



Creative Economy in the Sharia Framework: The Role of SMEs in West Sumatra

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Abstract: *This study explores the role of small and medium-sized enterprises (SMEs) in West Sumatra in contributing to Indonesia's economic revival through a Sharia-compliant creative economy. Using a quantitative research design and a sample of 150 respondents, including both business owners and consumers, the research investigates the relationships between the creative economy, Sharia framework, product innovation, and public acceptance of the Sharia economy, with economic revival as the dependent variable. Data were analyzed using Smart PLS, revealing that public acceptance of the Sharia economy mediates the relationship between the creative economy and economic revival, as well as between the Sharia framework and economic revival. The findings show that while the creative economy's direct impact on economic recovery is limited, public trust in Sharia-compliant business practices significantly enhances this relationship. Similarly, the Sharia framework plays a key role in driving economic revival, with public acceptance amplifying its effects. These results underscore the importance of aligning innovation and ethical compliance with public values to foster sustainable economic growth in Sharia-based economies. The study provides valuable insights for policymakers and business leaders on the critical role of public acceptance in leveraging the potential of SMEs for economic recovery.*

Introduction

The intersection of the creative economy and Sharia principles presents a compelling framework for revitalizing Indonesia's economic landscape. As the nation grapples with the challenges of economic recovery, harnessing the potential of a Sharia-compliant creative economy emerges as a pivotal strategy (Ardito et al. 2021). This approach not only aligns with

the cultural and religious values of the Indonesian populace but also fosters innovation, entrepreneurship, and sustainable growth (Marion and Fixson 2021). By integrating creative industries with Sharia guidelines, Indonesia can cultivate an environment conducive to economic resilience, stimulating local talents and resources while attracting investments. The significance of this synergy highlights the need for a comprehensive exploration of how a Sharia-based creative economy can serve as a catalyst for Indonesia's economic revival (Appio 2022).

The concept of Economic Revival of Indonesia encompasses a multifaceted approach aimed at restoring and enhancing the nation's economic stability and growth. As Indonesia emerges from the challenges posed by economic downturns and external pressures, a focus on revitalization becomes paramount (Ogbeibu et al. 2020). This revival is not merely about returning to pre-crisis levels; it involves a holistic transformation that emphasizes resilience, innovation, and inclusivity (Strategy 2021). Central to this transformation is the integration of diverse sectors, including agriculture, manufacturing, and services, alongside the burgeoning creative economy (Falahat et al. 2020). The creative economy, characterized by its reliance on individual creativity, skills, and talent, has the potential to significantly contribute to job creation and income generation (Pedrini 2022). In this embracing a Sharia framework provides a unique opportunity to align economic practices with ethical values, fostering a sense of community and shared prosperity. Furthermore, the revival of Indonesia's economy must prioritize sustainable practices, ensuring that growth does not come at the expense of environmental degradation (Chaudhuri et al. 2021). This includes promoting green technologies and sustainable resource management, which can create a more resilient economy capable of withstanding future shocks. Additionally, enhancing access to finance, especially for small and medium-sized enterprises (SMEs) within the creative sector, is crucial for stimulating entrepreneurship and innovation (Babina et al. 2024). The role of technology cannot be overlooked; digital transformation offers pathways for greater efficiency and market reach, enabling local businesses to compete on a global scale (Puspitasari and Handayani 2020). Ultimately, the Economic Revival of Indonesia is a comprehensive journey that seeks to empower its citizens, harness local talents, and create a robust and sustainable economic framework, ensuring that the benefits of growth are widely shared across all segments of society. By embracing this multifaceted approach, Indonesia can pave the way for a brighter, more prosperous future (Karim 2020).

The Creative Economy, as an independent variable in the context of Indonesia's economic revival, represents a dynamic sector that leverages creativity, cultural assets, and human talent to drive economic growth and development (Puspitasari and Handayani 2020). It encompasses a wide range of industries, including arts, design, music, fashion, and digital content creation, each contributing uniquely to the national economy (Jazil et al. 2021). Central to the success of the Creative Economy is Product Innovation, which refers to the development of new or significantly improved goods and services that meet the evolving needs and preferences of consumers (Hasbi and Widayanti 2023). This innovation is crucial in enhancing competitiveness and differentiation in a crowded marketplace. In Indonesia, where rich cultural

heritage and diverse artistic expressions abound, the potential for product innovation is immense (Widyastuti et al. 2020). By harnessing traditional crafts, local knowledge, and contemporary design practices, Indonesian entrepreneurs can create unique offerings that resonate with both local and international markets (Zaini and Bin Shuib 2021). Moreover, product innovation fosters collaboration among various stakeholders, including artists, designers, technologists, and business leaders, thereby stimulating an ecosystem of creativity and entrepreneurship. This collaboration can lead to the establishment of creative hubs and incubators that provide resources and support for emerging talents (Hermansyah et al. 2024). Additionally, the integration of technology into the creative process—such as the use of digital platforms for marketing, distribution, and customer engagement—enables creators to reach broader audiences and maximize their impact (Septiana, Zunaidi, and Maghfiroh 2022). The emphasis on product innovation within the Creative Economy not only contributes to economic growth but also enhances cultural exchange and promotes Indonesia's identity on the global stage (Kurniawan and Anggraeni 2024). As the nation invests in this sector, it can cultivate a sustainable and inclusive economic model that empowers individuals and communities, ultimately fostering a resilient economy capable of adapting to the challenges of the modern world (Hobvi and Zunaidi 2022).

The Sharia Framework serves as a critical independent variable in Indonesia's economic revival, providing a unique set of principles and values that govern financial and business practices in a way that aligns with the ethical and moral standards of Islamic teachings (Yusrizal and Bi Rahmani 2023). At the heart of this framework is the concept of Compliance with Sharia Principles, which emphasizes fairness, transparency, and social responsibility in all economic transactions (A. Alam et al. 2022). This compliance not only fosters trust among consumers and investors but also encourages a more equitable distribution of wealth. In Indonesia, a nation with a significant Muslim population, adherence to Sharia principles can enhance the acceptance and attractiveness of financial products and services, thereby expanding market opportunities (Atabik 2021). This framework advocates for the prohibition of practices such as *riba* (usury), *gharar* (excessive uncertainty), and *haram* (forbidden activities), promoting instead a system based on risk-sharing and profit-and-loss sharing mechanisms. Such practices can stimulate entrepreneurship and innovation by providing access to financing without the burdens associated with traditional interest-based loans. Furthermore, the Sharia Framework promotes ethical investment and encourages businesses to engage in activities that contribute positively to society and the environment (Renie et al. 2020). By integrating Sharia compliance into the broader business landscape, Indonesia can create an inclusive economy that reflects its cultural and religious values while still engaging with global markets. This alignment not only helps to attract Islamic finance investments but also fosters a sense of community and collective responsibility among entrepreneurs and consumers (Agriyanto and Aprilia 2020). As businesses in Indonesia embrace the Sharia Framework, they can cultivate a more sustainable and socially responsible economic model that resonates with both local and international stakeholders, ultimately contributing to the nation's economic revival and long-term prosperity (Handayani et al. 2023).

Public Acceptance of the Sharia Economy plays a pivotal role in the successful implementation of Sharia principles within Indonesia's broader economic framework (Darmalaksana 2022). This acceptance is essential for fostering trust and engagement among consumers, entrepreneurs, and investors, ensuring that the economic activities align with the values and beliefs of the population (Dzutsati and Warner 2021). In Indonesia, where a significant portion of the population adheres to Islamic teachings, understanding and promoting the benefits of a Sharia-compliant economy can enhance its acceptance. This involves educating the public about the ethical foundations of Sharia finance, which prioritizes fairness, risk-sharing, and social welfare over profit maximization (Haanurat, Vediany, and Tollentino 2023). When the public recognizes that Sharia-compliant financial products and business practices are designed to promote ethical behavior and contribute positively to society, their willingness to participate in these systems increases (Lamido and Haneef 2021). Additionally, initiatives that demonstrate the tangible benefits of Sharia compliance—such as community development projects funded through ethical investments or microfinance schemes—can serve as powerful testimonials to its effectiveness and integrity. Furthermore, public acceptance is influenced by transparency and the perceived legitimacy of Sharia institutions and organizations involved in the economy (Huda and Ahyani 2024). By ensuring that these institutions operate with high standards of governance and accountability, stakeholders can enhance trust and confidence in the Sharia economy. The role of media and community leaders is also critical in shaping public perceptions; positive narratives and success stories can inspire greater participation (Julia and Kassim 2020). Ultimately, fostering public acceptance of the Sharia Economy is not just about aligning economic practices with religious principles; it is about building a cohesive and inclusive economic environment that resonates with the aspirations of the Indonesian people (Mujiono and Wira 2021). As public acceptance grows, it lays the foundation for a more resilient and sustainable economic framework that can thrive in the global landscape while remaining true to its cultural roots (M. K. Alam, Islam, and Runy 2021).

In the of small and medium-sized enterprises (SMEs) in West Sumatra, the interplay between the identified research variables—Economic Revival of Indonesia, Creative Economy, Sharia Framework, and Public Acceptance of the Sharia Economy—offers a unique lens to examine the region's economic landscape (Ahmad et al. 2023). The Economic Revival of Indonesia serves as a backdrop against which these SMEs operate, highlighting the critical need for recovery and growth following economic challenges. In this setting, the Creative Economy emerges as a vital component, with local SMEs harnessing traditional crafts, culinary arts, and digital innovations to create distinctive products that resonate with both domestic and international markets (Soumena et al. 2023). These enterprises, rooted in the rich cultural heritage of West Sumatra, contribute to job creation and community development, showcasing the potential of local talent. The implementation of a Sharia Framework within these SMEs not only aligns business practices with Islamic values but also fosters ethical entrepreneurship and responsible financial management (I. M. A. W. W. Putra and Sajida 2023). Compliance with Sharia principles encourages SMEs to adopt fair trade practices, profit-sharing models, and community-focused initiatives, thus enhancing their appeal among consumers who prioritize

ethical consumption (Widiastuti et al. 2021). Moreover, Public Acceptance of the Sharia Economy is crucial for the success of these initiatives, as it influences consumer trust and willingness to engage with Sharia-compliant businesses. As local communities become more aware of the benefits of a Sharia-compliant economy, including increased social responsibility and community investment, their support for these SMEs grows. A Sharia-compliant creative economy presents a promising solution by aligning economic practices with ethical and cultural values while fostering innovation and entrepreneurship. This approach is particularly relevant in regions like West Sumatra, where rich cultural heritage and a predominantly Muslim population provide a strong foundation for integrating Sharia principles into business practices. By addressing barriers such as limited capital access and technological adoption, and promoting public acceptance of Sharia-compliant practices, SMEs in West Sumatra can become key drivers of Indonesia's economic revival, showcasing a sustainable and inclusive growth model. Ultimately, this interconnected framework highlights the potential for SMEs in West Sumatra to play a transformative role in the region's economic revival, fostering a sustainable and inclusive growth model that aligns with both local traditions and global economic trends (Subekti, Abdurakhman, and Rosadi 2020).

The phenomenon surrounding small and medium-sized enterprises (SMEs) in West Sumatra reveals a complex interplay of challenges and opportunities that significantly impact their growth and sustainability. Despite their critical role in the local economy, contributing to employment and income generation, many SMEs face systemic obstacles that hinder their potential. A primary issue is limited access to financing, where traditional banking systems often overlook SMEs due to perceived risks, thereby restricting their ability to innovate and expand. Additionally, the lack of understanding and adherence to a Sharia Framework among some business owners limits their engagement with the Sharia-compliant economy, which could provide alternative funding sources and ethical business practices that resonate with the local Muslim population (Safei 2021). Furthermore, there is a pressing need for greater awareness and Public Acceptance of the Sharia Economy, as misconceptions about Sharia finance can lead to reluctance in adopting such models. This lack of acceptance stifles the potential benefits that come from aligning business practices with ethical and social responsibility standards, which could enhance consumer trust and loyalty. Moreover, the rapid advancement of digital technology presents both a challenge and an opportunity for SMEs; while those who leverage technology can gain competitive advantages, many remain hesitant or ill-equipped to transition to digital platforms, limiting their market reach (Adinugraha 2022). The unique cultural heritage of West Sumatra, with its rich traditions and creativity, offers a wealth of potential for product innovation within the Creative Economy; however, without supportive policies and infrastructure, these opportunities may remain untapped. Addressing these intertwined challenges is essential for unlocking the full potential of SMEs in West Sumatra, ultimately contributing to a more vibrant and resilient local economy.

Despite the recognized potential of small and medium-sized enterprises (SMEs) in West Sumatra to drive economic revival through a Sharia-compliant creative economy, there remains a significant research gap regarding the specific challenges these enterprises face in aligning their practices with Sharia principles while fostering innovation. While several studies have

highlighted the importance of a creative economy in promoting sustainable growth (Salisu and Saniff 2023), few have explored the nuances of how SMEs in Indonesia can effectively integrate Sharia compliance into their business models to enhance public acceptance (Ahmed & Rahman, 2023). Additionally, existing literature often overlooks the socio-cultural factors influencing the adoption of Sharia frameworks among local entrepreneurs, indicating a need for more comprehensive qualitative research (Hidayatullah and Yusuf 2024). Furthermore, while the role of technology in facilitating product innovation within the creative economy has been acknowledged (Anjaningrum and Moko 2023), there is a lack of empirical studies focusing on the specific technological barriers faced by SMEs in West Sumatra. This gap points to the necessity for further investigation into the intersection of these variables, particularly in understanding how public perception and acceptance can be transformed to support a more robust Sharia economy. By addressing these areas, future research can contribute to a more nuanced understanding of the dynamics at play and provide actionable insights for policymakers and practitioners seeking to enhance the sustainability and impact of SMEs in the region.

The aim of this research is to explore the potential of small and medium-sized enterprises (SMEs) in West Sumatra to contribute to Indonesia's economic revival through a Sharia-compliant creative economy. Specifically, the study seeks to identify the challenges and opportunities that these SMEs face in integrating Sharia principles into their business practices while fostering innovation and product development. By examining the relationship between the Creative Economy and the Sharia Framework, the research intends to highlight how compliance with Sharia principles can enhance public acceptance and trust in these enterprises. Ultimately, the goal is to provide actionable insights that can guide policymakers, business owners, and community leaders in creating a supportive environment that encourages sustainable growth and ethical practices within the SME sector. Through this exploration, the research aims to contribute to a deeper understanding of how SMEs can leverage their unique cultural assets and ethical foundations to drive economic progress in West Sumatra.

The following is the framework of this research:

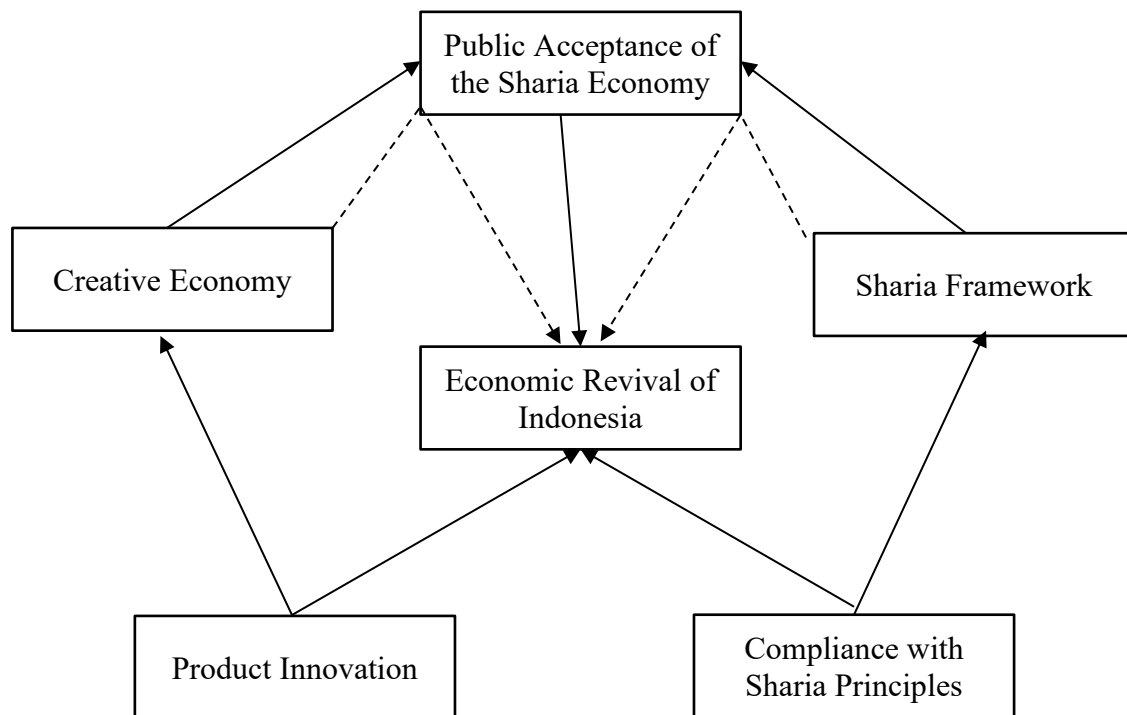


Figure 1. Research Framework

Research Methods

This research employs a quantitative research design to investigate the dynamics between various variables affecting small and medium-sized enterprises (SMEs) in West Sumatra, focusing on the integration of Sharia principles within the creative economy. A total of 150 respondents will be selected using random sampling, ensuring a diverse representation of both business owners and consumers involved with these SMEs. The random sampling technique is particularly effective in minimizing bias and enhancing the generalizability of the findings. The sample will encompass a mix of demographics to capture a comprehensive perspective on the attitudes and behaviors of individuals toward the Sharia economy and its influence on the creative sector.

Data collected from the respondents will be analyzed using Smart PLS (Partial Least Squares), a statistical software that facilitates structural equation modeling. This analysis will help assess the relationships between the dependent variable, Economic Revival of Indonesia, and the independent variables: Creative Economy (with Product Innovation as a derived variable) and Sharia Framework (with Compliance with Sharia Principles as a derived variable). Additionally, the role of Public Acceptance of the Sharia Economy as an intervening variable will be examined to understand how it impacts the relationship between the independent variables and the economic revival. Through this methodology, the research aims to provide empirical evidence on the interactions among these variables and to identify key factors that can promote sustainable growth for SMEs in West Sumatra.

Result and Discussion

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1

Table 1. Direct Effects

Path	Original Sample	Sample Mean	Standard Deviation	T Statistic	P-Values
Compliance with Sharia Principles -> Economic Revival of Indonesia	0,599	0,625	0,145	4,132	0,000
Compliance with Sharia Principles -> Sharia Framework	0,562	0,574	0,090	6,271	0,000
Creative Economy -> Economic Revival of Indonesia	-0,175	-0,187	0,112	1,559	0,120
Creative Economy -> Public Acceptance of the Sharia Economy	0,444	0,430	0,108	4,110	0,000
Product Innovation -> Creative Economy	0,437	0,444	0,087	5,021	0,000
Product Innovation -> Economic Revival of Indonesia	0,225	0,227	0,171	1,311	0,190
Public Acceptance of the Sharia Economy -> Economic Revival of Indonesia	-0,129	-0,137	0,235	0,549	0,584
Sharia Framework -> Economic Revival of Indonesia	0,311	0,292	0,130	2,382	0,018
Sharia Framework -> Public Acceptance of the Sharia Economy	0,539	0,552	0,079	6,814	0,000

The following is a picture of hypothesis testing:

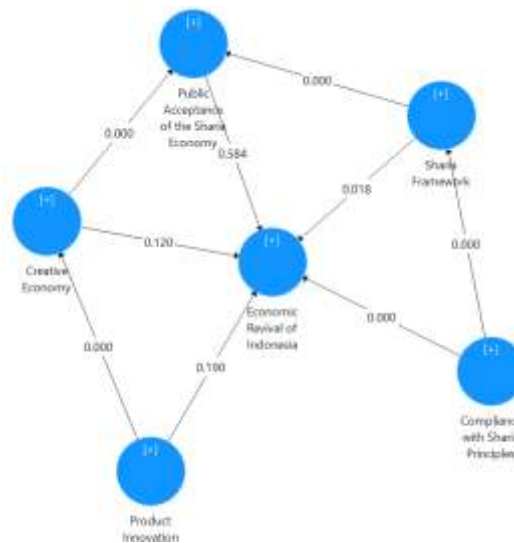


Figure 2. Hypothesis Testing

The results of the study reveal several key findings regarding the relationships between the variables in the model. The first significant relationship is between Compliance with Sharia Principles and the Economic Revival of Indonesia, with a coefficient of 0.599, a T-statistic of 4.132, and a P-value of 0.000. This strong positive relationship indicates that adherence to Sharia principles plays a critical role in promoting Indonesia's economic recovery, suggesting that ethical business practices aligned with Islamic values foster trust and stability in the market (Rahmawati, Wahyuningsih, and Garad 2023).

Additionally, the relationship between Compliance with Sharia Principles and the Sharia Framework is also highly significant, with a coefficient of 0.562, a T-statistic of 6.271, and a P-value of 0.000. This highlights the importance of ensuring that businesses comply with Islamic regulations, as it strengthens the overall Sharia framework, providing a solid foundation for the broader adoption of Sharia-compliant practices (Kačerauskas 2023).

The impact of the Creative Economy on the Economic Revival of Indonesia shows a negative coefficient of -0.175, with a T-statistic of 1.559 and a P-value of 0.120, indicating an insignificant relationship. This suggests that, in this context, the creative economy may not have a direct and substantial influence on economic recovery. It is possible that other factors, such as market access or financial support, play a more crucial role (Rijal et al. 2022).

However, the Creative Economy has a positive and significant relationship with Public Acceptance of the Sharia Economy, with a coefficient of 0.444, a T-statistic of 4.110, and a P-value of 0.000. This demonstrates that the creative economy has the potential to enhance public perceptions of the Sharia-compliant business environment, likely due to its ability to innovate while adhering to ethical standards (Rosyadi et al. 2022).

The role of Product Innovation in the Creative Economy is also confirmed with a positive coefficient of 0.437, a T-statistic of 5.021, and a P-value of 0.000. This suggests that innovation within the creative sector is a driving force behind its growth, enabling businesses to remain competitive and meet evolving consumer demands (Laksana, Kenedi, and Permana 2022).

Interestingly, the direct relationship between Product Innovation and the Economic Revival of Indonesia is not significant, with a coefficient of 0.225, a T-statistic of 1.311, and a P-value of 0.190. This finding implies that while innovation supports the creative economy, its direct impact on broader economic recovery may be limited, potentially requiring additional factors such as infrastructure or financial incentives (A. R. Putra et al. 2022).

The relationship between Public Acceptance of the Sharia Economy and Economic Revival of Indonesia is also insignificant, with a coefficient of -0.129, a T-statistic of 0.549, and a P-value of 0.584. This suggests that public perception alone may not be sufficient to drive economic recovery without other supportive elements (Siregar, Paksi, and Jatmika 2023).

On the other hand, the Sharia Framework has a significant positive effect on the Economic Revival of Indonesia, with a coefficient of 0.311, a T-statistic of 2.382, and a P-value of 0.018. This underscores the importance of a well-established Sharia framework in fostering an environment conducive to economic growth, particularly within a Sharia-compliant system (Meilala et al. 2022).

Lastly, the Sharia Framework also significantly influences Public Acceptance of the Sharia Economy, with a coefficient of 0.539, a T-statistic of 6.814, and a P-value of 0.000. This demonstrates that a strong Sharia framework enhances public trust and acceptance, making it a crucial element in the success of a Sharia-based economy (Rahman 2022).

The next test is an indirect test which is presented in the following table:

Table 2. Indirect Effects

Path	Original Sample	Sample Mean	Standard Deviation	T Statistic	P-Values
Creative Economy -> Public Acceptance of the Sharia Economy -> Economic Revival of Indonesia	0,175	0,164	0,073	2,393	0,017
Sharia Framework -> Public Acceptance of the Sharia Economy -> Economic Revival of Indonesia	0,302	0,319	0,078	3,864	0,000

The analysis reveals significant mediating effects of Public Acceptance of the Sharia Economy on the relationship between both the Creative Economy and the Sharia Framework with the Economic Revival of Indonesia. First, the mediation of Public Acceptance of the Sharia Economy between the Creative Economy and the Economic Revival of Indonesia is supported by a positive coefficient of 0.175, with a T-statistic of 2.393 and a P-value of 0.017. This suggests that while the direct relationship between the creative economy and economic revival was insignificant, public acceptance plays a crucial mediating role in translating the benefits of a creative economy into tangible economic recovery. The creative economy's innovative potential and its capacity to develop culturally relevant products resonate well with consumers, but the broader impact on economic revival seems to rely heavily on whether the public perceives these products and practices as being aligned with the ethical standards and social values of a Sharia-based economy. This finding indicates that public trust and acceptance are necessary for the creative economy to contribute meaningfully to the economic revival of Indonesia, particularly in regions where Sharia compliance is integral to consumer behavior (Hadi Mousavi 2020).

The second mediation pathway examined shows the Sharia Framework's indirect effect on Economic Revival of Indonesia through Public Acceptance of the Sharia Economy, with a stronger positive coefficient of 0.302, a T-statistic of 3.864, and a P-value of 0.000. This result highlights the significance of a robust Sharia framework in fostering public acceptance, which in turn drives economic revival. The direct link between the Sharia framework and economic revival has been previously established as significant, but this mediation result underscores the role of public perception in amplifying the impact. When businesses adhere to a Sharia framework, which emphasizes ethical practices such as fairness, transparency, and social welfare, they gain the trust and approval of the public. In turn, this increased public acceptance enables these businesses to thrive, contributing more effectively to the overall economic recovery. The public's perception of Sharia-compliant businesses as trustworthy and aligned with their values seems to be a decisive factor in whether such enterprises can truly influence the broader economy. This finding aligns with earlier studies that emphasize the importance of integrating social and ethical frameworks into economic activities to enhance their impact on long-term growth and stability (Wibowo 2023).

Conclusion and Recommendation

The findings of this research demonstrate that public acceptance of the Sharia economy plays a pivotal mediating role in linking both the creative economy and the Sharia framework

to Indonesia's economic revival. While the direct impact of the creative economy on economic recovery is limited, its positive influence is fully realized through increased public trust and acceptance of Sharia-compliant practices. Similarly, the Sharia framework significantly contributes to economic revival, with public perception amplifying this effect. These results highlight that ethical compliance and innovation alone are not enough; they must be embraced by the public for their full potential to be realized. Ultimately, fostering public acceptance of Sharia principles in business practices is key to driving sustainable economic growth in Indonesia, particularly within SMEs that integrate both creative innovation and Islamic values.

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