

Strengthening The Culinary Creative Economy Cluster in Kampung Kue MSMEs

¹Ayundha Evanthe

¹Faculty of Economics and Business, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

Article Info

Article History:

Received: 9 Nov, 2025

Revised: 12 Nov, 2025

Accepted: 20 Nov, 2025

Published: 21 Nov, 2025

Keywords:

Empowerment

Education

Culinary tourism

Cluster strategy

MSME

ABSTRACT

The transformation of Kampung Kue into a culinary tourism area is reinforced by the industrial cluster approach, where the geographical grouping of cake producers creates production efficiency, ease of access to raw materials, information exchange, and product innovation. This cluster approach is considered effective in strengthening the regional economy and increasing the competitiveness of MSMEs. The role of universities, particularly the Community Service Team of UPN Veteran Jawa Timur, has also encouraged the capacity building of MSMEs through socialization and discussions related to the creative economy. The article also emphasizes that the creative economy, especially the culinary sub-sector, provides added value through flavor innovation, packaging development, branding, and digital promotion—which then expands market reach. The synergy between the production cluster and the creative economy has made Kampung Kue not only a culinary hub but also a local cultural icon and a model for inclusive community-based economic development. These efforts are expected to continue improving community welfare through SME strengthening, product innovation, and culinary tourism promotion.

This is an open access article under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author

Ayundha Evanthe

Email: ayundha.evanti.mnj@upnjatim.ac.id

INTRODUCTION

The city of Surabaya, besides being famous for its history and rapid development, also offers a wealth of culinary delights that are worth trying. For fans of cakes and market snacks, there is a unique destination called Kampung Kue, located on Jalan Rungkut Lor Gang II, far from the hustle and bustle of the city center. This area is now not only a center for home-based production, but has also developed into a culinary tourist destination that offers an authentic “adventure of flavors.” Moreover, Kampung Kue Rungkut serves as a key driver of the local economy and plays an important role in preserving cultural

heritage. Producers there continue to innovate in terms of flavor and marketing, demonstrating that traditional snacks have great potential to compete and reach a wider market. Overall, Kampung Kue in Rungkut proves that traditional cuisine can be a relevant icon amid modernization.

Kampung Kue has transformed from a small group of producers into a large production center that accommodates dozens of MSMEs. Home industry businesses in this area have significantly improved family welfare by generating income, creating jobs for families and the surrounding community, and supporting family economic independence, especially for housewives (Sumartan & Wahyuddin, 2023). Their flagship products—traditional snacks—are creative assets that are closely tied to local culinary heritage and authenticity. Efforts to transform this center into a tourist destination are an effective monetization strategy to commercialize these cultural/creative assets into tourism products.

IMPLEMENTATION METHOD

The monetization and commercialization of Kampung Kue's creative economy are reflected in the collaborative activities between the Community Service Team of UPN Veteran East Java and several partners in Kampung Kue. The collaboration between universities and partners also serves as a means and forum for the community to meet, gather, and interact with the community and provide economic reciprocity. The Community Service Team from UPN Veteran East Java, consisting of Ayundha Evanthy, S.E., M.S.M., and 16 students from the Faculty of Economics and Business, carried out community service in the form of a discussion and socialization of the creative economy with Kampung Kue partners. This community service activity was held on October 15.

RESULTS AND DISCUSSION

The uniqueness of Kampung Kue lies in the concentration of a wide variety of products in one location, namely the large selection of market snacks that attract individual consumers and large traders (wholesalers). This cluster has been turned into a tourist attraction, where visitors can enjoy a unique shopping experience in the middle of a residential area, which is different from the atmosphere of modern shopping centers. This concentration of diverse products is the main attraction, which can be explained through the Industrial Cluster Theory (known from Michael Porter). This theory states that the geographical grouping of similar companies, suppliers, service providers, and related institutions (industrial clusters) can create competitive advantages that would be impossible to achieve if these companies operated separately.

In the context of Kampung Kue, where many houses produce similar products, this cluster generates efficiency, specialization, and economies of scale. The gathering of cake producers in one alley facilitates access to raw materials and access to markets. Physical proximity also facilitates the exchange of information and transfer of skills, enabling them to innovate and maintain product quality efficiently, which ultimately reduces costs.

Cluster policy is a strategic choice for regions to accelerate development. The main objective of this approach is to concentrate economic activities so that local industries become stronger and more attractive to business actors. According to Mardiana & Tampubolon (2021), the success of cluster policy can contribute to job creation and

kickstart economic growth in the region. Therefore, this policy is seen as a promising tool for boosting the regional economy, particularly through the creative economy sector.



Figure 1. discussion activities with entrepreneurs

Based on research by Mukminin et al. (2025), the creative economy has proven to be an effective strategy in improving community welfare. This sector utilizes individual creativity, expertise, and talent to generate added value and create job opportunities, with the culinary sub-sector as one of its main pillars in Indonesia. In culinary centers, innovation is carried out through the development of menus using local ingredients, as well as improvements in branding and packaging to make products attractive as souvenirs or in modern markets. Culinary clusters utilize this authentic value to attract tourists. These centers do not just sell food products, but also present stories, production processes, and authentic experiences. The transformation of clusters into culinary tourism destinations is often driven by active community marketing through social media, which significantly expands market reach.



Figure 2. community service team members

CONCLUSION AND RECOMENDATION

Home-based production centers such as Kampung Kue can develop into tourist destinations due to the synergy between clusters and the creative economy. Clusters generate scale, specialization, and efficiency that ensure the availability of products in large quantities. Meanwhile, the creative economy provides added value through innovation, branding, and preserving the authenticity of culinary heritage. The combination of these factors transforms ordinary geographical concentrations into culinary creative economy clusters, making them worthy of promotion as tourist destinations. This transformation also reflects an inclusive community-based economic development model, where economic benefits are directly felt by local MSMEs. Through the strengthening of culinary creative economy clusters and the promotion of product innovation and marketing, community service activities in Kampung Kue are expected to be an effective step in improving the welfare of the surrounding community.

REFERENCES

- Mardiana, M., & Tampubolon, D. (2021). Kebijakan klaster industri sebagai strategi pembangunan ekonomi wilayah. *Jurnal Kebijakan Publik*, 12(2), 55-64.
- Mukminin, A., Sinaga, H. A., Aulia, D., & Ito, R. D. (2025, April). Dampak Ekonomi Kreatif Dalam Meningkatkan Kesejahteraan Masyarakat. In *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK)* (Vol. 4, pp. 404-410). <https://usahid.ac.id/conference/index.php/snpk/article/view/355>

Sumartan, S., & Wahyuddin, N. R. (2023). Peranan Bisnis Makanan Dan Minuman Berbasis Home Industry Dalam Meningkatkan Kesejahteraan Keluarga Pelaku UMKM Di Kawasan Kuliner Monumen Ganggawa Kabupaten Sidenreng Rappang. *Trending: Jurnal Manajemen Dan Ekonomi*, 1(4), 15-32. <https://doi.org/10.30640/trending.v1i4.1434>