

Harnessing Local Wisdom for Sustainable Economic Development: The Case of Bali

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ABSTRACT

By 2045, Indonesia aims to become the fourth-largest economy in the world, with a projected value of USD 8.89 trillion. Achieving this target requires integrating local wisdom into economic strategies, reflecting the nation's cultural heritage and sustainability goals. This study examines the gap between these national aspirations and ground realities, focusing on the role of local wisdom in supporting sustainable economic growth. Using a combination of literature review, secondary data, and interviews with key informants, the research explores the role of the "*Tri Hita Karana*" philosophy, which emphasizes harmony between humans, nature, and spirituality, as a foundation for economic development. The findings indicate that, despite government policies such as the Regional Action Plan for Bali and green economic initiatives that align with local traditions, significant challenges remain, including regulatory inconsistencies, coordination gaps, limited access to capital, and human resource shortages, which hinder effective policy implementation. The study also emphasizes the importance of aligning national strategies with local potential, particularly in regions like Bali, where the creative economy is closely linked to cultural heritage. Unlike previous studies, this research provides a comprehensive analysis of how local wisdom can bridge the gap between policy ambitions and on-the-ground realities, offering practical recommendations to strengthen MSMEs, attract investment, and support the green economy. This approach enhances the competitiveness of local economies while preserving cultural identity.

KEYWORDS Economic growth, Sustainable Development, Policy, Local wisdom, Bali Province



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INTRODUCTION

According to the UN Environment Programme, a sustainable economy is an economy that results in 'improved human well-being and social equity, while significantly environmental risk and ecological scarcities' (UNEP, 2024). The concept has recently taken stage in discussions on international development. The sustainable economy is proposed to overcome the negative effects of conventional development. Mounting evidence also suggests that transitioning to a green economy has sound economic and social justification. There is a strong case emerging for a redoubling of effort by both governments as well as the private sector to engage in such an economic transformation. In a green economy, job and income growth are driven by public and private investments in economic activities, infrastructure, and assets that enable reductions in carbon emissions and pollution, improve energy and resource efficiency, and prevent biodiversity loss and ecosystem services degradation (Aldieri & Vinci, 2018; Fang et al., 2022; Suryandari, 2024).

The ASEAN Economic Community (AEC) is a form of economic integration in the ASEAN region that will create a single market and production base in ASEAN (Shimizu,

2021). The community is characterized by a highly competitive economy and equitable economic development, and is able to integrate with the global economy. The ASEAN region is dominated by four developing countries, including Indonesia, Malaysia, the Philippines and Thailand. These four countries follow an export-oriented economic development model, such as Hong Kong, Singapore, South Korea and Taiwan, and are targeted by foreign investors who can contribute to the economic growth of these countries. Each of these four countries is a low-middle income country and is a pioneer in becoming a newly industrialized country with the potential to become a developed country.

Table 1. shows the economic growth of four countries in ASEAN. In 2020, the economic growth decreased due to the COVID-19 pandemic, including Indonesia fell to -2.07%, and the Philippines experienced the lowest economic growth with -9.52%. Economic growth then stabilizes in 2021 with the Philippines recording the highest growth rate at 5.72%, while Thailand posted the lowest by Thailand at 1.57%. However, Indonesia and Malaysia remained stable in 2021. In 2022, the highest growth performance was achieved by Malaysia with 8.9%, followed by the Philippines with 7.58%, and the lowest country was Thailand, while Indonesia experienced an increase of by 5.31%. In 2023, the Philippines remained the highest country, although it decreased to 5.55%, followed by Indonesia to 5.05%, and Thailand dropped drastically to the lowest country to 1.88%. In 2024, the Philippines remained the highest-growth country, followed by Indonesia, Malaysia, and Thailand. Each country experienced different increases and decreases each year, which can be influenced by the production level in each country.

Table 1. Economic growth in four ASEAN countries in the period 2019-2024 (%)

Year	Indonesia	Malaysia	Filipina	Thailand
2020	-2,07	-5,5	-9,52	-6,05
2021	3,70	3,3	5,72	1,57
2022	5,31	8,9	7,58	2,46
2023	5,05	3,6	5,55	1,88
2024	5,11	5,3	6,00	2,55

Source: Researcher

One of the factors that determines the growth performance is the creative economy. According to the United Nations Conference on Trade and Development (UNCTAD) UNCTAD (2024), the creative economy's contribution to the world trade doubled from \$509 billion in 2015 to \$1.4 trillion in 2022. This aligns with the research conducted by (Mahadipta et al., 2024), which highlights that leveraging the uniqueness and distinctiveness of local products, combined with creativity and technology, holds great potential for developing the creative economy.

Local wisdom, as part of cultural heritage, is expected to stimulate the creative local economy and enhance community welfare (Parameswara & Wulandari, 2020; Zaini & Ismail, 2024). A crucial aspect of understanding and developing local wisdom is the central role played by the local community itself (Alam et al., 2022). Furthermore, the role of regional government in local development positively influences a region's identity. Local wisdom is not merely an inherited tradition but also an intellectual and spiritual resource with the potential to reshape

regional development (Arsal et al., 2023; Zhang et al., 2022). By integrating local wisdom into policymaking, local governments can foster locally driven innovation that aligns with the socio-cultural values and traditions of each region (Harinie et al., 2024; Mahrinasari et al., 2024; Tou et al., 2020).

Since the 19th century, the reverend Thomas Malthus has discussed economic activity and its influence on environmental quality (Fang et al., 2022). He believes that environmental deterioration is linked to poverty alleviation efforts and that these efforts might jeopardize human ability and future generations' access to food. In the context of the creative economy, local wisdom has a significant influence on balancing economic growth and economic sustainability. Malthus warned about the "limit to growth," referring to the interconnection between socioeconomic development and environmental quality, emphasizing that uncontrolled resource exploitation can negatively affect both human and ecological well-being. Therefore, integrating local wisdom into the creative economy serves as a strategic solution to maintain a balance between economic growth and environmental preservation.

Indonesia, as the world's 10th largest economy in terms of purchasing power parity and a member of the G20, and has experienced substantial economic growth over recent decades (Bank, 2019; Kurniawan & Managi, 2018). However, this growth has faced significant challenges due to globalization, economic integration, and recent global crises (Hossain et al., 2019; Tou et al., 2020).

The COVID-19 pandemic severely impacted global economies, including Indonesia, leading to widespread workplace closures and economic contractions. Additionally, geopolitical tensions, like the Russia-Ukraine conflict. The conflict triggered economic shocks, security threats, and the failure to achieve the Sustainable Development Goals by 2030 (UNDP, 2019). The International Monetary Fund (IMF) predicted that global economic growth would slow to 2.9% in 2023, with a slight recovery to 3.1% in 2024, reflecting ongoing uncertainties.

Indonesia has prioritized the creative economy as a critical driver of growth since 2006, given its potential for sustainable development and contributions to Gross Domestic Product (GDP), employment, and exports (Ansori & Priyono, 2018). However, regional disparities, such as high unemployment and poverty in Bali, remain a concern despite overall positive growth trends. The creative economy, including the production of export-oriented Balinese products, plays a vital role in regional economic recovery, with local wisdom providing a foundation for sustainable development. This approach aligns with Sustainable Development Goal 8 of the United Nations 2030 Agenda, emphasizing inclusive and sustainable economic growth (Departemen of Global Communications, 2023).

To support this sector, the Indonesian government has implemented various policies, including the 2018 presidential regulation (PP/142/2018) aimed at strengthening creative industries. These efforts are further supported by institutions like the Creative Economy Agency, which provide financial assistance, training, and market access to creative entrepreneurs. Additionally, digital transformation initiatives, such as e-commerce platforms and digital marketing, enhance their global competitiveness.

Research on economic growth and local wisdom has mainly used a macro and supranational framework, focusing on how governance institutions shape global creative economy discourses and the mechanisms through which nations assert economic influence. This article examines the efforts to link global transformation to local contexts, specifically

through the concept of Tri Hita Karana, a Balinese indigenous philosophy that emphasizes harmony between humans, nature, and spirituality (Aryatnaya Giri et al., 2021). The Bali provincial government has shown tangible support for this approach, aligning development goals and targets with the Sustainable Development Goals (SDGs) as part of Indonesia's broader global contribution.

This study aims to bridge the gap between innovation policy theory and dynamic government by examining how national and provincial regulatory frameworks can leverage local wisdom to support economic growth. Local wisdom, deeply embedded in cultural traditions, is crucial for building and developing new economic centers by empowering local resources. The study seeks to address critical questions, including identifying the main economic growth policies at different government levels, exploring policy options for integrating local wisdom, understanding the impact of decentralized governance, and assessing the role of local wisdom in promoting economic growth. This research offers significant benefits for multiple stakeholders. It provides actionable recommendations for policymakers to develop culturally-grounded economic strategies that enhance MSME competitiveness, attract sustainable investment, and promote a green economy. For local communities and businesses, it delivers practical insights on leveraging cultural assets like Tri Hita Karana, Gringsing, and Endek for sustainable economic empowerment. Academically, it contributes a replicable model for integrating local wisdom into innovation policy and dynamic governance, serving as a valuable reference for other regions pursuing sustainable development.

METHOD

This study employed a qualitative descriptive research design to provide an in-depth understanding of the role of local wisdom in sustainable economic development. This article is based primarily on a review of secondary literature, government reports, and policy documents. In addition, an in-depth analysis of spatial data obtained from the Bali Provincial Statistics Agency, Bali Provincial Planning and Development Agency, and Bali Provincial Organisation Bureaucracy was conducted. The literature review and spatial analysis were supported by semi-structured key informant interviews conducted between October and December 2024. The interviews were conducted with government officials, academics, economic observers, local wisdom supporting businesses, and NGO staff in Bali Province. After the data was collected, it was followed by qualitative descriptive analysis with the steps of displaying data, reducing data, and drawing a conclusion. The authors, then, concluded using inductive logic from specific matters or field findings; conclusions are drawn to general issues (theoretical building). This aligns with the opinion that qualitative analyses use inductive logic, where syllogisms are built based on specific matters or data in the field and lead to general conclusions.

RESULT AND DISCUSSION

Economic Growth Ambitions of Bali's Province.

In 2019, the Bali Province Government introduced a Regional Action Plan for the Sustainable Development Goals (SDGs) for 2019-2023. This plan focuses on promoting balanced economic growth through the empowerment of local resources, with each regency or

city in Bali developing its localized strategy. The main goal is to ensure equitable economic distribution across the island while building a culturally-rooted economy.

This approach emphasizes the creation of economic centers that leverage local resources and improve the quality of Balinese-branded small and medium industries (SMIs) for export. In addition to tourism, the plan prioritizes investments in agriculture, marine and fisheries, industry, and the creative economy as critical growth sectors. To support this, the government has simplified permit processes and offered incentives to businesses adopting sustainable practices, creating a more investment-friendly environment.

Local Wisdom-Based Region Potential

Despite aspirations to preserve cultural heritage and local wisdom, the development of the creative economy in Bali heavily relies on the expansion of traditional craft products, such as ikat woven fabrics like endek and gringsing. Grounded in the Tri Hita Karana concept, which emphasizes harmony among humans, the environment, and the divine, the industry's sustainable development is assured (Rosalina et al., 2023).

The government and local communities continuously innovate to empower artisans through training, digital marketing, and product certification, thereby enhancing their competitiveness in the global market. The provincial government of Bali consistently integrates local wisdom into various public policies to safeguard cultural and environmental sustainability. These strategic measures are evident in the formulation of the Regional Long-Term Development Plan.

Employment growth in Bali is closely tied to the expanding creative economy, particularly in the accommodation and food and beverage sectors. According to (BPS, 2024c). Based on the contribution of growth sources, Bali's economy, which grew by 5.98%, in Q1 2024 (YoY), with the largest contribution from accommodation and F&B (2.24%), followed by finance (0.95%), public administration (0.85%), transport (0.46%), and trade (0.44%). The remaining sectors contributed a combined 1.04%.



Figure 1. Bali Province's employment growth rate development in 2024

Source: Bali Province BPS, 2024

This demonstrates that local creativity not only supports economic growth but also generates increased employment opportunities. The creative economy sector fosters the development of micro, small, and medium enterprises (MSMEs), which significantly contribute to labor absorption in Bali. Small to medium-sized industrial enterprises play a strategic role in national development (Rusdha & Elizabeth, 2024).

Tenganan Village, located in the Karangasem Regency, exhibits substantial development potential. Data from the Karangasem Regency Central Statistics Agency (CSA) indicates that Tenganan Village possesses significant potential in terms of demographics, economics, and culture. The village's economic potential is further enhanced by its rich Bali Aga cultural heritage, particularly the traditional crafts of Gringsing woven fabric, strengthening its economic potential (Kade & Sukmadewi, 2021).

Gringsing woven fabric, considered sacred for its complex production process and cultural significance, has become a symbol of Balinese identity and an important economic asset. Its popularity among tourists and collaborations with the fashion industry have expanded its market globally. To support its preservation, the government has designated Gringsing as an Intangible Cultural Heritage and initiated training programs to encourage younger generations to continue this tradition, ensuring its sustainability. As expressed by the leader of the Tenganan Customary Village:

“Indeed, Gringsing fabric, in addition to being an integral part of our traditional attire, significantly influences our economy. With our designation as a tourist destination and the promotion of information about the Gringsing fabric, many outsiders are eager to own it. As a result, our community now produces this fabric not only for ceremonial purposes but also for commercial sale. This shift clearly has an economic impact. Furthermore, with the government's recognition of Intangible Cultural Heritage (ICH) and the acknowledgment of crafts in Bali, Gringsing fabric has attracted attention from the broader community, particularly among Balinese individuals who appreciate its philosophical significance.”

The government has taken significant steps to protect and promote the Gringsing fabric, including registering it under Geographical Indications (GI) to prevent counterfeiting and ensure authenticity. Tenganan Village has also been developed as a cultural tourism destination, allowing visitors to witness the traditional production of Gringsing fabric, thereby preserving its heritage while supporting the local economy.

Meanwhile, endek fabric represents a cultural asset supported by the government as a distinctive Balinese heritage with significant artistic value. Endek fabric is a traditional Balinese woven textile created using the ikat technique, featuring a variety of motifs that reflect the cultural richness and philosophy of the Balinese people. The provincial government of Bali has issued Circular Letter Number 4 of 2021, mandating the use of endek woven fabric and other traditional Balinese textiles every Tuesday as part of an effort to preserve and empower local artisans. As stated by an informant in Badung Regency:

“I initially participated in training for bookkeeping and administration. However, I took a break in 2014 due to my marriage. Overall, the government's contribution is very helpful, particularly with the regional regulation mandating the use of endek, which globally supports the marketing of endek in Bali.

Moreover, the international recognition of endek fabric has grown, as demonstrated by its incorporation into a clothing collection by one of the well-known international fashion houses, which further elevates the profile of endek fabric on the global stage.

The government continues to support the preservation of the endek fabric through various programs, as stated by the informant.

“There is typically provided by the government, primarily through the Industry and Trade Office (Disperindag) and Bank Indonesia (BI)”.

The government is also actively involved in promotion and marketing, both through national and international exhibitions and the Made in Indonesia campaign, which aims to enhance appreciation for local products. Further support comes in the form of community economic empowerment, including providing capital assistance, digitalizing marketing through e-commerce, and developing tourism infrastructure in Bali Province. These initiatives are expected to preserve the endek fabric and increase interest from the younger generation and the global market in this cultural heritage.

Discussion

Policy Implication for Sustainable Economic Growth

This demonstrates that Bali's development is intrinsically linked to the principles upheld by its community, particularly the Tri Hita Karana concept, which emphasizes the harmonious relationships among humans, nature, and the divine. This underscores the necessity of engaging all components of Balinese society in fostering economic growth. Economic transformation is achieved through increased productivity, which requires cross-sector collaboration and the reallocation of resources from low-productivity sectors to high-productivity sectors.

In 2023, Bali had 439,382 MSMEs, dominated by the trade sector (258,896 units), followed by agriculture (73,641), non-agriculture (67,102), and services (9,743). Most operate informally, indicating ongoing challenges in business legalization and development.



Figure 1. Distribution of the Number of MSME's in Bali Province

Below, we return to the questions raised in the Introduction, particularly regarding which policy options exist to reconcile economic growth with local wisdom; how the decentralized government context may impede or enhance the effectiveness of economic growth policies; and in what ways underlying local wisdom can facilitate the potential for economic growth.

Theoretical Implications

The findings from Bali's economic development strategy, particularly in empowering micro, small, and medium enterprises (MSMEs) through cultural assets like Gringsing and Endek fabrics have several important theoretical implication related to innovation policy and dynamic government.

First, from the perspective of innovation policy theory, Bali's approach reflects the need for adaptive and contextual innovation framework that go beyond traditional supply-side instruments such as training, funding, and certification. The province integrates demand-side instruments such as public procurement mandates (e.g., mandatory use of Endek textiles), geographic indication (GI) protection, and strategic promotion through tourism, which collectively foster demand for local innovation. This indicated that innovation policies must be culturally embedded and responsive to local values like Tri Hita Karana, which emphasizes harmony between humans, nature, and the divine. Thus, the Balinese model aligns with more recent developments in innovation policy theory that promote open, networked, and territorially embedded innovation systems.

Second, the concept of dynamic government discussed by, is exemplified in Bali's decentralized governance approach. The government's proactive strategies such as simplifying business permits, supporting artisans through training and certification, and integrating local wisdom into policy mandates, demonstrate how institutional responsiveness, cultural alignment, and stakeholder engagement can drive innovation and resilience. These practices affirm the theoretical notion that dynamic governance system require a synergy between organizational capabilities and deeply rooted cultural values, which can catalyse continuous change and innovation. Moreover, cultural values play a dual role: they act as constraints, confronting unsuitable innovation, and simultaneously as catalysts that accelerate the adoption of contextually relevant ideas and technologies.

Third, Bali's development also illustrates the importance of multi-level policy coordination in innovation ecosystems. The regional SGD Action Plan (2019-2023), aligned with national priorities, support innovation across macro (provincial vision), *meso* (institutional programs), and micro (community initiatives) levels. This alignment reinforces systemic innovation policy approaches that value coherence between different governance levels and stakeholder groups. Furthermore, the integration of local culture into economic policy, especially the use of Endek and Gringsing as commercial and cultural symbols-transforms intangible cultural heritage into an endogenous source of innovation and competitive advantage.

Finally, the case of Bali confirms that sustainable competitive advantage can be effectively achieved through the synergy between innovation and local culture. The positive outcomes seen in MSME development, employment growth, and international recognition of Balinese products suggest that innovation policies grounded in cultural identity can enhance sustainable business performance. These findings support the theoretical linkage between dynamic government, innovation policy, and cultural sustainability, offering a replicable model for other regions aiming to develop creative economies rooted in local wisdom.

Policy Recommendations

We explore various options for aligning sustainable economic growth targets with their feasibility at the local level. These policy options can be considered independently or implemented in conjunction with one another.

The government can strengthen the MSME ecosystem by promoting the certification and registration of geographical indications (GIs) to protect the authenticity of local products. For instance, Gringsing woven fabric has been recognized as an Intangible Cultural Heritage

by the Ministry of Education and Culture, highlighting the importance of safeguarding cultural products to enhance their market value in the global marketplace. Additionally, the integration of culture-based ecotourism can serve as a strategy to increase the exposure of local products to tourists, directly impacting the local community's economy.

Secondly, access to financing and incentives is crucial. A primary obstacle faced by entrepreneurs in Bali is the limited availability of financial resources. According to the Financial Services Authority, around 60% of micro, small, and medium enterprises (MSMEs) in Indonesia still encounter difficulties in obtaining business capital.

Thirdly, the government should revise or simplify regulations and legal requirements, and if necessary, reallocate or repeal them. Reform business licensing through an integrated digital system, especially since most MSMEs in Bali operate informally. The Bali Go Digital program is expected to streamline the formalization process and improve access to business support services.

Fourthly, the preservation of Balinese culture can present a lucrative economic opportunity when combined with appropriate strategies. The government has supported the endek woven fabric industry by issuing Circular Letter Number 4 of 2021, mandating its use on Tuesday. International exhibitions, designer collaborations, and the Proudly Made in Indonesia campaign also help increase the value and competitiveness of Bali's cultural products.

Fifthly, to rigorously support the growth of the creative economy in Bali, the government should undertake a comprehensive revision of regulations and bureaucratic processes. This includes simplified licensing procedures and fiscal incentives for businesses contributing to cultural and environmental preservation.

These efforts align with initiatives by the Bali Provincial Government, such as the development of the Regional Creative Economy Ecosystem Development Action Plan 2025, initiated by the Bali Provincial Tourism Office in collaboration with Primakara University. Additionally, Government Regulation Number 24 of 2022, which allows intellectual property to be used as loan collateral, is a key milestone in supporting this agenda.

This policy shift is challenging but essential, as other strategies risk failure without comprehensive planning reform. Sustainable economic growth requires strategic investment, inclusive policies, and digital adaptation. Developing Bali's creative economy means not just preserving culture, but creating a globally competitive ecosystem. Flexible regulations, innovation, and sustainability are key to this transformation.

Impede or Enhance the Success of Economic Growth Policies

The success of creative economy policies in Bali depends heavily on effective coordination between various government levels and sectors. While regulations like Government Regulation No. 24 of 2022 provide a strong legal basis for creative economy growth, there are ongoing challenges in aligning central, provincial, and local policies.

Research on creative economy governance in Indonesia indicates that regulatory discrepancies and overlapping jurisdictions among government levels often lead to inefficiencies in policy implementation. Furthermore, a 'knowledge gap' between stakeholders at the national and regional levels hinders the adoption of policies that are more focused on strengthening the local creative ecosystem.

While the Bali Creative Economy Development Action Plan sets a clear vision for the sector, local governments often face obstacles such as limited human resources, inadequate infrastructure, and low innovation capacity among entrepreneurs (Mahadipta et al., 2024).

As highlighted by the Bali Central Statistics Agency, not all regencies and cities in Bali are equally prepared to adopt the creative economy as a core economic strategy. This uneven readiness underscores the need for more consistent cross-sector collaboration and better policy alignment to ensure that the creative economy initiative can genuinely drive local growth and community benefits.

CONCLUSION

This research underscores Bali Province's economic growth driven by the creative and tourism sectors, deeply rooted in local wisdom values like the *Tri Hita Karana* philosophy, which promotes harmony among humans, the environment, and spirituality. Although Bali's economy is recovering positively post-COVID-19, challenges persist, including uneven income distribution, infrastructure limitations, inadequate regulatory support for the creative industry, and coordination issues within decentralized governance. The study recommends strengthening MSMEs through local product certification, improving entrepreneurial financing, and embedding culture-based ecotourism into regional development plans. Enhancing collaboration across creative economy sectors is also vital to sustaining innovation and economic resilience. Future research should explore the long-term impacts of these integrated cultural-economic policies on social equity and environmental sustainability, providing deeper insights into scalable models for other Indonesian regions.

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