

## Exploration of the Development City Branding Spirit of Majapahit in Encouraging Creative Economic Growth of MSMEs in Mojokerto City

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### *Abstract*

Becoming more severe at the area and public level should be noticeable as a technique for creating money-related improvement and dealing with people's association help. Subsequently, the Mojokerto Territorial Government should zero in on the circumstance with a nearby advancement extraordinary framework. The control of connecting and resource-based potential in planning is primary for work on the chance of neighbourhood improvement execution. Vigilant arrangements with the heading of nearby improvements end up being more effective. This article will isolate the Advancement of City Checking Soul of Majapahit in Associating with the Creative Money-related Progress of MSMEs in Mojokerto City. This assessment uses an exciting evaluation, where data is taken from the working environment of cooperatives, MSMEs, industry, and trade in Mojokerto City. The triangulation analysis method used in this research and Miles and Matthew's interaction pattern analysis, which takes place continuously through collecting, reducing, presenting data, and conclusions, will ensure good data generation. This study shows that the success of the Mojokerto City Government in building a creative economy with local innovation and carrying the "Spirit of Majapahit" branding has a positive impact on the growth of the creative economy because local MSMEs contribute by producing a variety of interesting products that support the "Spirit of Majapahit" branding ranging from consumption needs to handicrafts.

**Keywords:** city branding; spirit of Majapahit; creative economy; MSMEs.

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## I. Introduction

The Covid-19 pandemic has caused various impacts and new challenges to the global economy, such as in Indonesia, which strives to improve economic quality through national development planning strategies. One of the strategies to achieve national development goals is regional empowerment. The implementation of regional empowerment is carried out by utilizing the potential of both human resources and natural resources owned by each region. (President of the Republic of Indonesia, 2014). Success in this field is expected to support national development in the future. The utilization of regional potential has been entrusted to local governments as regulators, organizers, and economic planners in the regions. This is as per the Common Open-Door technique in Rule Number 23 of 2014 concerning the average government that close by states can facilitate and manage their obligations. Through this decision, each local government strives to create sustainable development through economic, social, and environmental policies. The government aims to achieve development targets for regional economic conditions for the better with various work programs and planned policies.

Local governments take part in making an area they lead to achieve the set development targets, and Mojokerto City is no exception. Various efforts in the trade, industry, and MSME sectors are made to achieve balanced economic stability and empowered communities. The potential development plan in Mojokerto City is supported by a series of policies that have been established, one of which emphasizes the development of the potential benefits of cultural heritage as an innovative economic activity that creates jobs.

Mojokerto City is one of the fundamental regions in East Java Locale, and it has various articles and attractions. One of the historical and cultural heritages considered potential is Majapahit, known to have historical value from the Majapahit Kingdom (Arsari Djojohadikusumo, 2014). It started from the aspirations of Mojokerto leaders to revive the spirit of the Majapahit Kingdom, which began with the creation of the City Branding "Spirit of Majapahit", which is a successful initiative of the Mojokerto City government to promote the historical and cultural heritage of the Majapahit Kingdom. The city branding aims to attract tourists and advance the region's creative economy (Vuignier, 2016). It is a strategic tool to create a city's unique image and identity, attracting investors and tourists, and stimulating economic growth. Urban social class is not simply an arrangement of authentic plans, traffic, and standard business works. Nevertheless, the city is equated with a complex identity in the public's minds to create a distinct image (Herget et al., 2019). By combining Mojokerto's rich culture, history, social development, landscape, environment, architecture, and economic potential, the "Spirit of Majapahit" city branding can create a marketable and favorable identity for the public.

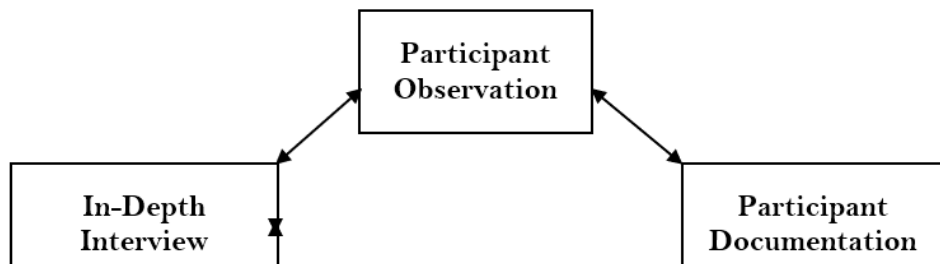
They are supported by government regulations and initiatives that aim to empower MSMEs as drivers of the regional economy. This initial step is expected to provide innovative ideas that will have an impact in the future. Majapahit, one of the largest empires in Indonesian history, greatly impacted the region's culture, language, and social structure creating a sustainable area of cultural preservation heritage. The spirit of Majapahit, embodied in its rich history and cultural heritage, has been harnessed to drive creative economic growth in Mojokerto.

Creative economy growth is one of the economic growth sectors in Indonesia. The future of the creative economy, especially MSMEs, is quite promising and can be a source of a high-value economy by exploring creativity and innovation (Widiyanto, 2019). This involves utilizing various potentials such as ideas, art, intellectual property, and local resources so that these strengths can be a factor in the competitiveness of a product and create new opportunities for economic development. Mojokerto City has implemented a hypnotizing procedure to engage the progress of the creative economy. The government has leveraged its rich cultural heritage, particularly the spirit of Majapahit, to attract tourists and stimulate local businesses. This strategy has proven effective in increasing the city's attractiveness and boosting its economy.

This exploration will delve deeper into how the spirit of Majapahit is incorporated into Mojokerto's city branding strategy. The article will examine the methods used to promote the city's cultural heritage and the impact this approach has on the city's economy. The goal is to analyze how the history and culture of the Majapahit Kingdom can be strategically leveraged to develop a distinctive Mojokerto City brand with a primary focus on its influence on the creative money-related improvement of MSMEs in Mojokerto City. The development of MSMEs with the city branding "Spirit of Majapahit" is expected to create regional creative economic growth in Mojokerto City.

## II. Method

The kind of evaluation used is private assessment. This assessment was made on two things, to be unequivocal: the Work environment of Cooperatives, Little and Medium Endeavors, Industry and Trade of Mojokerto City, and a few MSMEs partook in the creative business in Mojokerto City, East Java Province. Data triangulation is a method used to ensure the validity and reliability of findings by analyzing research questions from multiple perspectives. It involves using various data sources to develop a comprehensive understanding of the peculiarity and to test realness by blending information from different sources.



**Figure 1.** Triangulation method

Source: Sugiyono, 2019

Data source triangulation involves collecting data from different sources (Carter, N. et al. 1, 2014). It begins with studying all ceaseless data from various sources, including interviews and correspondence. Meanwhile, the data evaluation strategy used in this assessment is association plan appraisal. Miles, Matthew's B., (2014), namely:

1. Data Social occasion, in this outline data mix, was done by looking, recording, and gathering data through interviews. Reports and Divulgences on Exploring the Improvement of City Truly investigating Soul of Majapahit in Encouraging the Growth of MSME Creative Economy in Mojokerto City.
2. Information declines and the data obtained in the field is enormous and requires wary and undeniable recording. Restricting information suggests summarizing, picking the key ones, focusing on the primary ones, and investigating subjects and models. Thus, the decreased data gives a much clearer picture and enhances it so that experts can assemble additional data and mission for it when required (Sugiyono, 2019).
3. Data Show: After the data has been diminished, the subsequent stage is to show the data. While presenting data, the data is facilitated and created in a relationship manual to make it more irrefutable. Showing data will make what is happening significantly more transparent and help plan further work, considering what has been handled (Sugiyono, 2019).
4. Fruitions and Validation. The going with stage is to make, and support closes. The essential proposed divulgences are, at this point, restrictive and will change if there is no immense confirmation to assist with a data collection season (Sugiyono, 2019).

In producing this research article carried out by researchers for five months, from September 2023 to January 2024, data from researchers in various disciplines supported the results and conclusions of the researcher's initial research. Based on the interview responses, it provides explanations and decisions regarding the problems studied in this article.

### III. Result and Discussions

The assessment in this study is to wrap up how the evaluation of the improvement of the city venturing 'Soul of Majapahit' is used to help the movement of the creative economy of MSMEs in Mojokerto City. To find out and uncover the frameworks executed by the Mojokerto City Fulfilling, MSMEs, Industry, and Trade Office as the head of MSMEs and at risk for extending the movement of creative economy MSMEs in Mojokerto City. Experts obtained the data using interview procedures, discernment, and documentation. For sources, the get-together stage was worked with ten significant requests. Subjects are considered to see most of the focus raised and expect a section. Coming up next are the sources in this survey, to be unequivocal:

**Table 1.** Names of Respondents and Types of Creative Economy Businesses in Mojokerto City

Informant	Position	Types of Creative Economy Businesses
Key Informant	Junior Expert Policy Analyst in MSME	Department of Cooperatives, Micro Enterprises, Industry & Trade of Mojokerto City
Key Informant	Trade Analyst Junior Expert in Trade	Department of Cooperatives, Micro Enterprises, Industry & Trade of Mojokerto City
Key Informant	Owner	Painting & Handicrafts
Key Informant	Owner	Paintings, Ornaments, Sculptures, Designs, Handicrafts, & Miniature Ships
Main Informant	Owner	Painting & Handicrafts
Main Informant	Owner	Painting
Main Informant	Owner	Painting & Ornamental Variety
Main Informant	Owner	Painting
Supporting Informant	Owner	Painting
Supporting Informant	Owner	Paintings & Decorations
Supporting Informant	Owner	Painting
Supporting Informant	Owner	Painting
Supporting Informant	Owner	Paintings, Handicrafts, Sculptures & Decorations
Supporting Informant	Owner	Batik
Supporting Informant	Owner	Batik

Source: Primary Data from Interviews

### 3.1. Development of Creative Economy Potential of MSMEs "Spirit of Majapahit" in Mojokerto City

The movement of the creative business with the "Spirit of Majapahit" in Mojokerto City has loosened up in various regions. The control by innovative companies plays a colossal part in the monetary improvement of Mojokerto City for especially, MSMEs. The development of inventive economy MSMEs considering city checking, such as 'Spirit of Majapahit', can be achieved through various frameworks and drives. The potential for advancing the creative economy of MSMEs based on city branding, "Spirit of Majapahit," is a very encouraging prospect. 'Spirit of Majapahit' is a concept that represents the rich cultural heritage of the ancient Majapahit kingdom, which was once a robust and influential kingdom in Southeast Asia. Capitalizing on this historical heritage, Mojokerto City can tap into a wealth of creative resources and economic growth opportunities (Interview with Key Informant, on January 22, 2024).

One of the critical advantages of city branding based on the 'Spirit of Majapahit' is its ability to attract tourists and visitors. This ancient kingdom has long fascinated historians, archaeologists, and enthusiasts, and by promoting this heritage, cities can become magnets for cultural tourism. This influx of visitors creates new business opportunities for MSMEs and stimulates the local economy through increased spending on accommodation, consumption, and handicrafts. Moreover, the 'Spirit of Majapahit' offers a unique selling point for local entrepreneurs in the creative industry. Artists and crafters can draw inspiration from the kingdom's traditional art, architecture, and craftsmanship to create innovative and authentic products. This preserves cultural heritage and provides a platform

for creative MSMEs to showcase their talents and skills to a broader audience. Using the proper marketing and branding strategies, these businesses can tap into domestic and international markets and attract customers interested in unique and culturally significant products.

In addition to economic benefits, developing a creative economy for MSMEs based on the 'Spirit of Majapahit' also contributes to preserving and promoting local culture through collaboration with artists, designers, and cultural institutions. The government can create a platform for artistic expression and cultural exchange. This enhances the city's cultural identity and fosters a sense of pride and belonging among its residents. By actively engaging local communities in the creative economy, the government can empower individuals to explore their creativity and contribute to the overall development of the city (Interview with Key Informant, on January 22, 2024).

The potential growth of the creative economy of MSMEs based on the city branding 'Spirit of Majapahit' is enormous. With the proper support from local government and stakeholders, these businesses can flourish and become significant contributors to the region's overall economic development. Utilizing the unique cultural heritage of the ancient Majapahit kingdom allows Mojokerto City to differentiate itself from other destinations and position itself as a center of creativity and innovation. This attracts tourists and encourages local talent to stay and invest in their region. Mojokerto City's economic development includes 67% of the creative industry sector, of which 48% is themed "Spirit of Majapahit" (Interview with Key Informant, on January 22, 2024). Some of the factors that make the creative industry with the "Spirit of Majapahit" branding increase and become more competitive in Mojokerto City to penetrate the global market are as follows:

1. Creative MSME players can compete on an international scale facilitated by the Working environment of Cooperatives, MSMEs, Industry, and Trade of Mojokerto City;
2. Digital Marketing Training by inviting various creators in Indonesia as a form of marketing capital for MSME businesses to expand network markets through social media;
3. MSMEs that promote culture, especially with the "Spirit of Majapahit" theme, are more likely to find markets than other subsectors;
4. MSMEs that promote the idea of the "Spirit of Majapahit" have very high resilience, tenacity, and innovation;
5. The people of Mojokerto City who love Majapahitan values are human resources capable of generating a variety of creative ideas based on economic value;
6. Many quality universities with a focus on the creative industry sector are conducting specialized development in Creative Economy MSMEs with a Majapahitan theme and
7. Increased development of vocational high schools engaged in entrepreneurship, especially in the creative industry.

In addition, Mojokerto City has experienced rapid development success because various potentials, such as industrial and trade areas, tourism, and MSMEs, can be packaged well and directed. Mojokerto City has the potential and support of adequate human resources to make it one of the strategic areas for the regional economy and development. Mojokerto

City is also said to be one of Indonesia's cities with high MSME innovation. Some of the reasons are as follows:

1. It is one of the cities with the most significant number of creative MSMEs in East Java;
2. It has many small and medium-scale people's economic activities from various business sectors;
3. Has more than 50 MSME creative industry players; and
4. It has creative business facilities such as Gunung Gedangan Art Market and Skywalk Majapahit.

### **3.2. Government Support for the Development of City Branding "Spirit of Majapahit" in Creative Economy MSMEs in Mojokerto City**

The development of MSMEs with the idea of the 'Spirit of Majapahit' in Mojokerto City is an essential aspect of the local economy. 'Spirit of Majapahit' refers to the historical heritage of the Majapahit Kingdom that can be utilized to encourage the improvement of microscopic, fundamental, and medium endeavors (MSMEs) in the area. This development can be supported through various means, such as:

1. Promotion of Cultural Heritage: Organizing festivals such as Kirab Majapahit, Mojotirto Festival, and Mojobatik as government support to increase the marketability of unique local products and services.
2. The government promotes tourism integration by integrating MSMEs into the tourism sector and promoting local crafts, traditional culinary, and cultural experiences related to the Majapahit heritage.
3. Skill Development provides training and skill development programs for MSMEs to work on the chance of their things and affiliations, in line with the heritage of the Majapahit Kingdom, such as training in making Nasi Wangi.
4. Providing facilities such as Skywalk Majapahit and Gunung Gedangan Art Market can facilitate MSMEs 'Spirit of Majapahit'.
5. Financial support is provided by providing training fund stimulus assistance and rental exemptions in several places to MSMEs that are in line with the 'Spirit of Majapahit' theme to encourage their growth and sustainability.

By integrating the 'Spirit of Majapahit' into the MSME development strategy, Mojokerto City can drive economic growth and preserve and promote its rich cultural heritage. Specific initiatives and programs for the 'Spirit of Majapahit' MSME development in Mojokerto City will be outlined in local government plans, economic development strategies, or cultural preservation efforts. The Mojokerto City Government is channeling various support training for MSMEs, which will assist micro-enterprises in continuing their business during economic recovery after the pandemic as part of the National Economic Recovery Program. In addition to subsidized training, the Mojokerto City Government also provides art market facilities as stalls for selling at the Mount Gedangan Rest Area. Based on observations, it is known that the Creative Event at the Gunung Gedangan Rest Area takes place regularly every Saturday and Sunday, with the enthusiasm of MSME players and buyers being relatively high. So that business actors in Mojokerto City can develop. Support

for the Mojokerto City Government program, which is a tangible manifestation of the people's economy, is in the form of support for MSMEs so that MSME production is not only marketed in the local market but also outside the region and is increasingly developing to realize development and community welfare. The support provided by the Mojokerto City Government to MSME players should sincerely influence the bursting region and Trade Office to follow the program so that the role of MSMEs in regional and national economic development can be realized (Interview with Key Informant, on January 22, 2024).

The aspects of MSME empowerment include two aspects, namely regulatory aspects and institutional strengthening, which aim to encourage policies issued by the Mojokerto City Cooperative. MSMEs are an evident sign that the people's economy is helping to be more favorable to MSMEs, especially for capital accessibility. MSME empowerment is carried out structured and sustainably to encourage increased productivity and competitiveness of MSMEs and foster new and resilient entrepreneurs (Interview with Key Informant, on January 22, 2024).

### **3.3. Mojokerto City Branding Strategy "Spirit of Majapahit" in Creative Economy MSME Development**

To drive economic growth and development, Mojokerto City is turning to creative economy MSMEs as a critical driver of their city branding strategy. MSMEs, with their innovation, unique products, and contribution to local culture and heritage, have the potential to create a distinct city identity and attract tourists and investors. Creative economy MSMEs can be further enhanced by utilizing the 'Spirit of Majapahit' as a city branding concept.

'Spirit of Majapahit' as a city branding concept can inspire and guide the development of MSMEs in the creative economy. With its rich history and cultural significance, 'Spirit of Majapahit' can inspire creative entrepreneurs to develop products rooted in the city's heritage and identity. These products can then be marketed and promoted under the 'Spirit of Majapahit' brand, thus creating a unique selling proposition for the city. By incorporating traditional elements and craftsmanship into their products, creative economy MSMEs can create a unique selling point that differentiates them from competitors. Furthermore, the 'Spirit of Majapahit' concept can also be extended to the experiences and services offered by creative economy MSMEs. These can include immersive cultural experiences, guided tours featuring the city's historical sites, traditional performances, and culinary delights highlighting local flavors. The city needs to provide the necessary infrastructure and support systems to further advance imaginative economy MSMEs with the 'Spirit of Majapahit' branding concept. This can include dedicated spaces such as creative hubs and incubator areas where entrepreneurs can collaborate, innovate, and receive business mentorship. In addition, access to funding, marketing support, and skills development programs tailored to the needs of creative economy MSMEs can contribute significantly to their sustainability and growth.

Collaboration with local educational institutions and cultural organizations can also play an essential role in nurturing talent and preserving the city's cultural heritage. By fostering partnerships, creative economy MSMEs can tap into the wealth of knowledge and skills available in the community, further enhancing the authenticity and quality of their products and experiences. In addition, active participation in government-organized events and trade fairs can provide a platform for creative economy MSMEs to showcase their



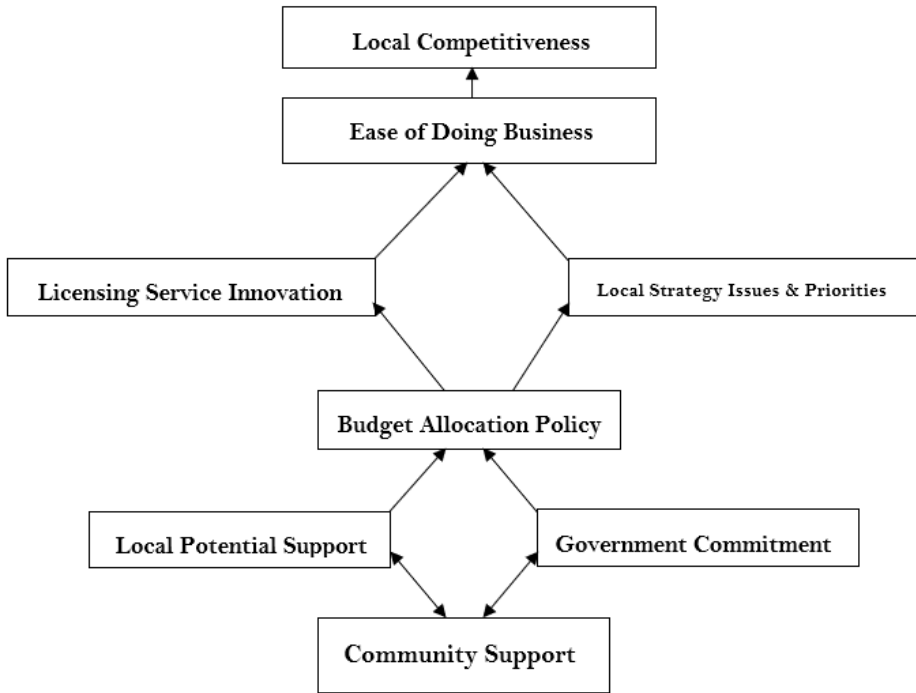
products to attract a wider audience and increase the potential for partnerships (Interview with Key Informant, on January 22, 2024).

Incorporating the 'Spirit of Majapahit' as a city branding concept adds value to creative economy MSMEs and contributes to the city's overall cultural and economic vitality. It is a unifying force that celebrates the city's history and traditions while encouraging innovation and entrepreneurship in the modern creative economy landscape. By utilizing the 'Spirit of Majapahit' branding concept, the improvement of innovative economy MSMEs can advance to a higher level. The potential for the development of inventive economy MSMEs based on the 'Spirit of Majapahit' city branding is enormous. The unique cultural heritage and historical significance of the Majapahit Kingdom can be a strong foundation for creating its own identity for creative economy MSMEs in the region.

This thinking is the top ordinary need and is a pressing piece of the nearby advancement system. Close-by fundamental progress is a system to increase district key places with beautiful lights on the best potential areas and are available for inventive examinations that take advantage of close-by development (Interview with Supporting Informant, on January 21, 2024). Therefore, in preparing the innovation strategy, the city government must set it clearly, to achieve the objectives. Mojokerto City has clearly stated development goals in its nearby extended and medium-term plans: "The demand of a serious, free, democratic, fair, prosperous, and dignified Mojokerto City". Mojokerto City is exploring local advantages, including its potential for innovative industry improvement. The development of the Creative Business Region is expected to encourage the general locale to be more connected with, work with, and give more ideal results to the area where the cutting-edge district is found. The focal issues that structure the clarification of the opportunity for present-day space improvement are efficiency, planning, and environment. An essential aspect is the openness of adequate road structure so that the norm of viability can be achieved. Along these lines, structural progress is a priority for Mojokerto City.

Hence, the result of neighborhood development in such a way is bound together by the accentuation of an overhaul for need regions and assistance from the area. Mojokerto City has shown consistency and commitment to propel prerequisites coordinated in expanded length and medium-term plans. This responsibility is followed by a sensible cash-related blueprint development method for establishment improvement (Interview with Key Informant, on January 22, 2024). The joint thinking taken by the Mojokerto Typical Government is to chip away at supporting affiliations, which are unflinchingly related no sweat of happening with work at the close-by level. By working with the impediments to getting licenses, it is typical that cash-related allies should contribute their capital, and the standard impact will be chipped away at the neighboring financial turn of events. This is per the objective of the close-by progress structure to create an investment climate conducive to attracting investors.

Abandoning the culture of excessive bureaucracy and maintaining professionalism will benefit the MSME climate in Mojokerto City's creative industry districts. This will create jobs, reduce unemployment, and stimulate regional economic growth. The chart below is a model of a nearby progress system in Mojokerto City that is the consequence of the assessment from this outline:



**Figure 2.** Local Innovation Development Strategy in Mojokerto District  
 Source: Processed by the author

### 3.4. Development of City Branding Spirit of Majapahit in Encouraging Creative Economy Growth of MSMEs in Mojokerto City

The most impact felt by MSMEs with the application of City Branding is the increase in sales of products with the theme "Spirit of Majapahit", which is caused by the existence of branding used by Mojokerto City and Mojokerto itself will never be separated from the typical Majapahit heritage (Interview with Supporting Informant, on January 21, 2024). Judging from the increase in product demand in the last four years. As expressed by the Key Informant below:

"Mojokerto itself will never be separated from the Majapahit Kingdom, but the branding made by Ning Ita can bring our products everywhere until the last one was ordered by an American who likes history and was very impressed when visiting Mojokerto City. And now, I'm working on several Surya Majapahit orders, one of which is from the Governor's mother for souvenirs for her guests. A few months ago, the Mayor also ordered miniature Majapahit warships for gifts at the state palace." (Interview with Supporting Informant on Monday, December 11, 2023).

This explanation is also supported by another MSME owner and also Key Informant, as follows:

"I happen to have a hereditary batik business and have been 4 generations, and I am now running the business. When I became one of the representatives of batik makers from Mojokerto who was summoned by the President to the palace, I brought the Majapahitan theme to include elements of Surya Majapahit and several typical Mojokerto motifs, which

eventually made me the first winner in Indonesia. Since then, my designs have become famous everywhere and one of my designs is required to be worn by all Mojokerto city government employees to this day. For the last request, yesterday the Dutch came here to learn Surya Majapahit batik and bought some of my products and I made the stamps as a keepsake." (Interview on Friday, January 19, 2024).

The increase in product sales and demand, of course, will have a significant effect on the economy of the local community, as in the interview with Key Informant as the person in charge of MSME development in the Working environment of Cooperatives, MSMEs, Industry, and Trade of Mojokerto City, below:

"Creative MSMEs in Mojokerto City itself have recently increased significantly, especially since we have created several support facilities such as art markets and business incubators. And these MSMEs are finally useful and open up jobs for the surrounding community finally, and many have finally opened several gallery branches..." (Interview on Friday, December 8, 2023).

This explanation is also supported by the Key Informant who is the person in charge of the Trade sector, as follows, "Yes, it has indeed increased and there is an increase, and one of them is a typical Mojokerto product..." (Interview on Monday, January 22, 2024).

Based on the data and results obtained from various articles, it will, in general, be expected that the use of City Venturing "Spirit of Majapahit" by Mojokerto City can provide an image improvement that an increase in the community's economy through creative economy MSMEs and is also one of the second most significant contributors to economic development in Mojokerto City. Another impact felt is the social welfare that the community must have felt because it has the city's identity and progress from various aspects that have been built.

#### **IV. Conclusion and Recommendation**

Based on the aftereffects of the assessment, The Mojokerto City Government has experienced many improvements and hopes to succeed in increasing creative economic growth by 2023. However, Governor Khofifah Indar Parawansa has made Mojokerto City a proud pilot area with significant cash-related improvements (amazingly extraordinary) in the East Java district.

The creative economy based on City Branding "Spirit Of Majapahit" in Mojokerto City has a solid ability to continue to develop and become advanced; this is as per the results of get-togethers with Ms. Afika as the person in charge of MSMEs at the Mojokerto City Cooperative, SMEs, Industry and Trade Office who sees the potential of MSMEs increasing every year, as well as the enthusiasm of the community in creating creative businesses by producing a variety of typical Mojokerto City products from primary to tertiary goods to meet increasing consumer needs. This impact is used very well by the people of Mojokerto City, especially the owners of MSMEs. Residents of Mojokerto City greatly benefit from the branding of Mojokerto City because it makes it very easy for them to build their economic businesses, especially in marketing. The branding used by Mojokerto City itself is used for the advancement of the creative economy in Mojokerto City, which has seen an increase, and slowly, MSME business actors are developing their products to adjust to the branding of Mojokerto City so that their Creative MSMEs can develop and become advanced. For

example, there will be a jilbab release with the "Spirit of Majapahit" motif to welcome the month of Ramadan, which will be released in early March.

The progress of the creative economy in Mojokerto City supports regional economic growth, with MSMEs starting innovative products typical of Mojokerto City by bringing Mojokerto City branding, namely "Spirit Of Majapahit", into their business products. Uniquely, this is not only done by specific age groups; many young people are interested in bringing this to their business products. These creative MSMEs are also progressing, increasing the income of the surrounding community and opening up jobs for MSMEs based on innovation from the MSME actors themselves.

This achievement was only possible with the execution of frameworks focusing on structure development and quality improvement from 2018 to 2023. The system is represented in the Space Broadened Length Improvement Plan, Medium-Term Plan, and Typical Government Work Plan, which are also seen in various types of progress in structure, thing development, and public affiliations.

Mojokerto City's flourishing is according to the critical principles in the typical advancement improvement methodology, which include:

1. Think in a chosen way and be reliable in an irrationally extended framework;
2. Focus on development structures so they become a crucial piece of neighborhood headway;
3. Centers around potential targets that guarantee the realistic potential of a region to enhance regional competitive advantage.

So, advancing the restriction of creative economy MSMEs considering city checking 'Spirit of Majapahit' is an exciting opportunity for the city to utilize its rich and innovative cultural heritage to unleash its creative potential. By capitalizing on this historical heritage, Mojokerto City can attract tourists, stimulate economic growth, preserve local culture, and empower local communities. With the proper support and investment, these enterprises can flourish and become essential contributors to the development of their respective regions.

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