

## CREATIVE INDUSTRY IN CREATIVE CITY: WHAT IS ACTIVATED? (CASE IN INDONESIA)

**Mohammad Benny Alexandri, dan Ria Arifianti**

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Padjadjaran

E-mail: Mohammad.benny@unpad.ac.id

**ABSTRACT.** Creative Economy will be the world economic trend in the next few years. Stagnation of economic growth and environmental degradation is increasingly alarming, encouraging the whole world to put forward the creativity in economic life that maximizes the added value of a product of goods and services in the framework of the sustainability of human life and civilization. This research tries to make integrated construction of economic sub-sector indicators of Bandung City as Creative City by combining indicators used in other cities in the world with activation sub-sector indicator of creativity economy of Bandung that already exist. This study tries to answer the question (1) How to formulate the indicators Activation of creative economic sub-sector in Bandung City Indonesia? (2) How to measure the Activation Index of Creative Economy in Bandung Indonesia? (3) What sectors are Creative sub sectors in Bandung? Creative industry in Creative City is clearly warrant future studies.

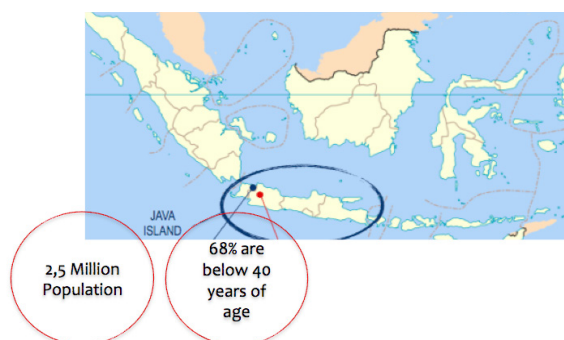
**Key words:** Creative City, Bandung, Creative Economy, Creative Industry Sub-sector.

### INTRODUCE

Creative Economy will be the world economic trend in the next few years. Stagnation of economic growth and environmental degradation is increasingly alarming, encouraging the whole world to put forward the creativity in economic life that maximizes the added value of a product of goods and services in the framework of the sustainability of human life and civilization.

Bandung City is the fifth largest city in Indonesia. The population of 2.5 million people, has a distance of 3 hours drive from the Capital of Jakarta. Bandung population 60% is young age. The number of young residents in Bandung encourages the growth of the region's economy towards the needs of young age. Fashion and culinary is the most interesting business in Bandung. Bandung is a service destination. The population is 5 million people by the end of the week. Tourists come from the city around Bandung, especially from the Capital of Jakarta.

Bandung is a member of Unesco Creative City Network since 2015. This is the initiative of all stakeholders from bandung city, known as Quart duple Helix consisting of Academic, Business, Community and Government.



**Figure 1. Bandung City (sources: BCCF Profile)**

Bandung is a City of Design, in accordance with UNESCO Creative City Network, since December 2015. Is the design sub-sector in accordance with

the identity of Bandung? Does the city of Bandung choose a sub-sector that suits the city of Bandung?

This research tries to make integrated construction of economic sub-sector indicators of Bandung City as Creative City by combining indicators used in other cities in the world with activation sub-sector indicator of creativity economy of Bandung that already exist. Thus will get the indicator of activation of creative economic sub-sector in Bandung City comprehensive, informative, representative and adaptive.

This research tries to answer the question: 1. How to formulate indicators Activation of creative economic sub-sector in Bandung City? 2. How to measure the Activation Index of Creative Economy in Bandung? 3. What sectors are Creative sub sectors in Bandung?

Creative Industry “is defined as a collection of economic activities related to the creation or use of knowledge and information, which is also known by other terms Cultural Industry or Creative Economy (Hesmondhalgh, 2002; Howkins 2014). Understanding the creative industry in Indonesia refers to the understanding of the Creative Industries Task Force of DCMS are as follows: “Industries derived from the utilization of creativity, skills and individual talents to create welfare and employment through the creation and utilization of the creative and creative power of the individual” (Development of Indonesia’s Creative Economy 2025, 2008: 4)

The hallmark of this creative economy is its activity that is oriented towards creativity, culture, and cultural heritage, and the environment. This creative economy is triggered by the creative industry that is the activity of creating original knowledge, products, and services, in the form of own work as stated by UNESCO (2003). (Erni R. Ernawan (2009)

Howkins (2007) argues that for the growth and development of the creative industry there must be a harmonization between Talent (talent), Tolerance among the people involved and Technology (3T).

Howkin (2001) states that the Creative Economy is a relationship between creativity and the economy. The creative economy in Indonesia started from the government of Susilo Bambang Yudhoyono in 2009 by issuing Presidential Instruction No. 6 of 2009 on the development of Creative Economy. The Creative Economy is driven primarily by creative actors known as creative classes, Richard Florida (2002).

The Ministry of Trade of the Republic of Indonesia (2007) uses several indicators used to measure this creative industry: (1) Gross Domestic Product (GDP); (2) Employment; (3) Company Activities, as well as (4) Impact on other sector sectors

The scope of creative space as a container of human creative activity, if reviewed more broadly, can be connected with the sphere of urban space. This is because the creative activities of humans can be various types, can be individual or communal, it is in accordance with human factors and their own activities. According to Landry (1995: p. 11), the city becomes a place for people to move their daily lives to meet their needs and develop their potential, aspirations, dreams and ideas. People are coming to town to achieve a better life. So the city becomes a place where race and culture mix. Human interaction within the city can create new ideas, which can certainly trigger creativity (Landry, 1995: p.11). So it can be said that, the city can be a physical space that can facilitate creative activities as well as become a granary results kekreativitasan community.

## METHODS

The object of focus in this research consists of the potential that can be activated from the creative business in the creative economy sub-sector in the city of Bandung. In addition, the research object chosen by the research team involves also the structure and behavior of the market in the creative economy sub-sector in the city of Bandung. This is done with the reason will be useful in determining the choice of strategies and policies that should be run by the city of Bandung in the development of creative business involving various stakeholders in the city of Bandung. The unit of analysis in this study consists of several parties involved in decision making related to the development of creative business which includes several Regional Device Work Unit (SKPD) in the city government of Bandung and the parties involved in the implementation of these policies that are in the city of Bandung such as creative community, universities, professional associations and non-governmental organizations

## RESULT AND DISCUSSION

### a. How to Formulate Activation Indicators Sub Sector of Creative Economy of Bandung

The basis for selecting which indicator will be used in this study is the essence of some indicators used in some studies as well. Sources of the indicators

used are some that have been prepared by the Creative Economy Team of Bandung, the stakeholder of Bandung which is currently known as Pentahelix, namely: 1. Academic 2. Businessman or Businessman 3. Community 4. Government 5. Media.

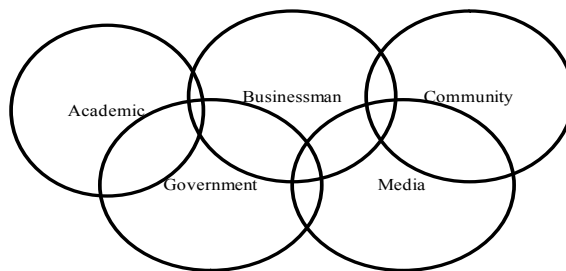


Figure 2. Pentahelix

Discussion of Pentahelix meeting result formulated what parameter best suits Bandung City? Year 2015, the city of Bandung recognize the Creative City Parameter derived from Docier Creative City Network UNESCO. A UN agency engaged in Culture and Education. Creative City Parameters appear in the image below: 1. Economic Capacity 2. Events conducted in the last 5 years 3. Creative City Networking Facilities 4. Academic Role 5. Creative Space

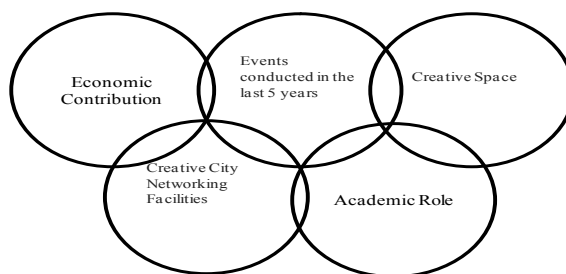


Figure 3. Creative City Parameters UNESCO Versio

Determination of the next indicator is to see what Bandung has in its Regional Medium Term Development Plan. In one of the goals owned by the city of Bandung, it turns out there is an indicator of what is called a creative city. There are 5 (five) indicators of Creative City according to Regional Medium Term Development Plan of Bandung. The indicator are:

1. Creative Policy
2. Creative Infrastructure
3. Law, ethics and Intellectual property rights
4. Creative Capacity
5. Economic Contributions

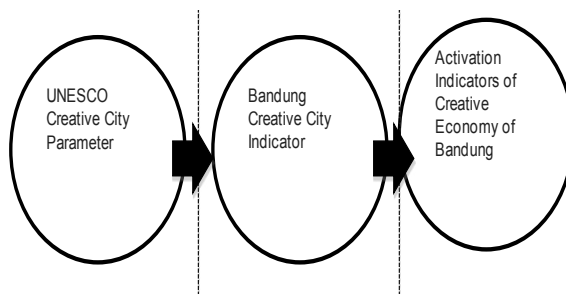


Figure 3. Determination of Indicator Sub Sector of Creative Economy of Bandung

After being identified what are the Activation Indicators of Creative Economy of Bandung, then how is the achievement of each of these indicators

## 2. How to Measure Index of Activation of Creative Economy In Bandung City?

This study attempts to measure how the index of activation of the creative economy. For that we need to consider how to calculate the weight of each of the indicator that has been agreed. The City knows together that the agreed activation indicator consists of 6 (six) indicators. Each of these indicators should be given the weight of each. To be able to get the weight, conducted focus group discussion by Pentahelix.

Implementation of focus group conducted in City Secretary in Bandung City by inviting: 1. Academic is Professor and Lecturer of Bandung Business Administration 2. Entrepreneur / Business is a SME Entrepreneur in the design field in Bandung 3. Community, is the representative Bandung Creative City Forum (BCCF) Bandung 4. Government, is the Head of Division and Secretary of Regional Economic Agency of Bandung City Secretary 5. Media, is a representative of Bandung city government media The results of the discussion, obtained some input and scenario used to measure how much achievement of creative economic activation of Bandung.

The following will show some scenarios which are the result of discussion with stakeholders of Bandung City. In scenario 1 is a proportional result. Each indicator is set based on the impact that may be achieved by the city of Bandung. Here:

No	Indicator	Weight
1	Policy	5%
2	Infrastructure	20%
3	Law, Ethics and Intellectual Property Right	20%
4	Support System	10%
5	Creative Capacity	5%
6	Economic Contributions	40%

1. Creative Policy, namely rules and regulations that are supporting citizens, business, industry and creative economy that make the city creative. For the first scenario is only 5%. The reason for the reinforcement is that the policies that have been issued by the municipal government are quite a lot. The most important thing is the application only. So 5% is considered enough to represent indicators. 2. Creative Infrastructure, the city's infrastructure and facilities that enable its citizens to engage in creative activities. This indicator is important, such as access roads, parks, meeting centers and so on. Its value is 20%. 3. Law, ethics and intellectual property rights, namely rules and attitudes that support the creative entity in conducting its activities. The reason given value and great weight is due to the low public awareness, especially for creative products. 4. Creative Support System, which is supporting the form of technology and

innovation that support the citizens to be creative. This is important, especially since it is strongly associated with innovation and creativity. 5. Creative Capacity is the ability of human resources and other resources that are supporters of the creation of creative economy. This indicator has a medium value because the supporting human resources must go through certain stages, such as whether the human resource is a particular college graduate and others. 6. Economic contribution, namely the ability of human resources and the results are economic for the citizens with the creative city. This indicator has the highest value on the grounds that economically, the creative field can be established. The basis of the determination is based on the theory that the contribution indicator dominates over other indicators. This economic indicator also illustrates that economic contribution is downstream from the activity of kretatif in society.

## 3. How to Achieve Creative Economy Activation Index In Bandung City

Calculate the achievements of the Creative Economy Activation Index using the following: 1. Collecting data for each economic sub-sector 2. Calculate the combined values of each of the highest and lowest values 3. Calculate the interpolation value of the highest and lowest values

## 4. Determining the value of activation

### Collecting data for each economic sub-sector

Data obtained after from the field can be described as follows: (Data: Result of survey to SPPD Bandung, processed 2017). Explanation; 1. Creative policy, Field of Architecture is a field that many issued its policy. Noted there are 110 policies issued by the government of Bandung. This amount is like the urban planning and layout of the city park issued by the mayor. 2. Creative policy, Music field is also high. Bandung City Plan to make music as an identity after design also describes the city plan with policies generated during the period 2014 to 2016. 3. Creative Capacity in the field of performing arts is the data of the number of educated human resources in the city of Bandung for the performing arts sector.

1. Determining the value of activation Once we know how big the SCORES and INDEX each sub-sector, the next step is to determine the size of which sub-sectors can be activated in accordance with the calculation basis.

As for some information that can be determined is as follows: 1. The sub-sector calculated by activation is not all 14 sub-sectors 2. Determination of the amount of activated is a sub-sector that has not been activated by the calculation of Bandung 3. Sub sectors that have been activated by the city of Bandung are: (1) Culinary, (2) Fashion (3) Design (4) Handicraft 4. There are 10 Sub Sectors that have not been activated By using Scenario 1, that is with the composition as follows:

**Table 1. Composition**

No	Indicator	Weight
1	Policy	5%
2	Infrastructure	20%
3	Law, Ethics and IPR	20%
4	Support System	10%
5	Creative Capacity	5%
6	Economic Contributions	40%

Then we can get the result of activation calculation as follows: Further explained as follows: The result of calculation using scenario 1, obtained:

1. Activation is for sub sector Architecture, Radio And Television, Music, Performing Arts, Publishing And Printing
2. Activation does not occur in sub sectors Art Market and Antiques, Research and Development, Film, Video and Photography. Interactive Games and Service Komputer and Software.

### CONCLUSION

1. Activation indicator from creative industry of Bandung city is in accordance with indicator of Creative City of Bandung
2. Sub sectors that have been activated by the city of Bandung are: (1) Culinary, (2) Fashion (3) Design (4) Handicraft
3. Activation is for sub sector Architecture, Radio And Television, Music, Performing Arts, Publishing And Printing
4. Activation does not occur in sub sectors Art Market and Antiques, Research and Development, Film, Video and Photography. Interactive Games and Service Komputer and Software.

### REFERENCE

- \_\_\_\_\_. 2008. "Pengembangan Ekonomi Kreatif Indonesia 2025". Departemen
- \_\_\_\_\_. 2008. "Rencana Pengembangan Ekonomi Kreatif 2009-2025".
- \_\_\_\_\_. 2009. "Studi Industri Kreatif Indonesia 2009". Departemen
- Bappeda Kota Bandung. 2008. Laporan Kajian Perencanaan Pengembangan Kapasitas Mekanisme Iklim Persaingan dan Jejaring Komunitas Kreatif, Bandung.
- Bappeda Kota Bandung. 2013. Potensi dan Program Pembangunan Perekonomian Kota Bandung. Bandung.
- BPS Kota Bandung. 2010. Bandung Dalam Angka Tahun 2009. Bandung.
- BPS Kota Bandung. 2013. Bandung Dalam Angka Tahun 2012. Bandung.
- Departemen Perdagangan Republik Indonesia. Depdag RI, 2008.
- Erni R.Emawan (2009) Peluang Pasar Industri Kreatif, ekonomi-kreatif.co.id
- Florida, R. 2002. The Rise of The Creative Class. Basic Books, New York.
- Hospers, G.J. 2003. Creative Cities in Europe: Urban Competitiveness in the Knowledge Economy. Journal Intereconomics, September/October 2003.
- Howkins, J. 2001. The Creative Economy: How People Make Money from Ideas. Penguins Books, London.
- Landry, C. 1991. Making The Most of Glasgow's Cultural Assets: The Creative City and Its Cultural Economy. Comedia, London.
- Landry, C. 2007. Creativity and The City Thinking Through The Steps. The Urban Reinventors Issue 1 June 2007.
- Landry, C. 2008. The Creative City: a Toolkit for Urban Innovators. Earthscan, London.
- Landry, C. and F. Bianchini. 1995. The Creative City. Demos, London.
- Perdagangan Republik Indonesia. Depdag RI, 2008.
- Perdagangan Republik Indonesia. Depdag RI, 2009.

**Table 2. Activation Calculation Result**

No.	SUB SECTOR	1	2	3	4	5	6	TOTAL	Decision
1	Architecture	0.25	1	1	0.1	0.05	1.6	4	Activation
2	Art and Antiques Market	0.05	0.2	0.2	0.2	0.05	0.8	1.5	No
3	Radio And Television	0.15	0.2	1	0.2	0.05	1.6	3.2	Activation
4	Research and development	0.05	0.2	0.2	1	0.05	0.8	2.3	No
5	Film, Video And Photography	0.05	0.2	0.2	0.2	0.05	0.8	1.5	No
6	Interactive Games	0.05	0.2	0.2	0.2	0.05	0.4	1.1	No
7	Music	0.05	0.4	0.8	0.2	0.1	1.6	3.15	Activation
8	Performing Arts	0.15	0.6	1	0.2	0.25	0.4	2.6	Activation
9	Publishing And Printing,	0.05	0.2	0.2	0.2	0.05	2	2.7	Activation
10	Computer Services And Software,	0.05	0.2	0.2	0.2	0.05	1.2	1.9	No

Source: Result of research, 2017