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Creative Economy Development Strategy in Eco-Print Industry: SOAR Analysis and Sharia Perspective

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Abstract

This research aims to develop a creative economy eco-print in Kediri Residency through SOAR analysis and sharia perspectives. This study used qualitative methods. Primary data was obtained from interviews with eco-printers, and secondary data from documents and internet sources. The analysis technique uses an interactive model that describes the overall field research process. The results of the SOAR analysis in the study show that the strength of the eco-print industry in Kediri Residency lies in the availability of raw materials, product quality, and relatively affordable prices. In terms of opportunities, it can open employment opportunities and potential markets from within and outside the country. The aspirations indicate the need for product development from professional institutions and collaboration. The research results are business development, increased sales, and eco-friendly lifestyle trends. In the analysis of the Sharia perspective, it can be concluded that the eco-print business has implemented the principles of Tauhid (rest at prayer times), 'adl (wages according to working hours, bonuses according to sales), Khilafah (basic principles of Islamic financial accounting), Nubuwwah (wisdom, responsibility, communication, and marketing), and Ma'ad (quality of raw materials and product innovation). This research implies that using Islamic values in business can help SMEs increase their productivity, which will ultimately positively impact SME performance and the development of the creative economy.

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Introduction

Many sectors support the strength of Indonesia's economy, and one of them is the creative economy. This sector has brought additional value to the economy by gaining valuable products that contribute significantly to the economic condition. In developed countries such as England, Canada, and the United States, the creative economy has become the main generator of the rise of innovation, the recruitment of new labour, and the growth of the national economy (Florida & Adler 2019). It can solve emerging economic problems, and implementing a creative economy in big cities has become the primary strategy for solving social-economy problems. The creative economy sector has been essential in improving economic development amid a troubled global environment (Bell, D. & Jayne 2010). Coles (2016) and Guilherme (2017) stated that the creative economy has been expected to be a vital part of the national economy in many countries, including Indonesia.

The development of the economy creative toward the national Gross Domestic Product (GDP) and the trend of labour development between 2015 and 2019 based on Indonesian Economy Creative Board data is available in Table 1. The data in Table 1 shows that the trend of labour development and the creative economy contribution growth toward GDP has risen from 2015 to 2019. In 2020, it turned out that Indonesia's creative economy industry became one of the largest in the world, even contributing to a GDP of up to Rp1,274 trillion, placing it in third place after South Korea (Ariesta, 2021). It indicates that the economic sector is essential in national economic growth.

The creative economy is a diverse sector that encompasses seventeen sub-sectors, including culinary, fashion, craft, game development, product design, architecture, interior design, music, art, film, animation and video application, photography, visual communication design, advertisement, showbiz, television, and radio, and publishing. Among these sub-sectors, culinary, fashion, and craft have significantly contributed to the creative economy. The culinary sub-sector has contributed 41.69%, fashion has contributed 18.15%, and craft has contributed 14.90% to the creative economy sector (Indonesian Ministry of Communication and Informatics, 2021).

Crafts or Handicrafts have emerged as a significant sub-sector that has made noteworthy contributions to the economy at all levels, from the regional to the national and even the global scale. Eco-print is one of the handicrafts that has started to attract the attention of many people, not only locals but also foreigners. This handicraft utilizes the cloth, crafted with organic materials (leaves), to create unique cloth with natural patterns that are different from one another. Eco-printing is an environmentally friendly practice. Eco-print has produced natural patterns such as leaves, flowers, and twigs in a free structure. It does not necessarily contain symbolic meanings so that it can be concluded into modern patterns. The eco-print technique aims to decorate the surface of the cloth with various shapes and colours produced by natural materials. However, one thing to consider: only some kinds of leaves can be used as the printmaker. The leaves should have intense pigment to produce strong colours on the cloth, such as cherry, teak, mulch, red longan, guava, telugu, columbia, and janitor (Pamungkas, 2020).

The National Art Board of East Java Province explain that there were 519 eco-printers in Indonesia in 2020, with a presence in 27 provinces nationwide. However, approximately 75% of these eco-printers were in East Java, specifically in the Kediri Residency area, boasting at least 20. This is a noteworthy development as the craft sub-sector has emerged as the third-largest contributor to the high GDP of the creative economy sector. Therefore, the increased presence of eco-printers in this area indicates a growing trend towards environmentally friendly practices in the creative economy sector, which is a positive development for both the industry and the environment (interview result).

Table 1. GRDP of Kediri Residency 2017 – 2020

<i>Regency/Municipality</i>	2017	2018	2019	2020
Regency				
Trenggalek	5.02 %	5.03 %	5.08 %	-2.17 %
Tulungagung	5.08 %	5.21 %	5.32 %	-3.09 %
Blitar	5.08 %	5.10 %	5.12 %	-2.29 %
Kediri	4.9 %	5.08 %	5.07 %	-2.41 %
Municipality				
Kediri	5.14 %	5.43 %	5.47 %	-6.25 %
Blitar	5.78 %	5.83 %	5.84 %	-2.28 %
East Java	5.46 %	5.5 %	5.52 %	-2.39 %

Source: [Statistics East Java, 2021](#).

Based on constant price, Gross Regional Domestic Product (GRDP) is used to identify the pace of economic growth every year. As the number of GRDPs increases, the region's economy improves. According to the East Java Statistic Centre, the GRDP number for Kediri Residency in 2017-2019 has consistently risen. However, in 2020, the number of GRDP in every region in Indonesia, including Kediri Residency, has fallen due to the Covid-19 pandemic. The GRDP number of Kediri Residency is presented in Table 1. Table 1 shows that the GRDP number in Kediri Residency has risen from 2017 to 2019. However, the GRDP has fallen significantly in 2020 due to the COVID-19 pandemic during Kediri's presidency and the economic gradation, which has been experienced nationally and globally (researcher's analysis data from table 1).

Amid the pandemic, the craft industry has been facing unprecedented challenges. However, it has also found new growth opportunities, including eco-printing. According to a recent interview conducted in 2021 with eco-printers in Kediri Residency, the demand for eco-printed products remains high locally and in foreign markets. The eco-printing industry in Kediri Residency has been making significant progress in recent years due to the rise in consumer interest. One key factor contributing to this growth is the effective use of social media outreach. By utilizing social media platforms, eco-printers in Kediri Residency have reached a wider audience and showcased their products to potential customers. It is worth noting that the eco-printing sector in Kediri Residency has the potential to generate significant revenue, with monthly sales of up to Rp 25,000,000. This is a testament to the growing demand for eco-friendly products and the success of eco-printing as a sustainable alternative (interview result).

According to previous research, technological advancements have played a significant role in the creative economic development of cultural and creative content, production activities, and markets. [Nurkovic \(2015\)](#), [Yuriy Bilan et al. \(2019\)](#), and [Raul Gouvea et al. \(2020\)](#) all found that technological improvements lead to higher economic growth by promoting innovation and new market opportunities. In addition, [Harikesa's research \(2020\)](#) indicates that small and medium enterprises (SMEs) has been instrumental in achieving economic growth and social inclusion in Indonesia. The creative economy generated by SMEs have contributed significantly to the country's economic growth, and this industry plays an essential role in realising economic growth and social inclusion. Harikesa's study found that the SMEs comprises micro-enterprises involved in various activities such as handicrafts, accessories, and fashion. These micro-enterprises rely on creativity and innovation to produce high-quality products that cater to domestic and international markets. By promoting the SMEs, Indonesia has created a vibrant and competitive creative economy that has generated employment opportunities and increased local incomes. Therefore, technological improvements and

promoting the creative economy, mainly through SMEs, are crucial for achieving economic growth and social inclusion in Indonesia.

To develop the eco-print industry, applying effective strategies to help organisations achieve optimal results is essential. One such strategy is the SOAR analysis, which stands for Strength, Opportunity, Aspiration, and Result. This approach was developed by [Stavros and Saint \(2009\)](#) and has been instrumental in bringing a post-modern perspective to strategy planning and implementation. SOAR analysis begins by focusing on an organisation's strengths and identifying areas where they can leverage them to achieve their goals. Next, it examines the opportunities available to the organisation and how it can capitalise on them to achieve its objectives. The analysis then moves on to the organisation's aspirations, which involve creating a positive and prosperous vision for the future. By setting clear and logical aspirations, SOAR analysis helps organisations to develop a roadmap for success. Finally, the analysis focuses on the result, which is the strategy's goal. By understanding what results, they want to achieve, organisations can work towards achieving them through logical planning and implementation. Overall, the SOAR analysis is a powerful tool that can help organisations create a positive and prosperous vision for the future. By leveraging their strengths, identifying opportunities, setting clear aspirations, and focusing on their desired results, organisations can develop effective strategies to help them achieve their goals in the eco-print industry.

The conceptual framework for SOAR analysis is different from SWOT analysis. Compared to SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, SOAR (Strengths, Opportunities, Aspirations, and Results) analysis provides a more strategic approach to organisational analysis. SOAR analysis begins by identifying the organisation's strengths and opportunities, which are then used to create a strategic plan. Unlike SWOT analysis, which identifies weaknesses and threats that may limit the organisation, SOAR analysis views weaknesses and threats as potential areas for growth and development. This approach encourages strategic discussions focusing on the organisation's strengths and opportunities rather than limitations. The next stage is identifying measurable aspirations ([Stavros & Saint, 2009](#)).

To develop the creative economy, it is crucial to consider the Sharia perspective alongside the SOAR analysis. According to [Adiwarman \(2018\)](#), businesses implementing Sharia rules are more likely to attract creative economy doers to develop their business. Sharia principles in the economy consist of tauhid (Deity), 'adl (fair), khilafah (leadership), nubuwwah (prophecy), and ma'ad (return). By implementing these principles in their business, entrepreneurs and businesspeople can expect profit in terms of wealth and aim to invest in their future lives. For instance, tauhid emphasises the importance of serving God in all aspects of life, including business. 'Adl stresses the importance of justice, honesty, and transparency in business dealings. Khilafah highlights the significance of responsible leadership that is accountable to God. Nubuwwah emphasises the importance of prophetic guidance in business, and ma'ad highlights the importance of investing in the afterlife. Therefore, incorporating Sharia principles can lead to a more ethical, accountable, and sustainable business model that can attract creative economy-doers. This, in turn, can contribute to developing the creative economy ([Karim, 2018](#)).

The implementation of sharia principles for development strategy of creative economy especially for the eco-print industry should be done considering that this business has involved the environment into the business; where the religion has forbidden us, as human, to destroy or damage the environment as it is stated in al-Qur'an Surah Al-A'raf article 56 which means:

“And cause not corruption upon the earth after its reformation. And invoke Him in fear and aspiration. Indeed, the mercy of Allah is near to the doers of good ([Al Qur'an Ministry of Religion, 2019](#)).”

This research aims to explore the development strategy of the eco-print industry in the creative economy through SOAR analysis and Sharia's perspective.

Literature Review

Eco-Print as one of Creative Economy Sub Sector

In today's world, economic creativity is a crucial driver of growth, employment, and innovation in developed countries like the United States, the United Kingdom, and Canada. The primary factor behind economic growth in these countries is the ability to generate innovative ideas and transform them into successful businesses. To tackle economic problems in large cities, creative industry policies have emerged as a popular strategy for promoting growth and development (Florida & Adler, 2019). Bell and Jayne (2010) emphasised the importance of implementing creative industry policies to overcome economic difficulties and foster a vibrant creative economy in urban areas. The creative economy sector is increasingly vital in economic development, especially in today's uncertain global environment. According to Coles (2016) and Guilherme (2017), the creative economy is predicted to become even more critical to the national economy in various countries, including Indonesia. This highlights the need to invest in creative industries and foster an environment encouraging innovation and creativity to drive economic growth and development.

The creative economy in Indonesia is divided into seventeen sub-sectors, i.e., culinary, fashion, crafts, publishing, fine arts, product design, architecture, game development, film, animation and video, photography, application, advertising, interior design, television and radio, art show, music, and visual communication design. The crafts sub-sector contributes to the third largest GDP after culinary and fashion. One of the growing craft industries in the Kediri Residency area is eco-print. Eco-print is the result of creation from materials that are environmentally friendly textiles. The craft results from eco-print can be made into clothes, headscarves, prayer mats, bags, shoes, tissue holders, and tablecloths. Eco-print results vary greatly depending on consumer demand. Besides results and quality made from natural materials, eco-print can improve public awareness of preserving nature and making it an environmentally friendly lifestyle trend (Pamungkas et al., 2020).

SOAR Analysis

SOAR is a strategic planning framework that enables organisations to analyse their current and future situation and plan for a positive future. The acronym SOAR stands for Strengths, Opportunities, Aspirations, and Results. The framework is designed to help organisations shift their focus from identifying problems and weaknesses to identifying their strengths and opportunities. This approach encourages organisations to build on their strengths and capitalise on their opportunities. SOAR is a participatory approach involving stakeholders at all organisation levels in the planning process. Organisations can achieve shared understanding and commitment to action by involving everyone in the planning process. The approach uses a generative process that encourages creativity and innovation. It supports capacity-building strategies that ultimately lead to positive change in individuals and organisations. SOAR is a strengths-based framework that encourages collaboration, participation, and capacity-building strategies. It is a positive and forward-looking approach that helps organisations achieve their goals and build a better future (Stavros & Hinrichs, 2009).

The framework for SOAR analysis differs from the framework of SWOT analysis in several keyways. While SWOT analysis focuses on internal strengths and weaknesses, as well as external opportunities and threats, SOAR analysis begins with organisational strategic planning focusing on strengths and opportunities. SOAR analysis then addresses weaknesses and threats that may arise during strategic discussions before identifying the organisation's main

strategic goals. Ultimately, the SOAR process aims to identify measurable aspirations (Stavros and Saint, 2009). Table 2 illustrates the distinctions between the SOAR and SWOT approaches.

Table 2. The Differences Between SOAR Analysis and SWOT Analysis

SOAR Analysis	SWOT Analysis
Focus on strengths and opportunities	Focus on weaknesses and threats
Potential focus: “be the best”	Competition focus: “be better”
Innovation and value generation	Additional empowerment
Stakeholder engagement	Top down
Focus on planning and implementing	Focus on planning and analyzing
Creating energy	Wasting energy
Pay attention to the results	Pay attention to the gap

Source: Stavros & Hinrich, 2009.

The SOAR strategy has proven to be pivotal in advancing research and practices surrounding Appreciative Questions. Its widespread utilisation in strategic thinking and planning has contributed to the continuous growth of this field. Experts such as Anam (2020) and Prahara et al. (2020) assert that the SOAR approach is particularly advantageous as it emphasises positive behaviours in the design of necessary strategies. Beyond its application in business development and industry strategy, SOAR analysis can determine strategic targets and effectively implement a plan to achieve immediate and long-term objectives.

Sharia Perspective in the Creative Economy

In Indonesia, the development of the creative economy is being pursued through the integration of technology and information. This approach aims to reduce unemployment and provide fair opportunities for the entire community, in line with the economic goals of Islam. These goals include the achievement of prosperity in the world and happiness in the afterlife, which encompasses both physical and spiritual satisfaction for humans, as per the *falah* concept. The prophetic history brought by the Prophet has defined religious values based on universal life ethics. These values provide a crucial framework for the creative economy, which can act wisely towards local traditions and respect them, thus giving rise to an appreciation for the profound cosmology of nature.

One example of a business that aligns with this research is the eco-print business. This business model integrates traditional printing methods with eco-friendly materials and techniques to produce sustainable products. The eco-print business is an excellent example of how the creative economy can respect and work with local traditions while promoting sustainable practices. The creative economy in Indonesia is focused on creating growth opportunities while keeping in mind the economic goals of Islam. By integrating technology and information with local traditions and values, the creative economy can promote sustainable practices and provide fair opportunities for the entire community. From a Sharia perspective, the creative economy must be able to apply five principles of Islamic economics, i.e., *tawhid* (belief), related to the understanding and application of faith and belief morals in business operations; *’adl* (fairness), relating to giving rights to employees; *khilafah* (government), leadership and managerial aspects in management business; *nubuwwah* (prophecy), understanding and application of prophetic aspects or characteristics such as *amanah*, *tabligh* and *fathonah*; *ma’ad* (results/returns), the management pattern of product input and output as a result business management (Karim, 2018).

Methodology

This study utilises a qualitative research methodology to obtain descriptive data from sources through observations and statements. The research employs additional methods like interviews and observations to ensure data validity. As field research, the researchers directly observe the research objects to gather all necessary facts about the development of creative economies using the SOAR Analysis and Sharia perspective in the eco-print industry in Kediri Residency. This research is unique as it is the first of its kind in the region, which has a thriving eco-print industry.

The researcher conducted purposive sampling techniques to collect primary data from five key informants, either directly or virtually, due to the COVID-19 pandemic. The key informants were El Hijaz Eco-print, Iin Eco-print, Aldezta Eco-print, Tiara Eco-print, and Sih Panganti Batik Eco-print. Secondary data were collected from various documents and internet sources relevant to the research.

Once the data was collected, the researcher utilised an interactive model analysis technique to explore information from research resources. This method was continuously and interactively used until the data could accurately answer the research questions stated in the research focus (Miles et al., 2014).

Results and Discussion

Based on the analysis of the primary and secondary data, it is identified that the eco-print industry in Kediri Residency has strength in the availability of the materials, product quality, and the various prices considered affordable. Suppose it is seen from the opportunity aspect, this industry has opened a new opportunity for the labour recruit and the potency for the local market and even abroad. In that case, utilising both online and offline promotions is possible. Since the SOAR analysis also focuses on aspiration, the demand for product development from professional organisations' collaboration has become essential to this research result. Considering those processes, the vision of the result will include business development, sales improvement, and eco-friendly lifestyle trends. The result of the SOAR analysis can be seen in Table 3.

The SOAR analysis has yielded valuable insights into the best strategies to be implemented immediately. The following actions are deemed dominant and are recommended to be taken. First, establishing positive relationships with government and professional organisations to provide training and maintenance services for the product will ensure optimal performance for the eco-print industry. Furthermore, leveraging eco-printer social media and government websites to promote the product online will reach a wider audience and generate the intention to buy eco-print products. Patent the product will protect its intellectual property rights and gain competitive advantages in the market. Hiring and motivating local employees, providing them with the necessary resources to work independently and empowering them will contribute to developing eco-print products. Creating forums for eco-print groups and small and medium enterprises will increase the exchange of information, collaboration on product development, and sharing of best practices. Implementing targeted marketing campaigns and expanding distribution channels will maximise local and international sales market share.

Regularly adhering to the eco-print activity guidelines will ensure the product is environmentally friendly and sustainable. Supportive facilities will help eco-print product development, including research and development labs, specialised equipment, and training programs. Participating in fashion shows and collaborating with designers and models will showcase the product's unique features and benefits. Moreover, strengthening cooperation with the government, SMEs, and professional organisations through partnerships, collaborations, and joint initiatives is also needed. Finally, promoting eco-friendly lifestyle trends and fashion by advocating the use of eco-printed products and contributing to the global effort will reduce

carbon footprints and preserve the environment.

Besides the analysis of SOAR, this research has also been completed with the analysis of the sharia perspective on the eco-print business. The implementation of Sharia principles in creative economy activities is viewed in these points: *Tauhid* (Deity), *'adl* (fairness), *Khilafah* (Leadership), *Nubuwwah* (prophecy), and *Ma'ad* (return).

Table 3. SOAR Analysis Matrix

Present	Strengths	Opportunities
	1) Using natural materials (leaves, flowers, twigs) which are easily got in Kediri Residency. 2) The pattern is unique and show characteristic of eco-print. 3) The quality of the product is good, eco-friendly, and limited. 4) The price is affordable. Started from Rp 150.000,00 – million rupiahs; it depends on the cloth and the pattern.	1) Create job opportunities and absorb new workers. 2) Cooperation with government and SMEs doers. 3) Potential market either local or even abroad.
Future	Strategy S-A	Strategy O-A
Aspirations 1) Guidance aids from institution or professional organisation. 2) Increase the online promotion. 3) Collaboration with designers and models. 4) Simplify the regulation for product patent.	a) Building good relationship with government and professional organisation to hold training and product maintenance. b) Do the promotion online by utilizing the eco-printer social media or the government website. c) Register the product to get the patent.	a) Recruit employees from local communities as well as giving motivation to be able empowered independent. a) Creating group and SMEs eco-print forum as the means of information exchange in terms of product development. b) Optimizing sales market share local and international.
Result	Strategy S-R	Strategy O-R
1) Develop the eco-print business and people empowerment through guidance from the government and the professional organisation. 2) Increase the online and offline promotion, join the fashion show or exhibition. 3) Absorb labor to help improve the economy local communities. 4) Increase the eco-friendly life trend on the craft and fashion sector.	a) Realizing the guidance in eco-print activity regularly. b) Providing supportive facilities to develop the eco-print products. c) Joining the fashion show and collaborated with designers and models.	a) Strengthen the cooperation with government, SMEs doers, and the professional organisations. b) Support the eco-friendly life trend and fashion by using the eco-print products.

Tauhid (Deity)

After interviewing the entrepreneur in the eco-print business, it became apparent that they have successfully infused the value of tauhid into their company's operations. The regulations formulated by the entrepreneur reflect this, with one example being the provision of break time during prayer hours. On top of that, a monthly religious study is held at the business centre, which all employees are encouraged to attend. Islamic decorations, including beautifully crafted calligraphy, reinforce the message of Allah within the workplace. This is commendable in promoting a harmonious, inclusive, and spiritually fulfilling work environment.

'Adl (fairness)

The fairness implemented by the eco-print business doers in Kediri Residency is mainly about the wages given to the employees; all the employees are paid based on how long they work in a day. However, during the pandemic, they are no longer paid based on the length of their working time; the payment is based on the sales. The payment is from the profit obtained by the sales; when the sales are up and able to make good money and profit, there will be a bonus for the employees. This is in coherence with the research done by [Hapsari \(2020\)](#), which stated that giving a bonus is included in the *ju'alah* contract and is allowed.

Khilafah (Leadership)

Small and medium-sized enterprises (SMEs) require compelling leadership to thrive, and business owners are typically responsible for managing and leading them. Regarding financial management, the owner of an eco-friendly printing business has chosen to implement financial technology based on the Sharia standard of accountancy. This approach prioritises business sustainability and fundamental principles such as transparency, accountability, and social responsibility. Recent research studies by [Shaikh \(2021\)](#) and [Iqbal et al. \(2021\)](#) show that financial technology can help businesses achieve cost efficiencies, streamline operations, enhance customer experience, and expand their reach to new markets.

Nubuwwah (prophecy)

The *nubuwwah* principle is trying to apply the characters of the Prophet to the business for the development of the business itself. The first character is *fathanah* (intelligent and wise). The result of the observation showed that the eco-print business owners had built a good relationship with the government and the SMEs forum to develop the skills of the employees through many programs, such as training which the main aim is to improve the ability and skills of the employees, and the knowledge as well. In addition, another character of Prophet is *Amanah* (trustworthy and responsible). One of the eco-print business owners in Tulungagung District explained that he first gave them a verbal warning for handling the violations done by the employees. He may give the employee a warning letter. If the violation cannot be tolerated, the employee will be laid off. Then, the third character of the Prophet is *tabligh* (communication and marketing). Eco-print business owners mostly entrust their employees to do the sales and product marketing with direct supervision from the business owners. Several business doers applied sales targets so that every employee should make innovations.

Ma'ad (return)

Input and output sales in the eco-print business can be connected with the number of products produced. The innovation made has resulted in various products to attract more customers. The result of eco-print is not only cloth, but the business doers can create them into something more interesting, such as praying mats, bags, shoes, tissue boxes, tablecloths, and many more. It not only focuses on the product quality but also the business owner's concern about how the quality

of the material is kept well. It is done with profit aimed, of course, and to guarantee the quality of the eco-print products so that people would keep loving them.

This research shows that SOAR analysis and the Sharia perspective can be used as analysis techniques to develop a creative economy and increase the people's and the nation's economic growth. This is in harmony with the research of Coles (2016) and Guilherme (2017), which stated that the creative economy has become vital in many countries, including Indonesia. The analysis shows that the strategy of development of a creative economy in Kediri Residency can be done in several ways, such as to create collaboration among the eco-printers, government, professional organisation and society; the business has also implemented the Islamic economy value, which is based on the sharia perspective. The partnership pattern and the promotion, which is based on Sharia, either online or offline, has become the key to the analysis done in this research. This research has also supported the research done by Doyle (2015), Nurković (2015), Yuriy et al. (2019), and Gouvea et al. (2020), which stated that the development of technology has played an essential role in the development of the creative economy in terms of cultural content, creative content, production activity and market.

Conclusion

From the research result, the strategy of developing a creative economy through SOAR analysis and Sharia perspective at an eco-print business in Kediri Residency can be done together. It is shown that the eco-print business doers have been able to integrate several SOAR concepts, which include strength, opportunity, aspiration, and results, with the principles of Islamic basic economy, which include the principles of Tauhid (deity), *'adl* (fairness), *Khilafah* (leadership), *Nubuwwah* (prophecy) and *Ma'ad* (return). Implemented online marketing as an opportunity by integrating the fairness value where the consumer may return the product when it is not what they ordered beforehand. This is one example of integration between the SOAR analysis and sharia perspective, done by the eco-print business doers in Kediri Residency. This research requires a new research agenda to include more samples and use mixed methods combining quantitative and qualitative approaches.

Author Contribution

Mega Tunjung Hapsari: Creating and designing analysis, Collecting the data, Contributing the data or analysis tools, and Writing paper.

Ayuk Wahdanfiari Adibah: Creating and designing analysis, Collecting the data, Contributing the data or analysis tools, and Writing paper.

All authors have read and agreed to the published version of the manuscript

Declaration of Competing Interest

We declare that we have no conflict of interest.

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