linier sederhana untuk menguji hubungan antarvariabel. Variabel penelitian meliputi perkembangan ekonomi kreatif dan keberlanjutan usaha UMKM *Sasirangan*. Hasil penelitian menunjukkan bahwa perkembangan ekonomi kreatif berpengaruh terhadap keberlanjutan usaha UMKM *Sasirangan* di Kota Banjarmasin, meskipun kontribusinya relatif terbatas dengan nilai koefisien determinasi sebesar 11,4%. Temuan ini mengindikasikan bahwa penguatan ekonomi kreatif tetap berperan dalam menjaga keberlanjutan UMKM *Sasirangan*, namun perlu didukung oleh faktor lain agar dampaknya lebih optimal.

Kata Kunci: Ekonomi Kreatif, Keberlangsungan Usaha, UMKM *Sasirangan*, Usaha Tekstil Tradisional

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INTRODUCTION

In today's digital era, the creative economy and creative industries have proven themselves as key components in spurring economic growth in countries around the world and the main drivers of sustainable economic development. Indonesia's creative economy contributes 7.8% to the national GDP (Taqwa, 2024). This not only strengthens industries within the national creative sector but also serves as a foundation for local economic resilience. In this challenging era, it creates great opportunities to face the economic crisis after the Covid-19 pandemic (Hikmahwati & Sahla, 2022). In Banjarmasin, South Kalimantan, the creative economy, especially the *Sasirangan* textile industry, supports 32 registered MSMEs (Banjarmasin City Cooperation and Industry Office, 2023), creating jobs and preserving cultural heritage. Local economic growth is driven by the ability of the creative economy to create new jobs and increase the competitiveness of a region. By relying on local uniqueness, the creative economy encourages the development of innovative products and services that can attract market attention (Mere et al., 2023). The creative economy is a new economic era that relies on creative ideas and concepts from resources, namely humans (Rahmawati et al., 2021).

The concept of the creative economy focuses on the distribution of information and creativity by relying on ideas and knowledge from human resources in the area. Human resources are one of the main factors in implementing the creative economy; therefore, human resources are one of the most important elements in increasing the creative economy (Amelia, 2016). The creative economy is known as the creative industry, but in Indonesia it is legally and formally called the creative economy as stated in the regulations and laws in force in Indonesia (Nasrullah et al., 2022). The creative economy is defined as an industry or business that arises from the use of individual creativity, skills, and talents to produce a level of happiness and can open up to eight jobs through individual creative work and interests (Hutagalung & Sihombing, 2022). Based on several opinions above, the creative economy is a new economic era that prioritizes information and creativity by relying on ideas and knowledge (stock of knowledge) from human resources as the main production factors in economic activities (Riswan et al., 2020).

The creative economy has several indicators that can affect business sustainability. These indicators are production, market and marketing, management and finance, government policy, economic conditions, environment, and business partnerships (Hartomo & Cahyadin, 2013). Similarly, developing the creative industry in a country requires pillars that will support the growth and development of the creative industry, such as industry, financing, marketing, and technology and information (Saputra & Mutiyara, 2023). The development of the creative economy often involves collaboration between the government, the private sector, and the community to create an environment that supports the growth of the creative industry, including through infrastructure development, provision of education and training, and promotion and marketing of creative products and services.

A study of the mapping of the creative industry in South Kalimantan Province is something that must be carried out based on the reality that the creative industry is an industry that is able to provide significant economic contributions and create a positive business climate and build the image and identity of the nation (Sarwani & Kadir, 2017). The development of the creative economy affects the economy of the people of South

Kalimantan, especially the city of Banjarmasin. In addition, increasing the creative economy can reduce the unemployment rate in the city of Banjarmasin (Wardani, 2021). This is because human resources always have new and unique ideas that can be developed. In the creative economy, society plays an important role as a factor of production, where society produces a product from an idea that is created or innovates from a product that already exists (Saputra & Mutiyara, 2023).

South Kalimantan has a cloth with its own characteristics; this cloth is known by the community as *Sasirangan* motif cloth. By having a unique culture, it makes it an opportunity for industry players to produce a product. One of the cultural products that is developed is *Sasirangan* cloth. Most of the districts/cities in South Kalimantan rely on *Sasirangan* cloth, whose coloring methods and motifs have unique characteristics, as their creative economic potential (Riswan et al., 2020). The sustainability of the *Sasirangan* industry in Banjarmasin faces a number of challenges. Some of the inhibiting factors include the high price of raw materials accompanied by limited supply, lack of business capital, limited availability of skilled labor, suboptimal production technology, underdeveloped marketing strategies, and weaknesses in institutional aspects, such as business management and regulatory support (Nabawi & Basuki, 2022; Prasetyo et al., 2014). MSMEs in Banjarmasin have progressed and developed, but many new businesses have difficulty surviving for various reasons (Qalbiah et al., 2023). The Banjarmasin government's policy in developing the creative economy to grow MSME businesses is also expected to affect the sustainability of *Sasirangan* MSME businesses in Banjarmasin.

The rapid development of the MSME sector shows that there is great potential if this can be managed and developed properly, which, will be able to produce resilient MSMEs (Hikmahwati & Irwansyah, 2023). Micro and small business actors are required to be able to continue to survive, even though many problems are faced (Rosyad & Wiguna, 2017). A sustainable business is certainly a dream. Because every entrepreneur definitely wants the business they run to continue to exist in any condition. What is meant by "business sustainability" is a business that can continue to exist from time to time, is able to maintain organizational values or has a strong organizational culture, and achieves stable company profits and can even continue to increase (Agustina et al., 2022). Business sustainability includes growth, development, innovation, strategies to maintain business sustainability, and business development that lead to the existence of a business (Rahyono et al., 2022). The existence of a business is a hope for establishing a business. The sustainability of a business or enterprise lies in the continued existence of an organization in the relevant market served by a company (Muis et al., 2024).

Business sustainability is a condition where a company/industry/business actor is still able to maintain its business operations, including being able to continuously increase the achievement of business profits. Difficulty in projecting profit or loss targets to be achieved in the future has an impact on developing its business (Hikmahwati et al., 2023). Indicators of the sustainability of a business are the achievement of BEP, business expansion, production growth, and fast confirmation of customer orders (Yunus et al., 2022). Based on the explanation above, the increase in the creative economy is closely related to the sustainability of a business. This is also what drives research on the sustainability of the *Sasirangan* Banjarmasin MSME business, because it is included in the development of the

creative economy in the Banjarmasin area. The difference between this study and previous studies is in the research method that uses quantitative research methods, while previous studies used more qualitative methods.

Previous studies have examined the relationship between economic development and business sustainability across various contexts, including MSMEs and creative industries, although not specifically focusing on *Sasirangan* MSMEs. Empirical evidence indicates that creative economy development contributes to business sustainability through innovation, expanded market access, improved competitiveness, managerial capability, financing, and marketing strategies (Agustina et al., 2022; Mere et al., 2023; Rahmawati et al., 2021; Rahyono et al., 2022; Riswan et al., 2020). Nevertheless, most of these studies analyze creative economy development and business sustainability as separate constructs or concentrate on non-traditional creative sectors, resulting in limited empirical evidence that directly links creative economy development to the sustainability of culturally based MSMEs such as *Sasirangan*.

Addressing this gap, the present study investigates how creative economy development through key pillars such as financing, technology, and marketing influences the sustainability of *Sasirangan* MSMEs in Banjarmasin (Saputra & Mutiyara, 2023). By adopting a quantitative approach, this study departs from prior predominantly qualitative research and provides measurable insights into critical factors, including production constraints, policy effectiveness, and market dynamics. The findings are expected to inform policy formulation aimed at strengthening MSME resilience while preserving local cultural identity, in line with Indonesia's national agenda for creative economy development (Nasrullah et al., 2022).

From a geographical and conceptual perspective, studies on the creative economy in Indonesia are largely concentrated in regions with more established creative ecosystems, particularly Java and Sumatra, leaving limited evidence from other areas such as Banjarmasin, South Kalimantan (Sarwani & Kadir, 2017; Wardani, 2021). In addition, prior research predominantly emphasizes specific dimensions of the creative economy, including innovation, digital marketing, human resource creativity, and production efficiency (Rahmawati et al., 2021; Saputra & Mutiyara, 2023). Aspects such as government policy support, economic conditions, environmental factors, and business partnerships remain underexplored, especially in MSME-focused studies. Therefore, this study addresses these gaps by quantitatively examining the multidimensional role of creative economy development in influencing the sustainability of *Sasirangan* MSMEs in Banjarmasin.

METHOD

This research was conducted in Banjarmasin City; the implementation time was March-September 2024, with an associated quantitative approach. Associative quantitation is a study that is intended to ask about the relationship between two or more variables [24]. The relationship used in this study is a causal relationship. The population in this study was *Sasirangan* UMKM actors registered with the Banjarmasin City Cooperative and Industry Service in 2022, totaling 32 *Sasirangan* craftsmen. The researchers used a census sampling technique where all respondents became samples.

The study examined two key variables: the development of the creative economy (independent variable) and the sustainability of *Sasirangan* MSME businesses (dependent variable). The conceptual framework established a theoretical linkage between these variables, illustrating how the independent variable influences the dependent variable. This relationship was further operationalized through a structured framework, which visually maps the hypothesized connections and provides a basis for empirical analysis, as explained in Figure 1.

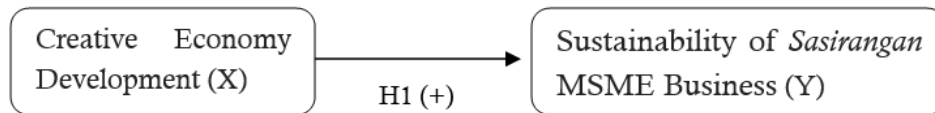


Figure 1. Research Model

Primary data were collected through a field survey using a structured questionnaire distributed directly to respondents at their *Sasirangan* business locations. The questionnaire was designed based on established indicators adopted from previous studies to measure all research variables. All indicators were operationalized into statement items and assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), with respondents completing the questionnaire manually in hardcopy form. The collected data were analyzed using simple linear regression. Prior to hypothesis testing, data quality was ensured through validity and reliability tests, followed by classical assumption tests, including normality, multicollinearity, and heteroscedasticity, to confirm the suitability of the regression model. Hypothesis testing was conducted using a t-test to evaluate the significance of the independent variable, while the coefficient of determination (R^2) was employed to assess the overall explanatory power of the model. A summary of the research variables and their corresponding measurement indicators is presented in Table 1.

Table 1. *Research Variables and Indicators*

Variable	Indicator
Business Sustainability (Y) The condition in which a firm or business entity can maintain its operational activities and continuously improve profit achievement.	1. Achievement of the break-even point (BEP). 2. Business expansion. 3. production growth. 4. Fast confirmation of customer orders. (Yunus et al., 2022)
Creative Economy (X) An economic concept that integrates information and creativity by relying on ideas, knowledge, skills, and talent rather than labor-based resources.	1. Production. 2. Market and marketing. 3. Management and finance. 4. Government policy. 5. Economic conditions. 6. Environment. 7. Business partnerships. (Hartomo & Cahyadin, 2013)

FINDING AND DISCUSSION

Finding

The study begins with data quality and classical assumption tests, which include validity and reliability assessments. For the validity test, the Pearson product-moment correlation method was applied with a 5% significance level. A questionnaire item was deemed valid if its calculated *r*-value exceeded the *r*-table value and was positive. The test results confirmed that all questions posed to 41 respondents—covering variables such as creative economic development and the sustainability of *Sasirangan* MSMEs—were valid and suitable for use. On average, the *r*-values derived from Pearson correlations were higher than the *r*-table threshold of 0.308 (*N* = 41) at a 5% significance level. Additionally, the average significance value (Sig. 2-tailed) of 0.000 was well below the 0.05 benchmark, further validating the results. These findings ensure the questionnaire's reliability and accuracy in measuring the intended variables. Thus, the data quality tests confirm that the research instrument is both valid and reliable for analysis.

The reliability of the questionnaire was assessed using Cronbach's alpha coefficient, with a minimum threshold of 0.60. According to statistical analysis, both the creative economy development and *Sasirangan* MSME business sustainability variables achieved a Cronbach's alpha value of 0.689, exceeding the required benchmark. This result confirms that the 38 questionnaire items consistently measured the intended constructs. Since the alpha value surpasses 0.60, the data is considered internally consistent and reliable for further analysis. Consequently, the variables are deemed suitable for examining their relationships through regression analysis. The findings support the robustness of the research instrument in assessing the link between creative economy development and MSME sustainability.

The heteroscedasticity test is essential to ensure the regression model meets the assumption of homoscedasticity. A well-specified regression model should exhibit no heteroscedasticity, as it could otherwise bias the statistical inferences. The scatterplot analysis reveals three key observations: first, the data points are randomly dispersed both above and below zero on the Y-axis. Second, there is no concentration of points exclusively in the upper or lower regions of the graph. Third, the distribution does not follow an irregular, funnel-like pattern that expands and contracts systematically. These findings indicate that the variance of residuals remains constant across predicted values. As a result, the model demonstrates no signs of heteroscedasticity.

The detection of multicollinearity in the regression model involves three key diagnostic measures: the correlation between independent variables, the condition index and eigenvalues, and the tolerance and variance inflation factor (VIF) values. The multicollinearity test results, displayed in the "Collinearity Statistics" table, indicate that the management knowledge variable (X) has a tolerance value of 1.000, which exceeds the threshold of 0.10. Additionally, its VIF value is 1.000, well below the critical threshold of 10.00. Based on these findings, the regression model exhibits no signs of multicollinearity, ensuring the independence of predictor variables. To assess whether the data follows a normal distribution, the Kolmogorov-Smirnov normality test was employed. The test yielded an asymptotic significance value (Asymp. Sig. 2-tailed) of 0.200, which is greater than the 0.05 benchmark. This confirms that the data is normally distributed, fulfilling a

critical assumption for regression analysis. Together, these diagnostic tests validate the robustness of the model, supporting the reliability of subsequent statistical inferences.

The second stage of analysis involves conducting descriptive statistical tests on the questionnaire data collected from *Sasirangan* MSME actors in Banjarmasin City. The results of these tests are summarized in Table 2, which presents key statistical measures such as means, standard deviations, and response distributions. These metrics provide an overview of the central tendencies and variability within the dataset. By analyzing this data, the study establishes a foundational understanding of respondent characteristics and trends. The findings serve as a basis for further inferential analysis in the research.

Table 2. *Probit Regression*

	N	Min	Max	Mean	Interpretation
Development of the Creative Economy (X)	41	1	5	3.5	Moderate development (positive trend)
Sustainability of <i>Sasirangan</i> MSME Business (Y)	74	1	5	3.8	Strong sustainability (favorable growth)

The descriptive analysis of questionnaire data from *Sasirangan* MSME operators provides valuable insights into both independent and dependent variables. As presented in Table 2, respondents rated the Creative Economy Development variable (X), measured through 25 questionnaire items, with an average score of 3.5 on a 1-5 scale. This moderately positive evaluation suggests satisfactory progress in creative economy aspects among local businesses. Furthermore, the Business Sustainability variable (Y), assessed through 13 items, achieved a higher mean score of 3.8, reflecting particularly strong performance in sustainability indicators. These findings collectively demonstrate that *Sasirangan* MSMEs in Banjarmasin City are experiencing both reasonable creative economic development and robust business sustainability. Both variables imply a potentially favorable relationship between creative economic development and business sustainability in the sector.

The third stage involves conducting regression analysis to assess the suitability of the equation for hypothesis testing. The analysis evaluates whether the regression model is statistically appropriate through examination of the coefficient of determination (R Square) and t-values. Model fitness is determined by how well the regression equation explains the variance in the dependent variable. Table 3 presents the specific results of the coefficient of determination test (R Square) for this analysis. These statistical measures collectively indicate whether the proposed regression model is valid and reliable for hypothesis testing purposes.

Table 3. *Koefisien Determinasi (R Square)*

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.337 ^a	0.114	0.091	15.264	1.586

a. Predictors: (Constant), Sustainability of *Sasirangan* MSME Business

b. Dependent Variable: Creative Economy Development

Table 3 presents the results of the determination coefficient analysis (R Square) for the regression model. The R Square value of 0.114 indicates that approximately 11.4% of the variance in the Creative Economy Development (dependent variable) can be explained by the Sustainability of *Sasirangan* MSME Business (independent variable). This suggests that the current model explains a modest portion of the relationship between these variables. The remaining 88.6% of the variance is accounted for by other factors not included in this study. The Durbin-Watson statistic of 1.586 falls within the acceptable range (1.5-2.5), indicating no significant autocorrelation in the residuals.

The t-test is used to see how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable (Sugiyono, 2021). The t-test can be done by looking at the significance probability value of t for each variable. If the hypothesis of each independent variable is accepted if $\alpha < 0.05$, conversely, if each independent variable $\alpha > 0.05$, then the hypothesis is rejected. The results of the t-test are shown in Table 4.

Table 4. *Coefficients^a*

Variable	Coefficient (B)	Std. Error	t-value	Sig.
Constant	77.131	5.558	13.876	0.000
Sustainability of <i>Sasirangan</i> MSME Business	0.230	0.103	2.237	0.031
$R^2 = 0.114$				
a. Dependent Variable: Creative Economy Development				

The regression analysis presented in Table 4 provides empirical evidence of the positive effect of creative economy development on the sustainability of *Sasirangan* MSMEs in Banjarmasin City. The SPSS output shows a t-value of 2.237 with a significance level of 0.031, which is lower than the predetermined alpha (α) level of 0.05. This result indicates that creative economy development has a statistically significant effect on the sustainability of *Sasirangan* MSMEs. Furthermore, the calculated t-value (2.237) exceeds the critical t-table value of 1.683 ($df = n - k - 1$), confirming the acceptance of the research hypothesis. The regression coefficient ($B = 0.230$) implies that a one-unit increase in creative economy development leads to an increase of 0.230 units in the sustainability level of *Sasirangan* MSMEs. However, the coefficient of determination ($R^2 = 0.114$) indicates that creative economy development explains only 11.4% of the variation in MSME sustainability, suggesting that other factors also play a significant role in determining business sustainability.

Discussion

The results of this study indicate that there is an influence of creative economic development on the sustainability of *Sasirangan* MSME businesses in Banjarmasin City. This means that the higher the development of the creative economy, the more it will encourage the sustainability of *Sasirangan* MSME businesses in Banjarmasin City. Production, market and marketing, management and finance, government policies, economic conditions, the

environment, and business partnerships are some forms of influence that provide a positive contribution to the sustainability and growth of *the Sasirangan* MSMEs (Alansori & Listyaningsih, 2022; Hartomo & Cahyadin, 2013). Forms of influence that have been identified in this study.

First, production, the use of raw materials that are easily obtained and affordable, is one important aspect of the creative economy that helps *Sasirangan* MSMEs in Banjarmasin to remain competitive and sustainable (Ibadurrahman & Muhibban, 2025; Tambunan, 2019). Reducing production costs can support product innovation. With easily obtained and affordable raw materials, MSMEs can experiment with various types of new products without major financial risks. Therefore, in this case, craftsmen need creativity in utilizing available raw materials, such as combining traditional materials with modern technology to create unique products. With the right strategy, MSMEs can maximize the potential of local raw materials to achieve long-term success.

Both markets and marketing, the development of technology, and the creative economy have opened up new opportunities in marketing and promotion. *Sasirangan* MSMEs can now utilize more than one marketing strategy and marketing media, such as social media and e-commerce platforms, to market their products. Through digital marketing strategies, they can reach a wider range of consumers, both domestically and abroad (Muis et al., 2024). Creative marketing campaigns that highlight the cultural values and uniqueness of *Sasirangan* also contribute to increasing consumer awareness and interest. Third, management and finance: the creative economy is a sector that relies on creativity, ideas, and innovation to generate economic value. Management and finance play an important role in supporting the development of the creative economy (Loots et al., 2022; Sihombing et al., 2024). The sustainability of *Sasirangan* MSME businesses in Banjarmasin is highly dependent on the development of the creative economy, supported by effective management and good financial management. By having legal proof of business, a simple organizational structure, a systematic bookkeeping system, and bankable status, *Sasirangan* MSMEs can take advantage of opportunities in the creative industry, improve operational efficiency, and attract the investment needed for long-term growth.

Fourth, government policies. The local government supports the development of the creative economy of *Sasirangan* Banjarmasin MSMEs through several policies, including the provision of training facilities, easy access to capital, and clear policies. The training facilities provided include technical skills and business management. The access to capital provided includes low-interest microcredit programs, grant funds, and flexible financing, which enable *Sasirangan* MSMEs to increase production capacity, product quality, and market development. In addition, the local government has policies that include protection of intellectual property rights, tax incentives, and infrastructure support such as creative centers and business incubators. Fifth, economic conditions. Stable regional economic conditions will affect the activities of companies in the creative economy sector; this has an impact on economic growth and creates new jobs. Creative companies have a significant impact on labor absorption and regional tax revenues (Hutama, 2021).

The sustainability of MSME businesses can be measured by achieving BEP, business expansion, production growth, and fast confirmation of customer orders (Yunus et al., 2022). Achieving BEP is an early indicator of the financial stability of a business. Expansion

into new markets shows that the business is growing. The increase in the number of products produced shows that demand for the product is increasing and the business is able to meet that demand. In addition, the ability to respond to customer orders quickly and efficiently is a sign that the business operational system is running well. A fast response will have an impact on increasing customer satisfaction, which can give rise to loyal customers and repeat purchases by customers. The questionnaire was distributed to *Sasirangan* MSME actors in Banjarmasin city; the average respondent answered 3.5 for the creative economy development variable and 3.8 for the sustainability of MSME businesses in Banjarmasin. Thus, the development of the creative economy has a positive impact on increasing the sustainability and growth of MSME businesses, as well as expanding their contribution to local and national economic development.

CONCLUSION

This study examined the impact of creative economic development on the sustainability of *Sasirangan* micro, small, and medium enterprises (MSMEs) in Banjarmasin. While the coefficient of determination ($R^2 = 11.4\%$) indicates a modest explanatory power, the hypothesis testing confirms a statistically significant positive relationship between these variables. This finding suggests that enhanced product creativity among *Sasirangan* entrepreneurs can increase consumer appeal and purchase intention, thereby strengthening business sustainability. These findings carry important theoretical and practical implications. From a theoretical perspective, the results demonstrate that Banjarmasin's creative economy is experiencing positive growth, as evidenced by the expanding community of *Sasirangan* textile artisans and increasing economic returns. Practically, the study highlights how creative economic development can enhance MSME sustainability and growth, strengthen local economic foundations, and contribute to broader regional and national economic development. The relatively low R^2 value suggests that while creative development is an important factor, other unmeasured variables (such as marketing strategies, access to capital, or digital transformation) likely play significant roles in business sustainability. Future research could explore these additional factors to develop a more comprehensive understanding of MSME sustainability drivers in Indonesia's creative economy sector. In order to encourage the growth of the creative economy, *Sasirangan* MSMEs in Banjarmasin can master digital marketing techniques and master social media so that they can open new breakthroughs and use them as a communication channel with consumers so that consumers can find the goods they need. For the Banjarmasin City government, especially the Office of Cooperatives, Industry, Trade, and Investment, it can make the necessary regulations to provide opportunities for the development of the creative economy in Banjarmasin City, especially *Sasirangan* MSMEs, including improving facilities and infrastructure, banking access, fostering human resources, developing business networks, marketing and business partnerships, and improving a better economic climate to support the existence of communities facing economic competition in the midst of national and global markets.

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