



FACTORS AFFECTING THE DEVELOPMENT OF THE CREATIVE INDUSTRY IN KOTA PARI VILLAGE, SERDANG BEDAGAI REGENCY

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ARTICLE INFO	ABSTRACT
Date received : 12 Oct 2022 Revision date : 19 Nov 2022 Date received : 30 Nov 2022	<i>This research was conducted to determine and analyze the factors that influence the development of the creative industry. The research location is in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. The sample in this study is a community of business actors totaling 30 people. The analysis method used is multiple linear regression analysis and the calculation is assisted by the SPSS application version 25. The results showed that partially and simultaneously the Workforce Owned (X_1), Technology Capabilities Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5) had a positive and significant effect on the Development of the Creative Industry (Y) with a percentage of influence of 54.3% .</i>
Keywords: <i>Development, Creative Industries, Workforce, Technological Advancement, Communication Access, Creativity and Social Media.</i>	

INTRODUCTION

The development of the creative economy in Indonesia is very strategic from various aspects both human resources, cultural diversity, and a large domestic market, as well as Indonesian local wisdom. Economic development is a series of efforts and policies aimed at improving people's living standards, expanding employment, equalizing people's income sharing, improving regional economic relations, in other words the direction of economic development is to strive for community income to increase and with the best possible level of equity. Data from the Creative Economy Agency (Bekraf) shows that the contribution of the Gross Domestic Product (GDP) of the creative economy has increased significantly every year. The creative industry is able to actively contribute to the Indonesian economy and can be developed through strategic planning. The growth rate of GDP gives great attention to the government to monitor regional development and progress. The development of the creative economy in Indonesia can be supported through increasing the quantity and quality of creative entrepreneurs in managing and running their businesses. Human resources in developing creative industries are indispensable because they have ideas, innovation, and creativity, especially in product development (Romdonny et al., 2018). On the other hand, the improvement of quality human abilities can be formed through qualified education. According to (Sukirno, 2011) education (Budiarti & Yoyok Seosatyo, 2014), it is a very useful investment for economic development.

Economic growth is influenced by several factors, including; The workforce owned, technological advances owned, easy access to communication, creativity owned and social media (Ediyansyah, 2019). The development of creative industry potential in the creative economy sector in the future will remain an important alternative in increasing contributions in the economic and business fields, improving the quality of life of the community, image formation, communication tools, fostering innovation and creativity and strengthening the identity of a region. Creative industries are also now widely carried out by developing countries, including in Indonesia. Indonesia has a considerable human resource base for the development of the creative economy. The development of the creative industry has an important role not only in the absorption of labor and community welfare, but in many ways that can also be a glue and stabilize the problem of social inequality that occurs. The creative industry is an industry group consisting of various types of industries, each of which has a relationship in the process of exploiting ideas or intellectual property into high economic value that can create welfare and jobs.



The development of the creative economy in Indonesia is a realization that the creative economy relies on talent expertise and creativity as an encouragement to rise, compete and achieve excellence in the global economy because Indonesia is one of the countries in the ASEAN region in which there are several companies in the creative industry subsector that are able to contribute to the growth of Gross Domestic Product (GDP). The creative industry in Indonesia has been accommodated by the existence of the Creative Economy Agency which states that the creative industry is an industry to create welfare and employment by producing and exploiting the creative power and inventiveness of these individuals. This can be achieved by increasing the competitiveness of creative products and services. For this reason, researchers are interested in conducting research entitled Factors that Influence the Development of Creative Industries in Kota Pari Village, Serdang Bedagai Regency.

LITERATURE REVIEW

Creative Industries

The creative industry is a force that drives the growth and economic development of cities or regions, it can be seen from the level of productivity of clusters of talented people and creative people or humans who rely on their existing scientific abilities. (Ministry of Trade of the Republic of Indonesia. Ministry of Agriculture RI, 2008) Defining the creative industry is an industry that comes from the use of individual creativity, skills, and talents to create welfare and employment through the creation and utilization of the individual's creative power and inventiveness. According to (Ministry of Trade of the Republic of Indonesia. Ministry of Agriculture RI, 2009) the creative industry, it is an industry that comes from utilizing the skills, creativity, and talents possessed by individuals in creating welfare and employment. This industry will focus on empowering the inventiveness and creativity of an individual According to the Ministry of Trade of the Republic of Indonesia, there are 14 (fourteen) sub-sectors of the creative industry, namely:

1. Advertising
Creative activities related to advertising services are one-way communication using certain mediums, covering the process of creation, operation and distribution of advertising, outdoor advertising media, production of advertising materials, promotion and public relations campaigns.
2. Architecture
Creative activities related to building design as a whole both from the macro level (town planning, urban design, landscape architecture) to the macro level (construction details).
3. Art market
Creative activities related to the trade of unique and step original goods and have high artistic and historical aesthetic value through auctions, galleries, shops, supermarkets and the internet.
4. Craft
Creative activities related to the creation, production and distribution of products made or produced by craftsmen starting from the initial design to the process of completing the product.
5. Design
Creative activities related to graphic design creation, interior design, product design, industrial design, corporate identity consultancy and marketing research services as well as packaging production and packing services.
6. Fashion
Creative activities related to the creation of clothing design, footwear design, and other fashion accessories design, fashion clothing production and accessories.
7. Video, film and photographer
Creative activities related to the creation of video production, film and photographer services, as well as the distribution of video footage and film.
8. Interactive games
Creative activities related to the creation, production and distribution of computer and video games that are entertainment, dexterity, and education.
9. Music
Creative activities related to the creation or composition, performance, reproduction, and distribution of sound recordings.
10. Showbiz
Creative activities related to content development efforts, show production.
11. Publishing and printing
Creative activities related to content writing and publishing books, journals, newspapers, magazines, tabloids, and digital content as well as the activities of news agencies and news seekers.
12. Computer services and software



Creative activities related to information technology development include computer services, data processing, database development, software development, system integration, system design and analysis, software architecture design, software and hardware infrastructure design, and portal design including maintenance.

13. Television and radio

Creative activities related to the creation, production and packaging of television shows, broadcasting and transmitting television and radio show content, including radio and television broadcast station relay activities.

14. Research and development

Creative activities related to innovative ventures that offer the discovery of science and technology and the application of such science and knowledge to product improvement and the creation of new products, new processes, new materials, new tools, new methods, and new technologies that can meet market needs, including those related to the humanities.

Owned Workforce

The first factor that is known to affect the development of the creative industry in Indonesia is the workforce owned. As it is known that labor is like a brain on any concept. This creative industry itself is no exception. If Indonesia is not too ready in this one field and you could say stutter. Because the most important symptom of a country to be able to advance its creative economy is inadequate resources. This resource also cannot be separated from the quality of education owned. Unfortunately, in this matter the Indonesian state does not have adequate capacity and this is the obstacle.

Technological Advances Owned

The next factor that should not be left behind is technological progress in Indonesia. Because it is undeniable that the creative industry relies heavily on technological sophistication. When the technology used is increasingly sophisticated, of course, to make the creative industry more advanced is not too difficult. This can be seen directly from countries such as America, South Korea to Japan. The countries mentioned are able to make their technology a supporting factor for their country's creative economy. No wonder many countries are trying to focus on these countries to advance their creative economy industries.

Easy Access to Communication

Communication arguably plays an important role for the creative industry in various countries, including Indonesia. Because with good communication, there will be many benefits that can be felt. With good communication, creative workers will find it easier to showcase their work. This will certainly make it easier for them to get appreciation back from the public. If this happens, it will certainly make the creative industry in Indonesia will continue to stretch. For now, the best form of communication can certainly be reached in the form of the internet and also sophisticated devices of course.

Creativity

Talking about the creative industry without talking about creativity seems impossible. Because creativity is arguably the driving force for this type of economy to continue to move. Moreover, as it is known that more and more industry players are also involved in this field. This condition certainly makes a lot of people who have the same idea in this industry. If all ideas are the same, it will certainly not be able to attract public attention. This is what leads the actors in this industry to have a high level of creativity. Indonesia is no exception to continue to develop this economy.

Social Media

It seems that social media will not be separated from the characteristics of the creative industry in 2019. Because social media will be able to connect many people at once. Especially with its user base that continues to increase all the time. By being able to utilize social media well, it is not impossible that the creative industry continues to grow. Knowing the various factors that influence the development of the creative industry in Indonesia will certainly make you understand better. That being in this one industry is indeed promising but still with challenges. A challenge that must certainly be conquered together with all Indonesians.

METHOD

This type of research is descriptive with a quantitative approach, because the results of the study are presented in a description with statistical figures. Descriptive Quantitative is a type of research used to analyze data by describing or describing data that has been collected as it is. Quantitative research tasks analyze data



in the form of numbers used to find relationships or influences between two variables so as to obtain conclusions from research results. According to (Sugiyono, 2019) descriptive research is research conducted to determine the existence of independent variable values, either one variable or more (independent) without making comparisons or connecting with other variables. According to (Sugiyono, 2019) quantitative research methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative / artistic data analysis, with the aim of testing hypotheses that have been set.

The population in this study is business actors located in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency, which was taken by only 30 respondents. The sampling technique of this study is a saturated sample, taking 30 respondents from the existing population. The data collection techniques used in this study, are as follows:

1. Observation, which is a data collection technique through direct observation of the research object studied in Kota Pari Village.
2. Interview, which is a data collection technique by directly asking questions with the community and related village officials to obtain data and explanations that support research in Kota Pari Village.
3. Questionnaire, which is a data collection technique carried out by giving a set of written questions to respondents to answer.
4. Documentation, which is looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, ledger, agendas, and so on.

In this study, multiple linear regression analysis was used, namely linear regression to analyze the magnitude of the relationship and the influence of independent variables that number more than two (Suharyadi & Purwanto, 2011).

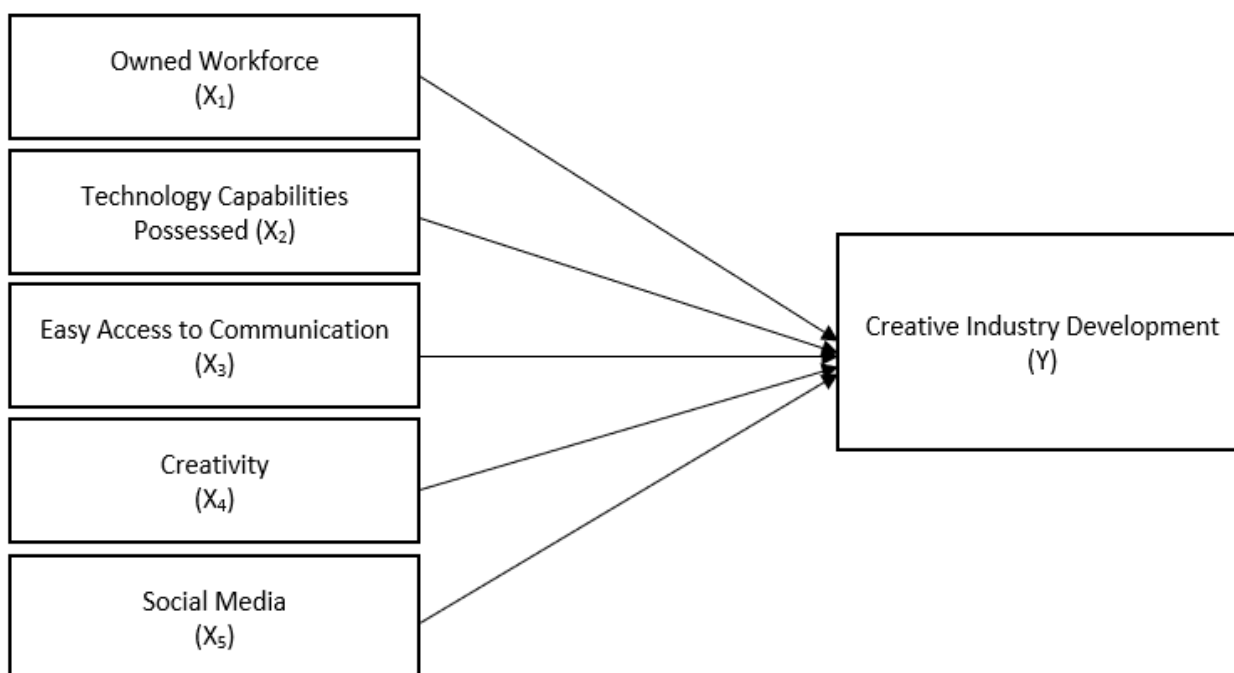


Figure 1. Research Conceptual Framework

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to calculate the magnitude of the influence independent variable on the dependent variable. The equation of multiple regression analysis can be seen, as follows:



Table 1. Multiple Linear Regression Analysis Results

Type		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.904	5.347		3.535	0.002
	Owned Workforce	0.473	0.176	0.509	2.692	0.013
	Technological Capabilities Possessed	0.279	0.206	0.209	1.872	0.039
	Easy Access to Communication	0.267	0.201	0.310	2,325	0.019
	Creativity	0.364	0.208	0.356	1.747	0.043
	Social Media	0.265	0.222	0.376	1.923	0.027

a. Dependent Variable: Creative Industry Development

Source: SPSS 25 Processing Results, 2023

Based on Table 1, testing the results of multiple linear regression in this study can be obtained as follows:

$$Y = 18.904 + 0.473X_1 + 0.279X_2 + 0.267X_3 + 0.364X_4 + 0.265X_5 + e$$

It is known that the value of the constant is 18.904. This value can be interpreted as Owned Workforce (X_1), Technology Capabilities Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5) affect the Development of Creative Industries (Y), then the value of Creative Industry Development (Y) is 18.904.

It is known that the value of the regression coefficient of Owned Labor (X_1) is 0.473 is positive. This means that when the Owned Workforce (X_1) increases by 1 unit, the Creative Industry Development (Y) increases by 0.473.

It is known that the regression coefficient value of the Possessed Technology Capability (X_2) is 0.279 is positive. This means that when the Technology Capability Possessed (X_2) increases by 1 unit, the Development of Creative Industries (Y) increases by 0.279.

It is known that the regression coefficient value of Easy Access to Communication (X_3) is 0.267 is positive. This means that when Easy Access to Communication (X_3) increases by 1 unit, the Development of Creative Industries (Y) increases by 0.267.

It is known that the regression coefficient value of Creativity Possessed (X_4) is 0.364 is positive. This means that when the Creativity Possessed (X_4) increases by 1 unit, the Development of the Creative Industry (Y) increases by 0.364.

It is known that the value of the regression coefficient from Social Media (X_5) is 0.265, which is positive. This means that when Social Media (X_5) increases by 1 unit, the Development of Creative Industries (Y) increases by 0.265.

Effect of Partial Test

A partial test or t test is performed to determine the magnitude of the influence of the independent variable on the dependent variable. The independent variables are Owned Workforce (X_1), Technology Capabilities Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5) towards the Development of Creative Industries (Y).

Based on the results of Table 1, it can be seen that the value of $t_{\text{calculated}}$ from the variable Labor Owned (X_1) > from t_{table} which is 2.692 > 1.697 and signifikan < alpha which is 0.013 < 0.05, meaning the variable Labor Owned (X_1) have a positive and significant effect on the development of creative industries (Y) in Kota Pari Village, Serdang Bedagai Regency.

It can be seen that the results are value of $t_{\text{calculated}}$ from the variable Technology Capability Owned (X_2) > from t_{table} which is 1.872 > 1.697 and signifikan < alpha which is 0.039 < 0.05, meaning that the variable Technology Capability Possessed (X_2) has a positive and significant effect towards the Development of Creative Industries (Y) in Kota Pari Village, Serdang Bedagai Regency.



It can be seen that the results are value of $t_{\text{calculated}}$ from the variables Easy Access to Communication (X_3) $>$ from t_{table} which is $2.325 > 1.697$ and signifikan $<$ alpha which is $0.019 < 0.05$, meaning that the variable Easy Access to Communication (X_3) has a positive and significant effect on Development of Creative Industry (Y) in Kota Pari Village, Serdang Bedagai Regency.

It can be seen that the results are value of $t_{\text{calculated}}$ from the variable Creativity Owned (X_4) $>$ from t_{table} which is $1.747 > 1.697$ and signifikan $<$ alpha which is $0.043 < 0.05$, meaning that the variable Creativity Owned (X_4) has a positive and significant effect on Development of Creative Industry (Y) in Kota Pari Village, Serdang Bedagai Regency.

It can be seen that the results are value of $t_{\text{calculated}}$ from the variable Social Media (X_5) $>$ from t_{table} which is $1.923 > 1.697$ and signifikan $<$ alpha which is $0.027 < 0.05$, meaning that the Social Media variable (X_5) has a positive and significant effect on the Development of Creative Industries (Y) in Kota Pari Village, Serdang Bedagai Regency.

Simultaneous Influence Test

Simultaneous tests or F tests are carried out to determine the Workforce Owned (X_1), Technology Capabilities Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5) for the Development of Creative Industries (Y). The results of simultaneous testing can be seen in the Table, as follows:

Table 2. Simultaneous Test Results

ANOVA ^a						
Type		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251.743	5	50.349	5.710	0.001 ^b
	Residuals	211.624	24	8.818		
	Total	463.367	29			

a. Dependent Variable: Creative Industry Development

b. Predictors: (Constant), Social Media, Owned Technology Capabilities, Creativity Possessed, Easy

Access to Communication, Workforce Owned

Source: SPSS 25 Processing Results, 2023

Based on the results of Table 2, it can be known that the results of the F_{value} of the $>$ count from the F_{table} are $5.710 > 2.53$, while the signifikan $<$ of alpha is $0.001 < 0.05$, showing that simultaneously the workforce owned (X_1), technological capabilities owned (X_2), easy access to communication (X_3), Creativity (X_4) and Social Media (X_5) have a positive and significant effect on the Development of Creative Industries (Y) in Kota Pari Village, Serdang Bedagai Regency.

Coefficient of Determination (R^2)

The determinant test (R^2) was conducted to determine the ability of the independent variables of Owned Labor (X_1), Technological Ability Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5) to explain the dependent variable of Creative Industry Development (Y). The test results of the determinant test (R^2) can be seen in the Table, as follows:

Table 3. Results of the Coefisien Determination Test (R^2)

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.737 ^a	0.543	0.448	2.96945

a. Predictors: (Constant), Social Media, Owned Technology Capabilities, Creativity Possessed, Easy Access to Communication, Workforce Owned

b. Dependent Variable: Creative Industry Development

Source: SPSS 25 Processing Results, 2023



Based on the results of Table 3, the RSquare value is 0.543 which can be called the coefficient of determination (R^2) in this case means that 54.3% of Creative Industry Development (Y) can be obtained and explained by the Workforce Owned (X_1), Technology Capabilities Owned (X_2), Easy Access to Communication (X_3), Creativity Owned (X_4) and Social Media (X_5). While the remaining 45.7% was explained by other factors outside the variables of this study.

CONCLUSION

1. The business actors of Kota Pari Village are able to become creative, innovative and independent graduates and have an *entrepreneurial* interest in producing quality business actors in their fields so that they can be used as qualified human resources to improve the creative industry.
2. Business actors must be able to improve their ability to use technology so that the products produced can be known by the wider community. Technology provides an increase in the ability of business actors to produce around the clock.
3. Business actors must be able to communicate well with the entire community. With communication, it is expected that business actors will be able to improve marketing performance through business networks by continuing to maintain harmony and closeness between other business networks, because a cooperation can also provide large capital in the sustainability of the business itself,
4. Business actors must be able to increase their courage in taking risks and increase their ability to create new, creative and innovative products. In addition, business actors must often attend trainings or meetings conducted by the Government regarding improving *entrepreneurship*.
5. Business actors must be able to improve the quality of their promotions by utilizing social media today which aims to get attention and convince potential customers. In addition, the Government needs to expand entrepreneurs knowledge about social media which is an innovation to present product information and promotional media that can be useful for increasing sales and products by utilizing social media.
6. The government needs to improve the approach through existing programs through socialization or introduction of programs directly to the people of Kota Pari Village who are business actors, so that entrepreneurs can find out government programs that can benefit business actors and actively participate in government programs to achieve business success, namely increasing the development of the creative industry.

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