



Multidimensional Tourism Development Strategy as a Driver of the Creative Economy: A Study of the Pahlawan Street Center Area in Madiun City

Malik Ibrahim¹, Nuril Endi Rahman², Fajar Istikhomah³, and Siti Komala Mutiara⁴

¹⁻⁴Faculty of Social and Political Sciences, Muhammadiyah University of Madiun, East Java, Indonesia

Article Info

Article history:

Received Sep 22, 2025

Revised Oct 25, 2025

Accepted Nov 6, 2025

Online First Nov 15, 2025

Keywords:

Creative Economy
Development
Economic Driver
Multidimensional Tourism
Strategy

ABSTRACT

Purpose of the study: This study aims to (1) explore multidimensional tourism development strategies in the Pahlawan Street Center Area as a driver of the creative economy. (2) Examine the role of stakeholders in designing multidimensional tourism development strategies that have an impact on the creative economy. (3) Analyze the potential of multidimensional tourism in Pahlawan Street Center in supporting the development of the creative economy. (4) Social learning and cultural awareness in multidimensional tourism development. (5) Community empowerment and creative economy education. (6) Integration of multidimensional tourism and local policies as a pedagogical model.

Methodology: This research uses descriptive qualitative research, data collection using non-participant observation, semi-structured interviews with 12 informants, and documentation. Data analysis uses reduction, data presentation, and conclusion drawing, while data validity uses source and method triangulation.

Main Findings: The multidimensional tourism development strategy in Pahlawan Street Center is carried out through the organization of events, the formation of the Creative Economy Committee, Kawista, Dekranasda, and MSME Stands with synergy between stakeholders as planners and executors. This tourism potential supports the creative economy, cultural preservation, the formation of city identity, and multicultural education. In addition, community empowerment and creative economy education encourage independence, entrepreneurship, economic equality, and create a sustainable development model based on local policies and socio-cultural resilience.

Novelty/Originality of this study: This study explores multidimensional tourism as a driver of the creative economy. The role of stakeholders and the potential of creative economy products. Social learning and cultural awareness. Community empowerment and creative economy education. The integration of multidimensional tourism and local policies as a pedagogical model.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author:

Malik Ibrahim,
Faculty of Social and Political Sciences, Muhammadiyah University of Madiun, Jl. Lumbung Hidup No.3
63125 Madiun, East Java, Indonesia
Email: mi747@ummad.ac.id

1. INTRODUCTION

Tourism has long been recognized as a strategic sector that plays an important role in driving economic growth and has a positive impact on the economies of various countries [1]. Tourism is also one of the most

significant and rapidly growing sectors in the world that can drive economic growth and regional development [2]. In Indonesia, the tourism sector is one of the contributors to economic growth, with a contribution of around 4.5% to the national GDP in 2023 [3]. The tourism sector is increasingly seen as an economic catalyst through job creation, increased community income, and strengthened regional competitiveness [4]–[6]. However, to achieve these goals, a comprehensive and measurable tourism development strategy is needed to optimize its multidimensional potential [7], [8]. Without a proven strategy, interest in tourism will inevitably be low. Therefore, an appropriate tourism development strategy is essential to increase tourist interest.

The concept of multidimensional tourism has emerged as an innovative solution that integrates cultural, historical, artistic, entertainment, culinary, technological, and local wisdom aspects to create a holistic tourism experience. As a multifaceted sector, tourism drives economic growth and promotes cultural preservation, community development, and environmental conservation [9]. Its transformative impact is clearly evident in regions where tourism is a significant economic activity, offering avenues for improved livelihoods, infrastructure development, and cross-cultural exchange [10]. Despite its significant contributions, the tourism industry faces challenges from globalization, rapid technological advances, and shifting consumer preferences. With increasingly fierce competition in this sector, innovative strategies are crucial to attract and retain visitors [11].

The city of Madiun, which has declared itself the City of Warriors, has great potential in developing Pahlawan Street Center as a multidimensional tourist destination. Based on observations, the Pahlawan Street Center area is crowded with visitors on holidays, but on weekdays it is not very crowded except when there are events, and operating hours are also limited to 10:00 p.m. [12]. Additionally, 60% of MSMEs in the Pahlawan Street Center still rely on the local market with an average turnover of IDR 5-10 million per month, while the potential for digitalization in marketing and online transactions is only utilized by 40% of businesses [13]. Nevertheless, Pahlawan Street Center's success as a tourist destination is significant, with a large number of visitors from various regions. Furthermore, as stated by informants, Pahlawan Street Center is a great tourist destination for family entertainment and a place for children to play [14], [15]. Pahlawan Street Center is also similar to Malioboro in Yogyakarta [16], which is suitable for relaxing and hanging out [17], as well as a place to find snacks [18], and the closest tourist attraction around Madiun [19], [20].

In addition to the large number of visitors and tourist satisfaction, the Pahlawan Street Center area also features replicas of iconic global buildings such as the Kaaba, the Statue of Liberty, Dutch Windmills, the Merlion of Singapore, and others. The construction of various world icons at Pahlawan Street Center Kota Madiun is not merely an aesthetic endeavor, but a representation of philosophical values that reflect the identity, spirit, and hopes of the people of Madiun to continue to move forward while remaining rooted in their culture and togetherness. The first icon to be built was the Merlion Statue, a legendary icon of Singapore. Historically, this statue was designed by Mr. Fraser Brunner, a curator and member of the Van Kleeef Aquarium souvenir committee. The lion's head depicts the story of Prince Sang Nila Utama. Meanwhile, the fish tail symbolizes Singapore's maritime roots, which was formerly known as Temasek, meaning “sea” in Javanese. The presence of this statue at the Pahlawan Street Center reflects the hope of the city of Madiun to become a global city, while still being grounded in local historical and cultural values [21].

The second icon is a replica of the Kaaba, a symbol of the religiosity and faith of the people of Madiun. This monument is not merely a decoration, but a reminder of the importance of spiritual values as the foundation of a harmonious and civilized society. Next is the Eiffel Tower, an icon of technological progress from France built of steel, introduced to the world by a European scientist. This tower became a symbol of the world's transition from dependence on wood to a modern technology-based civilization. At Pahlawan Street Center, the Eiffel Tower reflects the transformation of the city of Madiun from a conventional mindset to a city that is adaptive, innovative, and open to global change [21]. The next icon is the Dutch Windmill, which symbolizes the social structure of Madiun society. This windmill is made of stones, symbolizing the strength of a community that supports one another. Meanwhile, the blades on top symbolize dynamic leadership; a true leader must be able to look up, sideways, and down, and embrace all levels of society with inclusiveness and empathy [21].

Finally, the Statue of Liberty was built, which has a deep meaning of love and affection for the figure of a mother. This statue is placed in an area called the crossing of love, a place that symbolically invites every visitor to come together hand in hand. The presence of this statue serves as a reminder that a trip to Pahlawan Street Center is not only about enjoying beauty, but also about celebrating togetherness, joining hands with family in an atmosphere full of love and warmth [21]. The above philosophy indicates a good and interesting strategy in developing Pahlawan Street Center. Therefore, this study is expected to realize Pahlawan Street Center as a superior multidimensional destination that has a significant impact on the economy of Madiun City. In addition, to make this research more urgent and present novelty, the author adds a literature review of previous studies. Research on tourism as a driver of the creative economy has been conducted quite extensively, such as studies on policy development and comparisons of residents' attitudes towards tourism [22]–[24].

Other studies on food and wine tourism and the impact of global warming [25], [26]. Research on the review of tourism-based community development and management as well as the characteristics of urban sustainability in tourist destination choices [27]–[29]. Research on the evaluation of tourism and recreational

spaces as well as tourism development modeling as a factor in economic growth [30], [31]. Research on sustainable cultural tourism, sustainable strategies for tourist villages and fishermen, and multidimensional analysis of tourism attractiveness and development [32]–[35]. Research on circular tourism, tourism image, tourism experience, and empowering communities for sustainable transition [36]–[40]. Other research on sustainable Muslim-friendly tourism, spatial synergy between tourism resources and service facilities, and organic agricultural tourism [41]–[44].

Other research on the multidimensional status of tourism sustainability, the benefits of creative tourism, tourism factors affecting community resilience, and tourism marketing strategies from pricing to branding [45]–[49]. More specific research includes management, tourism development direction, and collaborative governance in Pahlawan Street Center and heritage, analysis of the comfort of walking paths and the attractiveness of Pahlawan Street Center as a tourist destination in Madiun City [20], [50]–[54]. Based on the results of previous research studies, it can be seen that the above research has not specifically discussed multidimensional tourism development strategies as drivers of the creative economy, so that such a study has never been conducted, creating a gap between previous research and the author's research. Therefore, the uniqueness or novelty of this study lies in the integration of the concept of multidimensional tourism with the creative economy as a driver of the community's economy. In the context of this study, it is a multidimensional tourism development strategy in the Pahlawan Street Center area of Madiun City.

Theoretically, this study uses a tourism development strategy, which is a series of systematic steps and planned policies aimed at promoting a tourist destination while increasing its sustainability and competitiveness. In this context, several elements are included in the strategy, such as identifying local tourism potential, developing supporting infrastructure, and multistakeholder collaboration between the government, the private sector, and the community [55], [56]. The implementation of this strategy is expected to create a balance between economic, social, and environmental benefits, so that tourism can contribute holistically to regional development. In Indonesia, including in Madiun City, tourism development has become one of the policy priorities to encourage regional economic growth, one of which is through the creation of new jobs. Recent studies show that a collaborative approach, such as that implemented at Pahlawan Street Center in Madiun City, plays an important role in integrating the perspectives of the community and local stakeholders into tourism planning [20], [51]. In addition, this strategy also includes efforts to preserve and promote local culture as a leading attraction, which at the same time strengthens the identity of the destination.

Multidimensional tourism is a tourism concept that integrates various aspects of a destination, such as cultural, natural, entertainment, religious, and social interaction elements. This approach aims to create a more holistic and diverse tourism experience, thereby not only increasing tourist satisfaction but also encouraging repeat visits [57]. In addition, the development of tourism packages that combine various dimensions such as recreational activities, arts, and community involvement can significantly increase the attractiveness of a destination [58]. Meanwhile, the creative economy is an economic sector based on creativity, skills, and individual talents to generate added value through innovative products and services. This sector encompasses various industries, including arts, design, media, and tourism, which contribute significantly to driving local economic growth [59]. In Indonesia, the development of the creative economy has been designated a national priority in order to promote economic sustainability and strengthen competitiveness in the global market [60], [61].

Pahlawan Street Center is a strategic area in the city of Madiun that serves as a center for tourism and creative economy development. This area not only offers a variety of attractions and activities that are interesting for tourists, but also plays a role in creating a positive impact on the surrounding community through the strengthening of the local economy. By promoting collaboration between the government and the community, Pahlawan Street Center develops infrastructure, promotes local culture, and supports micro, small, and medium enterprises (MSMEs) to create an economically and socially sustainable environment [20], [62], [63]. In addition, Pahlawan Street Center also utilizes the potential of local culture and wisdom to increase its appeal, such as providing shopping experiences for local products and visiting historical sites. This not only attracts more visitors but also contributes to strengthening the creative economy in the area [56], [64].

Thus, Pahlawan Street Center has become a tourist destination that acts as a catalyst for local economic growth and preservation of the cultural identity of Madiun City, despite the majority of its buildings being global icons. Based on the above explanation, the focus of this study is to explore multidimensional tourism development strategies in the Pahlawan Street Center area as a driver of the creative economy. It examines the role of stakeholders in designing multidimensional tourism development strategies that have an impact on the creative economy. It analyzes the multidimensional tourism potential of Pahlawan Street Center in supporting creative economic development. Social learning and cultural awareness in multidimensional tourism development. Community empowerment and creative economy education, as well as the integration of multidimensional tourism in the Pahlawan Street Center area of Madiun City and local policies as pedagogical models.

2. RESEARCH METHOD

2.1. Type and Approach of Research

This research uses a qualitative descriptive approach, which allows for in-depth exploration of social phenomena through the interpretation of the meanings and experiences of the research subjects. Epistemologically, qualitative methodology does not merely present data but constructs a holistic understanding of the dynamics of behavior, perceptions, and motivations in their naturalistic context [65]. The main characteristic of this approach lies in its ability to articulate research findings through richly dimensional analytical narratives, while maintaining the complexity of the phenomena under study without reducing them to quantification [66]. Thus, the qualitative approach allows researchers to interpret research findings obtained through observation and interviews into a research report presented in the form of a descriptive narrative.

2.2. Data Collection Techniques

The research location for this study was Pahlawan Street Center in Madiun City, and the data collection techniques used were observation, interviews, and documentation. Epistemologically, observation allows researchers to systematically record phenomena through direct observation of the research object [67]. Meanwhile, semi-structured interviews were applied in this study as an interactive qualitative data collection technique. Methodologically, interviews facilitate an in-depth exploration of the perceptions, attitudes, and mindsets of informants [65]. For this interview section, the researcher selected 12 informants from various stakeholders, namely the Madiun City Culture, Tourism, Youth, and Sports Office. The Madiun City Manpower and KUKM Office, as well as tourists and MSME actors in the Pahlawan Street Center area of Madiun City. Furthermore, documentation is one of the researcher's data collection techniques as historical records that can be in the form of written artifacts, visuals, or monumental works [68].

2.3. Data Analysis Techniques

The data analysis technique in this research adopts the Miles and Huberman model, which consists of three main stages, namely data reduction, data presentation, and verification or conclusion [69]. Data analysis in qualitative research is a systematic process that includes data grouping, selection, categorization, and pattern identification to construct a hypothesis [66]. Essentially, data analysis aims to process qualitative data through in-depth description based on narrative or context [70].

2.4. Data Validity Techniques

Data validity in this research uses triangulation of sources and methods that serve as instruments to verify data validity [71]. This method involves a systematic process of comparing data from various sources and data.

3. RESULTS AND DISCUSSION

3.1. Multidimensional Tourism Development Strategy in the Pahlawan Street Center Area as a Driver Of The Creative Economy

Multidimensional Tourism in the Pahlawan Street Center Area is one of the leading destinations in Madiun City that has successfully attracted public attention and become a magnet for thousands of visitors every day. This popularity did not just happen, but is the result of careful and visionary management strategies by the Madiun City Government. The presence of Pahlawan Street Center not only strengthens the city's image as a center for creative tourism, but also has a broad positive impact, encouraging the growth of MSME players, expanding community networks, and creating an inclusive space for interaction for tourists from various backgrounds. Thus, the development strategy carried out in the Pahlawan Street Center Area as a driver of the creative economy consists of various methods, including the following:

3.1.1. Event Organization

The Pahlawan Street Center area in Madiun City has developed into a public space that not only provides entertainment but also acts as a catalyst for creative economic growth at the local and regional levels. Its development strategy is carried out in a planned manner through the organization of various events that touch on various levels of society and fields of creativity, thereby encouraging public participation and opening up broad economic opportunities [21], [72], [73]. Various activities held at the Pahlawan Street Center, such as vocal competitions between neighborhoods, government agencies, and students, band festivals, Pahlawan Street Center Acoustic, and art appreciation performances [74], have become a platform for local talent and the younger generation to express themselves. These activities not only create a space for art appreciation but also foster a creative economic ecosystem through the involvement of micro-businesses, music industry players, and stage and equipment service providers.

Cultural and religious activities such as the Eid al-Fitr and Eid al-Adha Takbir Chanting, Madiun Bersholawat with Gus Ali Gondrong, Wayang Kulit Puppet Shows, and Medhion Megengan [74], further strengthen local identity while opening up economic opportunities for the MSME, culinary, and handicraft sectors that participate in these celebrations. Major events such as the MURI Record for Kartini Kebaya Fashion Show, MURI Record for Basketball Dribbling, as well as the Madiun Night Carnival and Madiun Night Run [74], not only increase tourist appeal but also create a multiplier effect on the hospitality, transportation, and local digital and media services sectors. In addition, events such as the SCTV Carnival, the Launching of the Madiun City Anniversary Logo, the Anniversary Celebration, and the Year-End Celebration with lion dances, fireworks, and music concerts [74], attracted thousands of visitors, strengthened the city's image, and drove large-scale economic transactions. The Pahlawan Street Center Vaganza event, which combines entertainment, culinary delights, and Car Free Night, is proof of the integration between entertainment and the empowerment of the people's economy in a tangible way.

The Madiun Mantu and Madiun Kreatif Fest programs further expanded the scope of the creative economy by providing space for the wedding, decoration, fashion, and other creative industries, while activities such as Ayo Dolan Ning Medhion and watching the Indonesian national team together strengthened community solidarity and provided marketing opportunities for local products. Thus, this series of events is not only an attractive strategy to increase tourist visits, but has also made Pahlawan Street Center the heart of Madiun City's creative economy, a collaborative space that harmoniously and sustainably combines art, culture, technology, and the spirit of community entrepreneurship.

3.1.2. The Formation of the Madiun City Creative Economy Committee

The formation of the Madiun City Creative Economy Committee for the 2025–2030 period is a strategic step in strengthening the role of the creative economy as a driver of regional development. This committee is expected to be able to bridge the government, community, business actors, academics, media, and financial institutions in creating a synergistic creative ecosystem [21], [75]. With a regulatory basis and institutional support, the committee functions as an effective forum for coordination, advocacy, and cross-sector collaboration. In the context of multidimensional tourism development in the Pahlawan Street Center Area, the committee plays an important role as a driving force. Tourism is no longer seen only as recreation, but also as a space for culture, education, culinary, performing arts, and even digital experiences. Through research, program development, and networking, the committee can design strategies that combine local potential with global tourism trends, thereby strengthening Pahlawan Street Center as a leading destination and center for creative industry growth.

The creative economy contributes to city branding, which is an important asset for increasing tourism appeal [76]. In addition, the development of the creative economy through this committee not only has an economic impact, but also creates jobs and improves the welfare of the community [77]. This is relevant for the city of Madiun, where Pahlawan Street Center has the potential to become a magnet for investment, a center for collaboration, and a symbol of the city's creative identity. This transformation has a multiplier effect on the trade, culinary, MSME, and digital economy sectors. To achieve this, community participation is an important factor in the success of community-based tourism [78]. Through the formation of this creative economy committee, community participation and existing synergies in the form of Kawista and Dekranasda will certainly be even better at giving birth to new innovations. Thus, creative economy products are not only a means of preserving local culture but also a source of income and prosperity for the people of Madiun City.

3.1.3. Tourism Village (Kawista)

As part of the effort to make Madiun a developed and global city, the Pahlawan Street Center Area is designed not only as a creative public space but also as a driving force for community-based creative economy. One of the strategies in this development is the synergy between Pahlawan Street Center and the Tourism Village (Kawista) program, which was initiated by the Madiun City Government [79]. Tourism Village is an area developed into a tourist destination based on active community participation. This concept is in line with the direction of Madiun City's long-term development policy as outlined in Local Regulation No. 14 of 2024 concerning the 2025-2045 RPJPD, which emphasizes the importance of developing a local economy based on MSMEs, tourism, and the creative economy. By making kelurahan a new economic growth point, the Madiun City Government encourages cross-sector collaboration within the framework of inclusive and sustainable development.

Through this approach, Pahlawan Street Center has become one of the epicenters of creative activities, ranging from cultural events, performing arts, culinary festivals, to the empowerment of MSMEs that have a direct economic impact on the surrounding community. This development strategy includes community involvement in the production and promotion of local products, increasing human resource capacity through entrepreneurship training, and opening market access through local and national events.



Figure 1. Asta Cita and Asta Karya of Madiun City

This approach is in line with Asta Cita and Asta Karya, especially point 3 on creating quality jobs, point 6 on building from the bottom up for economic equality, and point 8 which emphasizes harmony between development and cultural and environmental preservation [79]. In this context, Pahlawan Street Center is not only a recreational space but also an empowerment space where every individual, MSME actors, art communities, and students can participate in the city's creative economy. With the integration between Pahlawan Street Center and the development of the Tourism Village, the city of Madiun not only strengthens its branding as a tourist destination but also creates a model of people-centered economic development rooted in local potential, culture, and the creativity of its residents.

3.1.4. Regional National Craft Council (Dekranasda)

One of the strategies for multidimensional tourism development in the Pahlawan Street Center area to drive the creative economy is through Dekranasda, which functions not only as a gathering place for craftsmen but also as a driver of the creative economy through innovation, training, and strengthening the competitiveness of local products [21], [72], [75]. According to informant Supriani, Dekranasda is a forum for creative economy actors to gather, learn, and improve their innovation [71]. According to Malahayatie & Irmayan, Dekranasda acts as both a motivator and facilitator, especially in supporting artisans to improve their skills and expand access to marketing their products [80]. Thus, the existence of Dekranasda is an important factor in strengthening the craft and culture-based tourism ecosystem. One of the key aspects of tourism development strategy is the economic empowerment of local communities. Dekranasda not only promotes craft products, but also creates job opportunities and increases income through training and product development programs [81]. In addition, this approach supports the principle of Community Based Tourism (CBT), which emphasizes the active participation of the community in the management of tourist destinations [82].

In the Pahlawan Street Center region, synergy between Dekranasda, local government, and the private sector has strengthened the integration between craft development and tourist attractions. Cross-sector collaboration has increased tourist appeal and encouraged sustainable creative economic growth. Joint marketing activities, interactive workshops, and culture-based craft festivals have become effective strategies in increasing the added value of Pahlawan Street Center tourism while expanding the reach of local products to the tourism market [83]. Thus, Dekranasda not only functions as a craft development institution but also as a main pillar in building community-based tourism and the creative economy in the Pahlawan Street Center Area. Through innovation, community empowerment, and cross-sector collaboration, Dekranasda contributes to increasing the competitiveness of local products, creating jobs, and strengthening cultural identity. This role confirms Dekranasda's position as an important driver in the strategy for sustainable multidimensional tourism development in the city of Madiun.

3.1.5. MSME Stands

One of the strategies for multidimensional tourism development in the Pahlawan Street Center Madiun Area is through the expansion of MSME stands as drivers of the creative economy [73], [75]. Previously, Pahlawan Street Center only provided two to three stands specifically for creative economy products [72]. However, to increase tourist interest and attraction to local products, the government added around 8 to 12 new stands specifically for MSMEs [21]. These stands will be filled with various products from craft communities in Madiun City, ranging from handicrafts, culinary specialties, to innovative creative products. Each stand will not only represent one business, but can accommodate around 20 to 40 MSMEs that are members of the community [21], [72]. Thus, the MSME stands at the Pahlawan Street Center serve as a creative showcase that displays the diversity of local potential in one integrated space.

In addition to being a promotional space, the existence of MSME stands also creates direct interaction between business actors and tourists. This allows tourists to not only buy products but also learn about the creative process and cultural values contained within them. This concept is in line with the principle of experiential tourism, where tourists gain added value in the form of authentic cultural experiences. By accommodating dozens of MSMEs in one area, Pahlawan Street Center can become a center for creative economic circulation that drives local trade growth, expands employment opportunities, and improves community welfare. The existence of MSME stands also strengthens Pahlawan Street Center's image as a center for creative tourism and becomes one of the main magnets in attracting investment and tourist visits to the city of Madiun

3.2. The Role of Stakeholders in Designing a Multidimensional Tourism Development Strategy that Impacts the Creative Economy

The success of multidimensional tourism development in the Pahlawan Street Center area that impacts the creative economy cannot be separated from the role of many parties. All policies and strategies in Pahlawan Street Center originate from the direction of the Mayor of Madiun, Mr. Maidi, who is the leader and main initiator. His ideas are then translated and implemented by regional officials according to their duties and field [21]. In planning, Bappeda plays a role in designing the Pahlawan Street Center development concept, while the implementation is carried out by the PUPR Office [21]. To support MSMEs and creative economy products, the Cooperative and MSME Manpower Office is also involved, and this is reinforced by the formation of the Creative Economy Committee [72], [73], [75]. This shows that stakeholders not only support but are also directly involved in designing and executing programs.

In addition, the Environment Agency is tasked with maintaining the cleanliness and comfort of the area [21], while the Communication and Information Agency plays a role in digital promotion so that the Pahlawan Street Center becomes more widely known [72]. Bappeda and Disnaker also hold various events to introduce local creative products and attract tourists [73]. With the involvement of various parties, the development of the Pahlawan Street Center becomes more focused and comprehensive. This synergy makes Pahlawan Street Center not only a tourist destination but also a center for creative economy that can increase the income and welfare of the people of Madiun City.

3.3. The Multidimensional Tourism Potential of Pahlawan Street Center in Supporting Creative Economy Development

The Pahlawan Street Center area in Madiun City has developed into a multidimensional tourist center that not only provides entertainment but also encourages creative economy growth. Various events held at Pahlawan Street Center have great potential for the development of creative economy products. From vocal competitions, band festivals, art performances, to cultural and religious activities, all provide a space for local talent to express themselves while opening up economic opportunities for MSMEs, the music industry, and supporting service providers [74]. Major events such as MURI Records, Madiun Night Carnival, and Pahlawan Street Center Vaganza not only increase tourist visits but also create a multiplier effect on the hospitality, transportation, culinary, and local media sectors. All of these activities synergistically form an ecosystem capable of developing various creative economy products.

In addition, the formation of the Madiun City Creative Economy Committee for the 2025–2030 period strengthens the role of the creative economy as a driver of development [21]. This committee facilitates collaboration between the government, communities, business actors, and academics to develop culture-based tourism, education, culinary arts, performing arts, and digital experiences. The presence of Kawista and Dekranasda also adds to the potential for developing a creative economy based on crafts and local products. Products produced by the community through the Kawista and Dekranasda programs can be marketed through MSME stands available at the Pahlawan Street Center, thereby creating a direct economic circulation from the community to visitors. In addition, there is support from the government for the development of the Pahlawan Street Center to drive the creative economy, which has enormous potential in advancing the Pahlawan Street Center.

3.4. Social Learning and Cultural Awareness in the Development of Multidimensional Tourism in the Pahlawan Street Center Area of Madiun City

The development of Pahlawan Street Center does not only focus on economic aspects, but also creates a space for social and cultural learning. Through various events such as Wayang Kulit performances, Medhicon Megengan, Gema Takbir, and Madiun Bersholawat, this area functions as an “open classroom” that teaches local wisdom, traditions, and history to the younger generation and tourists. Activities such as the Carnival, Kebaya Fashion Festival, and National Team Watch Party foster a sense of pride and solidarity as citizens of Madiun, while also building awareness of collective cultural identity. The experiential tourism concept presented at the MSME booth allows tourists to not only purchase products but also learn about the creative process and cultural

significance behind local handicrafts. Thus, the impact of social learning and cultural awareness in multidimensional tourism development can be seen in the table below:

Table 1. Impact of social learning and awareness in tourism development

Cultural Preservation and Regeneration	Regular cultural activities prevent the extinction of local traditions and make them relevant to younger generations.
Character Building and City Identity	The community, especially students, learn to love their own culture. This strengthens Madiun City's branding as a destination that is not only visually appealing, but also rich in socio-cultural values.
Multicultural Education for Tourists	Visitors from outside the region gain firsthand experience and a deep understanding of Madiun's culture, which creates a lasting impression and promotes sustainable tourism.
Improving Community Cultural Literacy	Constant interaction with cultural elements through events and creative products increases the community's appreciation and understanding of their own cultural heritage.

3.5. Community Empowerment and Creative Economy Education in Multidimensional Tourism in the Pahlawan Street Center Area of Madiun City

Based on the above findings, this point explains that the Pahlawan Street Center functions as an effective community empowerment engine through a multidimensional approach. Its strategy is not only to provide space for selling, but also to build an integrated empowerment ecosystem. The Creative Economy Committee acts as a facilitator that connects the community with resources (government, academics, financing). Dekranasda and Kawista act as non-formal education platforms through training, workshops, and mentoring to improve the skills and quality of MSME products. The existence of MSME stands that accommodate 20-40 business actors per stand is a direct implementation of creative economy education, where MSME actors learn firsthand about marketing management, interaction with consumers, and network building. Thus, the impact on community learning and creative economy education can be seen in the table below:

Table 2. Impact of Community Empowerment and Creative Economic Education

Increased Capacity and Economic Independence	The community is not just spectators, but the main actors of development. They are given the ability to create products of economic value from local potential.
Mindset Shift to Creative Entrepreneurship	Training programs and the success of selling products in strategic locations encourage the emergence of new, innovative, and competitive entrepreneurs.
Economic Equality	The Kawista model and inclusive MSME stand system ensure that the economic impact is not only concentrated in the core area but spreads to the village level, in line with the 6th Asta Cita point.
Creation of Quality Jobs	The growth of MSMEs and the event support industry has created a variety of new jobs, ranging from craftsmen, event organizers, to digital marketing personnel.

3.6. Multidimensional Tourism Integration in the Pahlawan Street Center Area of Madiun City and Local Wisdom as a Pedagogical Model.

The success of Pahlawan Street Center is a concrete example of the harmonious integration of multidimensional tourism and local wisdom, which has been elevated to a pedagogical model or learning model. This model is taught through three levels of integration, namely,

- The success of Pahlawan Street Center is a concrete example of the harmonious integration of multidimensional tourism and local wisdom, which has been elevated to a pedagogical model or learning model. This model is taught through three levels of integration, namely
- Stakeholder Integration: Strong synergy between the government (mayor, Bappeda, PUPR office, Disbudparpora, etc.), the Creative Economy Committee, Dekranasda, communities (Kawista), and academics creates collaborative governance that is key to sustainability.
- Value Integration: Development at Pahlawan Street Center does not forget its cultural roots. Local values such as mutual cooperation, preservation of traditions, and kinship are translated into policies and programs, such as community participation in events and empowerment of local MSMEs. This is in line with the 8th Asta Cita point on harmony between development and culture.

Thus, the impact of the integration of tourism and local policy as a pedagogical model can be seen in the table below:

Table 3. Impact of the integration of tourism and local policy as a pedagogical model

Creation of a Sustainable Development Model	This pedagogical model shows that successful tourism development must be based on local strengths and involve the entire community so that it can be sustained in the long term.
Becoming a Best Practice	The successful integration at Pahlawan Street Center can serve as a case study and model that can be replicated by other cities in Indonesia in developing their tourism and creative economy.
Strengthening Socio-Cultural Resilience	A prosperous community that is proud of its culture will form strong social resilience against the negative influences of globalization.
Holistic Learning for the Younger Generation	The younger generation witnesses firsthand how to combine progress (modernity) with preserving tradition, which is a valuable lesson about rooted and sustainable development.

4. CONCLUSION

Based on the above discussion, it can be concluded that the strategy for developing multidimensional tourism in the Pahlawan Street Center area as a driver of the creative economy is carried out through the organization of events, the formation of the Madiun City Creative Economy Committee, the Tourism Village (Kawista), the Regional National Crafts Council (Dekranasda), and the addition of MSME stands. Meanwhile, the role of stakeholders in the development of multidimensional tourism that has an impact on the creative economy is carried out by various stakeholders led directly by the Mayor of Madiun, Mr. Maidi. All parties act as planners and executors, including Bappeda, LH, Kominfo, Disnaker, PUPR, Disbudparpora, and others. The potential of multidimensional tourism at Pahlawan Street Center in supporting the development of the creative economy is enormous because it is supported by the organization of events, the Creative Economy Committee, Kawista, Dekranasda, MSME Stands, and support from stakeholders.

Social learning and cultural awareness in the development of multidimensional tourism in the Pahlawan Street Center area have the potential to impact cultural preservation and regeneration, the formation of character and city identity, multicultural education for tourists, and increased cultural literacy among the community. In addition, community empowerment and creative economy education in the Pahlawan Street Center Area has the potential to increase economic capacity and independence, shift mindsets towards creative entrepreneurship, promote economic equality, and create quality jobs. The integration of multidimensional tourism in the Pahlawan Street Center area of Madiun City and local policies as a pedagogical model has the potential to create a model of sustainable development, become a best practice, strengthen socio-cultural resilience, and provide holistic learning for the younger generation.

Recommendations for future research should look further into how the multidimensional tourism strategy in Pahlawan Street Center truly helps the development of the creative economy. In addition, it is also important to examine the role of the parties involved, the impact on the community, and compare it with other tourist areas. That way, a more appropriate way to make Pahlawan Street Center a center for the creative economy in Madiun City can be found.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude and appreciation to all parties who have contributed to the completion of this research. In particular, appreciation is extended to the Directorate of Research, Technology, and Community Service for the funding support provided. The author would also like to thank Muhammadiyah University Madiun as the institution that has provided facilities and academic support. Last but not least, the highest appreciation is given to the Madiun City Culture, Tourism, Youth, and Sports Office; the Madiun City Manpower and KUKM Office; and the Madiun City Pahlawan Street Center for their access to data, information, and valuable cooperation during the data collection process. The contributions from all parties have been key factors in the smooth and successful implementation of this research.

REFERENCES

- [1] M. A. Destek and S. Aydin, 'An Empirical Note on Tourism and Sustainable Development Nexus', *Environ. Sci. Pollut. Res.*, vol. 29, no. 23, pp. 34515–34527, 2022, doi: 10.1007/s11356-021-18371-9.
- [2] A. N. Hidayat, D. Partini, S. Saipiatuddin, N. Kurniawan, and N. Scoviana, 'Analysis Spasial and Mapping of the Tourism Potential of the Dieng Kulon Banjarnegara.', *Iop Conf. Ser. Earth Environ. Sci.*, vol. 1462, no. 1, p. 12029, 2025, doi: 10.1088/1755-1315/1462/1/012029.

- [3] Kemenparekraf, *Laporan Kinerja Kementerian Pariwisata dan Ekonomi Kreatif/ Badan Pariwisata dan Ekonomi Kreatif*. Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023.
- [4] N. T. Ahsan, A. A. Farhangi, M. S. Far, A. Abbaspour, and S. A. S. Jaghargh, 'Prioritizing Optimal Strategies for Smart Tourism With the Agency of Social Media and Explaining the Model', *Ijmob*, vol. 3, no. 2, pp. 100–107, 2023, doi: 10.61838/kman.ijmob.3.2.12.
- [5] C. Haksoro, Y. Priyana, and R. Hakim, 'Analysis of Geotourism Promotion Strategies Based on Social Media in Karanganyar Regency, Indonesia', *Iop Conf. Ser. Earth Environ. Sci.*, vol. 1314, no. 1, p. 12066, 2024, doi: 10.1088/1755-1315/1314/1/012066.
- [6] K. Consina, A. Watloly, and P. Murwani, 'The Role of Government and the Community in the Development of Morea Pond Tourism in Larike Village, West Leihitu District, Central Maluku Regency', *WSSHS*, vol. 1, no. 06, 2023, doi: 10.58812/wsshs.v1i06.504.
- [7] W. Jiang and C. Yan, 'Health Tourism: A Catalyst for Rural Revitalization and "Healthy China" Strategy in Yancheng', *Acad. J. Bus. Manag.*, vol. 5, no. 18, 2023, doi: 10.25236/ajbm.2023.051815.
- [8] M. P. Priambodo, Wahjoedi, M. H. I. Abbas, N. A. Yunikawati, and L. F. Prastiwi, 'Strengthening Village Community Empowerment by Optimizing Ecotourism With Participatory Approach in Bumiaji', *E3s Web Conf.*, vol. 361, p. 3021, 2022, doi: 10.1051/e3sconf/202236103021.
- [9] K. Wasela, 'The Role of Intangible Cultural Heritage in the Development of Cultural Tourism', *Int. J. Eco-Cultural Tour. Hosp. Plan. Dev.*, vol. 6, no. 2, pp. 15–28, 2023, doi: 0.21608/ijecth.2024.297283.1004.
- [10] D. Kalfas, S. Kalogiannidis, V. Ambas, and F. Chatzitheodoridis, 'Contribution of the Cultural and Creative Industries to Regional Development and Revitalization: A European Perspective', *Urban Sci.*, vol. 8, no. 2, 2024, doi: 10.3390/urbansci8020039.
- [11] L. Dwyer, 'Globalization of tourism: Drivers and outcomes', *Tour. Recreat. Res.*, vol. 40, no. 3, pp. 1–14, Aug. 2015, doi: 10.1080/02508281.2015.1075723.
- [12] Penulis, 'Observasi Pribadi di Kawasan Pariwisata Multidimensi Pahlawan Street Center (PSC) Kota Madiun pada tanggal 15-27 Maret 2025', 2025.
- [13] BPS Kota Madiun, *Statistik Usaha Mikro dan Kecil (UMK) Kota Madiun 2023*. Madiun: Badan Pusat Statistik Kota Madiun, 2023.
- [14] M. Arifin, 'Interview dengan Mahmud Arifin sebagai Wisatawan yang berasal dari Kota Madiun dengan pekerjaan Pegawai Swasta, pada Sabtu 21 Juni 2025.' 2025.
- [15] S. Sunarto, 'Interview dengan Slamet Sunarto sebagai Wisatawan yang berasal dari Kota Madiun dengan pekerjaan Petani, pada Sabtu 21 Juni 2025.' 2025.
- [16] F. Adnan, 'Interview dengan Faizal Adnan sebagai Wisatawan yang berasal dari Kota Madiun dengan pekerjaan karyawan PDAM Kabupaten Madiun, pada Minggu 13 Juli 2025.' 2025.
- [17] S. Safa, 'Interview dengan Salsabila Safa sebagai Wisatawan yang berasal dari Kabupaten Ponorogo dengan status Mahasiswa UGM Jogjakarta, pada Minggu 22 Juni 2025.' 2025.
- [18] R. D. Maisyawah, 'Interview dengan Raihan Dewangga Maisyawah sebagai Wisatawan yang berasal dari Kabupaten Magetan dengan status Siswa SMA, pada Minggu 22 Juni 2025.' 2025.
- [19] E. Fitriana, 'Interview dengan Ema Fitriana sebagai Wisatawan yang berasal dari Kota Madiun dengan pekerjaan PNS Kota Madiun, pada Sabtu 12 Juli 2025.' 2025.
- [20] I. W. Susanto and A. Ridwan, 'Pengembangan Pariwisata Berbasis Collaborative Governance Di Pahlawan Street Center (PSC) Kota Madiun', *J. Ilm. Tata Sejuta Stia Mataram*, vol. 10, no. 1, pp. 139–151, 2024, doi: 10.32666/tatasejuta.v10i1.636.
- [21] M. K. P. H. Prasetyo, 'Interview dengan Mas Kahono Pekik H. Prasetyo sebagai narasumber dengan di Bidang perencanaan infrastruktur, kewilayahan, perekonomian dan sumberdaya alam Bappeda Kota Madiun, pada Kamis 17 Juli 2025.' 2025.
- [22] K. Meethan, 'New tourism for old? Policy developments in Cornwall and Devon', *Tour. Manag.*, vol. 19, no. 6, pp. 583–593, 1998, doi: 10.1016/S0261-5177(98)00067-3.
- [23] R. W. Lawson, J. Williams, T. Young, and J. Cossens, 'A comparison of residents' attitudes towards tourism in 10 New Zealand destinations', *Tour. Manag.*, vol. 19, no. 3, pp. 247–256, 1998, doi: 10.1016/S0261-5177(98)00018-1.
- [24] T. Sayeda, S. A. Shetu, and M. Shueb-Ur-Rahman, 'Policy Overview for Bangladesh Tourism', in *Tourism Policy and Planning in Bangladesh*, Department of Tourism and Hospitality, Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh: Springer Singapore, 2020, pp. 3–17. doi: 10.1007/978-981-15-7014-8_1.
- [25] S. Wang, Y. He, and X. Song, 'Impacts of climate warming on Alpine glacier tourism and adaptive measures: A case study of Baishui Glacier No. 1 in Yulong Snow Mountain, Southwestern China', *J. Earth Sci.*, vol. 21, no. 2, pp. 166–178, 2010, doi: 10.1007/s12583-010-0015-2.
- [26] L. N. Milich, 'Food and wine tourism in post-war Lebanon', *WIT Trans. Ecol. Environ.*, vol. 161, pp. 231–241, 2012, doi: 10.2495/ST120191.
- [27] Y. Yotsumoto, J. Han, and N. Hatada, 'An overview of Japanese tourism-based community development: Definitions and successes', in *Urban and Rural Developments: Perspectives, Strategies and Challenges*, Ritsumeikan Asia Pacific University, Beppu, Japan: Nova Science Publishers, Inc., 2016, pp. 1–16.
- [28] T. Armenski, L. Dwyer, and V. Pavluković, 'Destination Competitiveness: Public and Private Sector Tourism Management in Serbia', *J. Travel Res.*, vol. 57, no. 3, pp. 384–398, 2018, doi: 10.1177/0047287517692445.
- [29] M. Boivin and G. A. Tanguay, 'Urban sustainability characteristics in the choice of a tourist destination', in *Exploring Cities and Countries of the World*, vol. 1, Concept Action Durable, Bordeaux, France: Nova Science Publishers, Inc., 2018, pp. 1–41.
- [30] A. Ziernicka-Wojtaszek and M. Lisiak, 'Evaluation of the tourism and recreational space of Lubaczowski County, Poland', *J. Water L. Dev.*, vol. 44, pp. 165–172, 2020, doi: 10.24425/jwld.2019.127058.

- [31] E. Letiagina, V. Perova, A. Gutko, and A. Kutasin, 'Neural network modeling of tourism development as a factor of sustainable economic growth in Russian regions', in *E3S Web of Conferences*, 2021, vol. 291. doi: 10.1051/e3sconf/202129102023.
- [32] V. M.D., K. A., K. S., C. O. J., and A. M., Eds., '2nd International Conference on Cultural Sustainable Tourism, CST 2020', *Adv. Sci. Technol. Innov.*, 2022.
- [33] Y. Nurhayati, P. Ekawaty, S. Ekawaty, and M. Ekawaty, 'Tourism village sustainability strategy in Malang Regency, Indonesia: Analytical hierarchy process and multidimensional scaling approach', in *Modeling Economic Growth in Contemporary Indonesia*, Assets Department, Universitas Brawijaya, Indonesia: Emerald Group Publishing Ltd., 2022, pp. 319–341. doi: 10.1108/978-1-80262-431-120221019.
- [34] S. Scholl, 'From fishing village to sustainable tourism destination? Whale shark tourism and local development on Isla Holbox', *Geogr. Rundsch.*, vol. 74, no. 12, pp. 22–26, 2022.
- [35] A. Salustri, 'An Out-of-Town Trip in the Province of Rieti: A Multidimensional Analysis of the Tourism Attractiveness and Territorial Development of the Localities', *Tour. Hosp.*, vol. 3, no. 4, pp. 880–895, 2022, doi: 10.3390/tourhosp3040056.
- [36] D. W. Mandagi and D. Centeno, 'Destination brand gestalt: dimensionalizing co-created tourism destination branding', *Int. J. Tour. Cities*, 2024, doi: 10.1108/IJTC-02-2024-0049.
- [37] A. D. Sutrisno, C.-H. Lee, S. Suhardono, and I. W. K. Suryawan, 'Empowering Communities for Sustainable Transition: Integrating Tourism With Economic and Sociodemographic Dynamics in Post-Mining Strategies', *Geoj. Tour. Geosites*, vol. 55, no. 3, pp. 1112–1123, 2024, doi: 10.30892/gtg.55312-1284.
- [38] V. Matvienko, E. Atamanova, and T. Shabalina, 'Economic diversification of tourist experience industry for enhancing domestic potential of monoterritories', in *E3S Web of Conferences*, 2023, vol. 431. doi: 10.1051/e3sconf/202343107013.
- [39] F.-J. Li, X. Liao, J.-M. Liu, L.-L. Jiang, M.-D. Wang, and J.-F. Liu, 'Investigating the tourism image of mountain scenic spots in China through the lens of tourist perception', *J. Mt. Sci.*, vol. 20, no. 8, pp. 2298–2314, 2023, doi: 10.1007/s11629-022-7791-x.
- [40] F. Nocca, M. Bosone, P. De Toro, and L. Fusco Girard, 'Towards the Human Circular Tourism: Recommendations, Actions, and Multidimensional Indicators for the Tourist Category', *Sustain.*, vol. 15, no. 3, 2023, doi: 10.3390/su15031845.
- [41] M. Bosone, F. Nocca, and B. Pirelli, 'Muslim-Friendly Tourism as Sustainable Tourism: A Multidimensional Evaluation Framework for Tourists and Destinations', in *Lecture Notes in Networks and Systems*, 2024, vol. 1184 LNNS, pp. 35–52. doi: 10.1007/978-3-031-74608-6_4.
- [42] Y. Han, Y. Wang, H. Yu, W. Luo, K. Wang, and C. Sui, 'Spatial Synergy between Tourism Resources and Tourism Service Facilities in Mountainous Counties: A Case Study of Qimen, Huangshan, China', *Land*, vol. 13, no. 7, 2024, doi: 10.3390/land13070999.
- [43] D. Wang and C.-C. Shen, 'Tourists' Perceptual Positioning of Brand Equity and Competitive Relationships in Organic Agricultural Tourism', *Agriculture*, vol. 14, no. 10, p. 1706, Sep. 2024, doi: 10.3390/agriculture14101706.
- [44] Z. Wang, Q. Zhou, T. Man, L. He, Y. He, and Y. Qian, 'Delineating Landscape Features Perception in Tourism-Based Traditional Villages: A Case Study of Xijiang Thousand Households Miao Village, Guizhou', *Sustain.*, vol. 16, no. 13, 2024, doi: 10.3390/su16135287.
- [45] N. Qomariyah and M. Hayati, 'Sustainability Status of the SoBurbang Agropolitan Area in Bangkalan District Based on Multi-Dimensional Scaling (MDS)', in *BIO Web of Conferences*, 2024, vol. 146. doi: 10.1051/bioconf/202414601066.
- [46] R. M. F. Carvalho, C. Costa, and A. M. Ferreira, 'Multidimensional Benefits of Creative Tourism: A Network Approach', *Urban Sci.*, vol. 8, no. 4, 2024, doi: 10.3390/urbansci8040196.
- [47] N. A. G. Mutiarasari, S. Hartini, M. Kurniawati, and S. S. Sangadji, 'Evaluation of green marketing tourism implementation in destinations: A systematic literature review', *Int. J. Innov. Res. Sci. Stud.*, vol. 8, no. 1, pp. 1299–1310, 2025, doi: 10.53894/ijirss.v8i1.4581.
- [48] G. Han and E. Yang, 'How do multidimensional tourism factors affect community resilience?', *Appl. Geogr.*, vol. 178, 2025, doi: 10.1016/j.apgeog.2025.103597.
- [49] S.-H. Yang, C.-F. Tsai, W. Leelapattana, and W. Thongma, 'Tourism Marketing Strategies from Price Tags to Brand Value', *J. Ecohumanism*, vol. 4, no. 1, pp. 3458–3477, 2025, doi: 10.62754/joe.v4i1.6183.
- [50] M. Aziz and R. Muarief, 'The Attraction of Pahlawan Street Center as a Madiun City Tourist Destination', *Epic. J. Manaj. Adm. Pemasar. Dan Kesekretariatan*, vol. 6, no. 2, 2022, doi: 10.32486/epicheirisi.v6i2.447.
- [51] Y. A. Kusuma, 'Manajemen Pengelolaan Wisata Pahlawan Center Melalui Analisis Potensi Dan Manajemen Strategi', *Altasia J. Pariwisata Indones.*, vol. 6, no. 2, pp. 120–131, 2024, doi: 10.37253/altasia.v6i2.9114.
- [52] A. Z. Aidiah and A. M. Sukmawati, 'Analisis Kenyamanan Jalur Perjalanan Kaki Di Jalan Pahlawan, Kota Madiun', *Ruang*, vol. 10, no. 2, pp. 70–79, 2024, doi: 10.14710/ruang.10.2.70-79.
- [53] A. Y. Pratama, D. N. Wijaya, R. Firmansyah, and D. R. Novica, 'Mapping of the Kota Tua Madiun for Digital Urban Tourism', *ICLSSE*, vol. 1, 2023, doi: 10.4108/eai.1-6-2023.2341433.
- [54] B. F. Fathoni, 'Arahan Pengembangan Pariwisata Heritage Terpadu Di Kota Madiun', *J. Tek. Its*, vol. 6, no. 2, 2017, doi: 10.12962/j23373539.v6i2.26476.
- [55] E. Fitriana and M. K. Ridlwan, 'Pengembangan Ekowisata Berbasis Industri Kreatif Berwawasan Kearifan Lokal Di Palangkaraya', *Proceeding Community Dev.*, vol. 1, p. 269, 2018, doi: 10.30874/comdev.2017.32.
- [56] L. Amri, D. A. Puspitasari, N. Ali, and R. Anwar, 'Potential, Problems and Strategies of Creative Economy Development: Quadruplehelix Perspective Approach', 2022, doi: 10.4108/eai.16-11-2022.2326066.
- [57] H. Xiao, J. Yu, Y. Zhang, C. Xin, J. Wan, and X. Tang, 'Coupling Coordination Analysis of County Tourism Development and Multidimensional Poverty Based on Nighttime Light Data', *Land*, vol. 13, no. 5, p. 680, 2024, doi: 10.3390/land13050680.
- [58] P. Fakfare and J. Lee, 'Developing and Validating a Scale for Multidimensional Attributes of Honeymoon Tourism', *J.*

- Hosp. Tour. Res.*, vol. 43, no. 8, pp. 1199–1224, 2019, doi: 10.1177/1096348019850279.
- [59] D. Rosari, S. N. Lubis, R. Rujiman, and A. Purwoko, 'Positive Effect on the Development Regional of the Karo Regency by Creative Economic Basic Honey UMKM', *E3s Web Conf.*, vol. 373, p. 4012, 2023, doi: 10.1051/e3sconf/202337304012.
- [60] A. Mikhaylova, 'Creative Economy in the Republic of Sakha (Yakutia)', *Kne Soc. Sci.*, 2021, doi: 10.18502/kss.v5i2.8342.
- [61] Y. Firmansyah, W. Rafdinal, A. M. Sayuti, C. Juniarti, and N. Hardiyanto, 'Cultural Innovation in Indonesia as a Development of the Creative Economy', *J. Ekon. Bisnis Entrep.*, vol. 18, no. 1, pp. 87–99, 2024, doi: 10.55208/jebe.v18i1.539.
- [62] G. Richards, 'Tourism, an Underestimated Driving Force for the Creative Economy', *Rev. Tur. Em Análise*, vol. 29, no. 3, pp. 387–395, 2018, doi: 10.11606/issn.1984-4867.v29i3p387-395.
- [63] M. Marsinah, F. Marisya, and R. A. R. F. Indriani, 'Pembinaan Ekonomi Kreatif Bagi Masyarakat Dalam Penguatan Desa Wisata Di Kelurahan Tumbak Ulas Kota Pagaram', *Akm Aksi Kpd. Masy.*, vol. 3, no. 1, pp. 45–52, 2022, doi: 10.36908/akm.v3i1.447.
- [64] B. R. Aprilia, R. N. Anwar, and U. Masruroh, 'Dampak Pembangunan Pahlawan Street Center (PSC) Terhadap Pertumbuhan Ekonomi Lokal Di Kota Madiun', *Aqaduna*, pp. 101–111, 2024, doi: 10.52491/aqaduna.vi.139.
- [65] I. Gunawan, *Metode Penelitian Kualitatif Teori dan Praktik*. Jakarta: Bumi Aksara, 2013.
- [66] Rasimin, *Metode Penelitian Pendekatan Praktis Kualitatif*. Yogyakarta: Trussmedia Grafika, 2019.
- [67] S. Arikunto, *Prosedur penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta, 2013.
- [68] Z. Abdussamad, *Metode Penelitian Kualitatif*. Makassar: CV. Syakir Media Press, 2021.
- [69] Mawardani, *Praktis Penelitian Kualitatif Teori Dasar Dan Analisis Data Dalam Perspektif Kualitatif*. Yogyakarta: Penerbit Deepublish, 2020.
- [70] Kaelan, 'Metode Penelitian Kualitatif Interdisipliner: Bidang Sosial, Budaya, Filsafat, Seni, Agama Dan Humaniora', Jogjakarta: Paradigma, 2012.
- [71] S. Rukhayati, *Strategi Guru PAI Dalam Membina Karakter Peserta Didik SMK Al Falah Salatiga*. Salatiga: Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LP2M) IAIN Salatiga, 2020.
- [72] W. P. Adhiguna, 'Interview dengan Wija Purwa Adhiguna sebagai narasumber dengan jabatan Adyatama Kepariwisata dan Ekonomi Kreatif Ahli Muda di Dinas Kebudayaan, Pariwisata, Pemuda, Dan Olahraga (Disbudparpora) Kota Madiun, pada Selasa 15 Juli 2025.' 2025.
- [73] H. Wastika, 'Interview dengan Heru Wastika sebagai narasumber dengan jabatan Adyatama Kepariwisata dan Ekonomi Kreatif Ahli Muda di Dinas Kebudayaan, Pariwisata, Pemuda, Dan Olahraga (Disbudparpora) Kota Madiun, pada Selasa 15 Juli 2025.' 2025.
- [74] Disbudparpora, 'Data Event/ Kegiatan yang diadakan di sepanjang Jalan Pahlawan/ Kawasan sekitar Pahlawan Street Center'. Disbudparpora, Kota Madiun, 2025.
- [75] W. Riyadi, 'Interview dengan Widodo Riyadi sebagai narasumber dengan jabatan Sub Koordinator Pemberdayaan Usaha Mikro di Dinas Tenaga Kerja Koperasi Usaha Kecil dan Menengah (Disnaker) Kota Madiun, pada Senin 14 Juli 2025.' 2025.
- [76] R. Sidauruk, 'Ekonomi Kreatif Sebagai Basis City Branding Menuju Kepariwisata Terintegrasi Di Kawasan Danau Toba (Creative Economy as Basis of City Branding Toward Integrated Tourism in Toba Lake Zone)', *Inovasi*, vol. 15, no. 2, pp. 83–104, 2018, doi: 10.33626/inovasi.v15i2.95.
- [77] F. Fajrian, M. I. Zamzani, and F. Afrizal, 'Analisis Strategi Pengembangan Industri Kreatif Digital Di Kota Balikpapan', *J. Surya Tek.*, vol. 10, no. 1, pp. 584–589, 2023, doi: 10.37859/jst.v10i1.4768.
- [78] D. P. Oskar, M. Mirsal, and R. W. Prinoya, 'Optimalisasi Promosi Dalam Pengembangan Desa Wisata Kreatif Berbasis Partisipasi Masyarakat (Studi Kasus: Nagari Pariangan)', *E-Dimas J. Pengabd. Kpd. Masy.*, vol. 12, no. 3, pp. 484–490, 2021, doi: 10.26877/e-dimas.v12i3.6677.
- [79] Bappeda, 'Data Internal Bappeda Tentang Kelurahan Wisata (Kawista) Kota Madiun Tahun 2025'. 2025.
- [80] M. Malahayatie and I. Irmayani, 'Optimalisasi Peran Dekranasda Dalam Pemberdayaan Ekonomi Kreatif Pada Kelompok Kerajinan Perempuan Kabupaten Aceh Timur', *Saree*, vol. 4, no. 1, pp. 1–11, 2022, doi: 10.47766/saree.v4i1.551.
- [81] N. Afriyani, I. Indrayani, M. G. Indrawan, C. Wibisono, and N. Ngaliman, 'Influence of Training, Discipline, and Innovation on the Performance of Members of the Regional National Crafts Council (Dekranasda) in Tanjungpinang City: A Quantitative Study', *J. Multidiscip. Acad. Bus. Stud.*, vol. 1, no. 1, pp. 53–70, 2023, doi: 10.35912/jomabs.v1i1.1780.
- [82] A. A. Qur'an, T. Marini, and H. Ma'ruf, 'Pengembangan Desa Wisata Berbasis Community Based Tourism (CBT) Pada Desa Wisata Situ Tirta Marta Purbalingga Perspektif Islam', *Mabsya J. Manaj. Bisnis Syariah*, vol. 5, no. 1, pp. 33–44, 2023, doi: 10.24090/mabsya.v5i1.8021.
- [83] Y. A. Nurohman, L. A. Safitri, R. S. Qurniawati, K. Khoirunnisa, and F. A. Ahzar, 'Optimalisasi Investasi Bagi Desa Wisata: Studi Pada Desa Wisata Wonosemar', *Khasanah Ilmu - J. Pariwisata Dan Budaya*, vol. 14, no. 2, pp. 134–143, 2023, doi: 10.31294/khi.v14i2.17018.