

Improving Economic Welfare of Local Community by Strengthening Cultural Values in Local Products

Muh. Taufik Ramadhan^{*1}, Fauzia Rahmadhani¹, Alamsyah Agit¹, Susilawati Muharram²

¹ Universitas Islam Negeri Alauddin Makassar, Gowa, Indonesia

² Badan Pengawas Pemilihan Umum Kota Parepare, Parepare, Indonesia

Email Corresponding: muhtaufikrmadhan@gmail.com

* Corresponding Author

Abstract: Micro, Small, and Medium Enterprises (MSMEs) are a highly resilient business sector. One common form of MSME is the cottage industry, which produces local products with unique characteristics or cultural values. This uniqueness makes some local products not only intended to fulfill functional needs but also serve as a medium for preserving ancestral heritage and the embodiment of folklore, traditions, and the history of a region. Products such as batik, woven cloth, Jepara wood carvings, shadow puppets, and other local products remain highly sought after by the public, demonstrating the significant potential of local products to play a role in the welfare of local communities. Research directed at analyzing the potential of products with cultural values is urgently needed to map strategic plans and the potential for cottage industry development. This research was conducted using qualitative methods and literature review that focuses on in-depth research on local products with cultural values. To analyze the advantages and potential of these products, literature analysis with deductive data analysis was used. The results of this study indicate that the uniqueness and cultural values of local products are advantages that provide their own value. This value makes local products such as batik still highly sought after. While continuing to produce culturally distinctive products, local communities are also building independence and financial capacity with the help of capital obtained from their home industries. However, strengthening and maintaining local products and improving the welfare of local communities requires the government to play a role in innovative, diverse, and inclusive community empowerment to gradually reduce inequality.

Keywords: Cultural Values, Economic Development, Local Community, Local Products, Welfare

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a business sector that has long been proven to be highly resilient to economic shocks, with evidence of their sustainability and resilience in Indonesia (Ikhsanuddin & Nuryana, 2022). One phenomenon demonstrating MSME resilience is the 1998 crisis, in which MSMEs persisted while many large businesses folded (Achsa et al., 2022). This resilience is also supported by a simple and flexible organizational structure and workforce, making MSMEs adaptive drivers of the economy in various situations (Putri et al., 2022). MSME resilience can be conceptually defined as a business's ability to survive and adapt to changes in the external environment (Firestu, 2024). This is shaped by internal factors such as entrepreneurial characteristics, technological capabilities, and innovative and proactive behavior (Saerang et al., 2023), as well as external factors such as digitalization, human resource quality (Aulia & Razi, 2022), and relevant government support during the pandemic (Saraswati et al., 2023). This resilience is multidimensional, born from the continuous interaction between internal and external factors, and challenged by resource management, the adoption of new technologies, and adjustments to business strategies to remain relevant (Syamsari et al., 2022).

In the context of regional economic development, MSMEs are important not only because of their resilience, but also because of their role as producers of local products that carry cultural values. This business sector plays a crucial role as both the guardian and creator of products rich in local wisdom, where the resulting works not only have economic value but also represent regional cultural identity, such as batik, which has received international recognition. These various MSME commodities actively function as a vehicle for preserving traditions, ranging from batik with its rich philosophy and history, the typical weaving crafts of East Sumba and Manggarai, traditional crafts made from natural materials from the Baduy Tribe, to regional culinary delights such as Kediri's tumpang rice and typical Dayak dishes

(Malik et al., 2023). The creation of cultural distinctiveness in these products is essentially driven by the use of local wisdom as the main foundation of production, the application of innovation that integrates Nusantara traditional heritage with modern design, and a commodification process that can provide added economic value, although the literature also warns that excessive commodification risks obscuring the symbolic meaning and pure value of the culture itself (Permatasari et al., 2023).

The economic relevance of cultural values can be explained through a coherent framework in which cultural value becomes the basis of product advantage, and product advantage subsequently contributes to community welfare. The cultural values inherent in a product have consistently proven to be a crucial component in increasing its selling value and competitiveness in the market, given that culture is an essential dimension in shaping a brand's value. Utilizing local wisdom narratives in branding strategies encourages consumers to not only purchase physical goods but also to consume values that effectively strengthen brand image and brand equity as a hallmark of local products. Through this mechanism, products are able to provide symbolic benefits beyond their utility value. Empirically, the cultural content that builds this positive brand image has a significant impact on increasing purchasing decisions (Kamal & Wuisan, 2022), encouraging repeat purchase interest, and enabling premium pricing because the product is perceived to have added value (Eka & Hamdani, 2018; Laksono & Yulianti, 2023). However, the success of cultural integration in boosting selling power depends heavily on the consistency of business actors in comprehensively communicating the brand narrative (Lutfi et al., 2023).

This relationship between cultural value and product advantage can be read more systematically through several complementary theoretical perspectives rather than as separate explanations. Based on Fairclough's (1995) assumptions, Commodification Theory explains how cultural values can be transformed into commodities with high exchange value in the market, as seen in Kamasan wayang painting, where the inherent culture has been proven to significantly increase attractiveness and market value (Rohmiyati & Rachmawaty, 2023). Social and Cultural Influence Theory complements this view by showing that economic decisions and consumer perceptions are strongly influenced by community norms and cultural values prevailing in society (Ainurrizky et al., 2024). Meanwhile, Pierre Bourdieu's Cultural Production Arena Theory emphasizes that cultural, social, and symbolic capital, for example through the application of culture in packaging design, are essential forces for surviving competition while strengthening the identity of local products (Erlyana, 2022). Taken together, these perspectives show that cultural value is not merely symbolic, but can be converted into product differentiation, stronger competitiveness, and greater market acceptance. In practice, the integration of cultural values has been empirically proven to provide strong competitiveness and encourage local products, such as Batik Giriloyo, which combines cultural uniqueness and economic value, to penetrate the global market potentially (Absah et al., 2024).

The integration of cultural values into the development of local products and creative industries has proven to be a strategic instrument for improving community welfare (Laksmi & Arjawa, 2023). Local wisdom is not merely a legacy of identity but has transformed into cultural capital that stimulates business innovation (Setini et al., 2022) and creates a multiplier effect that can drive various other economic sectors (Azizah & Muhfiatun, 2018). This increase in welfare is driven through the commodification of culture, which transforms symbolic value into commercial economic value, realized through community-based tourism initiatives (Novandi & Rukminto Adi, 2021) and regional flagship programs such as One Village One Product to achieve global competitiveness (Ratnasari et al., 2022). The application of cultural values to local commodities, both in the traditional culinary sector and food security, directly synergizes efforts to preserve traditions with improving people's standards of living (Hidayat et al., 2023). Thus, the development of local potential based on culture can be a driver for improving social, economic, and environmental conditions in order to realize sustainable development and community welfare (Hastuti & Khotimah, 2018).

Although the integration of cultural values into local products holds significant potential for community wellbeing, the current literature still leaves several research gaps that require a more comprehensive study. Conceptually, previous studies tend to focus only partially on the tourism sector (Agustini et al., 2022) or MSMEs, thus lacking a holistic model capable of balancing cultural preservation with economic objectives (Hakim & Hamidah, 2022). This gap is exacerbated by the dominance of qualitative

methodologies based on single case studies (Zubaidi et al., 2022), resulting in a lack of quantitative measurement instruments to measurably assess culture's contribution to wellbeing (Rahmatin, 2023). Empirically and theoretically, the resulting economic benefits are often unequally distributed to vulnerable groups due to the dominant focus on commercial value (Ayustia & Nadapdap, 2023), and other supporting mediating and moderating variables for creating integrated collaboration have not been explored extensively (Juliana et al., 2022). Furthermore, the lack of longitudinal monitoring-based studies limits our understanding of sustainability aspects, particularly in mitigating the risk of excessive commodification that has the potential to erode the originality and attractiveness of local culture in the future (Utama & Krismawintari, 2024). In this study, economic welfare is defined through four analytical dimensions: income improvement, employment generation, market access expansion, and household economic resilience. These indicators are used to clarify how the strengthening of cultural values in local products contributes to the welfare of local communities in a more systematic and measurable way.

Based on these considerations, the main issue is not simply whether cultural values are attached to local products, but how those values are transformed into product advantages that can improve the economic welfare of local communities. In this article, economic welfare is understood through the strengthening of community income opportunities, employment creation, market expansion, and the resilience of household-based economic activities. Therefore, this study is directed to analyze how the integration of cultural values in local products strengthens product advantages and contributes to improving the welfare of local communities, while also identifying the strategic implications for the development of culturally based local industries.

METHODS

This research was designed using a qualitative approach with a case study. This approach was chosen to explore and deeply understand socio-economic phenomena occurring in the field holistically and in accordance with their original context (Surti et al., 2024). The case study design specifically focuses on entities bound by spatial and temporal constraints, namely local products from home industries that actively integrate local cultural values in their production (Ausat et al., 2023), however the case used in this research focus on analyzing empirical research illustrating local product such as batik, souvenir, and various similar product with local or cultural value. Through this approach, the research able to identify the competitive advantages and economic potential of products, understand strategies for strengthening cultural identity, and analyze the extent of their impact on indicators of improving the welfare of home industry actors (Kadir et al., 2023). To make the concept of economic welfare analytically explicit, this study uses four indicators: income improvement, employment generation, market access expansion, and household economic resilience. These indicators serve as deductive categories in the literature analysis to assess how culturally embedded local products contribute to the socio-economic welfare of local communities. To support the research design, data collection emphasizes a secondary data sources combining research article, review article, and online article (Sari et al., 2023). Because this research focuses on literature analysis, the data sources were obtained through in-depth library research, including books, academic scientific journals, regional statistical data, and previous research documents relevant to the creative economy and cultural preservation.

The data analysis technique used was literature analysis focused on a deductive data approach. This deductive analysis process means the research starts from an established theoretical framework or general proposition regarding cultural preservation and the creative economy, which is then used as a tool to assess specific case phenomena (Anggraeni & Nisa, 2024). This stage begins with categorizing the data into indicator variables for product excellence and welfare, followed by a synthesis and critical comparison between the findings of the actual case and the theoretical premises (Lestari & Nisa, 2024). Finally, comprehensive conclusions are drawn to determine the extent to which the effectiveness of strengthening cultural values can provide added value to home industry products, which ultimately leads to improved welfare for local communities.

To ensure transparency in the literature-based analysis, the evidence corpus in this study was selected purposively from secondary sources that explicitly discuss the relationship between cultural

value, local product development, and community welfare. The corpus includes research articles, review articles, books, academic journals, regional statistical data, and previous research documents relevant to the creative economy, cultural preservation, and home industry development. However, not all culturally themed products were included. The selection was limited to local products that met three main criteria: first, the product is produced by MSMEs or home industries; second, the product contains an explicit cultural element or local wisdom value in its production, symbolism, design, or identity; and third, the literature provides empirical or analytical explanation regarding its economic relevance, such as competitiveness, marketability, income opportunities, employment support, or community welfare implications. Based on these criteria, the evidence corpus mainly covers batik, woven products, handicrafts, souvenirs, and other comparable local products with embedded cultural value.

Although the selected products are diverse in form and sector, they are not treated merely as illustrative examples. This study compares them using common analytical dimensions in order to produce a more systematic synthesis. The first dimension is cultural value integration, which refers to the extent to which local wisdom, symbolism, tradition, or regional identity is embedded in the product. The second dimension is product advantage, which includes uniqueness, branding potential, competitiveness, and added market value generated by cultural distinctiveness. The third dimension is welfare implication, which is examined through income improvement, employment generation, market access expansion, and household economic resilience. By using these shared dimensions, the analysis is able to compare different categories of local products within one coherent framework and to explain more clearly how cultural values are translated into both product strength and socio-economic benefits.

RESULTS AND DISCUSSION

Integrating cultural values into local products contributes to community welfare through a clearer mechanism than simply stating that culture and economy are mutually supportive. In the literature reviewed, cultural value functions as a form of symbolic and identity-based capital that differentiates products from competitors and increases their perceived value in the market (Ayuningsih et al., 2023; Komarudin et al., 2022). This mechanism is economically relevant because products such as batik, woven fabrics, and handicrafts are not purchased only for their functional use, but also for the meanings and authenticity attached to them. At the same time, this advantage depends on preserving the original identity of the culture embedded in the product, since excessive commercialization can weaken its noble and sacred value (Uva et al., 2024). In this context, cultural tourism is important not merely as a promotional arena, but as a channel through which product authenticity, local philosophy, and economic benefit can be linked more directly (H. E. Saputra et al., 2023). Therefore, the discussion of welfare should focus not only on market expansion, but also on how cultural value is maintained as the basis of sustainable economic benefit.

The findings in this study do not position batik, woven fabrics, handicrafts, souvenirs, and other cultural-based products as separate cases without analytical connection. Instead, these products are synthesized as one evidence corpus because they share comparable characteristics, namely being rooted in local cultural values, produced within MSME or home industry contexts, and discussed in the literature as having economic implications for local communities. To avoid descriptive generalization, the comparison is conducted using the same analytical dimensions across products: the form of cultural value embedded in the product, the product advantage created by that cultural distinctiveness, and the welfare implications reflected in income opportunities, employment support, market expansion, and household resilience. Through this comparative structure, the findings can show recurring patterns across product categories while still acknowledging the differences in each product's cultural expression and market trajectory.

Products that successfully integrate cultural values have been proven to have a competitive advantage and significantly higher selling value than ordinary products on the market. This advantage stems from a Unique Selling Proposition (USP), where local wisdom provides an identity and distinctiveness that is very difficult for competitors to imitate (Rusata & Hamidah, 2023). Commodification processes, such as the application of local script motifs, traditional painting, and culturally themed packaging designs, have empirically transformed symbolic value into tangible

economic value (Saraswati et al., 2023). In fact, product packaging that emphasizes local identity has been reported to increase selling prices by 40%–100% while providing a more satisfying consumer experience (Rachman, 2021). Despite its enormous economic potential, cultural commodification requires caution to avoid damaging the essence of the tradition itself. Excessive exploitation of cultural values or the lack of wise management risks degrading the sacred and philosophical value of the product (Herdina et al., 2021). Moreover, simply embedding cultural elements does not automatically guarantee sales success; products still require the support of design innovation, strong brand identity, and targeted marketing strategies to truly be able to compete optimally in the market.

Various local commodities that integrate cultural values have proven highly competitive in both domestic and global markets due to their unique characteristics that are difficult for competitors to imitate. A prime example is batik, which, with its rich philosophical and artistic value, is believed to be capable of becoming a global market leader, especially when supported by intensive market penetration and the application of modern technology (Kinanthi, 2022). Furthermore, handicrafts such as brass crafts and woven pandan and purun palms not only have the potential to penetrate the international market but also have a multiplier effect on the economic cycle of local communities (Hasbullah, 2013). Similar competitive potential is also found in traditional culinary products resulting from cultural acculturation and fashion products such as authentic regional woven fabrics, where the historical value and authenticity of the products are the main attractions for consumers (Fakhruroji, 2020). To maximize the potential of these various commodities, an integrated creative economy approach is necessary, for example, through the One Village One Product (OVOP) program and digital marketing that emphasizes cultural narratives (Firmansyah et al., 2023). However, the comparative advantage of cultural heritage alone is not enough. To survive and win in dynamic market competition, these cultural products must be supported by continuous innovation, strengthened brand identity (branding), and adaptive and comprehensive marketing strategies (Daryono & Syukur, 2020).

Development of Local Product To Enhance Community Welfare

The development of local products based on cultural values has consistently been described in the literature as making a meaningful contribution to community economic life. Rather than being understood only at the level of broad national estimates, this contribution is more clearly visible in concrete socio-economic outcomes at the local level. (Permana, 2019). Various studies show that culture-based products can create income opportunities, sustain productive household activities, strengthen employment in home industries, and expand the marketability of local commodities (Ridzal & Hasan, 2019). This positive impact can be observed in a range of regional products, such as bamboo crafts, ikat weaving, traditional Baduy crafts, and pandan weaving, where cultural distinctiveness becomes a source of competitive advantage and economic added value (Azizah & Muhfiatun, 2018). At the same time, the literature also indicates that the development of such products continues to face structural constraints, including limited marketing reach, weak management capacity, and insufficient business capital (Romarina, 2016). Therefore, the development of cultural value-based local products should be understood not merely as a source of economic potential, but as a process that requires balanced strategies to strengthen welfare while preserving cultural authenticity (Kaja et al., 2022). Furthermore, the process of cultural commodification also presents its own dilemma: on the one hand, it brings material economic benefits, but on the other, it carries the risk of eroding traditional values and authenticity if over-exploited (Irianto, 2016).

The reviewed studies indicate that many Indonesian local communities have been able to transform culturally embedded products into goods that are competitive in wider markets, including batik, handicrafts, and traditional culinary products (Syafitri & Nisa, 2024). This expansion is closely related to product differentiation and innovation, because businesses that can adapt design, quality, and presentation to changing consumer preferences tend to perform better without necessarily abandoning their cultural identity (Azqia et al., 2024; Aryanti & Utami, 2022). Nevertheless, the distribution of these gains remains uneven. Not all MSMEs benefit equally from wider market access, as many still face persistent constraints in marketing systems, technological capability, capital, and human resources (Nasarudin & Ahyuni, 2023). In some cases, even strategies aimed at global penetration do not adequately involve smaller business owners, which limits the spread of economic benefit across local

producer groups (Sukmawati & Kurniawan, 2020). Therefore, stakeholder collaboration should be understood not only as a competitiveness strategy, but also as a way to make market gains more inclusive through coordinated support for small producers, digital adaptation, and culturally grounded innovation (Suhedi & Alfarisi, 2023; Pancawati & Widaswara, 2023).

Optimizing culturally valuable products for community wellbeing requires a comprehensive approach that begins with a community empowerment program. This participatory, community-centered approach encourages residents to become active subjects rather than mere objects in managing their cultural potential through training and technical assistance (Subqi et al., 2024). This capacity is then strengthened through innovation and diversification strategies, such as the use of the Inner-Middle-Outer (IMO) method, which transforms local cultural elements into high-value, contemporary product designs that are difficult for competitors to imitate (Prasetyo et al., 2024). Furthermore, integrating these superior products into the community-based tourism (CBT) sector has proven highly effective; CBT positions residents as the primary actors, allowing for immediate and sustainable economic benefits from cultural tourism attractions (Ilhami & Salahudin, 2021). To expand the resulting economies of scale, this development needs to be supported by the One Village One Product (OVOP) scheme, which focuses each village on a single superior commodity (Ayu et al., 2021). Implementing this scheme requires strong cross-sector collaboration (triple helix) between the Government, academia, and the private sector to maximize local labor absorption and increase the competitiveness of MSMEs (Arifin et al., 2021). Ultimately, for these culture-based products to survive in the modern era and penetrate the global market, utilizing digital technology and strengthening brand identity (branding) is essential. Digital marketing transformation has proven effective in building reputation, increasing product visibility, and opening up much broader market access for the local creative industry (Janah & Ariyanti, 2024).

Government Role and The Future Of Cultural Value-Based Product

The government's role in the development of local culture-based products is most effective when it is focused on a limited set of enabling functions rather than dispersed across many broad initiatives. At the institutional level, this role begins with the provision of a regulatory framework that supports both the creative economy and cultural advancement, as reflected in national law and in regional policy instruments such as creative economy blueprints (I. Saputra, 2023; Sidauruk, 2013). Beyond regulation, the government also acts as a facilitator by connecting local cultural products to broader networks of recognition, promotion, and market access, including through cultural diplomacy and strategic collaborations that enhance the visibility of Indonesian identity (Dewi & Wiranata, 2023). More directly, this facilitative role matters for MSMEs when it translates into practical support such as licensing assistance, access to capital, training, exhibitions, and product promotion (Hendrawan, 2022; Solihan et al., 2022). When these interventions are linked to tourism promotion and regional branding, they can expand market reach while keeping local cultural identity visible in the development process (Fauziyah et al., 2023). Thus, the policy priority is not simply more intervention, but more targeted intervention that strengthens producer capacity and market access without reducing culture to a promotional symbol alone.

The future of local culture-based products is promising because the creative economy increasingly values originality, ideas, and identity-based differentiation, giving culturally grounded commodities room to remain relevant in changing markets (Fitri, 2022; Nurcahyanti & Bina Affanti, 2018). The literature also shows that the integration of local wisdom into creative and tourism activities can generate economic opportunities and support improvements in community welfare in a variety of regional settings (Hidayah et al., 2024; Saefullah et al., 2023; Suparjo et al., 2024). However, this prospect should not be read uncritically. When commercial orientation becomes too dominant, the same development process can threaten the authenticity and long-term attractiveness of the cultural values being marketed (S. W. Utomo & Soeparman, 2014). This risk becomes more serious where local governments provide weak empowerment support and where regional branding remains underdeveloped, because producers may be pushed to commercialize quickly without adequate cultural and institutional safeguards (Hartarini et al., 2022). Therefore, the future viability of these products depends not only on market demand, but also on sustained collaboration among government, academics, business actors, and communities to ensure that economic use of culture does not undermine its social meaning (Rohmiyati & Rachmawaty, 2023).

The main policy priority for developing local culture-based products is to build an integrated support system that links cultural preservation, producer capability, and market access. A collaborative governance model such as the Triple Helix or Pentahelix remains relevant, but its value lies in clearly defined functions: the government provides regulation and infrastructure, business actors strengthen commercialization pathways, academics support knowledge and innovation, and communities maintain the cultural grounding of the products (Nasarudin & Ahyuni, 2023). Within this framework, the most actionable priorities are the protection of intellectual property rights, the preparation of policy roadmaps based on local wisdom, and the provision of capital and infrastructure that reduce the structural constraints faced by producers (Iskandar et al., 2022; Risty, 2024). These measures should be complemented by community-centered empowerment through approaches such as Community-Based Tourism and capacity-building programs, so that welfare gains are experienced directly by local residents while cultural heritage and environmental quality are protected (Setiawan et al., 2024). Technology adoption and innovation are also important, but they should function as instruments to widen access and strengthen relevance, not as substitutes for cultural substance; in this regard, e-commerce, packaging innovation, and digital promotion are most effective when grounded in clear cultural mapping and branding strategies (M. N. Utomo et al., 2024; Ratna et al., 2023). Ultimately, international competitiveness will depend on the ability to connect local identity with broader market communication in a way that is consistent, protected, and institutionally supported (Sitakar et al., 2024).

CONCLUSION

This research concludes that integrating cultural values into local products serves as a strategic driver for enhancing the economic welfare of communities while simultaneously preserving ancestral heritage. These cultural elements imbue products with a Unique Selling Proposition (USP) that is difficult for competitors to imitate, significantly elevating their competitive advantage and market value. However, the commercialization of these cultural symbols must be managed carefully to avoid over-commodification, which risks eroding the authenticity and philosophical essence of the traditions. Furthermore, while MSMEs possess tremendous potential, they often face significant barriers such as limited business capital, restricted marketing reach, and low mastery of technology. To navigate these challenges and ensure sustainable growth, it is imperative to establish a synergistic collaboration—such as the Triple Helix or Pentahelix approach, involving the government, academics, business actors, the media, and the community. Within this collaborative ecosystem, the government must actively facilitate intellectual property protection, capital access, and community empowerment programs like Community-Based Tourism (CBT). Ultimately, maintaining a delicate balance between cultural preservation and the aggressive adoption of digital technology and product innovation will enable these local commodities to thrive and successfully penetrate global markets.

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