

The Analysis of Labor Absorption in the Creative Economic Sector in Makassar City

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Abstract

This research aims to analyze the influence of capital, wages, production value and number of business units on labor absorption in the creative economy sector in Makassar City. This research uses descriptive quantitative research methods with data sources obtained using primary data through questionnaires and direct interviews and secondary data in the form of journals, theses, internet media, and data from the Tourism & DPMPPTSP office. The results of the research with a significance level of 5 percent show that capital, wages, production value, number of business units has an influence on labor absorption in the creative economy sector in Makassar City.

Keywords: Labor Absorption, Creative Economy Sector, Makassar.

INTRODUCTION

The industrial sector in a country's economy has long been known as one of the driving forces of economic development, this has long been a concern for the Indonesian government. In the previous era of government, the economic development strategy driven by the five-year development plan (Repelita) focused on industrialization. This has made the Indonesian economy in the 70s to 80s experience progress from a traditional economy with agriculture as the mainstay to a more modern economy dominated by technology-based sectors.

The creative economy sector is currently dominated by small and medium industrial players who make a significant contribution to national economic growth (Surya et al., 2021; Nursini, 2020). In Makassar City itself, the development of the creative industry varies in each sub-sector which is divided into 16 types, namely Architecture, Interior Design, Visual Communication Design, Product Design, Film, Animation and Video, Photography, Culinary, Music, Fashion, Applications and Game Developer, Publishing, Advertising, Television and Radio, Performing Arts, and Fine Arts. The absorption of labor in each sub-sector of the creative industry is quite varied and continues to increase every year so that it has the potential for greater labor absorption which has the opportunity to reduce the number of unemployed (Ginting et al., 2018).

The Makassar City Government, through the Tourism Department, is currently intensively revitalizing cultural heritage and optimizing cultural values and local wisdom as a source of community ethos and identity for the purposes of tourism development and actualization in social life (Santoso, 2020; Ariyani et al., 2015). Cultural richness as an identity also has its own advantages that cannot be found in other areas. This is a great opportunity for creative industry players, especially in Makassar City, to open up a larger market share.

Labor absorption can be influenced by several factors, including capital, wages, education and business units (Sholeh, 2007; Insana & Mahmud, 2021). Capital can be said to be one of the main factors that influence an industry, assuming that other production factors are constant, the greater the capital invested, the greater the demand for labor (Haryani, 2002; Prabandana & Sholahuddin, 2015; Hierdawati, 2022).

Several studies have been conducted on labor absorption, such as Yasbi (2021), who conducted research on the creative batik industry in Indonesia, concluding that the variables of wages, educated personnel and output value have a positive influence on labor absorption. Budiawan (2013), who conducted research on the fish processing industry, concluded that capital and wage levels have a positive effect on labor absorption. Likewise, Rahman (2018) who conducted research on the textile industry in Badung Regency concluded that there was a

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positive influence between working capital variables and wage levels on labor absorption. Based on the description above, it is necessary to carry out research to examine further the analysis of labor absorption in the creative economy sector in Makassar City.

METHODS

The area of this research is in Makassar City, taking research objects from creative industry entrepreneurs spread across 15 sub-districts in Makassar City. Meanwhile, the research time is estimated to be approximately one month.

The population in this research is workers in the creative economy sector who are included in the culinary sub-sector in Makassar City, namely 10,872 people. According to Sugiyono (2015), the sampling technique is a sampling technique. Sampling techniques are basically grouped into two, namely probability sampling and non-probability sampling. This research uses a probability sampling technique. The method used is accidental sampling or random sampling method.

Calculation as follows: In this research, the number of samples (n) can be determined by:

$$n = \frac{10.872}{1 + 10.872(0.10)^2}$$

$$n = \frac{10.872}{109,72}$$

$n = 99,08$ responden atau 100 responden

To maximize the research, the author added 20 additional samples, so that the sample is $100 + 20 = 120$ respondents in the creative economy sector which is included in the culinary sub-sector and this number is considered representative.

RESULT AND DISCUSSION

Description of Responden Characteristic

The respondents in this research are residents of Makassar City who have businesses in the culinary sub-sector. The characteristic variables of culinary business actors focused on in this research are capital, wages, production value, and number of business units

Characteristics of respondents according to capital

According to Capital Respondents' descriptions according to capital as business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar are measured by the value (in rupiah) of the capital used in the production process. More details are continued in Table 2 as follows:

Characteristics of Respondents Based on Capital

This data shows that the number of business actors in Makassar City operating in the creative economy sector (culinary sub-sector) is dominated by initial capital in the range of IDR 500,000 to IDR 5,000,000. This indicates that 64% or 77 business units are still dominated by micro businesses which use relatively lower initial capital because the capital they use is prioritized for procuring cooking equipment, raw materials that do not require large investments and minimize the risk of financial loss, which tends to be more limited. As many as 64% of respondents were dominated by businesses processing bananas, fruit chips, macaroni, pudding and others.

Characteristics of Respondents

According to Wages Description of respondents according to wages as business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar City, measured by how many rupiah (for one month) the business owner gives to his workforce as compensation for the labor services he provides in the production process. The presentation of wages can be seen in Table 2 below:

Tabel 2. Characteristic of Respondens

Wages (IDR)	Number of Respondents	Percentage (%)
400.000-1.000.000	85	71
1.000.001-2.000.000	31	26
2.000.001-3.000.000	4	3
Total	120	100

From Table 2 above, the number of business actors in Makassar City operating in the creative economy sector (Culinary sub-sector) is dominated by wages in the range of IDR 400,000 to IDR 1,000,000, namely 71% or 85 units. In this case, to remain competitive, business actors feel forced to cut operational costs, including expenses for workers' wages. Increasing labor costs can directly affect net profits. Business actors find it difficult to pay higher wages and still make enough profit to run the business.

Characteristics of Respondents According to Production Value

Respondents' descriptions according to production value are measured by the total production output sold in one month which is measured in rupiah (IDR), which can be seen in Table 3 below:

Table 3. Characteristics of Respondents Based on Production Value

Production Value (IDR)	Number of Respondents	Percentage (%)
1.500.000-10.000.000	69	57
10.000.000-50.000.000	43	36
50.000.001-100.000.000	8	7
Total	120	100

From Table 2 above, showing the description of respondents as business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar City based on production value, it is known that there are 57% (percent) or 69 industrial units that obtain a production value of between IDR 1,500,000 to IDR 10,000,000 per month, this is because small capital businesses make it difficult for business actors to increase their production capacity which results in small monthly production values.

Characteristics of Respondents According to Number of Business Units

The description of respondents according to the number of business units is measured by how many units the business actor owns.

Characteristics of Respondents Based on Business Unit

Description of respondents as business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar City. The largest percentage is 74% or 89 business units with only 1 business unit and the smallest percentage is 3% or 3 units. The business has 3 business units. This shows that increasing the number of business units in this case is not the main option for culinary business actors because capital, labor and other resource availability are limited, thus limiting the ability to open more than one business unit.

Characteristics of Respondents According to Labor Absorption

Description of respondents according to labor absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City, measured by the number of workers (in one year) in that industry, which can be seen in Table 3 below:

Table 3. Characteristics of Respondents Based on Labor Absorption

Absorption of Labor (People)	Number of Respondents	Percentage (%)
2-5	89	74
6-9	26	22
10-13	5	4
Total	120	100

From Table 3 above, showing the description of respondents as actors in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City based on labor absorption, it is known that the percentage The highest was 74 percent which employed 2-5 workers because respondents were dominated by micro businesses such as chips, fried meatballs and pudding businesses that had small operational scales and perhaps only employed a few people, including the owners themselves. Micro businesses focus on operational efficiency to reduce costs and maximize profits. This results in the use of less labor.

Table 4. Characteristics of Respondents Based on Labor Absorption 2

Number of Business Units (units)	Number of Respondents	Percentage (%)
1	89	74
2	28	23
3	3	3
Total	120	100

Respondents in this research are business owners operating in the Creative Economy Sector (Culinary Sub-Sector) and domiciled in Makassar City, South Sulawesi Province, spread across 15 (Fifteen) Districts, namely Mariso, Mamajang, Tamalate, Rappocini, Makassar Districts. , Ujung Pandang, Wajo, Bontoala, Ujung Tanah, Tallo, Panakukang, Manggala, Biringkanaya, Tamalanrea, and Kep. Sangarang. The variables in this research that influence labor absorption in the creative economy sector (Culinary Sub-Sector) in Makassar City are capital, wages, production value and number of business units.

Description of Respondents According to Capital and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

If capital for the Culinary Sub-Sector is in Makassar City, it is assumed that the highest is IDR 10,000,001 – IDR 50,000,000 per business actor per year, and the lowest is IDR 500,000 – IDR 5,000,000 per business actor per year, as can be seen in table 5 below:

Table 5. Description of Respondents According to Capital and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Capital (Rupiah)	Absorption of Labor (People)			Total
	2-5	6-9	10-13	
500.000 – 5.000.000	68	9	-	77
5.000.001 – 10.000.000	11	6	-	17
10.000.001 – 25.000.000	7	3	2	12
25.000.001 – 75.000.000	3	8	3	14
Total	89	26	5	120

So based on Table 5 above, it can be concluded that there are more Culinary Sub-Sectors with higher labor absorption with lower capital values and some that have low labor absorption with high capital values too.

Description of Respondents According to Wages and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Description of respondents according to wages as business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar City, measured by how many rupiah (for one month) the business owner gives to his workforce as compensation for the labor services he provides in the production process. The presentation of wages can be seen in Table 6 below:

Table 6. Description of Respondents According to Wages and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Wages (IDR/month)	Employment (Orang)			Total
	2-5	6-9	10-13	
400.000 – 1.000.000	71	13	1	85
1.000.001 – 2.000.000	16	12	3	31
2.000.001 – 3.000.000	2	1	1	4
Total	89	26	5	120

From table 6 above, it can be explained that all categories of labor absorption, whether low, medium or high, are dominated by respondents who pay wages between IDR 400,000 – IDR 1,000,000 per person per month. Micro businesses tend not to have the resources or technology to automate many tasks and therefore rely on human workers to carry out various processes.

Description of Respondents According to Production Value and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Respondent description according to Production Value is measured by how many rupiah (for one month) the total amount of production sold. The presentation of Production Values can be seen in Table 7 below:

Table 7. Description of Respondents According to Production Value and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Production Value (IDR)	Absorption of Labor (People)			Total
	2-5	6-9	10-13	
1.500.000- 10.000.000	61	8	-	69
10.000.001- 50.000.000	26	15	2	43
50.000.001- 100.000.000	2	3	3	8
Total	89	26	5	120

From the description above it can be concluded that there are more Culinary Sub-Sectors with higher labor absorption with lower production values and some which have little labor absorption with high production values, the rest absorb little labor with higher production values.

Description of Respondents According to Number of Business Units and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector)

Description of respondents according to the number of business units owned by business actors operating in the creative economy sector (Culinary Sub-Sector) in Makassar City, measured by the total number of units owned by business actors. The presentation of the number of business units can be seen in Table 8 below:

Table 8. Description of Respondents According to Number of Business Units and Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector)

Number of Business Units	Absorption of Labor (People)			Total
	2-5	6-9	10-13	
1	81	8	1	89
2	8	16	4	28
3	-	2	1	3
Total	89	26	5	120

Table 8 above shows that the number of business units dominated by respondents is 1 unit which on average has 2-5 workers. Micro businesses tend to be managed by individuals who double as owners and managers of the business, and utilize labor from family and close relatives. For respondents in the labor absorption level category between 6-13 workers, dominated by business actors who have 2-3 business units, increasing the number of business units will increase the amount of output that will be produced so that employment opportunities will increase and will reduce unemployment or in other words, it will increase labor absorption.

Estimation Results of Research Variables

To determine the effect of capital (X1), wages (X2), production value (X3), and number of business units (X4) on labor absorption in the creative economy sector (Y), the results of the regression calculation obtained using the Views program are presented in the table. as follows:

Table 9. Results of Multiple Linear Regression Analysis

Research variable	Regression Coefficient	t-statistic	Probability
Capital (X ₁)	0.609352	3.972530	0.0001
Wages (X ₂)	0.652030	2.612551	0.0102
Production Value (X ₃)	0.442699	2.462736	0.0153
Number of Business Units (X ₄)	2.004634	7.478571	0.0000
C	-23.48726	1.274473	0.0000
R- Squared = 0.655991 Adjusted R-Squared = 0.644025 n = 120			
F-statistic = 54.82338 Prob (F-statistic) = 0.000000			
Ket *) Significant at $\alpha = 5\%$;			

Based on the data in table 9 above obtained from multiple linear regression using the EVIEWS program, the following estimation results are obtained:

$$Y = -23.48726 + 0.609352 \text{ Ln}X_1 + 0.652030 \text{ Ln}X_2 + 0.442699 \text{ Ln}X_3 + 2.004634X_4$$

Capital has a regression coefficient value of 0.609352 and the known probability value is 0.0001. This shows the magnitude of the influence of the capital variable on labor absorption in the creative economy sector, meaning that if the capital variable increases by 1 percent, labor absorption in the creative economy sector will increase by 0.609352 people. So it can be concluded that the capital variable has a positive and significant effect on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

The statistical test results show that the wage variable has a coefficient value of 0.652030 and the known probability value is 0.0102. This shows that the influence of the wage variable on labor absorption means that if the wage variable increases by 1 percent, labor absorption will increase by 0.652030 people. It can be concluded that the wage variable has a positive and significant effect on the absorption of workers in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

The statistical test results show that the production value variable has a coefficient value of 0.442699 and the known probability value is 0.0153. This shows that the magnitude of the influence of the production value variable on employment in the creative economy sector, meaning that if the production value variable increases by 1 percent, employment in the creative economy sector will increase by 0.442699 people. So it can be concluded that the production value variable has a positive and significant effect on the employment of the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

The statistical test results show that the variable number of business units has a coefficient value of 2.004634 and the probability value is known to be 0.0000. This shows that, the magnitude of the influence of the variable number of business units on employment in the creative economy sector, meaning that if the variable number of business units increases by 1 unit, then employment in the creative economy sector will increase by 2,004634 people. So it can be concluded that the variable number of business units has a positive and significant effect on the absorption of workers in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

Multiple Linear Regression Analysis Results

Based on the data in table 4.10 above obtained from multiple linear regression using the EVIEWS program, the following estimation results were obtained:

$$Y = -23.48726 + 0.609352 \text{ LnX1} + 0.652030 \text{ LnX2} + 0.442699 \text{ LnX3} + 2.004634 \text{ X4}$$

Capital has a regression coefficient value of 0.609352 and its probability value is known to be 0.0001. This shows the magnitude of the influence of the capital variable on the absorption of labor in the creative economy sector, meaning that if the capital variable increases by 1 percent, then the absorption of labor in the creative economy sector will increase by 0.609352 people. So it can be concluded that the capital variable has a positive and significant effect on the Absorption of Labor in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

The results of the statistical test show that the wage variable has a coefficient value of 0.652030 and its probability value is known to be 0.0102. This shows that the magnitude of the influence of the wage variable on labor absorption, meaning that if the wage variable increases by 1 percent, then the absorption of labor will increase by 0.652030 people. It can be concluded that the wage variable has a positive and significant effect on the Absorption of Labor in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

The results of the statistical test show that the production value variable has a coefficient value of 0.442699 and its probability value is known to be 0.0153. This shows that the magnitude of the influence of the production value variable on the absorption of labor in the creative economy sector, meaning that if the production value variable increases by 1 percent, then the absorption of labor in the creative economy sector will increase by 0.442699 people. So it can be concluded that the production value variable has a positive and significant effect on the Absorption of Labor in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City. The results of the statistical test show that the variable number of business units has a coefficient value of 2.004634 and its probability value is known to be 0.0000. This shows that the magnitude of the influence of the variable number of business units on the absorption of labor in the creative economy sector, meaning that if the variable number of business units increases by 1 unit, then the absorption of labor in the creative economy sector will increase by 2.004634 people. So it can be concluded that the variable number of business units has a positive and significant effect on the Absorption of Labor in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

Statistic test

Statistical Test t

Table 11 above shows the partial influence of the independent variable on the dependent variable which can be done through the t test. In the t test the significance level is 5% or 0.05 and the t test is carried out by comparing t statistics. The t statistical test is used to determine whether each independent variable, namely Capital, Wages, Production Value, and Number of Business Units individually has a significant influence on the dependent variable, namely Labor Absorption. The influence of the variables Capital, Wages, Production Value, and Number of Business Units on the Labor Absorption variable using the 95% level ($\alpha = 0.05$). So it can be concluded that the variables Capital, Wages, Production Value and Number of Business Units have a significant coefficient on the dependent variable.

F Statistical Test

Testing the influence of all independent variables in the model can be done by carrying out a simultaneous test (F Test). The F test is used to prove whether the independent variables (capital, wages, production value, and number of business units) together (simultaneously) have a significant, positive or negative influence on the dependent variable (labour absorption in the creative economy sector). The F-statistic value is 54.82338 and the probability value is 0.000000, smaller than the 5% significance level (0.05). So it can be said that the factors of capital, wages, production value and number of business units simultaneously or jointly influence the absorption of labor in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

Coefficient of Determination (R²)

Based on the data in Table 4.10, the results of the regression analysis influence each variable, namely capital (X1), wages (X2), production value (X3), and number of business units (X4) on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City (Y), from the calculation results it can be seen that the coefficient of determination obtained is 0.655991. This shows that capital, wages, production value and number of business units can explain 65.59 percent of the variation in Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City.

Discussion of Estimation Results and Interpretation

Based on the estimation results, an analysis was then carried out regarding the influence of the independent variables, namely Capital, Wages, Production Value and Number of Business Units on the dependent variable, namely labor absorption, by linking the findings to the economic theories that underlie previous related research.

The Influence of Capital on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Based on the results of multiple linear regression analysis, the capital variable has an influence on the employment of business actors in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City, where when capital increases, the Employment of the Creative Economy Sector (Culinary Sub-Sector) will increase. also increases. Where, capital with labor absorption caused by additional or increased capital will provide additional space for labor absorption and to produce better and more output.

The Influence of Wages on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Based on the results of multiple linear analysis, the Wage variable has an influence on labor absorption among business actors in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City, where an increase in wages can increase labor absorption by business actors. Based on research respondents in table 7, where the lowest wage level is around IDR 400,000 – IDR 1,000,000 gives an indication that as long as the wages given are still low, an increase in wages will cause the number of workers to increase in the Creative Economy Sector, Culinary Sub-Sector because business actors do not pay expensive labor, in this case the wages charged are below the minimum wage.

The results of this research are different from the initial hypothesis, where according to theory, labor demand has a negative influence. When wages increase, labor absorption will decrease. Because in the Creative Economy Sector, Culinary Sub-Sector in Makassar City, wages are not something that is always taken into consideration. With limited capital, business actors tend not to have enough financial resources to pay high wages to employees, so business actors prioritize using capital for other purposes. Business actors have a dual role apart from being processors and also as workers.

The Influence of Production Values on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Based on the results of multiple linear analysis, the Production Value variable has an influence on labor absorption among business actors in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City, which proves that the higher the number of goods demanded by consumers, the higher the number of goods produced, so the higher the number of workers requested in the creative economy sector (culinary sub-sector) in Makassar City.

The results of research on this variable are in accordance with the hypothesis used, where the production value variable has a positive effect on the absorption of labor in the creative economy sector (culinary sub-sector) in Makassar City. This is supported by Budiawan (2013) view that when the amount of production increases, the amount of labor used also increases.

The Influence of the Number of Business Units on Labor Absorption in the Creative Economy Sector (Culinary Sub-Sector) in Makassar City

Based on the results of multiple linear analysis, the variable number of business units has an influence on labor absorption in the creative economy sector (culinary sub-sector) in Makassar City, which proves that the greater the number of business units, the greater the amount of labor absorbed. This is supported by the opinion of Karib (2012) who states that the growth in the number of business units available will directly increase the number of workers needed for the production process in an industry. If seen from table 4.9, the category of labor absorption level between 6-13 workers is dominated by business actors who have 2-3 business units. Increasing the number of business units will increase the amount of output that will be produced so that employment opportunities will increase and will reducing unemployment or in other words will increase labor absorption.

CONCLUSION

Capital influences the demand for labor in the creative economy sector (culinary sub-sector) in Makassar City. Wages influence labor absorption in the creative economy sector (culinary sub-sector) in Makassar City. Production value influences labor absorption in the creative economy sector (culinary sub-sector). The number of Business Units influences employment in the creative economy sector (culinary sub-sector) in Makassar City. Business actors are advised to increase the amount of their initial capital in order to provide more efficient results in the production of their services, however, the amount of capital used should be in a balanced category and does not exclude initial capital in hiring labor; Wages given by business actors should be in accordance with the regional minimum wage or even more so that it can provide welfare to workers and provide stability in their daily lives and instill a mindset that considers the culinary industry to be a promising work industry. So that workers can work together to provide good production to each other. For further research, it is hoped that we can add other independent variables, apart from the variables used in this research, which are considered to influence labor absorption in the creative economy sector (culinary sub-sector) in Makassar City, such as skill, interest, quality or value variables. investment used by business actors and other supporting variables. For the government, I suggest looking more closely at the creative economy sector in Makassar City in order to create a solution for the exploding number of unemployed workforce in Makassar City.

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