



Local Wisdom as Stimulus for Interest of Young Generation Activators Micro Small and Medium Enterprises Carved Wood Crafts Sector



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Abstract

This study examines local wisdom as a stimulus for the interest of young generation activators Micro Small and Medium Enterprises carved woodcraft sector in Singakerta Village, Ubud District, Gianyar Regency. The development of Micro, Small and Medium Enterprises in Bali and Indonesia in general experienced two main obstacles, namely capital, and marketing difficulties. Capital problems hamper Micro and Small and Medium Enterprises entrepreneurs to expand their businesses and "advance class". This problem is very much related to financing access matters. The problem of this research is how local wisdom as a stimulus for the interest of young people driving the Micro and Small and Medium Enterprises in the wood carving sector in Singakerta Village, Ubud District, Gianyar. wood carving sector in Singakerta Village, Ubud District, Gianyar Regency. The current trend shows that access to financing for Micro, Small, and Medium Enterprises is predominantly based on the banking sector. The potential for financing through other sectors is still wide open with a wider access range. Financing through the non-banking sector (cooperatives, leasing, factories, pawning, capital markets), and other types of non-credit financing (grants, equity, insurance) have not been maximized by the government.

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1 Introduction

The credit stimulus provided by banks to Micro and Small and Medium Enterprises is deemed unable to stimulate their businesses that are currently faced during the coronavirus pandemic or COVID-19. The stimulus for business actors will not have a significant impact. "The stimulus was only for a moment. Not applicable and will not have an impact on improving Micro, Small and Medium Enterprises. The policy does not touch the fundamental problems experienced by Micro, Small, and Medium Enterprises due to the coronavirus. Starting from the decline in domestic demand until local products are still unable to compete with global markets. On the other hand, so far the Balinese are spoiled to enjoy imported products. Such conditions make it difficult for domestic Micro and Small Enterprises to move up the class. This is a fundamental problem for Micro, Small, and Medium Enterprises that has not been touched. This is at the same time a reprimand to the government for accustoming the community for a long time to consumptive to imported products (Adisasmita, 2013; Roe, 1982; Kaplan, 1999). As a step forward, the government must prioritize the use of local products. Therefore it is necessary to increase the quality of local products so that Micro, Small, and Medium Enterprises can develop.

All must start with a fundamental policy, imported goods still dominate the procurement of government goods and services. Create a market for Micro, Small, and Medium Enterprises because that is fundamental. Because of that, to boost Micro Small and Medium Enterprises to grow, then prioritizing local products rather than imports. Not just a credit stimulus. There must be an affirmative policy from the government to prioritize essential local products. The Financial Services Authority (FSA) previously issued a credit stimulus to the Micro, Small and Medium Enterprises to support economic growth amid the impact of the spread of the coronavirus. This relaxation is in the form of ease of restructuring from banks and delays in payment of principal and interest on loans. At present, the Micro Small and Medium Enterprises have been significantly affected due to the economic slowdown caused by the coronavirus. Micro, Small, and Medium Enterprises, already affected by many sectors, is expanding (Pornpimon *et al.*, 2014; Widodo, 2012; Usman *et al.*, 2014). The amount of loans extended to Micro and Small and Medium Enterprises is quite large, namely IDR 1,100 trillion. With this relaxation,

Micro, Small, and Medium Enterprises can make loans easier so they can be used for business expansion. OJK has also previously provided relaxation arrangements related to the assessment of the quality of credit assets aimed at debtors affected by the spread of the coronavirus with a ceiling loan of up to IDR 10 billion. Valuation only covers the accuracy of payment of principal and/or interest. Relaxation from OJK will complement fiscal and non-fiscal stimulus from the government and Bank Indonesia. So that this stimulus can be enjoyed and utilized by entrepreneurs. From the description above, the problem formulation can be formulated (1) How is local wisdom as a stimulus for the interest of the young generation driving the Micro, Small and Medium Enterprises in the woodcraft sector in Singakerta Village, Ubud District, Gianyar Regency? (2) How is the implementation of the stimulus of the young generation that drives the Micro, Small and Medium Enterprises in the carved wood sector in Singakerta Village, Ubud District, Gianyar Regency?

Literature Review

Some of the results of studies that have been conducted that are relevant and can be used as a reference in this study can be stated as follows. Based on research studies on Micro, Small and Medium Enterprises more focused on the quantity of business with the hope of creating job opportunities.

Research conducted by Yuli Rahmini Suci (2017) with the title "Development of Micro and Small and Medium Enterprises in Indonesia. This research is related to the development of the growth of Micro and Small and Medium Enterprises in Indonesia. Some literature is referenced to solve the problems that occur and the use of secondary data obtained from related agencies such as BPS, BI and the Ministry of Cooperatives and Micro and Small and Medium Enterprises various indicators which are interrelated with one another; lack of capital both in number and source, lack of managerial skills and operating skills in organizing and limited marketing. Besides these things, there is also unfair competition and economic pressure, resulting in a narrow and limited scope of business. This concern is based that Indonesia will face the AEC and the free market. When the demand is fulfilled, the Micro, Small, and Medium Enterprises must be able to compete (Patriadi *et al.*, 2015). However, all of these problems can be resolved with some policies that open up opportunities for Small and Medium Enterprises to be able to access the banking industry easily. Because credit growth disbursed by the banking sector was only 13.6%. It addresses the problems that originate from the capital can be easily resolved and have an impact on management and the products produced will be more competitive. The challenges of the AEC that are feared by the Government can be better addressed.

Furthermore, the research from [Yayuk Sulistyowati \(2017\)](#) with the title of Micro and Small Medium Enterprises Financial Reporting Report (case study in Malang City). Accounting practices are a solution to the problems that often occur in micro small and medium businesses, namely financial management problems. Accounting is used as a standard to facilitate Micro, Small, and Medium Enterprises in making financial reports that can be accounted for and understood by external and internal parties. Accounting practices should be widely known or even practiced by Micro and Small and Medium Enterprises. The purpose of this study is to find out and analyze what accounting practices are like for Small and Medium Enterprises in Malang. This type of research is qualitative research. Sources of data obtained from questionnaires, interviews, and observations. The population in this study was 75 and 50 samples were taken to represent the total number of the population. The results of the study note that the financial statements on Micro and Small Medium Enterprises are still simple by recording transactions that often occur in the business and IFRSs are still not understood by the practitioners of Micro Small and Medium Enterprises. One of the factors that influence this is because of the lack of educational background and socialization or training from the government and institutions in charge of Micro and Small and Medium Enterprises is still not optimal so that the understanding of the importance of financial reports is still not understood by Micro and Small Business actors. Suggestions from the results of this study are that the Small and Medium Business Micro Enterprises are expected to apply financial reports based on the determined SAK and start recording with Small and Medium Enterprises SAK for Micro Small and Medium Business actors who have just started recording in the future.

The latest research is from [Hudan & Haeykal \(2010\)](#) with the title Entrepreneurial Network Development in improving the performance of the Micro and Small Business Unit in Bima City (2019). This study aims to see whether the Entrepreneurial Network affects the performance of Micro and Small Enterprises in the City of Bima, Does Explorative Learning affect the performance of Micro and Small Enterprises in the City of Bima, and which of the entrepreneurial networking variables and Explorative Learning have the dominant influence on the performance of Micro, Small and Medium Enterprises in the City of Bima. This research was conducted at Micro and Small and Medium Enterprises in the City of Bima for 7 (seven) months. This research is divided into several stages, namely 1) Preparation (2) Implementation, (3) Reporting, (4) Monitoring, evaluation, and dissemination. The research method used is explanatory research using a sample survey approach. Conventionally, explanatory research is used to explain the relationship between variables through hypothesis testing. distributed Questionnaire to 104 Micro and Small and Medium Enterprises in the City of Bima, where this questionnaire was tested for validity and reliability and then processed using SPSS so that the accuracy of the analysis tools could be reliable. The results showed that the Entrepreneurial Network affected the performance of Micro Small and Medium Enterprises in the City of Bima while Exploration Learning did not affect the performance of the Small and Medium Enterprises in the City of Bima. Based on the description and discussion of the three studies above, this research differs in terms of the variables used, the location of the study, and the results of the discussion.

2 Materials and Methods

Data Types and Sources. The data used in this study are (1) Primary data, i.e. data and information obtained directly from sources/respondents. This data was obtained by conducting interviews with several Village officials and wood carving workers in Singakerta Village, Ubud District, Gianyar Regency. By using a proportional sampling technique with a sample of 2 *kelian banjar*, 2 *kelian adat*, and 14 wood carving workers. (2) Secondary data, i.e. supporting data and information obtained from the Singakerta Village office, Ubud District, Gianyar Regency.

Research Model Specifications

[Rostow \(1978\)](#), economic development or the transformation process of a traditional society into a modern society is multidimensional. Economic development does not mean only changes in the economic structure of a country but also shown by the role of the agricultural sector and the role of the industrial sector. Development, in the sense of process, is interpreted as modernization, namely the movement from a traditional cultured agricultural society towards an economy that focuses on rational, industrial, and services. To emphasize the nature of 'development' as a process, [Rostow \(1978\)](#), uses the analogy of an airplane that moves along the flight path until it can take off and then float in the sky. Development in the sense of purpose is considered as a condition of a country characterized by the presence

of: a) a large consumption capacity in the majority of the community, b) a large proportion of non-agriculture, and c) very urban based.

As part of modernization theory, this theory conceptualizes development as a modernization that is achieved by following the Western success model. Economists consider that this theory of stages of economic growth is the best example of modernization theory (Adorno & Horkheimer, 2002). That the rationality of technology is the rationality of domination itself. Furthermore, they assume that the presence of the cultural industry in society has eroded humanitarian values as a whole, where humans are only valued as objects for profit - whether as buyers or workers. Technology has an important role in the production and distribution of cultural products to a wide audience. The inventions in technology - electronic media, for example - contributed greatly to the massive commercialization of cultural industry products. Power & Scott (2004) in *Technology, Organization and Work in the Cultural Economy* said "throughout the era of mass production, the dominant sector developed through changing the shape of technology and replacing all organizational focus on routine and research processes on an internal economic scale." However, the presence of technology also removes the value of art from the culture itself. Technology, which was seen as neutral, apparently helped perpetuate the operation of the system in the era of industrialization.

Research Location

The location of this research is in the Village of Singakerta, Ubud District, Gianyar Regency. by observing and mapping measurable community activities. The observation time as the object of analysis was 12 (twelve) conditions from January to December running in 2019. consideration of the use of 2019 was taken to facilitate the recording of information on respondents, namely, *kelian banjar*, *kelian adat*, and carved woodworkers in Singakerta Village, Ubud District, Gianyar Regency.

Research Instruments

The instrument used in this research is descriptive research through literature surveys and field surveys and in-depth interviews. Interviews conducted are open-ended questions and closed-ended questions.

Data Analysis Method

The analytical method used in this study includes several methods following the objectives of the study are as follows:

Walt Whitman Rostow's Theory of Economic Development in Protuslanx (2010). The change from traditional to industrial stages as a condition of development and progress, economic development, or the process of community transformation in Singakerta Village, Ubud District, Gianyar Regency from the traditional stage into modern society is a multi-dimensional process (Protuslanx, 2010). Economic development does not mean a change in the economic structure of a country which is indicated by a decline in the role of the agricultural sector and an increase in the role of the industrial sector alone. Interested in addition to structural changes from traditionality to modernity, can be described as follows 1) Changes in the orientation of economic, political, and social organizations that were initially oriented towards an area to be outward-oriented. 2) Changes in the views of Singakerta Village, Ubud District, Gianyar Regency regarding the number of children in the family, that is, from wanting many children to become small families. etc.) becomes a productive investment.

Theories of Cultural Industries from Adorno & Horkheimer (2002). Adorno and Horkheimer observed that merchandise produced by the cultural industry was mostly received by the people of Singakerta Village, Ubud District, Gianyar Regency with a good response without much resistance or rejection. However, why is standardization originating from these industries tend to be more easily spread and accepted, with a low level of resistance from the community? The industrialization and commodification of culture in the practice of mass media publicity with commercial purposes has usurped the subjectivity of individuals as active consumers. In short, people as consumers no longer pay attention to commodities of quality, use value and quality, but rather too impressive and touching advertisements. In other words, consumers don't buy the product but buy the image of the product being advertised. In contemporary society, ideology is synonymous with politics and power, depending on who the government and its rulers are. Technology is used as a tool and media for propaganda or campaigns to "brainwash" society and perpetuate power. Capitalization is the basis of the 'capital owner' movement for the industrial revolution, which is oriented towards business and wealth.

3 Results and Discussions

3.1 Walt Whitman Rostow's Theory of Economic Development in Protuslanx (2010)

A country is said to be successful in carrying out development if the economic growth of the community is quite high. Thus, what is measured is the productivity of the people of Singakerta Village, Ubud District, Gianyar Regency, or the country's productivity every year. Or in the technical language of the economy, this productivity is measured by Gross National Product (GNP) or Gross National Product (GNP). Gross National Product (GNB) includes the value of products in the form of goods and services produced by residents of a country (national) for one year; including the results of the production of goods and services produced by citizens who are abroad but do not include the production of foreign companies operating in the territory of that country. Indonesia's economic growth grew 5.06% in the first semester, Vietnam became the 6th ASEAN country with the highest economic growth in semester 1 of 2019, grew 6.76%, the Philippines became the second-best economic growth country among ASEAN 6, with a 5.5% growth in the first semester 2019. Indonesia's Gross Domestic Product in 2018 amounted to USD 3,893.6 per capita or equivalent to IDR 56 Million, Thailand's Gross Domestic Product amounted to USD.7,273.6 and its Malaysian Domestic Product Gross amounted to USD. 11,239 the highest Domestic Product Bruto is Singapore with USD. 64,581,9

In Bali and Gianyar in particular the word development has become the key to everything. In general, development is defined as an effort to advance the lives of the people of Singakerta Village, Ubud District, Gianyar Regency, and their residents, often the intended progress is primarily material. Thus, development is often interpreted as progress made by a community in the economic field; even in some very general situations development is interpreted as a form of life that is less expected for some people excluded and as a political ideology that gives legitimacy to the ruling government to limit those who criticize it (Budiman, 2005).

Real development includes two main elements: first, the material problem that wants to be produced and shared, and second, the human problem that takes the initiative, which becomes the human constructor. However, development must ultimately aim at human development; humans who are built are creative people, and to be creative people must feel happy, safe, and free from fear. Development does not only deal with the production and distribution of material goods; development must create the human condition that can develop their creativity. In the practice of development in Gianyar, at least in the initial stages of development generally, focus on increasing production. Although there are many variants of thought, basically in the development of capital formation. Therefore, the most appropriate development strategy is accelerating economic growth by inviting foreign capital and industrializing. Foreign investment is opened wide to expand employment opportunities for future generations so that unemployment can be minimized.

The role of human resources in this kind of strategy as an instrument or one of the factors of production. Humans are placed as instrument positions and are not the subject of development. The emphasis on the value of production and productivity has reduced humans as obstacles to maximizing satisfaction and maximizing profits. Consequently, the improvement of the quality of Human Resources is directed towards increasing production. This is what is called Human Resource development within the framework of production centered development. From the perspective of such development paradigms, it is limited to issues of education, skills upgrading, health, link and match, and so on. Improved human quality is a major prerequisite in the production process and meets the demands of industrial society. Another alternative in human development strategies is what is referred to as people's centered development or important people first (Korten, 1998 in Kuncoro, 2004). That is, people are the main goal of development.

Development and human will and capacity are the most important resources. This kind of development dimension is broader than merely forming professional and skilled people so that it is useful in the production process. Placement of humans as the subject of development emphasizes the importance of empowerment, namely the ability of humans to actualize all their potential. The emergence of new paradigms in development such as growth with distribution, basic needs of self-reliant development, sustainable development with attention to nature (ecodevelopment), a development that takes into account income inequality according to ethnicity (ethno-development) (Kuncoro, 2003). Some categorize the paradigm in three development models, namely a) Economic growth (a growth-oriented development model), this theory emphasizes the increase in national income (economic perspective) in the period for example per year. The level of economic growth will directly affect employment. Therefore, the development process is centered on production, including through capital accumulation including all new investments in the form of land, physical equipment, and human resources; increasing labor, both in quantity and quality; and technological progress, which is a new way to replace traditional jobs. b. Basic needs (the model of basic needs / welfare development) This

theory figure is Gunnar Myrdall who tries to solve the problem of poverty directly by meeting all the basic needs of the community, especially the poor, for example by meeting the needs of clothing, food, shelter, and access to public services such as education, health, clean water, transportation, and others. For this reason, the government can subsidize or help fulfill the basic needs of the community. c. People-centered (human-centered development model) The central focus of the development process is the improvement of human development and human well-being, equality, and sustainability so that this model has more insight than the GNP growth rate or the provision of social services. An example of this model is empowering. In this process, the government acts as a facilitator. The role of government, in this case, is to create a social environment that enables humans to develop, namely, a social environment that enables humans to develop, namely a social environment that encourages human development and the actualization of human potential to a greater extent.

National development is a series of activities that encompass the entire life of the nation, nation and state to carry out the tasks as mandated in the 1945 Constitution, namely "protecting the entire nation and all of Indonesia's spilled blood to promote public welfare, to develop the life of the nation, and to implement world order. based on independence, lasting peace, and social justice of the State.

Changes in paradigms and approaches in national and regional development planning since the enactment of Law Number 25 the Year 2004 concerning the National Development Planning System, Law Number 32 the Year 2004 concerning Regional Government, Law Number 17 the Year 2007 concerning National RPJP Year 2005-2025, and PP Number 8 the Year 2008 on Stages, Procedures for Preparation, Control and Evaluation of the Implementation of Regional Development Plans. The change in paradigm and development approach is in principle an effort to reorganize and prioritize the preparation of national and regional development plans in a systematic, directed, integrated, comprehensive, and responsive manner to Community Development in Singakerta Village, Ubud, and Gianyar.

The interrelation and consistency between planning, implementing, controlling, and evaluating the implementation of development plans. In the context of sustainable development in the regions, the Regional Government prepares district/city RPJPD which contains the vision, mission, and direction of regional development as a reference for the development period of 20 years and the preparation of RPJMD. Related to long-term development planning, in Law Number 25.

With the presence of development reforms, it can be directly controlled by the people, and development policies are based on democracy that reads from, by, and for the people so that on this basis people's participation is not restricted as in the new order, Indonesian economic life can be encouraged by anyone. In addition to national development, at this time also emphasized the rights of the region and its people in determining their respective regions so that regional development is prioritized as stated in Law No. 32/2004, Law 33/2004, Law 18/2001 for the Aceh government, Law 21/2001 for Papua. These four laws reflect the seriousness of the center in delegating its authority to the government and people in the region so that the region can determine the development that is following the wishes of its people.

From the description above it can be said that development is a series of activities that encompass the whole life of the community of Singakerta Village, Ubud Subdistrict, Gianyar Regency to carry out the tasks as mandated in the Act. Development must be carried out continuously as an effort of the people and the State to catch up with the past so that things that have not been touched by development can be scheduled step by step to qualify as candidates for developed countries. With the presence of reforms, development can be directly controlled by the people, and development policies are also based on democracy that reads from, by, and for the people of Singakerta Village, Ubud District, Gianyar Regency so that on this basis people's participation is not restricted as in the past, Gianyar's economic life can be encouraged by anyone. In addition to regional development, this time also emphasizes the rights of regions and their communities to determine their respective regions.

2.2 Theories of Cultural Industries from Adorno & Horkheimer (2002)

Media as a funnel of communication symbols and values are often used as a forum for industrialization and the commodification of culture. The tendency of a media orientation which is thicker towards market share than the positive value of information and education as well as its functional facts makes the media like a 'trading cart' the owner. Media partners and investors create the idea that what is published by the media can or will become part of certain commodities. You do this by manipulating the audience's needs for a particular culture or fashion so that it becomes feasible as a mass consumption or a new trend that can create new market opportunities.

Adorno explained that cultural production is characterized by several characteristics, namely standardization, massification and commodification. By using the concept of the culture industry, Adorno actually wanted to emphasize

that the culture that was produced in a massive and standard manner was not derived from the cultural expressions of the people of Singakerta Village mostly, but products from industry alone. The culture industry has united the old with the familiar into a new quality of industrial products. These products are indeed created for the benefit of mass consumption which in many ways determines the origin of such consumption so that it is created with strategic planning in business counts.

Simultaneously, the media are understood to have the ability to construct reality. Massive media publications through film, radio, and magazines are considered capable of establishing the standardization of cultural production. This seems to be the basis for investors to manipulate the needs of the masses through cultural industrialization. Thus, it is not realized that the public has been manipulated and forced to need and try to have a similar culture, regardless of their condition. The culture industry by mass media is a logical consequence of a media that lives in a capitalist system, where each media is demanded by its owner to maximize profits and minimize production costs. The mass media in Bali itself, almost most are in the capitalist system. So it is no longer surprising if media users in Bali are not infrequently affected by new cultures and spontaneous media production.

The industrialization and commodification of culture in the practice of mass media publicity with commercial purposes has usurped the subjectivity of individuals as active consumers. In short, people as consumers no longer pay attention to commodities of quality, use value and quality, but rather too impressive and touching advertisements. In other words, consumers don't buy the product but buy the image of the product being advertised.

The scientific description of the manipulative practices of mass media in the commercial orientation of capital owners and the media. So that it can be a self-reflection in understanding certain agendas in certain messages and media. In the contemporary Singakerta Village community of Ubud Gianyar Regency, ideology is synonymous with politics and power, depending on who the government is and its ruler. Technology is used as a tool and media for propaganda or campaigns to brainwash people and perpetuate power. Capitalization is the basis of the capital owner's movement for the industrial revolution, which is oriented towards business and wealth.

The implementation of the culture industry in his day was quite the opposite (not following reality). Cultural products are considered commodities, which can be traded freely. Products and cultural information conveyed through music, films, magazines, and other mass entertainments are impure. Cultural meanings and values fade away from reality. If before pre-industrial, cultural products have high artistic value, unique, original, and autonomous, then after the industrial revolution, culture has been modified and manipulated.

The position of the Singakerta Village, Ubud Gianyar Regency in the cultural industry is subordinate. Society (proletariat) only as a consumer of media and culture. The government or the authorities as bureaucrats and cultural producers, capital owners/media owners as creators of cultural information, they can explore and force/pressure the public to accept a new culture even though it is far from reality. As an example of cultural industry practices related to the above phenomenon. Adorno and Horkheimer observed that merchandise produced by the culture industry was mostly received by the people of Singakerta Village, Ubud Gianyar Regency with a good response without much resistance or rejection. However, standardization from these industries tends to be more easily spread and accepted, with a low level of resistance from the community.

[Adorno & Horkheimer \(2002\)](#) provide arguments originating from cultural industry players in the context of technology. According to them, due to a large number of consumers, the process of reproduction has become a demand, which inevitably leads to the application of standardized products to meet the same needs from countless locations. The technical conflict between the small number of production centers and the wide distribution of products requires the organization and planning of management. Furthermore, cultural industry practitioners claim that industry standardization comes from the basic needs of consumers, and the products produced are what people want so that they become easier to accept. But something that underlies the dominance of technology over the masses is the dominant power of those who are the most economically powerful (who control capital) in society ([Adorno & Horkheimer, 2002](#)).

The development of the cultural industry and it's a support system to escape its very strong grasp can be said to be very difficult. The desire to escape from the center of control (the culture industry) has been repressed through control over individual consciousness ([Adorno & Horkheimer, 2002](#)). Meanwhile, according to [Marcuse \(2002\)](#), the large economic and technological capability of the community of Singakerta Village, Ubud Gianyar Regency is well established to enable the regulation and concessions of the oppressed. How democratic distribution can be accessed by everyone turns out to aim to trap consumers into an authoritarian mode. Adorno and Horkheimer see the culture industry as a tool to manipulate the masses (eliminate behavior and critical thinking and are easy to control and subordinate). Parties or groups that create the culture or even use cultural products for resistance, most are displaced

by the power of cultural industry domination. The loss of the meaning of resistance from punk or rap music after being adopted by the industry and commercialized to a wide audience. The same thing happened to fashion jeans, which became a symbol of the resistance of young people in the 1950s to the fashion commonly worn by the bourgeois class (suits, ties, shirts, fabric pants). Consumers of cultural industry products in the era of global capitalism are not always passive in accepting something offered. There are still individuals who remain critical of what is offered and continue to appreciate the process of creation rather than just looking at the popularity of a product. However, according to Adorno and Horkheimer, there is a kind of social consequence for those who refuse to become slaves to the cultural industry. They argue that if individuals choose to be unwilling to submit to or reject reforms in the system applied by the culture industry, the individual will be labeled as a strange person in society. It is undeniable if this system of industrialization formed the mindset and behavior of producers and consumers. The presence of mass culture during the Singakerta Village community in the Ubud District of Gianyar Bali is not always bad, seeing its true potential can act as a counter-hegemony. The most important thing is to maintain awareness and see social relations and power relations as well as the discourse behind it all (Setiawan *et al.*, 2016). Keeping the pleasure away from the problems that are essential in life and not made into a group of sheep led to the interests of the authorities in an oppressive system.

It cannot be denied that the media is one of the main driving forces in the massive distribution or distribution of cultural industry products. Pop culture is present and developing in the Singakerta Village community of Ubud Gianyar Regency in modern Bali because of the significant role of the media, especially if you look at technological developments in the media itself television, radio, magazines, internet, and others.

One of the most important elements in the commercialization of cultural industry products through advertising. Advertising bridges the relationship between producers and consumers. Therefore, the culture produced by this factory successfully invaded on a global scale. Advertising is a message offering a product aimed at the public through a media that aims to persuade the community of Singakerta Village, Ubud Gianyar Regency, Bali to try and finally buy the product offered (Arviani, 2013). From the use of persuasive jargon to displaying physically attractive advertisement stars or popularity are some examples of ways that are considered efficient to get consumer attention. Over time, the promotions carried out by the industry increasingly massive.

Producers are always present as servants, who uphold customer satisfaction and comfort. Permanent consumers of cultural industry products are not kings, producers try to instill this belief (customers are kings) in their consumers but are only seen as objects for commercial interests. The massive nature of advertisements also makes industries have to compete to commercialize their products. For example, as in television, they compete for places in the hours where many consumers watch TV broadcasts.

The very high intensity of advertising also impacts on the target. Pappas (2000) in Arviani (2013) states, it is estimated that an average consumer is exposed to more than 5000 advertisements every day. The massive production of cultural products and the success of the media in promoting these products create high consumptive behavior in society. Consumptive behavior tends to prioritize the use of value rather than material use. According to Conrad Lodziak (2002), the meaning of the nature of consumption is more symbolic of its value than its material usefulness, and it emphasizes the meaning of consumption as a form, maintainer, and expression of identity and lifestyle. Consumerism in general does affect the economically strong Singakerta Village, Ubud Gianyar Bali, as Ernst Engel said about the relationship between consumer behavior and income levels. Engel's Law says that an increase in outside income to meet the life needs will result in a disproportionate increase in the consumption of non-essential or luxury items (Power & Scott, 2004).

Findings

Development reform can be directly controlled by the people, and development policies are based on democracy which reads from, by, and for the people so that on this basis people's participation is not restricted as in the new order, Indonesian economic life can be encouraged by anyone. In addition to national development, at this time also emphasized the rights of the region and its people in determining their respective regions so that regional development is prioritized as stated in Law No. 32/2004. People's consumption is no longer following what they need and this gave birth to the term false need (false need). False needs are things that stem from certain social interests that are superimposed on individuals who are repressive, or needs that perpetuate forced labor, aggressiveness, suffering, and injustice. This is the phase where people become passive due to over-dependence on the cultural industry. Passive here can be interpreted as the passivity of the community in accepting what is offered (without sorting out). Also, it can be

interpreted as a result of intensive consumption behavior that makes people passive (putting people's awareness of sleep).

4 Conclusion

First, the change in paradigm and development approach is in principle an effort to reorganize and prioritize the preparation of national and regional development plans in a systematic, directed, integrated, comprehensive, and responsive manner to Community Development in Singakerta Village, Ubud, and Gianyar City. Second, the manipulative practice of mass media in the commercial orientation of capital owners and the media. So that it can be a self-reflection in understanding certain agendas in certain messages and media. In the contemporary Singakerta Village community of Ubud Gianyar Regency, ideology is synonymous with politics and power, depending on who the government is and its ruler. Technology is used as a tool and media for propaganda or campaigns to brainwash people and perpetuate power.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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