
CREATIVE ECONOMY DEVELOPMENT TOWARD STABILITY OF NATIONAL ECONOMY (INDONESIA)

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Abstract. The creative economy is a new economic force that is based on the country's economy and works as a social and economic measure for disasters. Speed. level in this country. The purpose of this study was to determine the variables related to the country (Indonesia), to find out the level of development affecting the economy, and its effects from 2015-2019. The study of the development of the creative industry in the banking sector that affects the country's economy, uses a qualitative research approach. The results of research with regression show that variables that affect the country's economy have a positive effect on economic growth, while the effectiveness ratio is directly influential, and efficiency directly does not significantly influence the country's economic growth. This can affect the reduction in unemployment rates and the effectiveness.

Keywords: finance; creative economy; economic development.

INTRODUCTION

A creative economy is a new economic power that has economic bases that can support the sustainability of the country's economy, so that it can be used as a reference for economic sustainability in the community, and can affect the unemployment rate, in this case reducing the unemployment rate in the community, this country ([Folawewo & Adeboje, 2017](#)).

The government in this case is developing a creative economy, at this stage, the government hopes that the Creative Economy can help build the country's economic level well and be able to support economic development in this world ([Pratomo, Ashar, & Satria, 2021](#)); ([Kharlamova & Gumenna, 2018](#)); ([Khan, Habib, & Mehmood, 2019](#)), but that the government has not been able to know future developments that can support expectations This country will be a better economy for the people.

This is in line with the study of the strategy for the development of the creative economy as a whole ([Fachinelli, Carrillo, & D'Arísbo, 2014](#)), that the government must be concerned with the development of the creative economy, in which improvements in terms of existing sectors must be improved, such as in culinary, fashion, and crafts, in terms of culinary, many relatively new foods have appeared since 2010, experts are declining because many want new things in the culinary lover community, so cooking experts create new foods which are considered part of the creative economy ([Christopherson & Rightor, 2010](#)); ([Sangchumnong, 2019](#)).

In terms of fashion, the development of the clothing industry has been growing rapidly but not as good as culinary arts, in this case, creativity in making fashion must also be high, the higher the level of a person in society, the higher the individual tastes, which greatly pressures designers to be more creative, then this is called one part of the creative economy.

Some of these things have a huge impact on the country's economy and also affect state finances, which greatly affects in many ways, it can also be seen that very high opinions also occur in visual communication designs (YouTube, Instagram), where economic actors like this, in 2010 they started and are doing this at this time now artists are doing this too.

Based on the description of the background of the problem above, it can be formulated through the following statements: 1. How is the development of the creative economy? 2. How is the development rate of kraft? 3. The influence of the Creative Economy on the country's exports?

Based on the data and notification area the creative economy agency is a centralized data center throughout Indonesia which is my reference as a researcher, so the data obtained is complete data and data that has been validated and the data is structured and complete data, which is data actual to determine the development of the country's economic stability.

The research objectives were formulated as follows:

1. know the development of the Creative Economy.

2. know the basic value of the rate of development of the Creative Economy.
3. know the influence of exports on the Creative Economy.
4. know the influence of the Creative Economy itself.

METHODS

The research *Development of the Creative Economy in Banking Affecting the State's Economy* used a qualitative research approach. According to ([MacDonald](#), 2012), qualitative research is research that is based on natural phenomena or natural phenomena whose data are obtained from observations, interviews, or document reviews. The data can come from field notes, photos, personal documents, archives, and other official documents. This research was conducted using a descriptive-analytical study approach.

According to ([Mohajan](#), 2018), qualitative research is research that does not use statistical analysis procedures, this research is formed with a holistic and complex description of words. This study used qualitative research because, in this study, it described and elaborated an in-depth picture of the development of the Creative Economy which had an impact on banking and then had an impact on the country's economy.

This research was conducted at the Creative Economy Agency, DKI Jakarta. This location was chosen as the location and source of the research because it is a data center for the Creative Economy in all aspects. This research was conducted in February 2020.

Observation is used as a reference in observing and understanding the research area so that it is by the research objectives so that researchers get complete information. Observations in this study were observing the development of the Creative Economy on the socio-economic conditions of the country in terms of GRDP, growth rate and level of development, and banking (through capital) that occurred in the country after the existence of the Creative Economy which included changes in values, changes in attitudes, and changes in the behavior pattern of the Indonesian state.

Interviews were used to find more in-depth data about the role of the Creative Economy on the socio-economic conditions of the country in terms of GDP, growth rate and level of development, and banking (through capital) in the country after the existence of the Creative Economy which includes changes in values, changes in attitudes, and changes in state behavior patterns. The interviews in this study were aimed at analytical staff and banking staff, Bekraf, Jakarta, who analyzed and processed Creative Economy data.

"The development of the creative economy has a positive impact with an increase in national GDP which supports all creative economic sectors in Indonesia, but the reference has implications for being able to change the impact of the creative economy in the future, both positively and negatively". (Source of Informant staff of the Creative Economy Agency February 2020).

From the first series of interviews, it is concluded that the development of the creative economy has had a good impact,

so it can be concluded that improving the quality of the creative economy and increasing the development of the creative economy can be a positive reference, however, that if the development of the creative economy in this country is not developed properly, consistency the development of the creative economy can decline sharply.

"Increasing national stability through the creative economy is very good when viewed from the GDP inflation rate of the creative economy that the inflation rate is very supportive of the creative economy and the state". (Source of Informant staff of the Creative Economy Agency February 2020)

From the second series of interviews, it can be concluded that the rate of creative economic growth is very significant which increases the growth of state finances.

"In the distribution of the creative economy to national GDP that the increase in national income can be raised properly and basically if it is developed again the creative economy can become a pillar of the country's economy, where this can be developed to the wider community and can reduce the unemployment rate, all of which can be seen through the national GDP that if it is further improved it will have a huge impact on the country's economy." (Source of Informant staff of the Creative Economy Agency February 2020).

From the third interview that national economic stability can be controlled by the creative economy which through the national income of the country's economy can be raised by the creative economy so that the creative economy is at least able to significantly lift the country's economy on a fairly good scale.

Qualitative research methods have their research instruments. Qualitative research that becomes the research instrument is the researcher himself ([Aswari, Kristiawan, & Fitria, 2020](#)). To collect the necessary data, researchers used three tools, namely:

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Interviews are reference questions that will be asked during the interview to suit the research objectives. Interviews were used to find more in-depth data about the role of the Creative Economy on the socio-economic conditions of the country in terms of GDP, growth rate and level of development, and banking (through capital) in the country after the existence of the Creative Economy which includes changes in values, changes in attitudes, and changes in state behavior patterns. The interviews in this study were aimed at analytical staff and banking staff, Bekraf, Jakarta, who analyzed and processed Creative Economy data.

Data analysis according to Bogdan and Biken is an effort made by organizing data, sorting it into manageable units, synthesizing it, searching and finding

patterns, finding what is most important and what is learned, and deciding what can be told to others (Isaacs, 2014); (Jamshed, 2014).

Qualitative data analysis was carried out before entering the field, while in the field, and after finishing in the field. In this case, Nasution stated that the analysis had started since formulating and explaining the problem, before going into the field, and continuing until the writing of research results (Thamhain, 2014).

The data analysis technique used in this research was interactive analysis. According to Miles and Huberman, the activity in qualitative data analysis is carried out interactively and continues until it is complete so that the data is saturated. The following are interactive data analysis techniques according to Miles and Huberman, namely (Lee, Lee, & Kim, 2020).

Data collection first began by digging up data from various sources, namely by interviewing, observing, which was then written down in field notes by utilizing personal documents, official documents, pictures, photos, and so on. In this study, data collection was carried out using three techniques, namely interviews, observation, and documentation.

Data reduction means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns, and removing unnecessary ones. Thus, the reduced data will provide a clear picture, and make it easier for researchers to conduct further data collection, and look for it when needed. Data reduction can be assisted with electronic equipment such as computers, by providing codes on certain aspects.

After the data was reduced, the next step was to present the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. Miles and Huberman stated that the most frequently used to present data in qualitative research is narrative text.

The final step in the analysis of qualitative data according to Miles and Huberman was drawing conclusions and verification. The initial conclusions put forward are still temporary and will change if no strong evidence is found to support the next stage of data collection. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible or trustworthy conclusions.

RESULTS AND DISCUSSION

The development of the creative economy has a good impact, so it can be concluded that improving the quality of the creative economy and increasing the development of the creative economy can be a positive reference.

The rate of creative economic growth is very significant which increases the growth of state finances, from the aspect of the creative economy that increasing creative economic growth can greatly assist the development of the country's economy, which will be very profitable in the future.

Table 1. Data PDB ADHB
Creative Economy PDB at Current Prices 2010-2017 (billion Rupiah)

PDB Ekonomi Kreatif atas dasar harga konstan tahun 2010-2017 (miliar rupiah)											
Subsektor	Uraian	2010	2011	2012	2013	2014	2015	2016*	2017**	2018	2019
1	Arsitektur	10.284,3	11.203,2	11.951,1	12.676,4	13.552,3	14.449,1	15.323,50	16.495,2		
2	Desain Interior	804,6	866,2	930,3	990,9	1.040,4	1.103,8	1.169,20	1.239,6		
3	Desain Komunikasi Visual	292,6	309,3	324,7	333,5	363,7	401,1	437,1	472,7		
4	Desain Produk	1.520,7	1.535,3	1.577,7	1.608,3	1.654,1	1.687,7	1.817,20	1.924,3		
5	Film, Animasi dan Video	766,4	830,5	871,1	900,2	948,0	1.012,9	1.115,80	1.230,7		
6	Fotografi	2.440,7	2.562,0	2.637,5	2.681,1	2.804,8	2.978,0	3.183,90	3.446,9		
7	Kriya	85.899,1	90.673,2	93.092,5	95.744,4	99.235,0	103.743,6	106.075,10	107.774,3		
8	Kuliner	230.956,3	241.662,3	254.976,1	268.202,7	281.711,5	292.978,7	308.177,40	325.701,2		
9	Musik	2.089,7	2.239,7	2.427,0	2.548,8	2.739,1	2.938,2	3.161,10	3.414,1		
10	Fesyen	91.576,0	100.229,7	106.031,0	114.501,0	119.172,2	122.480,5	127.450,20	132.377,3		
11	Aplikasi dan Game Developer	9.025,6	9.587,0	10.132,9	10.586,2	11.222,2	11.787,9	12.738,60	13.744,5		
12	Penerbitan	31.844,7	32.942,8	34.764,0	36.539,4	38.021,0	39.875,6	41.338,10	42.200,4		
13	Periklanan	3.865,8	4.191,3	4.366,8	4.538,2	4.980,1	5.284,9	5.653,00	6.037,3		
14	Televisi dan Radio	33.538,8	38.047,4	43.490,1	48.414,4	54.018,4	58.551,9	64.600,50	71.288,1		
15	Seni Pertunjukan	1.229,3	1.319,3	1.442,5	1.529,2	1.644,6	1.743,7	1.910,00	2.058,4		
16	Seni Rupa	1.173,1	1.250,4	1.322,8	1.379,5	1.406,8	1.489,0	1.555,00	1.643,8		
PDB Ekonomi Kreatif Atas Harga Dasar		507.307,7	539.449,6	570.338,1	603.174,2	634.514,2	662.506,6	695.705,7	731.048,8		
Pajak Dikurang Subsidi Atas Produk Ekonomi Kreatif		18.652,5	19.818,1	20.914,8	22.054,6	23.159,7	24.151,7	25.314,20	26.486,3		
PDB Ekonomi Kreatif		525.960,2	559.267,7	591.252,9	625.228,8	657.673,9	686.658,3	721.019,9	757.535,1		
PDB Non-Ekonomi Kreatif		6.338.172,9	6.728.367,6	7.135.830,5	7.531.269,0	7.907.192,7	8.295.858,8	8.713.612,40	9.155.214,2		
PDB Nasional		6.864.133,1	7.287.635,3	7.727.083,4	8.156.497,8	8.564.866,6	8.982.517,1	9.434.613,40	9.912.749,3	10.425.316,3	
Kontribusi PDB Ekraf thd PDB Nasional (%)		7,66	7,67	7,65	7,67	7,88	7,64	7,64	7,64		
Pertumbuhan PDB Ekraf (%)			6,33	5,72	5,75	5,19	4,41	5,00	5,06		
Pertumbuhan PDB Nasional (%)			6,17	6,03	5,56	5,01	4,88	5,03	5,07	5,17	

The stability of the national economy can be controlled by the creative economy which through the national income of the country's economy can be raised by the creative economy so that the creative economy is at least able to significantly lift the country's economy on a fairly good scale.

According to Figure 1 above, a good increase occurred in the unit price of goods which increased the national GDP so that the development of the Creative economy was very good for the stability and development of the country's economy.

Developments in the creative economy sector were also well visible in the sub-sector

Figure 2. PDB ADHK
Creative Economy PDB at Current Prices 2010-2017 (billion rupiah)

PDB Ekonomi Kreatif atas dasar harga berlaku tahun 2010-2017 (miliar rupiah)											
Subsektor	Uraian	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1	Arsitektur	10.284,3	11.675,2	13.215,0	14.862,7	17.083,8	19.560,6	21.567,0	23.802,6		
2	Desain Interior	804,6	888,0	965,5	1.072,3	1.195,1	1.354,2	1.483,7	1.648,2		
3	Desain Komunikasi Visual	292,6	325,4	356,0	383,2	437,0	512,7	579,3	651,1		
4	Desain Produk	1.520,7	1.574,0	1.654,3	1.754,9	1.897,2	2.010,6	2.280,9	2.507,3		
5	Film, Animasi dan Video	766,4	872,5	962,2	1.051,5	1.191,5	1.357,1	1.582,1	1.808,7		
6	Fotografi	2.440,7	2.704,1	2.912,9	3.111,7	3.403,5	3.838,4	4.233,2	4.757,6		
7	Kriya	85.899,1	93.142,3	100.156,1	108.733,9	120.737,1	133.863,4	142.037,3	148.274,4		
8	Kuliner	230.956,3	252.711,0	276.011,5	304.510,3	334.006,7	355.505,5	382.446,1	410.239,6		
9	Musik	2.089,7	2.368,7	2.689,1	3.037,1	3.479,8	3.998,2	4.427,1	4.890,0		
10	Fesyen	91.576,0	103.947,6	113.049,2	127.708,0	142.189,1	154.658,2	166.180,8	174.885,8		
11	Aplikasi dan Game Developer	9.025,6	9.964,9	11.134,5	12.297,6	13.801,2	15.123,3	17.143,7	19.115,1		
12	Penerbitan	31.844,7	34.804,9	39.378,0	44.165,4	48.783,4	53.605,5	58.353,4	61.162,4		
13	Periklanan	3.865,8	4.413,4	4.796,0	5.229,4	5.999,1	6.776,1	7.508,8	8.324,6		
14	Televisi dan Radio	33.538,8	38.846,2	45.509,8	52.033,0	59.350,6	66.282,8	76.302,9	87.465,4		
15	Seni Pertunjukan	1.229,3	1.374,3	1.552,8	1.730,3	1.968,3	2.202,9	2.488,9	2.796,8		
16	Seni Rupa	1.173,1	1.316,2	1.460,6	1.603,3	1.706,5	1.907,9	2.094,4	2.238,9		
PDB Ekonomi Kreatif Atas Harga Dasar		507.307,7	560.928,7	615.803,5	683.284,6	757.230,0	822.557,4	890.645,6	954.568,5		
Pajak Dikurang Subsidi Atas Produk Ekonomi Kreatif		18.652,5	20.607,2	22.582,0	24.983,8	27.638,80	29.986,30	32.407,30	34.584,60		
PDB Ekonomi Kreatif		525.960,2	581.535,9	638.385,5	708.268,4	784.868,8	852.543,7	923.052,9	989.153,1		
PDB Non-Ekonomi Kreatif		6.338.172,9	7.250.190,1	7.977.319,0	8.837.865,6	9.784.836,50	10.679.156,30	11.484.222,40	12.599.644,20		
PDB Nasional		6.864.133,1	7.831.726,0	8.615.704,5	9.546.134,0	10.569.705,30	11.526.332,80	12.401.722,50	13.587.212,60	14.837.357,5	
Kontribusi PDB Ekraf thd PDB Nasional (%)		7,66	7,43	7,41	7,42	7,43	7,40	7,44	7,28		
Pertumbuhan PDB Ekraf (%)			10,57	9,78	10,95	10,82	8,62	8,27	7,16		
Pertumbuhan PDB Nasional (%)			14,10	10,01	10,80	10,72	9,05	7,59	9,56	9,20	

significant which was able to maintain national stability and the country's economy.

CONCLUSIONS

The benefit of this research is as a reference for the government to develop the creative economy as well as for you the creative economy and several agencies that run the creative economy, where denial is very good in the creative economy which can support national stability and the country's economy.

Meanwhile, for the public to get good information about the creative economy, which can overcome economic problems in society in the country today, just as the creative economy, if lan's path is well managed, can also reduce the unemployment rate well, the level of creativity in society is very high. needed where the community will be able to compete in the world of the creative economy.

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