

INTISARI

Judul Disertasi : Dinamika Komunikasi Pembangunan Digital (Studi Pengembangan Sistem Ekonomi Kreatif Digital Berbasis Budaya di Kota Banda Aceh)

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Transformasi teknologi informasi dan komunikasi mendorong pertumbuhan ekonomi kreatif digital sekaligus menuntut penguatan identitas budaya lokal dalam proses pembangunan. Kota Banda Aceh memiliki infrastruktur digital yang relatif memadai serta kekayaan budaya dan religius yang kuat. Namun, pengembangan ekonomi kreatif digital berbasis budaya di kota ini belum sepenuhnya terbangun sebagai sistem yang terintegrasi dan berkelanjutan. Tujuan penelitian ini adalah untuk menganalisis dinamika komunikasi pembangunan dalam pengembangan ekonomi kreatif digital, serta menganalisis pengembangan sistem ekonomi kreatif digital berbasis budaya di Kota Banda Aceh. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam dengan 22 informan kunci yang terdiri atas pelaku ekonomi kreatif, pemerintah, dan akademisi, serta didukung observasi lapangan dan studi dokumentasi. Analisis dilakukan dengan menggunakan Teori Sistem Sosial Niklas Luhmann dan Creative Systems Theory untuk memahami relasi komunikasi, kreativitas, dan evolusi sistem dalam ekonomi kreatif digital. Hasil penelitian menunjukkan bahwa pengembangan ekonomi kreatif digital berbasis budaya di Banda Aceh berlangsung melalui interaksi berbagai subsistem sosial yang meliputi sistem pemerintahan, sistem pendidikan, komunitas kreatif, industri kreatif digital, sistem media, serta sistem nilai religius. Interaksi antarsistem tersebut membentuk proses komunikasi pembangunan yang mendorong munculnya kreativitas digital berbasis budaya lokal. Kreativitas berkembang melalui proses variasi ide, seleksi sosial, dan stabilisasi praktik kreatif dalam ekosistem digital. Penelitian ini menghasilkan model *Digital Religious Hybrid*, yaitu model pengembangan ekonomi kreatif digital yang mengintegrasikan inovasi teknologi digital, ekspresi budaya lokal, dan nilai religius masyarakat sebagai fondasi komunikasi pembangunan yang adaptif, kolaboratif, dan berkelanjutan.

Kata kunci: budaya lokal, *Digital Religious Hybrid*, ekonomi kreatif digital, komunikasi pembangunan, sistem kreatif, sistem sosial.

ABSTRACT

Dissertation Title : The Dynamics of Digital Development Communication
(A Study on the Development of a Culture-Based Digital
Creative Economy System in Banda Aceh City)

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The transformation of information and communication technology has driven the growth of the digital creative economy while simultaneously demanding the strengthening of local cultural identity in the development process. The city of Banda Aceh possesses relatively adequate digital infrastructure as well as strong cultural and religious heritage. However, the development of a culture-based digital creative economy in the city has not yet been fully established as an integrated and sustainable system. This study aims to analyze the dynamics of development communication in the development of the digital creative economy, as well as to examine the development of a culture-based digital creative economy system in Banda Aceh. The research employs a qualitative approach using a case study method. Data were obtained through in-depth interviews with 22 key informants consisting of creative economy actors, government representatives, and academics, supported by field observations and documentation studies. The analysis is conducted using Niklas Luhmann's Social Systems Theory and Creative Systems Theory to understand the relationships between communication, creativity, and system evolution within the digital creative economy. The findings indicate that the development of a culture-based digital creative economy in Banda Aceh occurs through the interaction of various social subsystems, including the governmental system, educational system, creative communities, digital creative industries, media system, and religious value system. The interaction among these systems forms a development communication process that encourages the emergence of digital creativity based on local culture. Creativity develops through processes of idea variation, social selection, and stabilization of creative practices within the digital ecosystem. This research produces the "Digital Religious Hybrid" model, a model of digital creative economy development that integrates digital technological innovation, local cultural expression, and the religious values of the community as the foundation of development communication that is adaptive, collaborative, and sustainable.

Keywords: creative systems, development communication, digital creative economy, Digital Religious Hybrid, local culture, social systems.