

# Analysis Of Perceptions Of Creative Economy Industry Development In Bengkulu City

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## ABSTRACT

It is believed that the creative economy can be a new breakthrough for the Indonesian nation in facing the problems of economic growth and employment, which is also an alternative step to the global economic challenges that are leading to the current economic transformation. The GDP of creative industries in Indonesia is ranked eighth out of ten industries that contribute to national GDP, namely 6.28 and a value of 104.6 trillion rupiah. However, after 2010 the economic contribution to GDP Creativity continued to grow. Labor absorption in the creative economy is 10-11% every year and the number of workers is around 11-12 million people. The share of creative industries in national exports is also 5-6% per year. The growth rate of the creative economy tends to increase from year to year. Developing tourism and the creative economy in the city of Bengkulu requires a targeted program. The data used is primary data, using a purposive sampling method with a total of 70 respondents. The data was analyzed using the Likert Scale Analysis method. The respondents analyzed were 70 respondents consisting of 27 men or 39% of the total respondents and 43 women or 61% of the total respondents. 45 people were under 50 years old or 64% of the total respondents and 25 over 50 years old or 36% of the total respondents. 5 people had elementary school education or 7%, 7 respondents had junior high school education or 10%, 25 respondents had high school education or 36% and 33 respondents had college education or 47%. The analysis measures respondents' perceptions of 4 (four) creative economy industry development variables. Research results: HR variables average 3.58 "Good" raw material variables average 4.27 "Very good" Competitiveness variables average 3.99 "Good" and conducive environment variables average 4.10 "good". Distribution and frequency in the very good category: 3 respondents or 4%. In the good category 13 respondents or 19%. 33 respondents or 47% were in the sufficient category. In the not good category 19 respondents or 27% and in the not good category 2 respondents or 3%. The best frequency is in interval class number 3, sufficient category with a frequency of 33 respondents or 47%. Meanwhile, the smallest frequency is in the interval 5 or very bad with a frequency of 2 or 7.5%.

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## 1. Introduction

The creative economy is believed to be a new breakthrough for the Indonesian nation in facing the problems of economic growth and employment, which is also an alternative step to the challenges of the global economy that are leading to the current economic transformation. Indonesia is a country rich in culture and population with many opportunities to develop the creative economy in Indonesia. The creative economy is a pillar of Indonesia's economic development. In addition to improving people's welfare, local creative industry products contribute to national economic growth. The creative industry is an industry that has the potential to develop considering that this industry has unlimited resources due to the intelligence of its human resources. Of course, the characteristics of this industry are very different from industries that have a great need for natural resources as the main raw material for the production process so that they require different treatment/policies from other industries. Presidential Regulation No. 142 of 2018 concerning the National Master Plan for the Development of the Creative Industry for 2018-2025, Presidential Regulation No. 96 of 2019 concerning the Ministry of Tourism and Creative Industry. is in full planning towards 2025. The Ministry of Tourism and Creative Industry (2014) noted 16 scopes of creative industry groups divided into creative industry sub-sectors. (1) Architecture, (2) Interior Design, (3) Visual Communication Design, (4) Product Design, (5) Film, Animation and Video, (6) Photography, (7) Craft, (8) Culinary, (9) Music, (10) Fashion, (11) Application and Game Developer, (12) Publishing, (13) Advertising, (14) Television and Radio, (15) Performing Arts, (16) Fine Arts.

The importance of developing the creative economy lies in the fact that the creative economy as an economic base is faced with the dynamics of global and national economic development. That is why the creative industry is currently one of the economic sub-sectors that has received a lot of attention from the government. Attention is not only focused on the contribution of this sub-sector in accelerating economic growth, but also the great potential of this sub-sector to provide, add value, employment, business sectors and inter-sectoral linkages to eradicate human poverty and reduce income inequality.

There is even hope that industrial companies in the creative industry can be responsible for most of the economic activities of the Indonesian people in the future. The creative economy is actually an expression of the search for sustainable development, namely a competitive economic atmosphere and dependent on renewable resources, in other words, the creative industry is an expression of the spirit of survival that is very important for developing countries. The big message of the creative industry is the use of resources that are not affected but unlimited, namely ideas, talents and creativity. The relationship between the creative industry and tourism is reciprocal and can <https://ejournal.unib.ac.id/conjuncture>

produce synergy. When the creative industry is developed through tourism, creativity encourages destinations to create innovative products that have added value and become more competitive compared to other destinations.

The creative industry development strategy can be a driver of tourism in strengthening the role of arts and culture in tourism, strengthening the culture of creative industry groups, preparing creative human resources. Mapping resources that support the emergence of creative industries, developing regional approaches, developing networks between creative industry clusters. Identifying leadership to maintain the sustainability of the creative industry, including the integration of bureaucratic elements as part of leadership and facilitation, building and expanding cross-industry networks, developing and implementing policies related to the development of creative industries and the development of craft tourism. Developing tourism and the creative economy in the city of Bengkulu requires a targeted program. This also needs to be supported by promotional activities and improvements to various tourism support facilities, such as immigration services, transportation facilities, banking, accommodation, restaurants, travel agencies and many others. The Bengkulu Provincial Culture and Tourism Office as the leading sector in the development of tourism and the creative economy should periodically collect data and analyze tourist visits and the development of the creative economy. The level of tourist visits affects the growth and development of MSMEs, including creative economy businesses. According to the infographic book on the distribution of creative economy actors in 2019 quoted by the Bengkulu province tourism information profile book in 2019 as follows:

**Table 1 Number of Economic Enterprises Creative in the city Bengkulu**

Sub Sector CREATIVE ECONOMY	Sub Sector	Percentage
	CREATIVE ECONOMY	
Culinary	823	19.10%
Fashion	834	19.35%
Craft	678	15.73%
Publishing	724	16.80%
Photography	451	10.47%
Music	233	5.41%
Architecture	130	3.02%
Art Show	125	2.90%

<b>Art Appearance</b>	104	2.41%
<b>Television And Radio</b>	99	2.30%
<b>Advertising</b>	22	0.51%
<b>Application And Games</b>	35	0.81%
<b>Design Product</b>	16	0.37%
<b>Film, Animation And Video</b>	13	0.30%
<b>Design Interior</b>	10	0.23%
<b>Design Communication Visual</b>	12	0.28%
<b>Amount</b>	4.309	100%

Source : Service Tourist Year 2021

Government area in province Bengkulu through service tourist province Bengkulu has made strategies for tourism development And creative economy Which is listed in the strategic plan (RENSTRA) year 2021-2026 on CHAPTER V Strategy And Direction Policy Where strategy Which carried out by the Department Tourist Province Bengkulu is “Enhancing Development tourist And creative economy” Which There is in Province Bengkulu. Creative economic development strategy in the framework for achieving goals, good purpose short term and also objective long term. Analysis in development strategy based on observing the environment internally and externally in determining formulation strategy, then enter the implementation stage until evaluation. By Because That, compilation strategy is step tactical Which nature systematic in achievement.

Economy creative with the support of tourist attractions increase acquisition alone due to cultural and customary factors customs, party government, private, tourism object management and competitiveness improvement economy. based on problems so in doing studies about the matter with for government strategy creative economic development in the city of Bengkulu. Based on potential creative economy Which is very big when developing in improving the provincial economy of Bengkulu And a number of problems which have been conveyed above then the author intends to analyze the development of creative economy industry in the city of Bengkulu For giving input on all parties involved Which use proceeds development of creative economy in province Bengkulu Which on Finally can increase economy.

## 2. Method, Data, and Analysis

The purpose of this study is to determine and analyze the perception of the development of the creative economy industry in Bengkulu City based on the 2005-2025 Long-Term Action Plan and to determine what factors influence the development of the creative economy industry in Bengkulu City. Certain scope limitations. Where in this study analyzes the perception of the level of development of the creative economy industry from the creative economy sub-sector which is a priority sector is the culinary and fashion sub-sector. This study uses a descriptive quantitative research type. Research that produces numbers is then concluded descriptively. The research analysis tool uses the Likert Scale which is one of the scales used to collect data in order to find out or measure quantitative data. This data is obtained to find out opinions, perceptions of a person towards a phenomenon that is happening or being studied.

The Likert scale is used to measure attitudes, opinions and perceptions of individuals or groups related to social phenomena that are currently the object of research. In addition to the form above, this scale can also be displayed in other forms according to what the researcher wants to obtain. This research was carried out in stages in order to obtain complete data. For data collection from interviews and observations, it is presented in the form of descriptions using words that are easy to understand as comparative data in the discussion of the development of the creative economy industry in Bengkulu City. This study analyzes the development of the creative economy industry in Bengkulu City which focuses on identifying the development and characteristics of the creative economy, then analyzing the factors that influence the development of the creative economy industry and designing a creative economy development model as an alternative approach to inclusive and sustainable development. This study uses primary data and secondary data. Primary data was obtained through a field survey using data collection methods using questionnaires and interviews to determine the problems and factors in the development of the creative economy industry in Bengkulu City. Secondary data was obtained from the Bengkulu provincial government from the Bengkulu Provincial Tourism Office and data from the Central Statistics Agency (BPS). The data has been published in both written and online reports. In this study, the primary data needed includes direct surveys to respondents, while the need for secondary data is related to the method of documentation of guidebooks, work plans of the Bengkulu Provincial Tourism Office, articles related to the creative economy industry in Bengkulu City.

This research was conducted in Bengkulu City, Bengkulu Province, where the author directly conducted research on creative economy actors in Bengkulu City. The research location covers all sub-districts in Bengkulu City, namely 9 sub-districts and 67 villages. The location selection was based <https://ejournal.unib.ac.id/conjuncture>

on the distribution of creative economy actors who occupy the business locations run by business owners. The object of this study is creative economy industry actors in Bengkulu City. The sampling technique is purposive sampling, namely sampling based on certain objectives or considerations (Husaini Usman et al., 1995:15). The research sample was 70 (1.6%) creative economy actors representing 4,309 creative economy business actors in Bengkulu City. The sample in this study used the following criteria and considerations. Creative economy actors domiciled in Bengkulu City as evidenced by a business license domiciled in Bengkulu City. Creative economy businesses have been operating for > one year as evidenced by the date the business started on the business license. The business operations are running and under the supervision of creative economy actors as evidenced by interviews whether the source studied is the owner, blood relatives or trusted persons appointed by the owner. The qualitative descriptive analysis method is to analyze, describe, and summarize various conditions, situations from various data collected in the form of interview results, questionnaires or observations regarding the problems studied that occur in the field. The Likert scale is a method used to measure opinions, attitudes, and perceptions of a person or group of people about a phenomenon. In the Likert scale, the variables to be measured are described into variable indicators. After that, the indicators will be used as a starting point for compiling various instruments. The answers to each instrument using the Likert scale have a gradation from very positive to very negative.

### 3. Result and Discussion

Bengkulu City is the capital of Bengkulu Province and covers an area of 151.7 KM<sup>2</sup>, located on the western part of Sumatra Island between 30 45" and 30 59" South Latitude and 102022" East Longitude. The surface culture of Bengkulu City is undulating, covering coastal areas and hilly areas and some of them where there are small river basins. Bengkulu City borders Central Bengkulu Regency to the north and east, Seluma Regency to the south and the Indonesian Ocean to the west. Bengkulu City was formed based on Law No. 6 of 1956 concerning the formation of autonomous districts within the South Sumatra Province. Since the issuance of Law No. 1 of 1957, Bengkulu City has changed its status to a Municipality, covering 4 administrative areas that oversee 28 *Kepangkuan*. Based on Law No. 9 of 1967. Government Regulation No. 20 years 1988 Bengkulu Province was established in Bengkulu City which was made the Capital City. Then the term *Kotapraja* was replaced with *Kotamdya Dati II Bengkulu* in accordance with Law. No. 5 of 1974 concerning the Principles of Regional Government. The term *Kotamdya Dati II Bengkulu* changed to *Kota Bengkulu* based on Law. No. 22 of 1999 concerning Regional Government. In 2003 Bengkulu City experienced <https://ejournal.unib.ac.id/conjuncture>

regional expansion, which was originally 4 sub-districts with 57 Kelurahan to 9 sub-districts and 67 kelurahan based on Bengkulu City Regional Regulation No. 28 of 2003. Furthermore, in 2011, Bengkulu City experienced sub-district expansion again, as in the following table:

**Table 2 Sub-districts and Urban Villages in the City Bengkulu Year 2022**

NO	Subdistrict	wide	ward
		(HA)	
1	Selebar	4.636	13
2	Kampung Melayu	2.314	5
3	Gading	1.444	6
	Cempaka		
4	Queen Great	1.102	7
5	Queen Samba	284	7
6	Bay Fresh	276	9
7	River shaved	1,353	8
8	Estuary Bangkalulu	2.316	6
9	Singaran Starch	1,442	6

Based on the 2020 Population Census data, the population of Bengkulu City is 373,591 people, consisting of 188,624 male residents and 184,967 female residents. Compared to the population of the 2010 Population Census, the population of Bengkulu City experienced a growth of 1.87 percent. Based on the results of the 2020 National Labor Force Survey (SAKERNAS), the number of people aged 15 years or older who are part of the workforce in Bengkulu City is 186,950 people.

This figure is much larger than the population aged 15 years or older who are not part of the workforce, which is 96,365. This means that most of the productive age population has entered or intends to enter the workforce.

Furthermore, if you look at the percentage of the working population to the workforce, the figure is quite high, namely 93.18 percent. This means that more than 90 percent of the workforce has entered the workforce while the rest are still unemployed.

From the analysis carried out, the categorization of respondents based on respondent characteristics based on gender can be seen in table 3 below:

**Table 3 Respondent Characteristics Based on Type Sex**

No	gender	amount	Percentage (%)
1	male	27	39
2	female	43	61
	<b>amount</b>	70	100 (RAJP)

From the sample of respondents analyzed as many as 70 respondents consisting of 27 men or 39% of the total respondents and 43 women or 61% of the total respondents. From the analysis carried out, the categorization of respondents based on the characteristics of respondents based on age can be seen in the following table 4.3:

**Table 4 Respondent Characteristics Based on Age**

No	age	amount	Percentage (%)
1	$\leq 50$ years	45	64
2	$\geq 50$ years	25	36
	<b>amount</b>	70	100

From the sample of respondents analyzed as many as 70 respondents consisting of 45 people under 50 years old or 64% of the total respondents and 25 over 50 years old or 36% of the total respondents.

From the analysis carried out, the categorization of respondents based on the characteristics of respondents based on age can be seen in the following table 4.3:

**Table 6 Respondent Characteristics Based on Education**

No	Pendidikan	Jumlah	Persentase (%)
1	SD	5	7
2	SLTP	7	10
3	SLTA	25	36
4	Sarjana	33	47
	<b>Total</b>	70	100



**Table 7 Average Variables Development Economy Creative Year 2023**

No	Variabel	average	information
1	Human resources	3,58	good
2	Raw material	4,27	Very good
3	competitiveness	3,99	good
4	Conducive inveronment	4,10	good
	<b>average</b>	3,98	good

#### 4. Conclusion and Suggestion

Based on the research results, it can be concluded: HR variables with an average of 3.58 "Good" Affect the development of the creative economy. Raw material variables with an average of 4.27 "Very good" Affect the development of the creative economy. Competitiveness variables with an average of 3.99 "Good" affect the development of the creative economy and Conducive Environment with an average of 4.10 "Good" affect the development of the creative economy.

Factors that affect the development of the creative economy include Creativity and Innovation, Infrastructure and Technology, Human Resource Quality, Government Policy, Environmental Sustainability, Access to Markets, Market Needs, Finance and Investment, Partnerships and Collaboration and Global Economic Conditions such as economic recession or changes in international trade policies, can affect demand and competition in the creative economy sector. a) Empowerment of Local Communities. By understanding the dynamics of the creative economy industry, local communities, especially artists, designers, and creative workers, can be more empowered. This research can help create better training, education, and support programs for them to develop their skills and contribute more to the creative economy. Promotion of Local Culture. The creative economy industry is often related to local culture and heritage. This research can help promote and preserve local culture and arts in Bengkulu City.

This can increase public awareness of their cultural heritage and provide incentives to preserve it. Inter-Sectoral Cooperation. This research can also encourage cooperation between the public, private, and civil society sectors in supporting the development of the creative economy industry. This involves various stakeholders in a joint effort for sustainable economic growth.

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