

Academic Strategy in Creative Economic Development through “Kampungpreneur” Program to Anticipate Non-Military Threat In West Kalimantan Province (Case Study at Tanjungpura University)

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Abstract

The creative economy is Indonesia's new sector that is able to increase economic growth and the value of GDP every year. The creative economy aspect is not limited to a number of things, but all things that can be processed through creativity to create new values (creating value). The National Statistics Agency has mapped 16 creative economy sectors that are currently growing in Indonesia. The contribution of the creative economy sector in West Kalimantan Province to Gross Regional Domestic Product (PDRB) was 26.12% with the largest agricultural sector which is 21%. Based on these data, West Kalimantan Province has the potential to continue to develop a creative economy based on local wisdom to build the national economy. In economic development efforts, of course, the government is unable to solve all problems in the field quickly and complex, therefore it is necessary to have elaboration from various parties such as academics. Through a qualitative descriptive study, this journal aims to describe the role of academics in designing the concept of economic development so that it can become a resolution and recommendation on government policy. The advantage of geographic location and the ratio of the population to the existing area, there are many potential areas that have not been optimally empowered. Therefore, the strategy of academics as partners of the government and the community is to conduct research, transfer knowledge, provide assistance, and recommend policies. The concept is through the UNTAN kampungpreneur which optimizes the use of dormant land in the campus area to be used as an outdoor entrepreneurship education and training area (Green Creative Hub). The kampungpreneur program is a creative economy that is intended to contribute to facing the non-military threat in West Kalimantan Province.

Keywords: *Academic Strategy, Creative Economy, Kampungpreneur, Non-Military*

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I. Introduction

In order to realize the national goal of advancing public welfare, it is very difficult to remember the vast territory of Indonesia which is an archipelago with all the diversity in it. This requires the right formula to ensure equal distribution of justice. The government is obliged to make various efforts, one of the most important factors is the economic sector. The era of globalization with the rapid advancement of technology and information demands the growth of innovation and creativity that helps economic development.

Economic development is economic growth in line with the changing features and structures of the economy. In other words, the term economic development does not only refer to real national income, but also to modernization of the economy, for example reforming traditional agriculture, accelerating economic growth, and equitable distribution of income (Sukirno, 2011). In a record of economic development, Indonesia has had extraordinary achievements, one of which is in the agricultural sector (agrarian) which changed the status of an importer country to become the world's largest rice exporter thanks to food self-sufficiency in the 1980s (Kompasiana, 2015). Indonesia was also known as the Asian tiger.

In the beginning of economic globalization, transfer of knowledge and transfer of technology, Indonesia is very capable of making achievements in the economic sector. As a country with abundant natural resources, Indonesia is often predicted to become one of the developed countries in the future. Energy observer, Kurtubi said that the estimated value of reserves stored in the bowels of the earth for oil, gas, coal, copper, gold, nickel, silver and so on is around IDR 200 thousand trillion, assuming no new reserves are found (Praditya, 2014). Not to mention the wealth generated by biodiversity which includes agriculture, plantations, livestock, fisheries and forest products.

Table 1
Business fields that have the potential to drive economic recovery in West Kalimantan
 Several business fields continue to grow in the Covid 19 Pandemic :

No	Sector	GRDPADHK (at constantprices)	Growth (%) / year
1	Agriculture, Forestry and Fisheries	Rp 32,34 Trillion	1,19
2	Mining and Excavation	Rp 8,09 Trillion	21,23
3	Water supply	Rp 207 billion	5,73
4	Information and Communication	Rp 7,72 Trillion	8,37
5	Real estate	Rp 3,82 Trillion	1,15
6	Health Services and Social Activities	Rp 2,52 Trillion	26,81

Source: Data from BPS West Kalimantan Province 2021

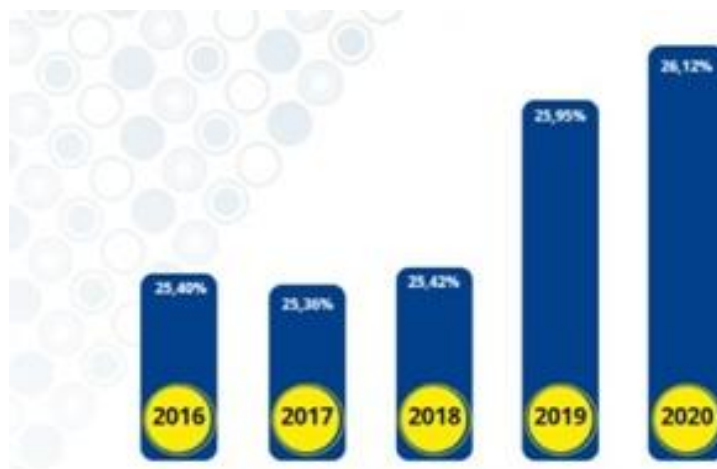
Likewise, the potential in West Kalimantan Province is very abundant. It is known from the data above as long as of the Covid-19 pandemic in 2020 there are business fields that continue to grow and have the potential for economic recovery. The agriculture, forestry and fisheries sectors contributed Rp. 32.34 T or grew by 1.19%. The mining and quarrying sector contributed Rp. 8.09 T or grew 21.23%. The water supply sector contributed Rp. 207 billion or grew by 5.73%. The information and communication sector contributed Rp.7.72 T or grew 8.37%. The real estate sector contributed Rp 3.83 trillion or grew 1.15%. The health services sector contributed Rp 2.52 T or grew 26.81%.

In the field of human resources, Indonesia is no less extraordinary. The creativity and innovation event that has ever been held is the largest popular culture festival in Asia called Popcon Asia 2015 at the Jakarta Convention Center (JCC), Senayan, Jakarta. The purpose of this event is to inspire the enthusiasm of creative industry creators to be able to compete in the international area and to globalize their works (Jawa Pos, 2015). This is proof that Indonesia's creative industry has strong potential.

The Asean Economic Community (AEC), which has been in effect since 2015, continues to provide new challenges over time. Indonesia's enormous economic potential must be accompanied by skills in creating and innovating. Technology and information are important in optimizing sectors of the majority of society, such as MSMEs and biodiversity. It is not impossible that in this way Indonesia's economic development will be in the frame of modernization in the form of a creative industry. This is in accordance with Alvin Toffler's theory that economic civilization is divided into three successive waves including the agricultural economy, industrial economy, and information economy. As predicted, there will be a fourth economic wave, namely the creative economy wave whose main orientation is creative ideas and ideas (Anggraini, 2008).

The creative economy is a modern economic concept that emphasizes creativity and product innovation. This concept places human resources as the main role in production by putting forward ideas, ideas, and contemporary thoughts. Kalimantan Province is one of the regions in Indonesia that has successfully implemented a creative economy in developing its economy.

Picture 1
GRDP of the Creative Economy Sector in West Kalimantan 2016-2020



Source: Data from BPS West Kalimantan Province 2021

The data above shows the success of West Kalimantan's creative economy sector which contributed 26.12% to the gross regional domestic product. The statistic that shows the percentage for 2016 to 2020 is quite significant. The increase in the last three years is proof that West Kalimantan Province has great potential in a local-based creative economy. The percentage of the creative economy is so large, of the 16 sub-sectors dominated by 3 export priority sub-sectors, namely the culinary sub-sector with an export value of US \$ 2,168,021, the craft sub-sector US \$ 202,860, and the fashion sub-sector US \$ 803,793 in 2019 (Yulianto, 2021).

Table 2
Economic Sector with a contribution of more than 10 percent of West Kalimantan's GRDP

No	Sector	Contribution to GRDP
1	Agriculture	21 %
2	Industry	16 %
3	Trading	13 %
4	Construction	12 %

Source: Data from BPS West Kalimantan Province 2021

The agricultural sector is the first to contribute to West Kalimantan's GRDP with 21%. This percentage is quite different from other sectors such as industry 16%, trade 13%, and construction 12%. Agriculture is a strong sector with a very advantageous geographical position on the equatorial route or in the tropics, so that its territory is fertile. This was confirmed by statement of Mr. H. Sutarmidji, S.H., M.Hum. as the Governor of West Kalimantan Province as follows:

"West Kalimantan currently has the main source of income through CPO (crude palm oil) or oil produced from palm oil and bauxite of mining sector. It is known that bauxite revenues amount to 25 million tons of export concessions each year, while CPO production is 2.4 million tons per year. "

Agriculture whose percentage is so large indicates that the creative economy sector comes mostly from agricultural or plantation products. For example, culinary where the main ingredients are also agricultural or plantation products. Crafts / handicrafts are generally made of wood or trees. The creative economy sub-sectors and economic sectors are predicted to continue to increase over time through the collaboration of various parties that working together in advancing between sectors.

The number of human resources of 5.472.310 people with an area of 147,307 Km² of West Kalimantan Province which is not comparable, demands that the government in the process of development and control of the area must involve related stakeholders, such as academics. Academics have a model role in the development process through research and development which are published in journals and projects as a miniature early stage of economic development efforts. Academics are expected to play the role of creators of change. According to the history of change in Indonesia from time to time, it has always featured academic figures.

The great flow of globalization that brings increasingly difficult to predict strategic environmental issues is a major matter that must be of concern to the government. Indonesia as a country that benefits from various aspects including food wealth and living / non-living natural resources must be able to face all forms of threats, especially non-military threats in the economic sector.

Based on the above background, the author focuses on academic strategies in creative economic development efforts through the *kampungpreneur* program to anticipate non-military threats in West Kalimantan Province.

II. Literature Review

a. Strategy

Strategy in the military world is defined as the science used to plan and direct troops to the most advantageous position before the actual battle with the opponent (Usman, tt). Strategy is closely related to the end goal, in which there is a tactic that is related to intermediate goals (Sjafrizal, 2008).

Strategy is formulated as setting a goal and allocating the resources most likely to result in an effective fit. Strategic capability in the organization greatly influences the implementation of strategy and skills are not only used for strategy development, but also for strategy implementation as part of strategic management (Armstrong, 1996).

b. Academics

In KBBI, academics are defined as people with high education. Academics in higher education include both educators (lecturers) and students. According to psychologist Annisa MirantyNurendra, a career as an academic is one of the types of careers that should be initiated from college. There are several things that need to be prepared, starting from knowledge transfer through teaching and research, strengthening skills in the research field, to joining communities on campus such as the research community / scientific community (UII Career Center, 2020).

Lecturers are professional educators and scientists with the main task of transforming, developing and disseminating science, technology and arts through education, research, and community service (RI Law No. 14 of 2005 on Teachers and Lecturers). In the ongoing process of higher education dynamics, there is a big role for students as agents of change, for that the educational process must be carried out with the best version. Knopfermacher explained that a student is someone who is studying in college to earn a bachelor's degree as a capital to play a role in the progress of the social order. Students are educated with the hope of becoming intellectual cadres (Ebtanasti, 2014).

c. Economic Development

Development is the process of increasing or enhancing the entire social, economic, political, cultural, infrastructure, science and technology, education, defense, and other systems with the aim of the feasibility of human life (Abe, 1994). Another meaning, development is the dynamic of the process of achieving prosperity at a higher level (AF, 2015).

Economic development according to (Irawan and Suparmoko, 2002) is a series of efforts to improve the standard of living of a nation, the level of which is measured by real income per capita. Regarding economic development (Arsyad, 2004) defines the main elements and characteristics in economic development which include:

1. A process that is perceived as continual change.
2. Efforts to increase per capita income.
3. Long-term sustainability of the increase in per capita income.
4. Improving the institutional system in the economic, political, legal, social and cultural fields through institutional and regulatory aspects (legal, formal and informal).

d. Creative Economy

The creative economy is a sector that emphasizes the creation of economic value through the creative process of an individual. (First Dictum Presidential Instruction No. 6 of 2009 on Creative Economy Development). The creative economy is essentially an economic activity that puts forward creative thinking to create new and different things that have value and commercial in nature (Kemenparekraf: Mid-Term Action Plan 2015–2019). Indonesia Law no. 24 of 2019 concerning Creative Economy said the goal of the creative economy is to optimize the creativity of human resources based on cultural heritage, science, and / or technology.

e. Kampungpreneur

Kampungpreneur or Kampongpreneur of Tanjungpura University is the optimization of the use of land behind the Auditorium of Tanjungpura University to become an area for entrepreneurship education and training in the open nature (Green Creative Hub) in the creative economy and tourism sector.

f. The non-military threat

Non-military threats in Republic of Indonesia Law No. 3 of 2002 concerning Defense are called non-military threats which are a form of threat that uses non-military factors which are deemed to endanger the sovereignty, territorial integrity and safety of the entire nation and state. Non-military threats can come from abroad or can come from within the country. Non-military threats are classified into several dimensions such as ideology, politics, economy, socio-culture, technology, public safety, and legislation at the local, regional and national levels (www.kemhan.go.id).

III. Methodology

The research used in this research is descriptive qualitative. Qualitative research aims to maintain the form and content of human behavior, analyze quality, and transform it into a quantitative entity (Mulyana, 2008). While descriptive research is to make descriptions, systematic, factual, and accurate representations of the facts, properties, and relationships between the phenomena being investigated.

The data collection techniques used were interviews and documentation studies. Interviews were conducted to determine to complete data and efforts to obtain accurate data and appropriate data sources. The author interviewed Dr. M. Irfani Hendri, S.E., M.Si. as the Head of the Tanjungpura University Business Management and Development Agency (BPPU) Team as the key and main informant. Meanwhile, a documentation study is needed to sharpen the analysis of academic strategies in creative economic development efforts through the kampungpreneur program to anticipate non-military threats in West Kalimantan Province.

IV. Result And Discussion

In striving for the realization of creative economic development, the first thing that must be done is mapping a problem. Identifying the problem is important and then finding a solution. High hopes for the success

of development through the economy require proper management of the parties involved in realizing the welfare of society, which is mainly far from non-military threats.

This study focuses on the findings of non-military problems in the economic sector. Based on findings from some data and interview results, there are several non-military threats, especially the Covid-19 pandemic, the agricultural sector is still traditional, and the high dependence on staples from outside the region.

Seeing the rapid globalization of the economy, the government is obliged to include all elements in the creative economy development, especially the role of academics as research and development actors. M. Irfani Hendri, an academic as well as the Head of the Tanjungpura University Business Management and Development Agency (BPPU) Team said,

"In the multisector optimization effort, the efforts of various parties are very important. Each sector will find it difficult to develop if it does not have cooperation with other sectors. It is very good if there is innovation such as *kampungpreneur* wrapped in high morale and local culture. Today what has been done is to build a community that accommodates the framework of advancing together, to raise doubts to be optimistic, so in this case mental building is very important. "

The interpretation of the direct statement above is that as an academic, there are several things that need to be done, namely identification, education, and action. First, identification is an effort to explore the basis of potential resources that can be used optimally. Certainly this can be done through in-depth research and technical studies in accordance with their areas of expertise, which then the results are used as recommendations for development.

Second, education is an effort to transfer knowledge, technological expertise, and creative methods to partners. In general, this is carried out in the world of education by including a curriculum related to entrepreneurship. In this way, students have been provided early on how to become entrepreneurs, seize opportunities, and business management strategies. There are other ways, namely competitions on business plans, papers, economic debates, all of which are held with the aim of increasing networks and communities. Other educational targets include non-school groups such as farmer groups, fishermen groups, and others who have received scientific training or the like. For example, if farmers are the target of education, the material taught is agricultural modernization, because this is very important in the context of (1) Fulfilling domestic needs, especially foodstuffs, (2) Growing and developing agribusiness that produces various export commodities (Siagian, 2007).

Third, meaningful action that academics play a role in collaborating with the government and other stakeholders in launching the program. This program is then a follow-up for the government as policy implementer and budget provider to be disbursed within the framework of the development process. The program is intended as a form of commitment from the government in working together to build a creative economy.

ACADEMIC STRATEGY IN CREATIVE ECONOMIC DEVELOPMENT THROUGH PRENEUR VILLAGES

In the context of developing the Creative Economy in border areas, the Central Government has established a National Spatial Plan (RTRWN), in which 6 out of 15 sub-districts located in the border area have also been designated as National Strategic Activity Centers (PKSN), totaling 26 sub-districts. In West Kalimantan Province there are 5 PKSN including: Sambas (Aruk-Temajuk); Regency. Bengkayang (JagoiBabang) Regency. Sanggau (Entikong) Regency, Sintang (Services) Regency, and Kapuas Hulu (Nanga Badau) Regency.

Development of potential in border areas can be done by developing potential clusters through the development of superior products in each region (village / sub-district) such as a number of micro, small and medium enterprises that use the same / similar raw materials to produce the same, similar and interrelated products.

Academics in this case must be able to create a strategy as a professional reference basis. The point is to be able to measure all aspects including the amount of budget needed, target measurement system, target accuracy, and so on. Regarding the development of the creative economy, you cannot immediately hope that it will succeed immediately, but it takes stages. The introduction of the creative economy for youth, especially students, can be done through collaboration classes, KKN activities, community service, and so on. All of that is meant to measure the intensity of creativity in expression in the economy.

Dr. M. Irfani Hendri, S.E., M.Si. as the Head of the Tanjungpura University Business Management and Development Agency (BPPU) Team said that there is a special strategy to attract interest and increase student motivation to join or join the creativity program run by the Tanjungpura University campus, such as:

a. Through entrepreneurship classes, in this way can motivate students to "be on the watch" with entrepreneurial activities. This means that when you return to society, whatever profession you are involved in, it can be carried out properly.

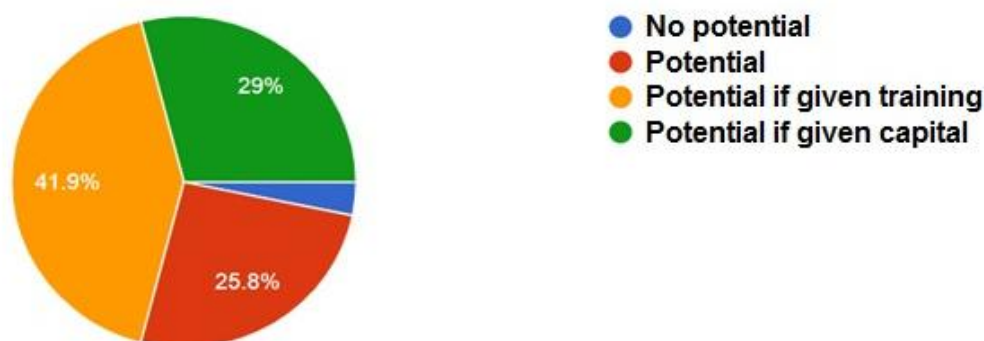
- b. Developing the UNTAN Village program, UNTAN Kampongpreneur as a way of fostering entrepreneurship, around 500 entrepreneurs have joined.
- c. Not only implementing the program, but also partnering and collaborating with related parties (government, community, and others).
- d. Conduct entrepreneurship training not only for MSME actors, but also for children and youth
- e. Efforts to direct youth to make good use of technological advances.

The contribution of research from academics for product development and implementation of research results is not only for creating economic improvements and community welfare. This means not only at the publication level, but also at the downstream level, namely producing research and development to improve policies and governance / produce start-ups. Explaining about people's welfare through a creative economy based on local wisdom, Mr. H. Sutarmidji, S.H., M.Hum. as the Governor of West Kalimantan Province said the following:

"To achieve that, a lot of creative economy is needed and quite a lot has been implemented. For the sale of its products, the government has facilitated it, efforts to improve quality are continuously being made, the potentials favored by foreign countries continue to be improved, so that business actors are asked to make businesses. Furthermore, the government collaborates for the business environment, providing the widest possible access to capital so that it can develop especially during this pandemic. "

The Independent Campus policy, especially about allowing students to take two meters, which is equivalent to 40 credits to carry out activities outside the campus, is a strategic to develop entrepreneurship that is responsive to the problems and opportunities of national and global markets. The development of new exporters is part of the practical steps of the global entrepreneurship program requiring policies that allow students to take concrete steps in sufficient time.

Picture 2
Arrbey Research Survey of Potential Exporters 2020



Source : Investor.id

Based on the survey results such as the picture above, it is found encouraging results that alumni, lecturers, and college students have the potential in export development as reflected by the research results. 25.8% of respondents' responses believe they can become exporters and will increase by 29% and 43.3% if givenprove capital and training.

Establishing a drive to become an exporter requires integrated programs such as training, mentoring, and development of facilities including funding to accelerate the birth of new exporters among students and college alumni (Investor.id). Regarding the empowerment of human resources, the West Kalimantan local government has a special program. This was expressed by Mr. H. Sutarmidji, S.H., M.Hum. as the Governor of West Kalimantan Province as follows:

"Many things have been done optimally, it must provide spaces for the community to have a good education to enter the job market and create companies. Educate the public to enter the UMKM and so on. The demographic bonus must really be used, otherwise it will become a non-military threat. We have also provided other access to capital."

RI Proclaimer Moh. Hatta said that Indonesia will not shine because of the big torch in Jakarta, but only because of the candles in the village. In President Joko Widodo's Nawa Cita, an important point is mentioned, namely "Building a Village from the periphery by strengthening regions and villages within the framework of a unitary state". The importance of the position of the village in the framework of national development was born Law no. 6 of 2014 concerning Villages which received positive responses from many parties, both central and local government, as well as the community.

The existence of the Law on Villages gives the village authority to manage village funds, village assets, and the potential they have to improve development and community economic welfare. Villages need to know what potential they have and then develop them through a program called BUMDes. Relationship with the Center for National Strategic Areas (PKSN), the concept is that urban areas are centers of economic growth designated to encourage the development of state border areas to encourage the development of the surrounding areas.

Progress which has been well recognized by all circles should be a moment for development. M. Irfani Hendri, an academic at the University of Tanjungpura said the following:

"Why should there be a community, that currently there is data, government programs and funds are also budgeted, so it must be used as much as possible to create or create tourism, education, tourism villages and so on."

The statement by M. Irfani Hendri above is a response to the strategy of the West Kalimantan provincial government in improving people's welfare through a creative economy based on local wisdom, such as the statement of the Governor of West Kalimantan as follows:

"The tengkawang tree is a typical West Kalimantan tree that is useful for cosmetic items. However, the (central) government is prohibited from exporting. In the midst of a lack of human resource capacity to process it, finally the people there prefer to cut down the trees. This is wrong. The export faucet should be opened wide in order to increase the enthusiasm for planting. So that the reforestation of deforested forests as a result of giving uncontrolled HTI (industrial plantation forest) concessions. For this reason, what needs to be arranged is to reduce people's dislike of government policies and how to make justice. "

West Kalimantan's economic growth includes many indicators either on natural resources or more importantly human resources. The Governor of West Kalimantan actively communicates with other parties vertically and horizontally. The Provincial Government wants the Vocational Training Center to be converted into a Expertise Certification Center. This opinion originated from the trend of people being paid when they have certification, whereas anywhere if they do not have certification from which point of view can't be said to be an expert. Increasing economic growth with a good PDRB display requires coordinating actions, program simulations, making policies that make it easier for the people of West Kalimantan to have businesses but still within the framework of preserving the environment, and trying to make breakthrough applications to deal with environmental problems.

As a higher education institution, the Faculty of Economics and Business, Tanjungpura University has a vision and mission, namely to become a center for scientific information in the field of economics and business based on local wisdom and global competitiveness. Based on agricultural data that has the largest contribution to GRDP with 21% in line with research results by the "Arrbey Research" Institute (26/5/2020) which states that the focus of domestic industry needs to be shifted to renewable resources such as agricultural products, plantations, forestry, animal husbandry, fisheries and also marine.

Tanjungpura University through the UNTAN Kampongpreneur program positions its role in the development of the creative economy and tourism. According to (Hendri, 2021) this program is in the form of optimizing the use of dormant land in the campus area to be used as an education and training area for outdoor entrepreneurship (Green Creative Hub). The services provided include:

- a. Entrepreneurship services and assistance in the creative economy. Assistance is carried out through sustainability coaching for UNTAN students as well as MSME players and the community who have joined as many as 500 people.
- b. Digital management of green open space (DigitalisasiPohon) and Family Foster Trees. Tree digitization is evidence of technological advances being used in environmental conservation efforts by means of application-based tree periodic control or tree information systems. Meanwhile, Family Fostering Trees is an access given to communities or families who like environmental sustainability who join forces to participate in realizing massive production and diversification of tree plants. The tree seedlings will be planted by the foster master through assistance and cared for by a special team. The foster family will receive a tree progress report and receive a foster family certificate.
- c. Utilization of idle land as a creative market and outbound area. Idle land is empty land or does not yet have a useful function. Through creative ideas by looking at the surrounding potential, it is processed in such a way as to create value.
- d. Management of student waste bank. This program is a wise action in overcoming the waste problem. It is known that in the Batu Layang TPA in Pontianak City the average waste in 2019 reached 113.593.02 ton/year (osf.io). Not to mention the total accumulation of waste in West Kalimantan Province today. Through a waste bank, existing waste is sorted according to categories, whether organic, inorganic or toxic. After the waste is sorted, it is processed by partners to produce output in the form of feed / fertilizer, recycled products, and new creations (crafts).

DEALING WITH NON-MILITARY THREAT THROUGH CREATIVE ECONOMY

The era of globalization which is marked by the development of advances in science, communication technology, and information greatly affects the patterns and forms of threats. Threats to state sovereignty which were previously conventional (physical) and are now developing into multidimensional (physical and non-physical), both from abroad and from within the country. These multidimensional threats can come from ideological, political, economic, socio-cultural and security issues related to international crimes, including terrorism, illegal immigrants, the dangers of narcotics, theft of natural wealth, pirates, and environmental destruction (Indonesia Law No.3 of 2002 on National Defense).

According to Dede Nurohman, globalization is a large current that is being thrown away by many factors, especially world politics and economy that crash and affect all aspects of life in a state, culture, and religion (Nurohman,2017). Basically, globalization, it's no single interpretation. The processes in globalization form patterns, including the characteristics of global interactions. (Harahapi, 2004) argues that generally global interactions that occur today and in the future are formulated through the following characteristics:

- a. Shifting ideological and political conflicts towards competition in trade, investment and information; balance of power towards a balance of interest.
- b. Structurally, the relationship between nations / states changes from dependency to inter-dependency; Primordial relationships change into dependent characteristics according to the bargaining position.
- c. It has almost lost its operational significance over geographic boundaries. The power of a state in its interactions with other countries is determined by its ability to take advantage of its comparative advantage and competitive advantage.
- d. Mastery of high technology becomes a war of competition between countries. Research and development force each country to provide large funds.
- e. The creation of a world culture that tends to be mechanistic, efficient so that values and norms are not appreciated because they are considered economically inefficient.

The picture of globalization that is so complex and very rapidly crosses boundaries without realizing it brings strategic issues that can be a non-military threat. This of course must be watched out. Dynamically, the non-military side is dominant to pressure and threaten other countries in running their country's ambitions. As an effort to anticipate, synergy in building and using strength to face non-military threats must be carried out properly. Aspects that must be regulated in dealing with non-military threats are laws and regulations, management and community empowerment. In addition, intelligence is required to carry out early detection and prevention as well as action detection to deal with increasingly complex threats (wantimpres.go.id, 2017).

At the regional level, the readiness of the management of national resources in the defense sector is a strategic step to support the national defense system to face various non-military threats that can disrupt national stability, such as border violations, separatism, piracy, terrorism, radicalism, theft of natural wealth, and drugs abuse.

Facing non-military threats from an economic point of view, it is important to map the potential of local resources that can be utilized in strengthening the regional economy, especially in the fields of agriculture, fisheries, tourism, and so on. As in West Kalimantan Province, the basis of local wisdom in each field, in the perspective of the creative economy, it can be used to increase economic growth, alleviate poverty, create jobs for the community and protect resources in the context of the sustainability of national resources.

Table 3
Creative Economy Agency Performance Achievements in 2019

No.	Sasaran Strategis	Strategic Target Performance Indicators	Target	Realization *)	Achievement (%)
1	Creative Economy Growth	Creative Economy GDP Growth (%)	5,30	5,10	96,23
2	Labor Absorption	Labor Absorption (million people)	17,20	19,01	110,52
3	Export Value of Creative Products	Gross Export Value (USD billion)	21,50	22,07	102,65

Source: Creative Economy Agency Performance Report 2019

The data above provides information that strategic targets 1) Creative economy growth with the main performance indicator of creative economy GDP growth was 5.10% of the target 5.30% and the achievement was 96.23%; 2) Manpower absorption with the main performance indicator of successful labor absorption is 19.01 million people from the target of 17.20 million people and the achievement is 110.52%; 3) The export value of creative products with the main performance was the gross export value of 22.07 billion USD of the target of 21.50 billion USD and the achievement was 102.65%.

Based on the percentage of achievement in employment is a very positive thing. The idea of a creative economy based on the ideas of creativity, culture, and technology is able to contribute to the GRDP of West Kalimantan by 26.12%. Even though the non-military threat of the Covid-19 pandemic hit in Indonesia and even

the world made economic growth throughout 2020 contract by -1.82%, there are still economic sectors that are still growing, namely business fields that have the potential to encourage economic recovery in West Kalimantan which includes Agriculture, Forestry and Fisheries 1.19%; Mining and Excavation 21.23%; Water Supply 5.73%; Information and Communication 8.37%; Real Estate 1.15%; Health Services and Social Activities 26.81%.

In addition to the threat of the Covid-19 pandemic, problems related to traditional agricultural systems and dependence on basic commodities from outside the region can be resolved through cooperation with related parties (academics and practitioners) to provide good and correct integrated agricultural knowledge and training. After the training, assistance was provided through an independent village program, so that they were able to take advantage of local potential without being dependent on other regions. Finally, as stated by H. Sutarmidji, S.H., M.Hum as the Governor of West Kalimantan, that readiness from non-military threats can be answered by creating social welfare.

V. Conclusion

Based on the research discussion above, several conclusions can be drawn regarding the strategies of academics in creative economic development through the kampungpreneur program to anticipate non-military threats in West Kalimantan Province, including:

- a. The role of academics in creative economic development is as partners for the government and society in conducting research, transfer of knowledge, assistance, and policy recommendations.
- b. Kampungpreneur UNTAN is a creative economy and tourism sector program that optimizes the use of idle land in the campus area to become an area for education and training for outdoor entrepreneurship (Green Creative Hub). UNTAN Kampungpreneur services are entrepreneurship training and mentoring, digital green open space management, idle land use, and waste bank management.
- c. Through the kampungpreneur program, academics build a creative economy in facing non-military threats in West Kalimantan Province by empowering human resources through education and training to create prosperity; absorption of labor to reduce unemployment; and equity and assistance towards self-reliance.

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