

To What Extent Can the Potential of Coastal Folklore Contribute to Local Economic Empowerment?

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Abstract

This study explores the potential of coastal folklore as a driver of local economic empowerment within the creative economy framework. It highlights the role of coastal folklore in supporting the Ministry of Tourism and Creative Economy of Indonesia's initiatives to promote cultural heritage while ensuring economic sustainability. While current conservation efforts focus primarily on preservation, they often neglect the need for adaptation and commercialization, putting coastal folklore at risk of fading away. Traditional methods of conservation, which tend to be static and limited to documentation, fail to resonate with the dynamic preferences of digital-native generations X, Y, and Z. This research aims to address these challenges by developing innovative strategies for incorporating coastal folklore into the creative industry. The goal is to transform coastal folklore into a tangible economic asset that not only fosters local development but also ensures the preservation of cultural heritage. By advocating for a shift from mere conservation to strategic commodification, the study envisions a model that preserves the authenticity and relevance of coastal folklore while adapting it to contemporary societal needs. This approach seeks to balance cultural preservation with economic opportunities, providing a sustainable pathway for integrating local traditions into the global creative economy, while enhancing community pride and local identity in the process.

Keywords: Coastal Folklore, Commodification, Creative Industry, Local Economy.

Introduction

The coast, as an area rich in cultural heritage and local wisdom, is a landscape full of folk stories that shape the identity and life of its people (1, 2). Cultural narratives transmitted across successive generations serve as a narrative construct and a portal that elucidates unique values and regional identities (3). In contemporary society, characterized by the complexities of global transformation and the rapid advancement of technology, narratives of this nature are increasingly subjected to commodification, a phenomenon involving their conversion into commercial goods. The process of commodifying coastal folklore within the framework of the creative industry engenders significant ramifications and obstacles (4). Some aspects of coastal folklore — once contained at the local level — are now being transformed into international property as part of a packaging and marketing process to develop the creative industry (5). Researching what coastal folklore encapsulates in terms of intrinsic local values and cultural identity

is vital. These values express the features that define a community and integral elements of traditional knowledge relevant to dealing with dynamic and complex coastal ecosystems (6). Investigating the commodification of coastal folklore should be understood as both a cultural and economic process, connecting traditional heritage with new creative industries. This approach links folklore with economic empowerment through the creative sector, highlighting its potential for contributing to local development (7). Questions about the pathways of commodification of coastal folklore, the protection of local values and cultural identity, and their repercussions on local communities require an urgent answer (8). Frontiers in Communication intend such a Research Topic to act as a kind of "briefing document" for researchers, practitioners, and policymakers (9). This paper serves that purpose by highlighting some genuine tensions Between the trends toward profit-driven commercialization on the one hand and potential

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solutions seeking resilience of cultural expressions on the other; a turning opposing drive centered in capturing coastal folklore as innovative elements disseminated through creative industry. By exploring the commodification process in detail, specific management protocols and efforts may be developed to protect and manage coastal folklore. The inquiry explores the commodification of coastal folklore through the lens of the creative industry. This analysis requires understanding local cultural values and identities captured in coastal folklore and the consequences and possible harms from commodification (10). This research contributes to the growing body of knowledge that bridges the gap between cultural conservation and economic development, ultimately helping to shape policies and strategies that encourage the sustainable integration of coastal folklore into local economies.

Theoretical Framework

Coastal folklore is a microcosm of unwritten culture and inherent local values integral to any coastal community. This study aims to explore the commodification process of coastal folklore and examine local values and identities that might be a basis for the sustainable development of the creative industry. These tales are more than just entertainment—they offer deep insight into coastal communities' cultural identity and needs. These stories are symbolic representations of values carefully hand-picked in a research project (11). The concept of folklore in this context is expanded to include not only oral traditions but also practices, crafts, rituals, and local wisdom that form an integral part of the identity of coastal communities (12). Such a notion explains the interdependence of values and customs that is part of folklore south coastal communities. It looks at how folklore represents a probe of coastal culture, reflects upon dependence on marine resources, and suggests a conservation policy that could potentially strengthen and protect this cultural heritage (13). Notably, the concept of folklore originates from scholars or outsiders and includes the practice and interpretation applied to coastal communities. Such an idea highlights the need for collaboration between researchers and local communities in documenting all aspects of folklore, which should be a part of coastal cultural heritage (14). To ensure the preservation of authenticity and prevent the exploitation of local

knowledge, a participatory framework must be embedded in the research and commercialization processes. This guarantees that the local communities are not merely subjects of study but active participants in managing and benefiting from the commodification of their cultural heritage. Digitalization has significantly affected how coastal folklore is both accessed and valued. Researchers identify this as creating more opportunities for the commercialization and development of the creative industry (7). Across an ever-evolving technological landscape, coastal folk narratives are undergoing a significant transformation in their forms and our modes of interacting with, sharing, and reading them. The introduction of digital media, including blogs, websites, and social media, has resulted in significant changes around sharing folklore. As researcher explains, folklore is at the heart of cultural expression in a digital age (15). The internet is an immense storage of narratives from various coastal populations, providing the basis for local stories to be easily archived and shared internationally. In this way, coastal communities discover new ways of reaching a wider audience with their stories and provide younger generations' access to cultural heritage through modern-day, more accessible platforms.

However, with this metamorphosis come new challenges, such as distortion and loss of cultural import. Shiri *et al.*, explain that the digital space creates an opportunity and a challenge to convey cultural stories (16). Although it enables widespread sharing of coastal stories, we must be critical to preserve the integrity and culture inherent in these stories. Therefore, given this shift towards digital practices, it becomes necessary to carry out projects to protect their cultural heritage values reflected in coastal folklore. Therefore, care must be exerted to ensure that even though coastal folklore is digital; it still embodies its respective culture's core features and values. Coastal folklore is rich in exciting stories and the ability to communicate critical local values. Folktales are not only a mere collection of local tales but also carriers of many cultural, moral, and environmental values on the part of the community (17). They reflect the deep connection coastal communities share with their marine environment, moral principles underpinning everyday life, and traditions passed down through

generations. These stories provide essential lessons on balancing human life with that of the coastal environment-cultural practices, perceptions about sustainability, and respect for nature all play a part.

Folktales from the coast can potentially increase regional identity and community pride. Celebrating the uniqueness of coastal cultural stories, these narratives reveal a fuller picture of the people and their legacy. Clifford Geertz said that local knowledge is local in the first instance because its interpretations of experience, its definitions of facts, and its codings of images are all rooted in the tongue of a local community (18). Thus, when acknowledging the potential relevance and importance of local values in coastal folklore, conservation, and communication must take place to provide for the generations coming after us and understand the significance of these narratives.

Folk traditions or cultural heritage, which was inherently part of the coastal heritage, have recently observed a significant shift towards commercialization. This process involves transforming classic stories into commodified, commercialized goods that can be sold and consumed. In the past researcher adds that cultural processes are apprehended today as a highly interwoven nexus of the global, the national, the local, and the personal (19). Therefore, processes of commoditization in cultural forms are necessarily one of the central features of the new global cultural economy. Commercializing maritime stories takes many forms, from book publishing to capturing these in creative industries such as film, performance, and crafts.

So, while commodification provides positive results in raising the status and creating interest in coastal folklore, it also carries a great danger that the intent of cultural significance is lost or lessened. However, its value can also harm folklore; commodification will raise issues of authenticity, cultural ownership, and the possibility of erasing local voices from commercialization (20). This underscores the urgent need for a careful balance between market forces and coastal tradition authenticity. Additionally, commodification can create imbalances in the distribution of benefits such that outsiders are more benefit than the very coastal

communities, supposedly the primary guardians and beneficiaries of these tales (21).

In commodification dynamics, coastal communities and associated stakeholders must formulate strategies that encompass active community engagement in the administration and promotion of folklore. Initiatives aimed at conserving and enlightening the community regarding the cultural significance embedded within coastal folklore is equally essential in ensuring that commodification does not detrimentally affect the cultural heritage.

Methodology

The research design used explicitly includes literature practice-based research. We are creating a new form of coastal folklore by transferring vehicles with a commodification strategy. This design allows researchers to be involved in the creation of literature through the stages of tracing literary data in the form of coastal folklore, presentation, artistic action, and presentation of works.

The flowchart in Figure 1 represents a practice-based research approach aimed at the commodification of coastal folklore. It starts with the context stage, which involves understanding and framing the research topic. The next step is literary data search, where relevant folklore and cultural data are gathered. This is followed by study and presentation, which focuses on analyzing the gathered data and presenting the findings. The research then moves into artistic action, where creative methods are employed to interpret and express the research outcomes. Finally, the presentation of work stage showcases the completed artistic creations based on the research, demonstrating how folklore can be integrated into the creative industry. Research-based on literary creation is carried out to develop the principles of coastal folklore transfer through commodification strategies, integrate coastal local identity values through coastal folklore transfer with commodification strategies, and practice creating coastal folklore transfers. The subject of the study is the coastal literary community. The final result of the research is the principles of coastal folklore transfer through commodification strategies.

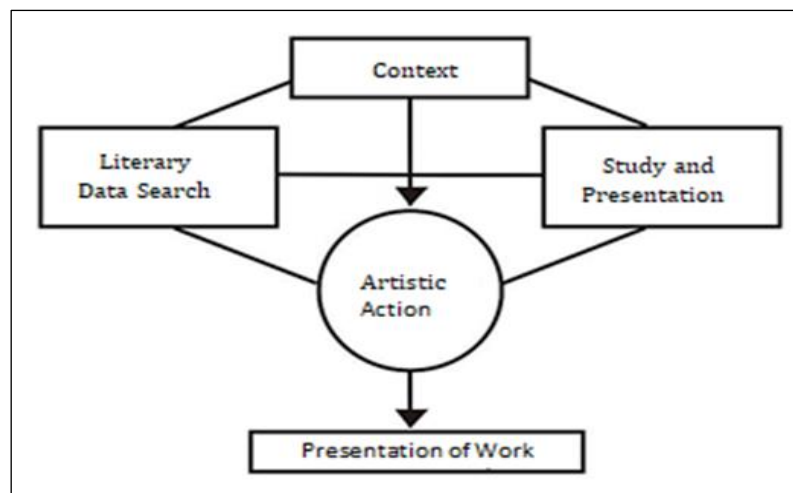


Figure 1: Desain Art Practice-Based Research

Data and Data Sources

The data is traced from internal sources of works or intrinsic elements of coastal folklore such as *Sunan Nyamplungan*, *Gentiri Tree* and *Ngadem Village*, *The Origin of the Name of Pamotan*, *Singarojo Village*, and so on. The internal building elements of the work are also related to coastal cultural values in the study of literary ethnology.

Literary Data Collection (Coastal Folklore)

The data used as a basis (source) to build understanding and reflection on the commodification of coastal folklore were collected through; observation, interviews, and study of documents/artifacts of the work.

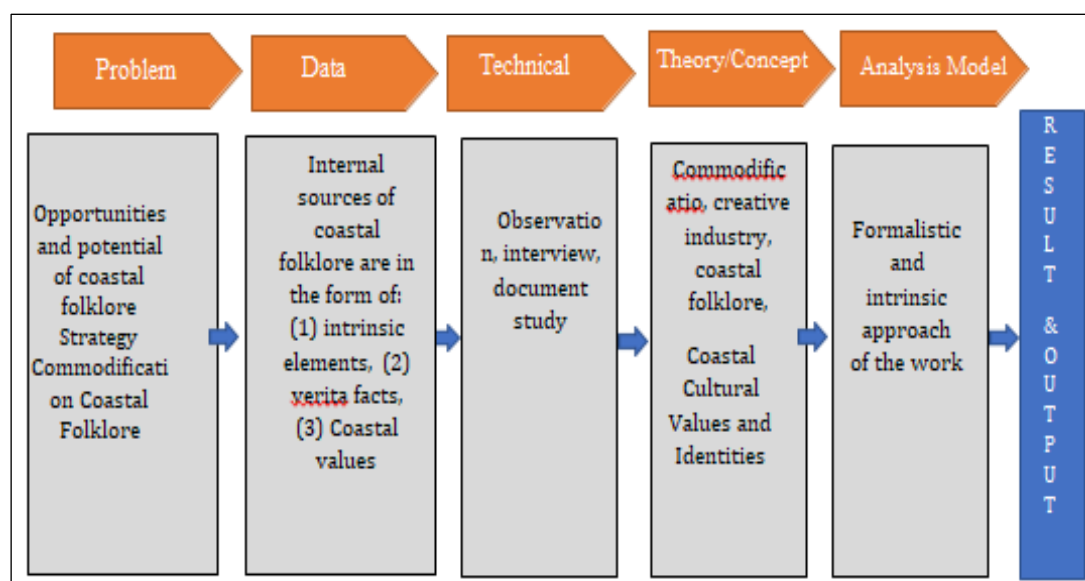


Figure 2: Schematic of Research Methods

Data Analysis and Verification

Data is analyzed with a formalistic and intrinsic analytical approach. The schema of this research method is systematically presented in Figure 2 as follows.

The diagram presented in Figure 2 outlines the systematic approach for data analysis and verification in the research. The process begins

with identifying the research problem, which focuses on the opportunities and potential of coastal folklore, followed by the strategy for its commodification. The data is derived from internal sources such as intrinsic elements, verifiable facts, and coastal values. The technical phase involves methods like observation, interviews, and document studies, while the theory/concept section explores how commodification interacts

with the creative industry and coastal cultural values. Finally, the analysis model applies a formalistic and intrinsic approach to evaluate and output the results, ensuring a comprehensive understanding of the research subject.

Results and Discussion

Opportunities and Potential Values and Identity of Coastal Folklore as a Creative Industry

The potential and opportunity of coastal folklore as a sector within the creative industry reside in the abundant richness of narratives and the cultural values embedded within these tales. Coastal folklore frequently illustrates the lives of individuals intimately connected to nature, maritime traditions, and the local wisdom that has been transmitted through generations. The scope of "coastal folklore" in this study includes not only oral traditions but also artistic expressions, rituals, crafts, and local wisdom, thereby encompassing a wide range of cultural elements. Core elements of coastal communities are community bonding, valor, and balance with nature. These narratives can provide the basis for designing aesthetically-related products and expressing significant consequent moral and cultural messages related to the creative industry's present social and environmental issues. The potential importance of coastal folklore to the creative industries is also demonstrated by its ability to reach a wider audience. Considering the growing awareness of global environmental problems, folktales about conservation, climate change adaptation, and ocean health have tremendous appeal. By integrating these elements into creative works such as art, media, and tourism, coastal folklore can bridge the gap between cultural preservation and global awareness of environmental challenges. Local communities and global markets that are resourcefully invested in these issues can respond to creative outputs arising from these narratives, be they animated films, graphic novels, or visual artworks. Failure to take advantage of the localized identity encapsulated within coastal folklore gives us a branding mechanism that can be integrated into the creative sector. Thematic elements and characters based on folk tradition may be repurposed in garment design, artisanal arts, or corporate logos, epitomizing sustainability tenets using traditional knowledge. Therefore, coastal

folklore is more than just a story; it becomes an identity marker that global consumers can recognize and appreciate, strengthening the local creative industry's positioning within the global market. However, it can co-opt the regional culture to increase their coastal folklore capital market assurance. The risk of such commodification is that local communities might not be the primary beneficiaries of the commercialization of their folklore. Thus, it is crucial to develop policies that ensure communities maintain control over their cultural assets and benefit directly from this process. The conversion of traditional epics into goods in the artistic industry likewise provides communities with opportunities to get involved in the generation, sale, and publicity of these culturally unique products. This preserves cultural values, creates jobs, and increases coastal communities' economic development. Furthermore, the involvement of community members in this process means that the products are as authentic as they should be while also bringing local values to life.

Simultaneously, cultivating creative industries rooted in coastal folklore can provide spaces for development and technology. For example, developing mobile apps or digital platforms that package folklore in interactive mediums like games or augmented reality could attract younger audiences who are more likely to engage with technology. Unlike traditional methods of presenting folklore, which many youths find stifling, digital technologies can initiate rediscovery in a way that speaks to the interests of modern consumers and pervades pop culture trends, helping revitalize cultural preservation.

However, in economic appropriation to coastal folklore, we must recognize that not all consequences are as positive as a thriving economy. To ensure sustainability, it is essential to strike a balance between commercialization and cultural integrity. The commercialization process should be guided by a participatory framework where the local community plays an active role in the decision-making process. As such, a cunning plan needs to be planned somewhere along the lines of this commodification process, and this should involve cultural specialists, creative professionals, and local communities for the intrinsic nature of folklore to remain intact as it goes through these processes of transformation.

Thus, commodification can be performed without watering down the authenticity and essence-based nature evident in coastal folklore.

In addition, it is essential to ensure that local people feel the benefits of the economy generated through the commercialization of coastal folklore. This can be achieved through the establishment of fair distribution systems, where local communities receive a share of the profits generated from the commercialization of their cultural heritage. Thus, it becomes imperative to set up a holistic and sustainable business ecosystem to allow the fair distribution of the revenues generated by the creative sector to all the involved parties. It will contribute to the community's economic vitality and strengthen the organization's commitment to protecting and promoting folklore as a vital part of their cultural heritage.

Leveraging coastal folklore in the creative industry requires collaboration between various stakeholder sectors. The government, universities, practitioners in the creative industry, and local citizens must work together to develop policies and programs that preserve and commercialize folklore. Additionally, training and capacity-building initiatives for local communities are needed to guarantee that they have the required skills to participate in the creative industries. Also, possible cultural tourism is based on the heritage of the scenery and folktales. Areas that allow engagements with folklore can serve as more unique attractions for tourists seeking authentic experiences—like narrative tours or folk theatre. As a result, coastal folklore is preserved and utilized as a tourism resource to promote local economic development.

Marine folklore has great potential within the creative sphere, so long as it is appropriately managed and policy adapted to support it. With the creative industries built upon the thematic layers of folklore (the meanings embedded in folklore and their significance within a community), where historical narratives and contemporary society are linked, the result promises to preserve cultural heritage even as the relationship generates tangible economic and social benefits for community members.

This section will discuss coastal folklore's opportunities, potential values, and identity as a creative industry.

Chance of Coastal Folklore as a Creative Industry

Cultural tourism that draws upon coastal folklore offers travellers a distinctive and thrilling experience. Aspects like the everyday lives of coastal communities, their myths, legends, and maritime customs can form genuine tourist offerings, cultural sites, festivals, and artistic performances (22). With this, tourists enjoy the coast's natural beauty and gain a deep understanding of the rich culture that lives along the coast.

Coastal folklore can significantly influence the creation of an array of innovative products. These folktales' intricate narratives, characters, and symbolism may be effectively transmuted into handicrafts, visual arts, fashion design, cinematic productions, musical compositions, and interactive video games. Such creative outputs augment the diversity of souvenirs and artistic merchandise and enhance the visibility of coastal culture locally and globally, ultimately bolstering the surrounding community's creative economy.

Also, fostering community identity and cohesion is a positive side effect of revival and remembrance of coastal folklore. These alternative reconstruction strategies reinforce the local oral and cultural practices that can enhance a sense of cultural identity and belonging among coastal communities (23). This fosters local pride and drives initiatives to protect cultural heritage to be handed down to future generations.

Potential Value of Coastal Folklore as a Creative Industry

There is a massive potential for the creative industry that builds on coastal folklore to be good for the economy of coastal communities. This part will open income opportunities and create new jobs (24, 25) by utilizing the folklore raw materials to inspire new products. This enhances the local economy and assists communities with decreasing reliance on a single financial sector, fortifying their financial flexibility.

Protection of Coastal Folklores Apart from the economic impact, promoting coastal folklore is also essential to society's social culture. These efforts enable people to be more aware of the need to preserve a traditional maritime culture, which is a part of their identity (8). The campaign further

supports intergenerational discourse, encouraging passing on and discussing old stories that enhance social cohesion and a sense of community togetherness.

Culturally, coastal folklore-based creative industries can ensure the preservation of oral traditions, rituals, and traditional crafts. These products are an innovative way to revive folklore so that inherited values of culture can be preserved and passed on. Such steps contribute to cultural heritage preservation, allowing the coastal traditions to stay relevant and known to forthcoming generations.

Identity of Coastal Folklore as a Creative Industry

Points related to the coining of the term coastal folklore, which embraces the revered values, primitive wisdom, and unique views about the relationship between man and the sea (26). These components can be developed into products and services in creative industries, and coastal communities can create solid and authentic brand identities. A strong sense of cultural identity is also a solid base for branding and marketing efforts: Products that carry traditional stories and values tend to resonate with consumers, which can become an invaluable asset (27). This strategic advantage enables product improvement in local and global markets.

Also, the popular appeal of coastal folklore should be able to produce tourism and consumers from all over the World. Coastal communities can offer them products based on commodities and experiences rooted in local cultural traditions, which allows them to differentiate the value of their products from competing products (28). Such differentiation enhances the market reach and opens opportunities for promoting and preserving a lively coastal culture to a broader world stage.

Developing creative industries based on coastal folklore must be done sustainably and responsibly; this needs to be noted. Local communities must be actively engaged, environmental degradation must be avoided, and intellectual property rights must be respected, all critical to ensuring long-term success.

The Application of Commodification of Coastal Folklore through the Utilization of Potential Cultural Values and Identities

This can represent an essential approach to conserving the cultural heritage and enabling a creative economy by ameliorating the commoditization of coastal folklore and converting intrinsic cultural values and identities into a tradable form. Coastal-based folklore coupled with indigenous knowledge and ethical values, makes up the cultural personality of the inhabitants and has been handed down for generations (29). Such values are then preserved and propagated on a larger national and global stage by turning such stories into commodity products.

The mobilization of coastal folklore is a process that goes beyond the mere peddling of ethnic spirituality for commercial gains; it is a filtering of the massive economic possibilities contained within rich narratives, maritime traditions, and cultural values while preserving cultural identity and restoring the local communities (30). This complex process must not be about a quick fix—or a simplified idea of restoration—but rather a slow and impactful way to preserve, honor, and facilitate sovereignty in the community.

A form of responsible commodification is the trend of cultural tourism. Folkloric aspects could be incorporated into thematic itineraries, including walking trips to mythical destinations. These artistic exhibitions breathe new life into ancient myths and legends or cultural celebrations celebrating maritime culture (5). For example, a marine mythological kite festival could attract tourists and preserve indigenous knowledge through awareness of the knowledge of wind and the sea.

Together with tourism, the potential of dormant coastal folklore can also be utilized to produce new products. Thematic iconography inspired by legends, mythical characters, and marine elements can be translated into artisanal products, such as batik with mermaid motifs or wooden sculptures in the shape of sea dragons. These are culturally and aesthetically significant products that are no encapsulated in the marketplace.

The fashion industry has the power to tap into the deep cultural traditions of the coast. Woven textiles, classic in form and weave, using motifs from ocean life or jewellery pieces inspired by items from a fisherman's life or line, could become a Major Fashion Trend. In the best-case scenario, collaboration between cosmopolitan designers and passionate Indigenous artisans can produce

high-quality merchandise that takes the wisdom of native peoples to the world stage. Today's digital world can enliven this coastal folklore by creating fun, new forms of creative engagement. Mobile games inspired by folk tales or animated films built upon folklore as the basis of the story, or interactive learning applications that explain myths and legends related to the sea, can be used to introduce the youth to the feats of maritime folklore.

A methodological approach to exporting cultural narratives into a commodity is transmuting coastal folklore into available media formats such as cinematic, animated, and interactive games. Media of this kind can effectively contextualize conventional folklore in a more gripping story-based structure that appeals to the younger population, demonstrating a stronger affinity for visual and digital formats (31). For example, the story following a fisherperson facing a fierce storm can be turned into a cartoon movie that conveys ideas of floral, strength, and the inherent bond between humans and the physical world.

In addition, coastal folklore can also be used in the cultural tourism sector, where visitors are invited to explore first-hand the stories and narratives that stem from these traditional tales (32). Folk theater presentations, narrative excursions, and large-scale cultural celebrations based on local myths can be significant tourist draws for coastal communities. These exceedingly derived experiences will complement tourism's economic impact and strengthen the coastal societies' thematization by making their story a center of attraction.

The use of folklore in product design and merchandising is a possible way of commodification (33). Folklore-inspired motifs or elements can easily fuse with clothing and other artisanal products, such as accessories or souvenirs, making coastal cultural identity an intrinsic part of the creative process. These commodities represent not just trade goods but also vehicles of cultural resiliency for coastal communities within a globalized world.

Hugely, coastal folklore could also be elaborated and harmonized with the exposition of Indonesian people and their knowledge, adapted to the formal system. Traditional storybooks, lessons, and interactive folk-based material can be devised to plunge students into the psychological depth and

breadth of local culture and imbue ethical and social values (34). In this way, the youth may learn about their history and culture, thus being able to practice these values daily.

Digitized platforms that narrate coastal folklore: One way of commodifying folklore could be digitizing coastal folklore (such as mobile apps, web portals, etc.). This transformation makes folklore accessible to many people outside the country, including the Indonesian diaspora. In addition, these digitized forms lend themselves to creating more interactive user engagements, for example, interactive narratives or games drawing on folklore themes.

On the other hand, a vital point to stress is that commodification should not undermine coastal folklore's spirit, truth, and relevance. As stories undergo transformation and commercialization, it is essential to maintain the authenticity and wholeness of narratives to ensure cultural identity remains preserved (35). This can be done through collaborations between stakeholders in the creative industry, cultural experts, community leaders, and local inhabitants with intimate knowledge of folklore's cultural significance and environment.

Therefore, it is essential to consider the economic consequences of packaging coastal folklore as commodities for local communities. It should have material monetary benefits to the culture from which the folklore arises that are beneficial from a commercial perspective (10). This is in a fair and just business model where local communities are a part of the product's production and distribution process and receive a fair amount of the returns brands receive.

The government and other vital stakeholders promote available initiatives and policies that encourage the sustainable cultivation of a culture-driven creative industry in local communities and are inseparable from local coastal folklore. Through training, financing, and marketing support, these efforts can help local communities develop their skills and capacity to utilize folklore as a significant economic resource.

More generally, commodifying coastal folklore through strategically using cultural values and cultural identities is essential for preserving cultural heritage and promoting the sustainable development of the creative economy (36, 37). Innovation, technological advancements, and

supportive policies can transform folklore commoditization into a bedrock component for embedding local culture in the face of globalization, bringing economic and social dividends to coastal communities.

One must realize that without the local community engaging with folk beliefs, there is no "folklore" to commodity (10, 38). Those individuals in those communities are the guardians and rightful inheritors of the cultural legacy. Local communities must be provided with skills training, business mentorship, and equal opportunity in the market to make it meaningful and reap the economic benefits of folklore commodification.

A further dimension relates to the maintenance and protection of cultural heritage. Juan Carlos Moreno presents a general theory of folklore protection, highlighting the risk of the unregulated commodification of artistic elements to protect folklore (36). Establishing proper documentation, protecting intellectual property, and participating in preservation initiatives are essential to ensure that oral traditions are not exploited or misrepresented.

This commercialization of coastal culture encourages looking critically at those stories and reflecting on environmental sustainability. Cultural tourism promotion activities, handicraft production, and other economic endeavours must be systematically conducted with a comprehensive awareness of the environment's carrying capacity and a consistent effort to mitigate adverse impacts on coastal ecosystems.

The commodification of coastal folk traditions might act as a channel (albeit one more broadly defined) to strengthen maritime cultural identity. Fostering virtuous principles, indigenous wisdom, and a unique perspective about the ocean in coastal communities can promote pride and further recognition of the importance of protecting the sea and its cultural heritage.

Conclusion

As discussed in the previous chapter, coastal folklore has a lot to offer to the creative industry. Coastal folklore deeply steeped in cultural values such as social solidarity, sacrifice, and coexistence with the natural habitat, forms a solid and relevant Grundymmerung identity that can be appropriated and commodified through new generations of products. Encouraging creative industries based

on coastal folklore can benefit the local economy, strengthen cultural identity, and help spread folklore to the marketplace worldwide.

Cultural tourism – considerable opportunities with coastal folklore. Local tourist experiences based on folklore enrich local businesses and preserve their cultural heritage. In addition, developing folklore-based creative products such as films, crafts, and technology creative applications can become the basis of technology-based creative products to bring coastal communities to participate directly in the creative industries.

However, commodification needs to be carried out judiciously and sustainably. Local communities are critical participants in management practices, and protecting intellectual property rights is essential to maintaining the integrity of cultures. As a result, promoting coastal folklore has economic benefits, yet also aids in preserving priceless cultural heritage.

Abbreviations

IRB: Institutional Review Board, IRJMS: International Research Journal of Maritime Studies, MoTCE-RI: Ministry of Tourism and Creative Economy of the Republic of Indonesia.

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Author Contributions

Agus Nuryatin: conceptualization, design of the research, conducting the primary data collection, drafting the manuscript, theoretical framework, analysis of coastal folklore, Agus Nuryatin: coordinating the paper's overall structure, revised the manuscript for clarity and coherence, Meina Febriani: literature review, theoretical framework, emphasizing the historical context of coastal folklore and its relevance to local economic empowerment, analysing the data related to the impact of coastal folklore on local economies, revise the manuscript for academic rigor, Qurrota Ayu Neina: analyzed the data on local economic empowerment and its connection to folklore, significant contributions to the discussion section of the manuscript, revision, ensuring the manuscript's alignment with the journal's standards, enhancing the interpretation of results.

Feylosafia Putri Agry: research design, focusing on the methodology used to assess the impact of coastal folklore on economic empowerment, analysis of the findings, particularly about the data on economic outcomes for coastal communities, Leo Fernando: research design, focusing on the methodology used to assess the impact of coastal folklore on economic empowerment, analysis of the findings, particularly about the data on economic outcomes for coastal communities, Sefiyan Eza Nur Hidayat: helped draft the introduction and the background sections, providing critical context for studying coastal folklore and local economic development, reviewed the manuscript and provided feedback on the clarity of arguments and the paper's overall structure.

Conflict of Interest

I, along with my co-authors, declare that there are no **apparent** or **actual conflicts of interest** related to the content of this manuscript. None of the authors has any financial, personal, or professional relationships that could influence or bias the research presented in this manuscript.

Ethics Approval

This research adheres strictly to the ethical standards set forth by Universities Negeri Semarang and complies with international research ethics guidelines, including the principles outlined in the Belmont Report: respect for persons, beneficence, and justice. The study also aligns with relevant local regulations and policies, including those established by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, ensuring that all research activities are conducted responsibly and ethically. All data collected will be anonymized to protect participant identities. Identifying information will be securely stored in encrypted files accessible only to authorized research personnel. Any media or data potentially identifying participants will only be published with explicit consent obtained before dissemination. These measures ensure the confidentiality and privacy of all participants throughout and beyond the research process. The principal investigator holds full accountability for ensuring ethical compliance throughout the study. Procedures are in place to address any ethical dilemmas that may arise during the research. All research team members have received training in

research ethics and are committed to upholding the highest standards of ethical conduct.

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