

## **Creative Economy As Supporting National Development Accelerating Growth Rate**

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**Abstract** : *creative economy is a new economic concept that intensifies information and creativity by relying on the ideas and knowledge of human resources as the main factor of production, and become a commodity that is capable mendokrak in the industrial sector to support the national economy. Industrialization creative as penduung, the protagonist which acts as a catalyst in the development, which should be a dynamic factor in realizing economic development, and which information becomes the main thing in the development of creative economy, which could be a catalyst of new industries that grow to develop the industrial sector, an accelerator and a proponent of economic activity. Performers and consumers together also encourage accelerated growth in the creative economy sector.*

**Keywords:** *creative economy, Support, Development*

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### **I. Introduction**

Creative Economy is a new concept which is the main sustainer kreativitas where information and ideas, ideas, wawsan (stock of knowledge) of the perpetrators as Human Resources, is a major production in the creative economic activity. The development as a result of the structure of the world economy is experiencing a wave of technological transformation very rapidly, a fast pace with the growth of the economy itself, from being based Natural Resources followed be based Human Resources, as well as the manufacturing and service information as a crutch growth and development in the era of the creative economy.

According Howkins defines the creative economy as an economic activity in which the input and the output is the idea, or in one short sentence, the essence of creativity is the idea. We recommend that the concept of entrepreneurship as well as the concept of the creative economy there is an element common thread, ie, there is the concept of creativity, ideas or the ideas and concepts of innovation. Creativity adalahsuatu process of thinking and inspiring in a different way than usual, where someone challenged to be able to give birth to a new one, either the idea and the real work is relatively different from what has gone before. Creativity in business is how to apply creativity in the work we are doing in order to bring innovative products, procedures and new structures while improving the way we work toward the better. Creative ideas associated with a new idea, that at least for the person concerned creative ideas can involve a merger attempt two or more ideas directly.

### **II. Problem Formulation**

Adapan problem formulation is formulated writer

1. What is the Creative Economy?
2. What factors are becoming supporter of the creative economy?
3. The extent to which the growth of the creative economy?

### **II. Writing purpose**

1. More in knowing the supporting Creativity and supporting the creative economy
2. Understand the true about the creative economy and the opening of opportunities in economic actors

### **III. Discussion**

#### **Definition of Creative Economy**

According Howkins, Creative Economy is an economic activity in which the input and the output is the idea, the essence of creativity itself is an idea. with a capital idea, someone who is creative can earn a very decent. That such an idea is an original idea and may be protected by IPR. An example is a singer, movie star, songwriter, or Microbiology researchers who are researching superior farietas rice that has never been created

before. The ability to realize creativity mixed with a sense or value of art, technology, science and culture of a capital base to face economic competition, so comes the creative economy as an alternative economic development to improve the welfare of society.

According to the United Nations Conference on Trade and Development defines the creative economy "An evolving concept based on creative assets Potentially generating economic growth and development"

According to the Department of Culture, Media, and Sport (DCMS) mendefinisikan creative economy as the Creative Industries as Reviews those industries roomates have Reviews their origin in individual creativity, skill and talent, and the which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content.

According to The blueprint Indonesian Creative Economy Development 2009-2015, the creative economy is defined as "a new era economy after agriculture economics, industrial economics, and the economics of information, which intensifies information and creativity by relying on an indigenous ideas and knowledge of human resources as a factor of production the main economic activities.



**Figure 1 Schematic Creative Economy**

### **Intellectual support Creative Economy**

According to Mujahid Ahmad Ramli Director General of Intellectual Property Rights (IPR DG) of the Ministry of Justice and Human Rights (Kemkumham): Intellectual Property as a supporter of the creative economy. Copyright, for example, is firmly attached to the creative economy. Contributed greatly to the Gross Domestic Product (GDP) or Gross Domestic Product (GDP) or significantly to total revenues for the country. Intellectual property support creative economy, going the intersection between them. The tip of intellectual property certainly creative economy. So, we encourage creative economy by 2015, "he declared in the hearing Committee III Regional Representative Council of the Republic of Indonesia (DPD), which discusses the preparation of the Draft Law (Draft) on the Creative Economy at the Parliament Complex, Senayan, Jakarta, on Thursday (26/3). The event was led by Vice Chairman of the Committee III DPD is also Chairman of the Creative Economy Bill Working Committee III DPD RI Fahira Idris (senator from Jakarta).

Mujahid Ahmad Ramli continued, the government encourages the growth of intellectual property (intellectual property) because it is an important part of the development of the national economy, especially the real sector of society. For example, copyright became the basis of the creative economy. Indonesia's economic growth is sustained by intellectual property to grow and evolve as commercialization. Of the 15 sub-sectors of the creative economy sector, 13 of them belong to the copyright, such as architecture, art and antiques, crafts, fashion, film and photography, and music. Therefore, beyond the culinary and fashion that contribute to high (33% and 27%), the government encouraged the growth of some subsectors that contribute low as music 1%, film and photography 1%, the architecture of 2%, the design of 4%, and crafts 15%.Subsektor yang Menunjang.

### **Creative Economic Growth last 15 points, namely:**

1. Advertising
2. Architecture
3. Art Goods Markets
4. Craft
5. Design
6. Industrial Garment (Fashion)
7. Video, Film and Photography

8. Interactive Games (Games)
9. Music
10. Performing Arts (Showbiz)
11. Publishing and Printing
12. Computer Services and Software (Software)
13. Television & Radio (Broadcasting)
14. Research and Development (R & D)
15. Culinary

**Characteristics of creative economy**

Some things that were characteristic of the creative economy:

1. Required collaboration between the various actors involved in the creative industries, namely scholars (intellectuals), businesses, and governments that are fundamental prerequisites.
2. Based on the idea or ideas.
3. Development is not limited in various fields of business.

**The concept is built are relative.**

1. First, stay alive in owning economy, with the risk of this huge market into an illegal economy, with operator control, legalize sharing Economy and encourages the perpetrators long adjusting Please be contemplated.
2. Both the creative economy to save a great potential to improve the welfare of the community. In addition to creating jobs, the creative economy is also able to spur national economic growth through the works of the creative economy industry players in the various sectors and sub-sectors

**Characteristics of creative economy**

Some things that were characteristic of the creative economy:

1. Required collaboration between the various actors involved in the creative industries, such as academics, business, and government.
2. Based on the idea or ideas and insights.
3. Development is not limited in various fields of business.

**The concept is built are relative.**

1. First, the owners still live as the economy, with the risk of this becoming a huge market with tetp controlled legal economy, and encourage actors who already feel established and seniors, and adjusting to the development of the creative economy.
2. Both the creative economy has the potential to move forward and be great in improving the welfare of the community, in addition to creating jobs, thecreative economy is also able to spur national economic growth through innovative works, the perpetrators of the creative economy in various sectors and sub-sectors

**Tabel 1. PDB and Ekspor creative economy (Grafik by Andri)**



**History of the creative economy**

Creative 'itself is a human baahwa able to produce creative work in conducting pekerjaan which of course begins with the idea of new ideas. Since ancient times to the modern era with rapid industrialization, then enter the digital kezaman present, the information age, an understanding of the creative process and its role in society continues to grow. Art and culture have grown since the beginning of human civilization and evolving

rapidly and significantly in a very important role in the various milestones of human civilization in the past until today. discussed the creative economy of modern times, namely in the Age of Enlightenment (Enlightenment) as the origin of modern thought titikawal grow.

**The development of creative economy**

The development marked by the globalization of the industry is full of creativity as Krea, Advances in information technology and communications world as well as the transportation system more easily and affordably deliver world in the era of globalization must take very positive creativity. Entering the era of globalization, the creative industry first emerged in the late 1990s began to take on the global market as the main target. In this era invasion force (softpower) sprung more firmly and surely, driven by a diverse group of creative and creative service providers to sell their creativity. Making the share of new markets are emerging in this era of global competition becomes full kompetisidan basic orientation of creativity.

**Table 2. Stages of Development of Creative Economy**

<b>Tahap. 1 (2005-2009)</b>	<b>Tahap. 2 (2010-2014)</b>	<b>Tahap. 3 (2015-2019)</b>	<b>Tahap. 4 (2020-2024)</b>	<b>Tahap. 5 (2025-2019)</b>
Menata Kembali dan meningkatkan kesadaran dan apresiasi terhadap ekonomi kreatif disegala bidang yang ditujukan untuk meningkatkan upaya penciptaan nilai tambah berbasis budaya	Menata kembali pengembangan ekonomi kreatif dan memperkuat sdm serta kelembagaan, pengembangan ekonomi kretaif yang ditujukan untuk menciptakan iklim usaha yang kondisf bagi pengembang ekonomi kraetif	Memantapkan pengembangan ekonomi kreatif dengan menekankan pencapaian daya saing kompetitif berlandaskan keunggulan sumber daya alam dan sumber daya manusia berkualitas dengan kemampuan pengembangan dan pemanfaatan ilmu pengetahuan dan teknologi yang terus meningkat	Mengutamakan kreativitasdan mewujudkan daya saing global berlandaskan keunggulan kompetitif diseluruh wilayah indonesia yang didukung oleh sumber daya manusia dan sumber daya alam serta budaya lokal, industri bedaya saing dinamis beragam dan berkelanjutan seta iklim usaha yang kondusif	Ekonomi kreatif sebagai penggerak terciptanya Indonesia yang berdaya saing dan hidup masyarakat yang hidup berkualitas

**The development of advanced Creative Economy**

Started in 2006 in which President Susilo Bambang Yudhoyono has instructed to develop a creative economy in Indonesia The development process is realized first with the establishment of Indonesian Design Power by the Department of Commerce to assist the development of the creative economy in Indonesia. In 2007 carried out the launch

Creative Industries Mapping Study Contributions Indonesia Trade Expo 2007 in Indonesia. In 2008, carried out the launch of Blueprint Indonesian Creative Economy Development Blueprint 2025 and Creative Industry Development 14 Subsector Indonesia. and made the declaration of Indonesia Creative 2009. To realize Indonesia Creative Products Week 2009 held Creative and the Creative Economy Exhibition takes place every year arrives

**Contribution to the Creative Economy**

According to BPS: Creative Economy in Indonesia give a substantial contribution to the national economy. Based on the calculation of the Central Bureau of Statistics, during the period 2010-2013 the creative economy on average accounted for 7.8% of the GDP of Indonesia. In terms of the economic contribution of the creative sector is still relatively lower than the contribution the agricultural sector, pengolahan industry, trade and restaurants, or the service sector, but much higher than the mining and quarrying sector, finance and transport. The added value generated by the creative economy is also increasing every year.

Based on the calculation of the Central Bureau of Statistics, the value added of the creative economy mecapai Rp 641.8 trillion in 2013 with growth of around 5.76%, above the growth in the sector of electricity, gas, and clean Asir; mining and excavation; agriculture, livestock, forestry, and fisheries; services; and industrial pengolahan. In addition, in 2013, the number of creative industries totaled 5.4 million effort to absorb a labor force of 11.8 million people.

The growth of employment in the creative industry in 2013 amounted to 0.63%, higher than the average national employment growth which experienced a slowdown of 0.01% in the same year.

GDP creative economy contributed most of the culinary subsector (32.5%), fashion (28.3%), crafts (14.4%), and publishing and printing (8.11%). In 2013, the number of creative industries totaled 5.4 million effort to absorb a labor force of 11.8 JTA people. Amounting to 90% of employment in the creative industries contributed by the three subsectors, namely sub-sector mode (32.33%), culinary (31.48%), and crafts (26.2%), while the rest comes from the twelve other subsectors.

Growth in the number of creative industrial enterprises stood at 9.68% with the creative industry sector is experiencing growth in the number of businesses in the above-average growth in the number of national business (0.9%) is the performing arts (3.18%), research and development (2,98%), interactive games (2.87%), advertising (2.86%), film, video and photography (2.74%), music (2.4%), and information technology (2,15%).

### **Challenges Creative Economy**

The competitiveness of Indonesia's creative industries can be identified based on seven key dimensions: their creative resources, support resources, industry, finance, marketing, infrastructure and technology, as well as institutional. When mapped based on seven dimensions of the sub-sectors of the creative industry is still relatively low in terms of financing is considered difficult to be met by the creative sector players, especially those who are beginners. Difficulties in making finance sector creative industry in Indonesia is considered less competitive. Institutions also considered not increase the creative industries in Indonesia are significantly view of the existing regulations, lack of encouraging the development of creative industries, stakeholder participation is fairly low, inadequate consideration of creativity in national development, lack of active participation, lack of appreciation of the government against the perpetrators of the creative economy.

### **Realizing Independent City and Creative**

Formed his creative economy is inseparable from the development of local culture. locals so get creative and develop a country how to package and promotion of culture, then the country will be stronger identity and image in itself that drives economic growth. One factor to develop the creative economy of a city, should be imposed as a cultural center and creative arts. The creative city based on creativity consists of three aspects:

1. creative economy
2. creative society
3. kreatif Government / creative policy.

Realistic creative economy is shown to have high creativity assets since the first. Indonesia itself is not a shortage of capital in terms of creativity, only there are still weaknesses in terms of uniting into a commercial product. Things that need is identified that we had, manufacture, sale, and package them as a source of creative economy. Should initiate and develop a constructive measures and realistic.

1. Develop Blueprint Creative Economy of Indonesia that involves the entire Stake Holder.
2. Proposed Creative Economy policy is comprehensive and thorough
3. Exploring the potential of becoming initiative to create places, centers of creative industries in the area.
4. Create products, services and creative-based culture based on priority,
5. Creating a culture as a target market International markets were cultured.
6. Grow inovasi develop vocational education and creativity in order to produce creative products.
7. Transfer of technology is consistent with the vision of the cultural creative industry.
8. Increase in the foreign exchange earning sectors of the creative economy.
9. Support the promotion of the creative economy as a Cultural Heritage (herritage).
10. Socialization, dissemination, promotion of systematic sustainability based on the creative economy.

## **IV. Conclusion**

Creative economy is growing from below, local as potential areas deemed important by the government, so the government to make regulations to support such creativity.

1. Creative economy is inseparable from the development of local culture, local residents pushing for national economic growth.
2. One of the factors to develop the creative economy made the city, the district as a cultural center and creative arts culture itself.
3. Creativity formed from fused elements such as; creative economy, creative community, kreatif Government / creative policies.

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