

Optimizing Empowerment, Digital Technology Literacy, Ease of Access, and Creative Economy Inclusiveness of MSME Actors: Empirical Study in Purwakarta Regency

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Abstract. Objective – This research clarifies the factors that encourage creative economic inclusiveness for MSME actors by examining the effect of optimizing MSME empowerment, the role of digital technology literacy and ease of access for MSME actors. This research also examines analysis direct influence optimization empowerment on digital technology literacy and ease of access, the influence of digital technology literacy on ease of access and the mediating role of digital technology literacy and ease of access. **Design/methodology/pe approach** – Data was taken from an online questionnaire of respondents, namely MSME actors in Purwakarta Regency. Partial least squares structural equation modeling and mediation analysis using the bootstrap method. **Findings** – Optimizing empowerment and ease of access has a significant direct impact on the inclusiveness of the creative economy. Both optimizing empowerment and digital technology literacy have a direct, positive and significant influence on ease of access. Optimizing empowerment has a positive effect on digital technology literacy. Mediation analysis revealed that ease of access was unable to mediate the influence between optimizing empowerment and inclusiveness of the creative economy and between digital technology literacy and inclusiveness of the creative economy. **Research limitations/implications** – This research focuses on three factors that encourage creative economic inclusiveness of MSME actors in Purwakarta Regency. **Originality/value** – This study offers new insights into the factors that encourage the inclusiveness of the creative economy of MSME players. These findings reveal the importance of optimizing MSME empowerment and encouraging digital technology literacy for creative economic inclusivity among MSME players.

Keywords: Op Empowerment optimization, Digital Technology Literacy, Ease of Access, Inclusiveness of the Creative Economy and MSME Players.

INTRODUCTION

MSMEs are the backbone of the Indonesian economy, including Purwakarta Regency. Even though the potential is great, in fact the journey to optimize the empowerment of Purwakarta MSMEs is not always smooth. Various problems and obstacles hinder their growth rate. Several crucial problems faced by Purwakarta MSMEs (Dewi et al., 2021); (Prasetyo, 2023) include: 1) The pandemic and changes in consumer behavior have a direct impact on MSME turnover. There has been a significant decline in sales, especially for non-essential products. 2) The marketing reach of most Purwakarta MSMEs is still local, and they have not utilized digital platforms optimally. Limited digital skills and infrastructure are inhibiting factors; 3) Identification of production potential and development: Lack of mentoring and training makes it difficult for several MSMEs to identify market potential and develop innovative

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products; 4) Access to capital: Limited access to financial resources, such as bank loans with affordable interest, hinders business expansion and increased production.

Overcoming these various problems and creating a conducive climate for the growth and development of Purwakarta MSMEs, of course, requires joint efforts from various parties. Local governments, business actors, academics and the community need to work together to design empowerment strategies that are right on target and sustainable. This research aims to analyze in depth the problems faced by Purwakarta MSMEs in the process of optimizing empowerment, as well as exploring existing potential and opportunities. In this way, it is hoped that effective policy and program recommendations can be produced to answer challenges and encourage the progress of Purwakarta MSMEs.

The development of young entrepreneurs in the culture-based creative economy can be seen from the comparison between the high potential of the creative economy and the low number of young entrepreneurs. Even though Indonesia has great creative economic potential, only a small portion of the population is involved in creative entrepreneurship. This shows that there is a gap between the high potential of the creative economy and the insufficient involvement of young entrepreneurs. Therefore, the development of young entrepreneurs in the field of culture-based creative economy needs to be improved in order to utilize the existing creative economy potential (El Hasanah, 2018).

This study departs from the phenomenon of MSMEs in Indonesia who are faced with the challenge of adapting to developments in digital technology and the creative economy. This research focuses on Purwakarta Regency as the location for an empirical study, by examining four main factors that influence the empowerment and inclusiveness of MSME actors (Budi et al., 2023):

1. Optimizing Empowerment, namely: reviewing efforts made to increase the capacity and skills of MSME actors in managing their businesses, including training, mentoring and access to resources.
2. Digital Technology Literacy, namely assessing the level of mastery and use of digital technology by MSMEs, as well as the obstacles they face in adopting this technology.
3. Ease of Access, namely identifying factors that influence the ease of MSME actors in accessing markets, financing and networks.
4. Creative Economy Inclusivity, examines the extent to which MSME actors from various backgrounds can participate and develop in the creative economy, as well as the efforts that need to be made to overcome the inclusivity gap.

By examining these four factors, this research aims to produce effective policy and program recommendations in increasing empowerment, digital technology literacy, ease of access, and inclusiveness of the creative economy of MSME actors in Purwakarta Regency.

Purwakarta Regency, West Java, is intensively pursuing the development of the creative economy (ekraf) as a driver of the regional economy. The inclusiveness of micro, small and medium enterprises (MSMEs) is a crucial aspect in this effort, ensuring that no one is left behind in the pace of creative and creative growth.

An important foundation for the creative inclusiveness of Purwakarta MSMEs is reflected in several local government initiatives, such as:

1. Inauguration of the Creative Economy Committee: The formation of a special creative committee in September 2023 shows the serious commitment of the Purwakarta Regency Government in advancing this field, with a focus on assisting product development and increasing the competitiveness of creative actors (Abdul Basit, 2023).
2. Encouragement of the revival of creative economy and UMKM: Since 2021, the Purwakarta Regency Government has been actively holding activities and programs involving various sectors to support the revival of UMKM and creative economy players (Gurning, 2021).
3. Development of Local Potential: Efforts to encourage creative and creative activities based on local potential, such as Purwakarta ceramics which won the best prize in the regional event, opening up opportunities for market expansion and empowerment of MSME players ("Purwakarta Ceramics Best Champion," 2023).

However, the challenge of creative inclusiveness for Purwakarta MSMEs is still real. Limited access to technology, digital literacy and training are inhibiting factors for some MSME players. Geographical and infrastructure disparities can also create gaps in the utilization of creative and creative opportunities. Exploring and analyzing the conditions of creative inclusiveness of Purwakarta MSMEs is a crucial first step. This research aims to understand the challenges and potential that exist, as well as formulate recommendations for policies and programs that are right on target to encourage active participation and increase the competitiveness of all creative and creative MSMEs in Purwakarta Regency.

Developing the rural economy requires empowering MSMEs through optimizing information, understanding, innovation and digitalization. Even though MSMEs have an important role in the Indonesian economy, they still experience difficulties in obtaining information, understanding, innovation and digitalization. Concrete steps have been taken to

promote knowledge, understanding, innovation and digitalization of MSMEs through KKN initiatives centered on empowering MSMEs. So that MSMEs can maximize online marketing through social media, workshops, outreach and monitoring are carried out. (Fauzi et al., 2023).

Ease of access for MSMEs to run and develop their businesses is still a topic that needs to be studied. Purwakarta Regency Government's efforts to increase ease of access for MSMEs can be seen from several initiatives, such as:

1. Electronically integrated business licensing services through a Risk Based Approach from *Online Single Submission* (OSS).. This is expected to simplify the licensing process and reduce unofficial costs (Ricky, 2023).
2. Investment and licensing problem solving forum: Designed to help companies overcome licensing n and investment obstacles. (“Purwakarta Regency Government Holds Forum for Resolving Investment and Licensing Problems,” 2023).
3. Champion MSME Program: Providing access to financing, legality and business assistance to increase the competitiveness of MSMEs (Administrator, 2023)

Although these efforts should be appreciated, challenges in ease of access still exist.

Some of the obstacles faced by Purwakarta MSMEs include:

1. OSS implementation is not yet fully optimal: There are still complaints about the complexity of the system and lack of socialization, thus preventing MSME players from utilizing it (Mulyana, 2023).
2. Limited access to capital: Especially for micro MSMEs who do not yet have strong business legality, making it difficult to apply for loans from banks (Regent's Decree, 2022).
3. Digital literacy and use of technology: There are still some MSME players who are not yet competent in utilizing technology for marketing and business development (Marlina et al., 2022).

Access to financing for unbankable creative economy actors (MSMEs). Access to financing is faced by creative economy actors who do not meet the requirements for obtaining financing from formal financial institutions such as banks. The aim of this research is to identify strategies to increase access of non-bankable creative economy actors to financing. Based on the background explained above, this legal research raises several issues that will be studied further, including how to increase access to financing for creative economy actors who are not bankable (MSMEs). (Hadiyati, 2022).

Several important gaps related to the dynamics of industrial collaboration in the creative economy ecosystem. Exploring gaps in information and knowledge related to factors

that influence industrial collaboration. Potential gap between expectations regarding the benefits of collaboration industry and the reality that may be encountered, including challenges and obstacles that may arise. The gap between ideal collaborative practices and real obstacles in achieving effective and successful collaboration. The implementation of the concepts and ideas that are explained with real practice in the field, highlighting the challenges of implementing industrial collaboration in the context of the industrial ecosystem and creative economy (Sukmawati et al., 2023).

Apart from that, there are several gaps that need to be considered regarding the dynamics of industrial collaboration in the creative economy ecosystem. Exploring gaps in information and knowledge related to factors influencing industrial cooperation is an important step. The potential gap between expectations regarding the benefits of industrial collaboration and the reality that may be faced, including the challenges and obstacles that may arise, needs to be analyzed in more depth.

The gap between collaborative practices that are considered ideal and real obstacles in achieving effective collaboration in the creative industry ecosystem requires solutions that can be implemented directly by integrating concepts and ideas into field practice. The challenges of implementing industrial collaboration in the industrial ecosystem and creative economy must be considered carefully, and it is hoped that this research can provide concrete solutions to increase access to financing and minimize gaps in industrial collaboration. Thus, the resulting solution will support the growth of young entrepreneurs in the culture-based creative economy sector in Indonesia.

Furthermore, although efforts have been made to empower MSMEs through optimizing knowledge, understanding, innovation and digitalization, it is clear that there are still gaps that need to be addressed. MSMEs in rural areas continue to face challenges in accessing the resources needed to improve their capabilities. Obstacles such as limited access to digital technology, lack of understanding of online marketing strategies, and limited knowledge in adopting the latest innovations require further attention. Although workshops, outreach and monitoring have been carried out to provide assistance, further efforts are needed so that MSMEs can have equal access to knowledge, understanding, innovation and digitalization. This will ensure the effective contribution of MSMEs to the development of Indonesia's rural economy. With a holistic approach, it is hoped that concrete solutions can be found to minimize this gap and encourage the progress of MSMEs at the village level.

Literature review and hypothesis **Inclusivity Creative Economy**

Creative economy inclusivity refers to the fair involvement and participation of various community groups in the activities and benefits of the creative economy (Prajanti et al., 2021)

This means that the creative economy must accommodate and empower all people, regardless of their background, socio-economic status or physical abilities (Ambarwati, 2023). John Howkins coined the phrase “creative economy” in 2001. It all started in 1997 when Howkins realized that society's creativity would lead to a revolution in the economic sector. A new concept in the economic field, the creative economy prioritizes human creativity and knowledge as the main production factors. The President of the Republic of Indonesia has directed that the creative economy become the core of the Indonesian economy, which is conducive to the growth of the creative economy in Indonesia. The government's strategy to encourage fair and sustainable economic growth, which includes encouraging the creative economy and increasing technological and innovation capacity, also supports this (Presidential Regulation No. 2 of 2016); (Sari, 2018).

The creative economy is a new economic theory that emphasizes innovation and the application of information technology to produce knowledge and innovative concepts that can be put into practice, with human resources as the main element of production. The creative economy is characterized by several factors, such as the labor of understanding and thinking, concepts based on ideas and concepts, the ease with which concepts can be replaced with new and inventive ideas, the fact that it is unlimited and requires collaboration between entrepreneurs, intellectuals, and the government to make it happen (Sumar'in et al., 2017).

Meanwhile, Roberta Comunian and Abigail Gilmore in the book *Higher Education and the Creative Economy* (Comunian et al., 2020), the term "creative economy" refers to a new economic paradigm that emphasizes information and creativity by using ideas and knowledge as the main means of production.

The term "creative economy" refers to a new economic paradigm that emphasizes information and creativity by using ideas and the knowledge base of Human Resources (HR) as the main source of production in economic activities.

With 16 different sectors—fashion, art, food, product design, online gaming, cinema, animation, and more—the creative economy must be carefully considered for long-term growth. One example of how creativity can become a new economic engine for South Korea is the Gangnam Style craze (Cahyono Sugiarto, 2018).

Optimizing Empowerment

At the societal level, empowerment also represents a means of contributing to groups or organizations within a community (Minkler, 1997). This type of collective empowerment is sometimes referred to as community empowerment (Russell, 1994). Community empowerment can be carried out in various forms, including mobilizing people to respond to a problem and providing opportunities for community input into institutions and in decisions that affect their lives and communities (Hainsworth & Lang, 2009).

To empower MSMEs in Indonesia, Bank Indonesia (2011), developed, "Five finger philosophy, which means that each finger has a role and cannot stand alone and will be stronger if used together." (Sedyastuti, 2018), namely as follows: 1) Thumbs up, "Representing the role of financial institutions, financial institutions that play a role in financial intermediation, especially in providing loans/financing to micro, small and small and medium customers as well as as development agents (development agents) ." 2) Index finger, "symbolizes the regulator, namely the Government and Bank Indonesia, which play a role in the real sector and fiscal regulator, issuing business permits, issuing business permits, certifying land so that it can be used by MSMEs as collateral, creating a conducive climate and as a conducive source and as a source of financing." 3) Middle finger, "Representing companies that act as catalysts to support banks and MSMEs, such as the credit guarantee company Promoting Enterprise Access to Credit (PEAC) Units. credit guarantee business." 4) Ring finger, "Symbolizes a facilitator whose role is to help MSMEs, especially micro businesses, help MSMEs to obtain bank financing, assist banks in monitoring and consulting on MSME development." 5) The little finger, "symbolizes MSMEs which act as entrepreneurs, taxpayers and job creators." (Affandi et al., 2020).

In addition, (Muton Yi et al., 2020), found that the complexity of empowerment can be both enabling and burdensome. For example, empowered employees may take greater initiative in implementing ideas at work. However, due to the increased responsibilities of their work roles, employees are empowered as well. to examine the positive influence of empowering leadership on individual innovative behavior in the public sector. Therefore, this study proposes the following hypothesis:

H1. Optimization empowerment (X1) has a positive effect on economic inclusiveness creative (Y)

Digital Technology Literacy

The term digital literacy was first put forward by (Buckingham, 2009), as the ability to understand and use information from various digital sources in various contexts, both academic, academic career, career and everyday life. (Khosrow-Pour, D.B.A., 2018) expands a new understanding of digital literacy that is rooted in computer literacy and information literacy. Computer literacy was developed in the 1980s, while information literacy became widespread in the 1990s when information was more easily accessed and disseminated through information technology networks. (Rivoltella, 2008).

(Martin & Grodzicki, 2006) formulated the definition of digital literacy as follows: In order to facilitate positive social action, digital literacy refers to a person's awareness, attitudes and abilities in using digital tools and facilities to recognize, access, manage, integrate, evaluate, analyze, and synthesize digital resources, create new knowledge, produce media expressions, and interact with others in the context of specific life situations. (Lestari & Santoso, 2019).

For the author, information technology literacy is related to understanding the technological infrastructure that supports much of life today; an understanding of the tools the technology provides and their interactions the technology provides and their interactions with this infrastructure; and an understanding of the legal, socioeconomic and public policy issues that shape infrastructure and technology development and applications.

This research proposes that there is a positive influence between digital technology literacy and the inclusivity of the creative economy because previous research shows that literacy digital technology has a positive positive effect on the inclusivity creative economy. Therefore, we propose the following:

H2. Digital technology literacy (X2) has a positive effect on the inclusiveness of the creative economy (Y).

This research chose to focus on optimizing empowerment towards digital technology literacy because the aim of optimizing empowerment is to encourage independence by eliminating the limitations of helplessness to increase motivation and inspire self-development (Cheong et al., 2019). Therefore, we predict that empowering optimization will positively influence digital technology literacy because optimization affects the digital of MSME players (Herry Setyawan, & Efendi, 2023). Therefore, we put forward the following hypothesis:

H3. Optimizing empowerment (X1) has a positive effect on digital technology literacy (X2).

Ease of Access

Since the day the Internet was first made public, it has evolved as one of the most convenient, accessible and low-cost media that helps us to connect to a wide variety of data and information. The extraordinary breadth and ease of access to resources have made the Internet one of the most popular and widely used media for the exchange of information. However, that doesn't mean it's free from problems. Ensuring service continuity and data security is one of the most critical issues that must be resolved before the true power of the Internet can be harnessed. With more and more attacks appearing every day, it becomes necessary to analyze the root cause rather than try and eliminate attacks individually. Therefore, in this paper we identify the various factors responsible for the current state of insecurity and discuss the main categories of threats that span the possible attacks that exist on the Internet. We also discuss the major limitations and challenges that need to be resolved to provide a better and safer Internet (Rama Mohana Rao et al., 2007).

There is a relationship between financial sector structure and access to finance by MSMEs; There is a relationship between MSMEs' knowledge of funding and their ability to obtain financing; there is also a relationship between the ability of MSMEs to obtain financing and collateral requirements; and there is a relationship between the ability of MSMEs to obtain financing and small business support. The findings of this study are important because they enable the government to create appropriate regulations, funding programs and schemes to improve access to finance by MSMEs. This study concluded that small business support should be provided to MSMEs to improve access to finance and that there is a need for more funding programs and financial schemes to help MSMEs (Osano & Languitone, 2016); (Lubua, 2017); (Andrews Osei Mensah, 2016).

Therefore, the following hypothesis is proposed: the independent predicts the dependent factor via the intervening factor. We believe that digital technology literacy can function as an important mediator between optimizing leadership empowerment and inclusiveness of the creative economy. As suggested above, optimization empowerment positively influences and motivates the creative economic inclusivity of MSME actors. Therefore, MSME actors who experience a high level of digital technology literacy cohesion due to empowering optimization will encourage MSME actors to search for and implement new ideas in production.

H4. Ease of access (Z) has a positive effect on inclusiveness creative economy (Y).

Even though we know that there is a digital divide, namely the lack of digital infrastructure such as internet and technological devices in rural and remote areas. There is limited access to information, namely a lack of easily accessible and understandable

information regarding training, mentoring, regulations and market opportunities, as well as a lack of coordination and synchronization between institutions that provide information for MSMEs. There are good reasons to suspect that there is a positive influence between optimizing empowerment on ease of access. Therefore, the following hypothesis is put forward:

H5. Optimization empowerment (X1) has a positive effect on n ease of access (X3).

(Danuri, 2019) believes that advances in internet network access have brought improvements in telephone technology. The implementation of the internet network via telephone has brought a number of conveniences for everyone to access a larger network. Despite this, the author wants to understand this research further by proposing the following hypothesis:

H6. Optimization empowerment (X1) has a positive effect on ease of access (X3).

The comprehensive meta-analysis in this research suggests further research on the mediating role of digital technology literacy in MSME actors because this is a "necessary precondition for" understanding the inclusiveness of the creative economy. In addition, examining digital technology literacy, (Agung et al., 2022), noted that more research is needed regarding the moderating role of MSMEs. As a result, when digital technology literacy cohesion is improved in empowering optimization, the level of inclusiveness of the creative economy as a whole will increase. In this regard, the following hypothesis is proposed:

H7. Optimization of empowerment (X1) and inclusiveness of the creative economy (Y) are mediated by ease of access (Z).

Furthermore, this research proposes that the relationship between digital technology literacy and creative economic inclusiveness and between empowering optimization and creative economic inclusiveness is mediated by ease of access. The following hypothesis is put forward:

H8. Digital technology literacy (X2) and ink creative economy lusivity (Y) are mediated by ease of access (Z).

In summary, this study tested eight hypotheses as follows: two regarding mediators and six regarding direct effects. The research conceptual framework (Figure 1) shows six direct influences and two mediating influences.

METHODOLOGY

Keeping in mind the aim of this paper, data was collected from MSME actors in Purwakarta Regency to investigate how creative economic inclusivity is fostered in the community of MSME actors. UMM players come from various sub-sectors of the creative

economy with competency backgrounds, including customer service, finance, human resources, marketing and operations. Following the guidelines (Setiawan, 2017), to collect data from individual respondents, a pre-test was completed by two experts in the field with thirty randomly selected respondents to ensure the quality of the overall research design.

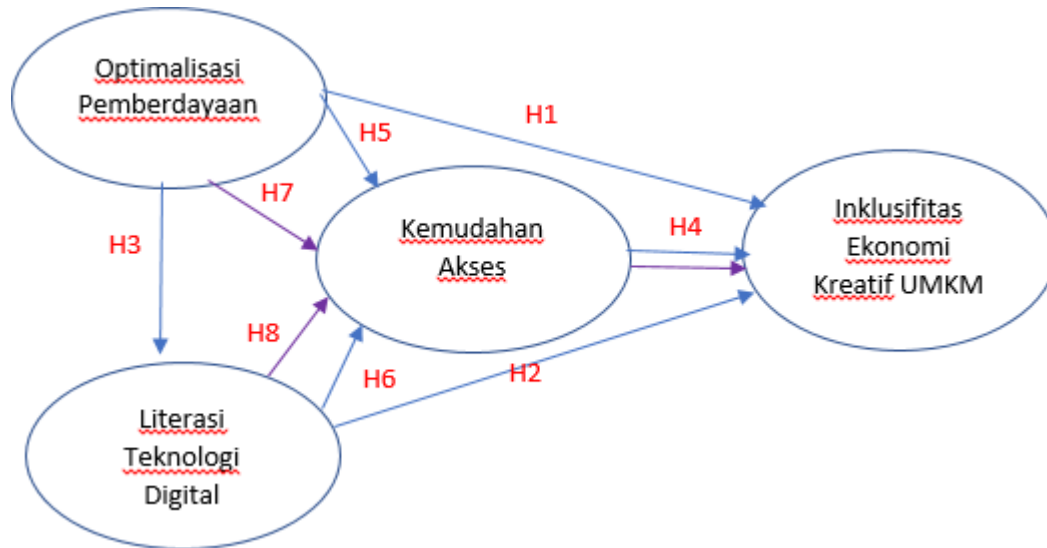


Figure 1. Conceptual Framework

This study used a structured questionnaire in which all validated variables required individuals to respond to statements on a five-point Likert scale, ranging from (1) “strongly disagree” to (5) “strongly agree”. Respondents were asked to assess the inclusiveness of their creative economy in their current MSME role, their empowerment, technological literacy and ease of access. The five dimensions used to measure the inclusiveness of the creative economy were adopted from the Creative Economy Inclusiveness Index. There are several measurement models that have been developed by various institutions such as the United Nations and economic research institutions. For example, the World Intellectual Property Organization (WIPO) and UNCTAD have indices that evaluate aspects such as intellectual property, infrastructure and innovation ecosystems in the context of the creative economy (Handayani et al., 2022)

The three items used to measure the optimization of empowerment among MSME actors were adopted from Community Empowerment Theory (Lee, 2001). Developing a stronger and more positive sense of self is one of three interrelated dimensions of empowerment. The other two dimensions are the development of knowledge and skills for a more critical understanding of the complex social and political realities in one's environment and the third is the development of tools and strategies, or more functional competencies, for the achievement of individual and group goals. When we break down and operationalize the concept of

empowerment, empowerment can become a social key to work.

The four dimensions used to measure digital technology literacy were adopted from The Digital Literacy Framework for Indonesia by the Indonesian Ministry of Communication and Information (2017), and the six dimensions used to measure ease of access were adopted from his theory ("The DeLone and McLean Model of Information Systems Success, " 2003); (Urbach & Müller, 2012), they define six different dimensions of information system success: system quality, information quality, usage, user satisfaction, individual impact, and organizational impact. These six dimensions can be used to measure the ease of access variable. The online questionnaire was distributed to 200 MSMEs in 2024, resulting in 102 usable surveys, representing a response rate of 50%. To avoid non-response bias, respondents were assured of anonymity. Additionally, to focus exclusively on the perspective of MSME actors, individuals in management or leadership positions were not included. Of these respondents, 38% were women, 62% had a bachelor's/master's degree, 94% worked in sales, and 6% were workers in the service sector. The average age of participants (50%) was between 41 and 50 years, and their work experience as MSME entrepreneurs was between 1 and 5 years (54%). After data collection, a two-step analysis (Cheah et al., 2018); (Cepeda-Carrión et al., 2022) was carried out using PLS-SEM with Smart PLS 3.0 software (Ardiansyach et al., 2022). First, confirmatory factor analysis is performed to calculate significance, mean, standard deviation, and composite reliability – also known as average variance extracted (AVE) for standardized indicator loadings. The results are summarized in Table 1 below.

This study tested the discriminant validity of quadratic interfactor correlations in relation to the latent variable AVE and examined multicollinearity issues (Mehmetoglu & Venturini, 2021). As shown in Table 2, the structural model cannot be because all variance inflation factor values are less than the threshold of 2.5 (Ahmetoglu & Venturini, 2021). The model measurement results show good model quality. As the second step of PLS-SEM, the structural model is estimated and evaluated (Cheah et al., 2018). We followed recommendations (Leguina, 2015) regarding model fit statistics in PLS-SEM. Therefore, we measured the coefficient of determination (R²), effect size f (GoF) and average cross-validated redundancy to determine the fit statistics model PLS SEM. The results are reported below.

Loading Factor

The results of the loading factor test on indicators of each variable are available found in the table below.

Table 1. Outer Loadings

	Empowerment	Creative Economy Inclusivity	Ease of Access	Digital Technology Literacy
EK10				0.809
EK3				0.892
EK4				0.872
EK7				0.789
EM1	0.740			
EM3	0.735			
EM6	0.795			
EM7	0.823			
KA2		0.781		
KA3		0.781		
KA4		0.845		
KA5		0.897		
KA6		0.874		
LD1			0.827	
LD2			0.807	
LD3			0.822	
LD4			0.794	
LD5			0.827	
LD6			0.857	
LD7			0.860	

Loading factor shows the relationship between the construct and its indicators, where the loading factor value is more than 0.70. A high loading factor value indicates that the indicator is strong in representing the construct and vice versa.

Data Analysis and Results

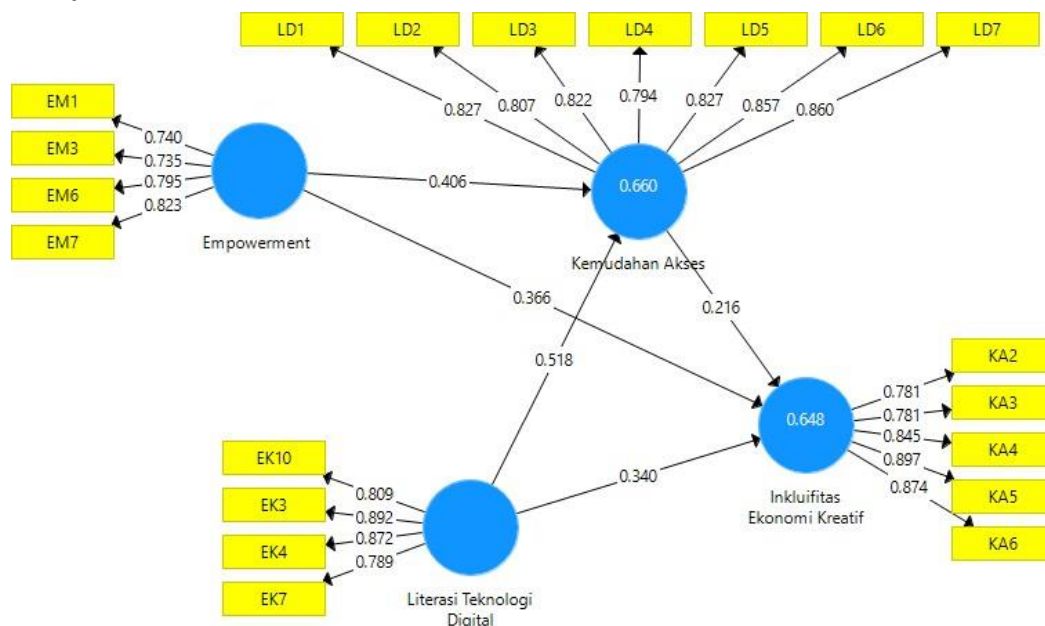


Figure 2. Measurement Results

Data analysis shows that all indicators variables have been identified as valid with a value > 0.700 . This means that these findings show that the majority of indicators in the four research variables have a high validity value, indicating that the research instrument is able to measure the construct in question well. Below are the data reliability results, as follows:

Table 2. Data Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Empowerment	0.779	0.794	0.857	0.599
Creative Economy Inclusivity	0.892	0.896	0.921	0.701
Ease of Access	0.924	0.927	0.938	0.686
Digital Technology Literacy	0.862	0.864	0.907	0.709

The results of data reliability analysis for both Cronbach's Alpha, rho_A, Composite Reliability and AVE show valid results. Below are the results of discriminant validity

Table 3. Discriminant Validity

	Empowerment	Creative Economy Inclusivity	Ease of Access	Digital Technology Literacy
Empowerment	0.774			
Creative Economy Inclusivity	0.698	0.837		
Ease of Access	0.686	0.718	0.828	
Digital Technology Literacy	0.542	0.698	0.737	0.842

From the results of the table above it is clear that " For each indicator item in the construct, the factor loading value is higher than the cross loading value. Therefore, it can be said that all constructs or latent variables have strong discriminant validity, and have the performance of yan g is better compared to other indicator blocks in the construct indicator block. Structural model testing consisting of model fit test, path analysis / Path Coefficient ,and R^2 . Model suitability analysis model fit, the aim is that the models match the data obtained, is depicted in the table below:

Table 4. Fit Summary

	Saturated Model	Estimated Model
SRMR	0.081	0.081
d_ULS	1.373	1.373
d_G	0.696	0.696
Chi-Square	376.797	376.797
NFI	0.766	0.766

The Fit Summary table above shows that the SRMR (Standardized Root Mean Square Residual) value shows the difference between the observed covariance matrix and the covariance matrix predicted by the model. SRMR values that are smaller than 0.08 indicate a fit model. The NFI (Normed Fit Index) value shows the level of suitability of the model compared to the baseline model. An NFI value smaller than 0.90 indicates the model is not fit. d_ULS shows the average difference between data and models on unweighted least squares (ULS). Smaller d_ULS values indicate better model fit. The ideal d_ULS value is less than 1.96 (p-value 0.05). d_G shows the average difference between data and model on generalized least squares (GLS). Smaller d_G values indicate better model fit. The ideal d_G value is less than 1.96 (p-value 0.05). The Chi-Square test was used to test the overall model fit. A significant Chi-Square value (p-value < 0.05) indicates that the model is not fit.

Table 5. R Square

	R Square	R Square Adjusted
Creative Economy Inclusivity	0.648	0.637
Ease of Access	0.660	0.653

The table above shows information about the fit of the PLS model. The R² (R-squared) value of each construct shows the proportion of construct variance explained by other constructs in the model. Meanwhile, the Adjusted R² (Adjusted R-squared) value takes into account the number of constructs in the model.

Results of Direct Influence Analysis

Table 6. Results Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Empowerment -> Creative Economy Inclusivity	0.366	0.353	0.090	4.053	0.000
Empowerment -> Ease of Access	0.406	0.402	0.081	5.018	0.000
Ease of Access -> Creative Economy Inclusiveness	0.216	0.221	0.125	1.735	0.084
Digital Technology Literacy -> Creative Economy Inclusivity	0.340	0.348	0.088	3.866	0.000
Digital Technology Literacy -> Ease of Access	0.518	0.526	0.072	7.172	0.000

The results of bootstrapping the conceptual model (as hypothesized in the figure above and summarized in Table 6) revealed both significant and non-significant findings. In particular, several of these variables (H1, H2, H4, and H5) have a positive and significant effect. Meanwhile, H3 has (P-Value > 0.005) or a statistical value of less than 1.96.

Mediation Analysis Results

Table 7. Mediation Analysis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Empowerment -> Ease of Access -> Creative Economy Inclusiveness	0.088	0.092	0.059	1.483	0.140
Digital Technology Literacy -> Ease of Access -> Creative Economy Inclusiveness	0.112	0.116	0.068	1.642	0.102

To test the proposed mediation relationship, we followed the steps of estimating the indirect relationship/effect and then tested the statistical significance and Inclusivity of the Creative Economy as a mediating factor. The results show that H6 is not supported by the research results (the P-Value is 0.140 > 0.05 or with statistics of 1.483 < 1.96). Apart from that, the research results show that H7 is also not supported or that individual learning orientation is unable to mediate the influence of between work group cohesiveness and individual innovative behavior (P-Value 0.102 > 0.05 or statistics of 1.642 < 1.96).

RESULTS AND DISCUSSION

From the results of the analysis above, it is known that one variable has no direct influence, namely the variable Ease of Access (Z) Inclusivity of the Creative Economy (Y). Empirical results (Insana et al., 2022) state that ease of access is indeed an important factor in supporting the inclusiveness of the creative economy, however, it is not the only determining factor. Even though there are various platforms and technologies that make it easier for individuals to enter the creative market, such as the internet and social media, there are still several barriers that can hinder inclusivity. Isnana added that there is still the problem of access to adequate capital and resources. Even though someone may have access to an online platform, without sufficient capital to start or grow their creative business, inclusivity remains a challenge. This is especially true for individuals from economically disadvantaged backgrounds or less developed areas.

Empowerment and ease of access are two concepts that are interrelated but have different focuses in the context of creative economic inclusivity. While both can contribute to the goal of inclusivity, they do not always have a direct influence on each other. First of all, empowerment focuses on giving individuals or groups the power, knowledge, and skills necessary to take control of their lives and situations. This can include economic, social, political and cultural empowerment. Meanwhile, ease of access is related to the availability and accessibility of resources, infrastructure and technology that support participation in the creative economy.

On the other hand, if ease of access is linked to information literacy and is related to content and communication: this includes writing, information search and organization, research processes, and information analysis, assessment and evaluation. The content referred to here can take various forms: text, images, videos, computer simulations, multimedia interactive works. Content can also serve many purposes: news, arts, entertainment, education, research and scholarship, advertising, politics, commerce, and the documents and records that make up daily business activities and personal life. Information literacy as I see it, includes but goes far beyond traditional textual literacy textual literacy which has been considered as part of basic education (the ability to read, write and critically analyze various forms, especially literary texts or personal and business documents) (Lynch, 1998).

Although it is impossible to isolate the impact of internet use on Micro, Small and Medium Enterprises (MSMEs) from their daily activities. Business functions can become easier by using the internet. However, not all MSME business owners benefit from technology; others experience difficulties in utilizing the internet for their operations, this will affect the

inclusiveness of the creative economy (Mulia & Sulungbudi, 2019) . Empowerment of digital literacy is really needed at this time, therefore empowerment affects inclusivity creative economy (Seto, 2022).

DISCUSSION AND IMPLICATIONS

Empirical studies that explore the optimization of empowerment, digital technology literacy, ease of access, and inclusiveness of the creative economy for MSME actors in Purwakarta Regency have the potential to provide valuable insights in improving the MSME sector locally. The discussion in this research can discuss various strategies and best practices that can be applied to improve digital technology skills and market access for MSME players.

In addition, the implications of this research could include policy recommendations that can help local governments and other stakeholders in creating an environment that supports inclusive MSME growth.

In the context of empowerment, this research can highlight the important role of training and mentoring for MSMEs in utilizing digital technology to increase their productivity and competitiveness. Discussions can also explore the impact of advances in digital technology on traditional business models and how MSMEs can adapt to these changes. The implications of the digital technology literacy aspect can include efforts to increase the accessibility of relevant training and resources for MSMEs, as well as the importance of collaboration between the public and private sectors in providing adequate digital infrastructure.

Ease of access, both in terms of physical infrastructure and access to markets, is a key factor in supporting the growth of the creative economy in Purwakarta Regency. Discussions about the accessibility of technological and transportation infrastructure and their use in supporting the distribution of MSME products can be an important part of this research. The implications of this ease of access could include recommendations for investment in adequate infrastructure and policies that support market connectivity and accessibility for MSMEs.

Finally, the inclusiveness of the creative economy is an important aspect that needs to be considered in efforts to improve the economic welfare of local communities. The discussion in this study can highlight efforts to ensure that all MSME actors, including those from disadvantaged economic backgrounds, have a fair opportunity to participate in the creative economy. The implications of creative economy inclusivity could include strategies to expand access to funding and technical support for underrepresented MSMEs, as well as efforts to reduce barriers that may hinder their participation in the local economy.

Notes superiors and suggestions for future research

Optimizing empowerment, digital technology literacy, ease of access, and inclusiveness of the creative economy of MSME players are interesting topics to research. However, research in this area has several limitations that must be considered by researchers who will conduct studies in this area. Some of the limitations that are generally found in this research are the limited literature from previous research which is still far from competent, the number of respondents is relatively small so the data does not describe the actual situation, the honesty factor in filling in respondents' opinions in the questionnaire, the need for additional variables which may influence many things. in research, and must use primary data collected directly from the field.

To overcome these limitations, researchers who will conduct research in this area can apply several suggestions. These suggestions include calculating a larger sample for better data accuracy, conducting ongoing research to see and assess changes in respondent behavior over time, considering additional variables that might influence many things in research, examining the effectiveness of social media marketing on consumer satisfaction and purchase intentions, encouraging sellers to improve the services and content provided, and creating higher consumer trust by completing online shop accounts with testimonials from previous customers.

By implementing these suggestions, researchers can provide research results that are more accurate, relevant and useful for readers, companies and SMEs. Research in this area is very important to help SMEs optimize their empowerment, digital technology literacy, ease of access and inclusiveness of the creative economy so that they can improve their business performance and contribute to national economic growth.

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