# Creative Industry Competitiveness in Indonesia (Study on Creative Industry Map)

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**ABSTRACT**

The Department of Commerce has determined the economy in the creative industry into 14 (fourteen) sectors: (1) advertising services, (2) architecture, (3) art and antiques market, (4) craft, (5) design, (6) fashion, (7) video, film and photography, (8) interactive games (9) music, (10) performing arts, (11) publishing and printing, (12) computer and software services, (13) television and radio, (14) research and development. Mapping of creative industrial areas is done so that the process of guidance and distribution of assistance from local and central government and the management of the creative industries from each region focused so that the regions have characteristics in producing the creative industry and can compete in the current era of globalization. Creative industry in Indonesia began to mushroom in 2007, but many people still do not understand what sectors are included into the creative industry and its development. With so many people's lack of understanding of the creative industry, it makes its own homework for the government to socialize the creative industries so that the government seeks to map the creative industries in Indonesia. Though the creative industry is able to contribute greatly to the Gross Domestic Product (GDP) of an area and create jobs. This study aims to further understand the characteristics of creative industries, as well as to identify the constraints and opportunities faced by creative industry players in Indonesia. To identify and analyze the creative industries used 4 quadrant statistical methods Location Quadrant (LQ) and Dynamic Location Quotient (DLQ). This study uses secondary data of large and medium industry statistics as well as small and micro industries in 2010-2013 at Provincial level obtained from the Central Bureau of Statistics (BPS). The results of this mapping study will provide a general overview of the creative industries sector that has competitiveness in every region or province in Indonesia.

**Keywords:** creative industry, competitiveness and globalization.

## 1. INTRODUCTION

The creative industry is often expressed by various economic experts as the fourth wave industry after agriculture, industry and information technology. Although still not widely popular in Indonesia, the creative industry is often declared a highly prospective future industry. Based on data of

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Bank Indonesia Annual Report 2011 (Strategic Plan Kemenparekraf RI 2012-2014) the condition of national economic growth sourced from the sectors of the processing industry, trade, hotels and restaurants and the sector of transportation and communication. In all three sectors, the tourism business and creative industries show a link between the two industries. The main capital needed in the creative industry is not large-scale physical capital or large machinery, but a creative and resilient labor capital, a mix of creativity, expertise, and individual talent. According to the definition expressed by the UK Department of Culture, Media and Sports (DCMS), creative industries are activities that are sourced from the creativity, skills and talents of individuals who have the potential to achieve prosperity and employment through the manufacture and exploitation of intellectual property (UNCTAD, 2008 and Gibbon, 2011).

In some countries, the creative industry plays an influential role. In the United Kingdom, the pioneer of creative economy development, shows the growth of creative industries that affect the industry grows an average of 9% per year. This figure is far above the average growth of the country's economy ranges from 2% -3%. Contribution to national income reached 8.2% or US $ 12.6 Billion and was the second largest source after the financial sector. This exceeds revenues from manufacturing industries and oil and gas. In South Korea, the creative industry since 2005 accounts for more than manufactures. While in Singapore the creative economy contributes 5% to GDP or US $ 5.2 Billion. The global creative economy is expected to grow 5% per year and is expected to grow to US $ 6.1 Trillion by 2020. In Indonesia, the development of creative industries contributes significantly to the economy and employment, and has an important role in resource empowerment human.

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Based on Table 1 it can be seen that the development of creative industries from 2010 to 2013 contributed to the economic growth of Indonesia. Indonesia is one of the countries that have potential in the development of creative industries both in the ASEAN region and the world market. It cannot

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be separated from the potential of raw materials in Indonesia are abundant. However, the ability of Indonesian human resources in technology transfer and creativity is still relatively low, thus impacting the development of creative industries that tend to be slow.

## 2. LITERATURE VIEW

The definition of creative industry based on foreign reference is as follows: Creative Industries as the manufactures which have their origin in the individual creativity, skill and talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes: advertising, architecture, art and antiques market, crafts, design, fashion designer, film and video, interactive leisure software, music, performing arts, publishing, software and computer services, television & radio.

**Table 1.** The Development of Indonesia's Creative Industry Year 2010 - 2013 (Millions of Rupiah)

| Indicators | Unit | 2010 | 2011 | 2012 | 2013 | Average |
|---|---|---|---|---|---|---|
| **A. Gross Domestic Product Based** | | | | | | |
| Value Added Creative Economy (ADHB) | Billion Rupiah | 472.999 | 526.999 | 578.761 | 641.815 | 555.144 |
| Contribution of Added Value of Creative Economy to Total GDP (ADHB) | Percent | 7,34 | 7,10 | 7,02 | 7,05 | 7,13 |
| Growth of Value Added Creative Economy (ADHK) | Percent | --- | 5,02 | 4,47 | 5,76 | 5,09 |
| **B. Employment Based** | | | | | | |
| Number of Creative Economy Workers | People | 11.493.875 | 11.661.900 | 11.799.568 | 11.872.428 | 11.706.942 |
| Labor Participation Rate on National Employment | Percent | 10,62 | 10,63 | 10,65 | 10,72 | 10,65 |
| Growth of Creative Economy Workers | Percent | --- | 1,46 | 1,18 | 0,62 | 1,09 |
| Productivity of Creative Economy Workers | Thousand Rupiah / Worker of the Year | 939.480 | 964.030 | 985.515 | 1.038.795 | 981.955 |
| **C. Corporate Activity** | | | | | | |
| Number of Creative Economy Companies | Company | 5.263.458 | 5.331.713 | 5.398.162 | 5.420.165 | 5.353.374 |
| Contribution of Total Companies to Total Business | Percent | 9,65 | 9,70 | 9,72 | 9,68 | 9,69 |
| Growth of Corporate Number | Percent | --- | 1,30 | 1,25 | 0,41 | 0,98 |
| Value of Export of Creative Economy | Million Rupiah | 96.703.035 | 105.190.164 | 110.144.803 | 118.968.032 | 107.751.50 |
| Contribution of Export to Total Export | Percent | 6,10 | 6,95 | 5,51 | 5,72 | 6,07 |
| Growth of Creative Economy Exports | Percent | --- | 8,78 | 4,71 | 8,01 | 7,17 |
| **D. Based on Household Consumption** | | | | | | |
| Value of Household Consumption of Creative Economy | Million Rupiah | 642.327.558 | 707.499.440 | 781.871.935 | 866.542.117 | 749.560.26 |
| Contribution of Household Consumption of Creative Economy | Percent | 17,63 | 17,45 | 17,39 | 17,17 | 17,41 |
| Growth of Household Consumption | Percent | --- | 10,15 | 10,51 | 10,83 | 10,50 |

Source: BPS, processed 2017

From the definition of the Ministry of Trade of RI further explore how to calculate it, then obtained one method of calculation quickly by using secondary data that is based on KBLI (data from BPS). From the data there are 14 subsectors that can be described the economic contribution figures. Other definitions related to crater industry are creativity, skill, and talent, namely: (i) creativity (or creativeness) is a mental process involving the generation of new

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ideas or concepts, or new associations between existing ideas or concepts. (ii) A Skill is the ability or talent to perform a task well or better than average. (iii) Talent is a personal gift / skill.

Some argue that creative economy is the same as creative industry. Research by the New England Foundation of the Arts (NEFA) states: Therefore, our definition of the economic economy is represented by the 'cultural core'. . Excluded are products or services that result from non-culturally based innovation or technology. While a broader notion of the creative economy is valuable to examine, we concentrate on what can be considered the cultural component of the creative economy. The center circle, labeled "Cultural Core," represents NEFA's new research deficit and is nested within a broader circle of creative industries. The band around the core labeled "Cultural Periphery" representing the occupation and industry categories that may be added to the core to customize a particular local creative economy study being done.

The creative economy according to Toffler's theory states that the wave of human civilization is divided into three waves. The first wave is the century of agriculture. The second wave is the industrial age and the third wave is the information age. In the meantime, Toffler just stopped here. But the theories continue to grow, today's human civilization with sharp competition and globalization, then enter human beings in the new civilization era is the fourth wave. Some call it a knowledge-based economy, some call it a creativity-oriented economy. According to Howkins (2005: 4) creative economy is an economic activity in which input and output are ideas. The essence of creativity is the idea. Imagine only with the idea capital, a creative person can earn a very decent income. Ideas that are original and can be protected by HaKI, for example are singers, movie stars, songwriters.

Thus, the views on creative economy and creative industries can be described as follows: (i) the industry basically focuses not only on the production of goods or services, but also on the distribution, exchange (sales, commercialization) and consumption of goods and services. It's just that industry is always associated with manufacturing or manufacturing (secondary industry), because in the era of industrialization is marked by the dramatic development of this manufacturing industry. (iii) Industry is part of the economy, or it can be said that industry is a segmentation of the economy (in the human effort to sort out the economic activity in more detail). (iv) Industry can be divided into major sectors (wikipedia version there are 4 main sectors, if based on BPS there are 9 main sectors), underlying the division of business field. These creative industry groups (ect music, advertising, architecture, etc.) will have a business field that is part of several industry sectors. Most of this creative industry field is a service industry. (v) The creative industry (version of the Ministry of Trade of the Republic of Indonesia) refers to the definition: "Industries which have their origin in individual creativity, skill and talent, and which have a potential for wealth and job creation through the generation and

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exploitation of intellectual property", Architectural services industry, advertising service industry. (vi) The creative economy is the same as the whole of the creative industry, that is, the entire industry covered by creative industry groups.

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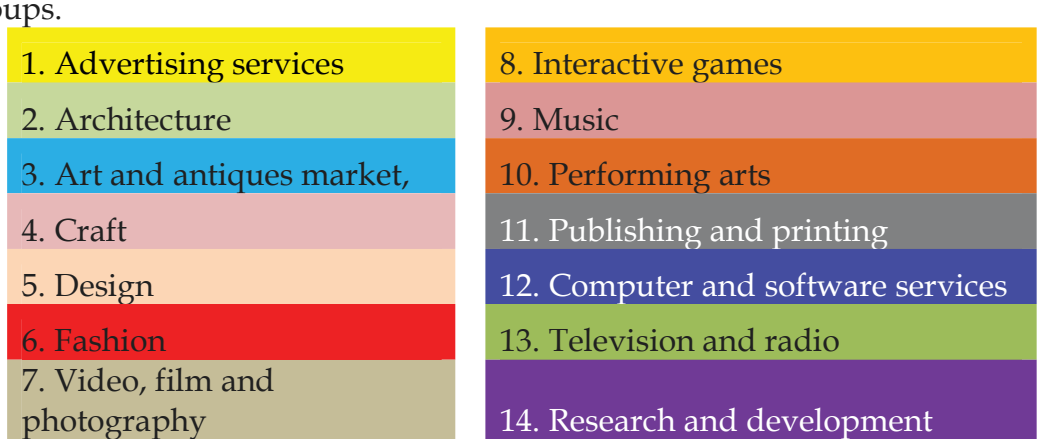


**Figure 1.** Creative Industry Sector

The influential contribution of the creative industry to GDP makes the Indonesian government begin to realize that the creative industry is a new economic source that must be developed further in the national economy. The Ministry of Commerce registers 14 sectors in the creative industry category: advertising services, architecture, arts, craft, design, fashion, film, video and

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photography, interactive games, music, performing arts, publishing and printing, computer and software services, Television and radio and research and development.

Geographical mapping of creative industries in Indonesia is conducted as a study of creative industries in Indonesia aimed at elaborating the dynamics and characteristics of creative industries in Indonesia. The results of this mapping study will provide a general overview of the creative industries sector that has competitiveness in every region or province in Indonesia.

## 3. RESEARCH METHODS

The mapping study on the competitiveness of creative industries at the provincial level is expected to elaborate the dynamics and characteristics of creative industries in Indonesia. The definition of 'competitive creative industries' in this study is a group of creative industries that have superior levels of labor productivity and have high sectoral added value growth. Some of the data used in this study are: Industrial Output, Total Manpower, Labor Productivity, Industrial Added Value, and Number of Companies.

The comprehensive availability of data for the creative industries is the biggest challenge faced in conducting this study. The limitations of secondary data resulted in a study that could only be conducted for a certain period of time, limited to the provincial level, and covering only five industrial sectors. This study uses secondary data of large and medium industry statistics as well as small and micro industries in 2010-2013 at Provincial level obtained from the Central Bureau of Statistics (BPS). The availability of existing secondary data, then there are only five groups of creative industry sectors that can be analyzed are: craft, design, publishing and printing, fashion, and music.

This study aims to further understand the characteristics of the creative industry, as well as to identify the constraints and opportunities faced by creative industry players in Indonesia. Of the 5 creative industry sectors discussed in the above mapping study, selected craft sectors were analyzed in more depth in this survey. The handicraft industry sector is chosen because it is considered to have an influential contribution in terms of contribution to the economy, employment, and the empowerment of local natural resources and Indonesian culture in a more optimal way. There is no possibility that this method of study will be used to see the characteristics, obstacles and opportunities faced by other sectors.

To identify and analyze industries with superior labor productivity compared to average industrial labor productivity, used Quadrant static Quadrant (LQ) and Dynamic Location Quotient (DLQ) analytical tools. In addition, there is also a classification of sector added value growth into high, average and low categories. The results of industry identification with superior labor productivity are combined in one dimension with added value growth. By using Geographical Information System (GIS) tool, we can know the location

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of competitive industries that have been analyzed previously and its characteristics or patterns. The typology approach is used at the end of the process to identify and analyze the patterns of creative industries competitive in certain areas, and specifically to see the potential of the industry to move forward in the future.

All of these provinces have been identified in geographic mapping studies as provinces with high competitiveness and strong value chains and have the largest number of creative craft industry entrepreneurs, both for micro and small and medium enterprises and large enterprises. The six selected provinces are: Central Java, DI Yogyakarta, Bali, West Nusa Tenggara, South Sulawesi, and West Sumatra. In addition, West Java Province was also adopted because although the study did not show that the province had a higher competitiveness than the national average, statistics show that this province is one of the most influential and highly valued industrial pockets in Indonesia Strong enough with other areas that have competitiveness in the handicraft sector. Limitations of statistical data allow for areas not identified as pockets of craftsmen and not represented in this study.

The number of samples in each Province is determined based on a percentage of the total number of companies listed in the data of Large and Medium Industry and Micro and Small Industries compiled by the Central Bureau of Statistics (BPS). Percentage of samples for each Province are as follows: Central Java: 34%, West Java: 24%, Bali: 13%, DI Yogyakarta: 11%, South Sulawesi: 7%, Nusa Tenggara Barat: 6%, and West Sumatra: 5%

## 4. RESULTS AND DISCUSSION

### 4.1 Profile of GDP of Creative Industry In Indonesia

Average Contribution of Creative Industry GDP Year 2002-2006 based on 2000 constant price is 104.6 Trillion Rupiah, which is 6.3% of the total value of National GDP. The contribution of creative industry GDP in 2006 based on 2000 constant prices amounted to 104.8 trillion Rupiah, which is 5.7% of the total national GDP. The largest contribution of creative industry GDP was in 2004, amounting to 108.412 Trillion Rupiah, which is 6.54% The contribution of the average GDP of the creative industry is ranked 7th out of 10 major business fields that have been defined by BPS. The GDP of Creative Industries has been contributed by Fashion, Handicraft, Advertising & Design Group with the average value of GDP of creative industry group in 2002-2006 are 46 Trillion Rupiah (44.18%), 29 Trillion Rupiah (27.72 %), 7 Trillion Rupiah (7.03%), and 7 Trillion Rupiah (6.82%).

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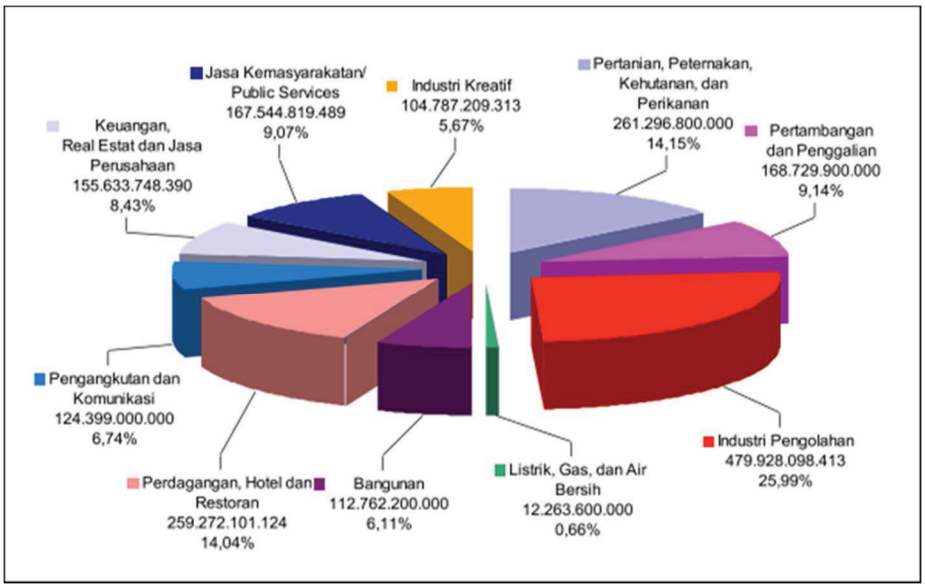


**Figure 2.** The Value of GDP 9 Main Sectors of Business and Creative Industries

The creative industry needs to be developed because it affects: (i) contributes to an influential economy. (ii) Creating a positive business climate. (iii) Building the image and identity of the Nation. (iv) Based on renewable resources. (v) Creating innovation and creativity is a competitive advantage of a nation. (vi) Provide a positive social impact

## Impact of Creative Industry


**Figure 3** Creative Industry Development

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## 5. RESULT OF THE STUDY

### 5.1 Competitiveness Analysis of Creative and Large Scale Industry Sector

The results of secondary data processing for the large and medium scale creative industries are shown by Table 2 which provides an overview of the creative industries sector that is competitive in a number of Provinces in Indonesia. By sector, the secondary data processing results show that for the medium and large scale industries, from five creative industry sectors analyzed, namely the craft industry, design, fashion, printing and publishing, and music, there are only three industry sectors that can be categorized as A competitive industry sector. The three industry sectors are the handicraft, design and fashion industries. This is indicated by the value of LQ (Location Quotient), DLQ (Dynamic Location Quotient) greater than 1 and has a value of GVA (Growth Value Added) or high added value growth (positive value added growth).

Geographically, the results of data processing also shows that not all Provinces have a competitive creative industry sector. The competitive industrial sector is an industry sector that has a superior level of labor productivity and has a high growth of sectoral added value. There are only 10 Provinces with at least one competitive creative industry sector: West Sumatera, South Sumatera, Riau Islands, West Java, Special Region of Yogyakarta, East Java, Banten, East Kalimantan, Central Sulawesi, Maluku.

This competitive sector of creative industry is supported by highly qualified workers in their fields and has the potential to stay ahead in the future. Based on the methodology used in this study, an industry sector is defined to remain superior in the future if it has a positive and highly valuable growth trend in labor productivity over time so it can be predicted to continue to have that advantage in the future. Skilled, creative and productive human resources are the basic strengths of superior creative workforce or creative industry resources, but to make a superior industrial sector a role for a number of factors: infrastructure or other institutions such as work environment, technology, incentives, financial resources, Market access, and regulation that enable a sector to create high added value from the resulting product.

**Table 2.** Competitiveness Analysis 5 Creative Industries Sector Medium and Large Scale

| SECTOR | West Sumatera | | | South Sumatera | | | Riau Island | | |
|---|---|---|---|---|---|---|---|---|---|
| | LQ | DLQ | GVA | LQ | DLQ | GVA | LQ | DLQ | GVA |
| Craft | 2.84 | 6.00 | 166.42 | 1.25 | 2.56 | 220.69 | 3.48 | 0.03 | 121.52 |
| Design | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.41 | 31.45 | 128.29 |
| Fashion | 3.52 | 3.73 | -33.67 | 0.83 | 2.02 | 75.09 | 1.19 | 25.34 | 198.63 |
| Publishing & Printing | 1.14 | 0.45 | -28.52 | 2.27 | -0.83 | 237.67 | 0.32 | -1,312.37 | 302,889 |
| Music | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

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| SECTOR | West Java | | | DI Yogyakarta | | | East Java | | |
|---|---|---|---|---|---|---|---|---|---|
| | LQ | DLQ | GVA | LQ | DLQ | GVA | LQ | DLQ | GVA |
| Craft | 1.34 | -3.05 | -10.94 | 1.75 | 1.19 | 51.38 | 1.07 | -1.05 | 51.19 |
| Design | 0.83 | -0.32 | -43.05 | 0.31 | 16.58 | | 1.04 | 0.52 | 130.60 |
| Fashion | 1.12 | 1.95 | 93.53 | 3.40 | 2.33 | 101.67 | 1.30 | 1.23 | 245.01 |
| Publishing & Printing | 1.31 | -2.09 | -231.90 | 1.16 | -2.44 | 140.14 | 1.15 | -0.31 | -14.74 |
| Music | 0.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.24 | -0.04 | 46.00 |

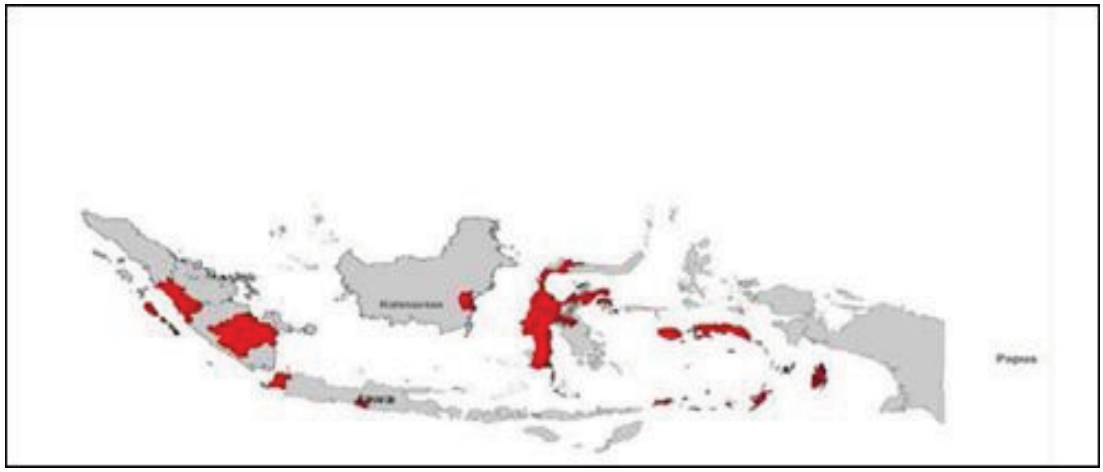
| SECTOR | Banten | | | East Kalimantan | | | Central Sulawesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | LQ | DLQ | GVA | LQ | DLQ | GVA | LQ | DLQ | GVA |
| Craft | 1.30 | 5.35 | 67.60 | 5.05 | 8.47 | 584.59 | 1.17 | 15.33 | 10.02 |
| Design | 1.12 | 0.55 | 25.89 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Fashion | 1.09 | 0.15 | 35.82 | 1.51 | 4.74 | 56.63 | 0.00 | 0.00 | 0.00 |
| Publishing & Printing | 1.16 | -0.16 | 736.71 | 1.11 | 0.96 | -41.16 | 2.51 | 0.15 | 204.98 |
| Music | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

| SECTOR | Maluku | | |
|---|---|---|---|
| | LQ | DLQ | GVA |
| Craft | 6.56 | 1.32 | 36.35 |
| Design | 0.00 | 0.00 | 0.00 |
| Fashion | 0.00 | 0.00 | 0.00 |
| Publishing & Printing | 1.13 | 0.97 | -32.50 |
| Music | 0.00 | 0.00 | 0.00 |

Source: BPS data is processed, 2017

## Handicraft Industry

The competitive and competitive sector of handicraft industry can be found in almost every province, namely: West Sumatra, South Sumatera, Special Region of Yogyakarta, Banten, East Kalimantan, Central Sulawesi and Maluku. This is as shown in the mapping using GIS analysis shown in Figure 4.



Source: BPS data is processed, 2017

**Figure 4.** Location of Large and Medium Scale Business Competitiveness

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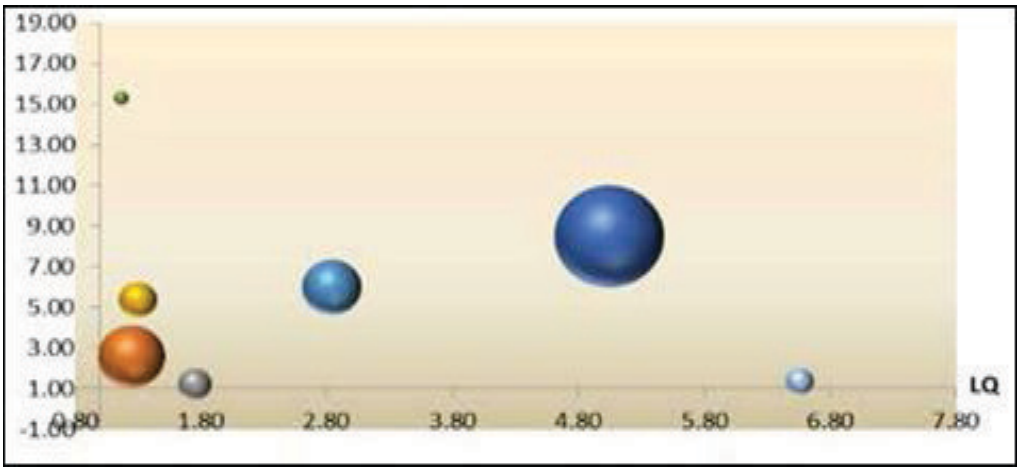
The result of competitiveness analysis on the large and medium scale handicraft sector shown in Table 3 shows that the labor productivity of the large and medium scale handicraft industry in East Kalimantan Province is higher (superior) and has the potential to keep ahead compared to the average Labor productivity of the sector in other provinces. The ability of existing resources also proved quite capable of creating a high added value growth.

**Table 3.** Competitiveness Analysis of Craft Industry Sector Medium and Large Scale

| PROVINCE | LQ | DLQ | GVA |
|---|---|---|---|
| West Sumatera | 2.48 | 6.00 | 166.42 |
| South Sumatera | 1.25 | 2.56 | 220.69 |
| Riau Island | 3.48 | 0.03 | 121.52 |
| West Java | 1.34 | -3.05 | -10.94 |
| DI Yogyakarta | 1.75 | 1.19 | 51.38 |
| East Java | 1.07 | -1.05 | 51.19 |
| Banten | 1.30 | 5.35 | 67.60 |
| East Kalimantan | 5.05 | 8.47 | 584.59 |
| Central Sulawesi | 1.17 | 15.33 | 10.02 |
| Maluku | 6.56 | 1.32 | 36.35 |

Source: BPS data is processed, 2017

The analysis of the 4 quadrants shown in Figure 5 also shows that the most competitive and competitive sector of handicraft industry is in East Kalimantan Province. This is indicated by the location of the circle representing East Kalimantan Province located in the quadrant 2 area with the position value that is getting away from the zero point. The magnitude of the circle shows the growth rate of added value created by the handicraft sector in each Province, the larger the circle shows the higher the growth of added value generated.




Source: BPS data is processed, 2017

**Figure 5.** Mapping Analysis 4 Creative Industry Quadrant of

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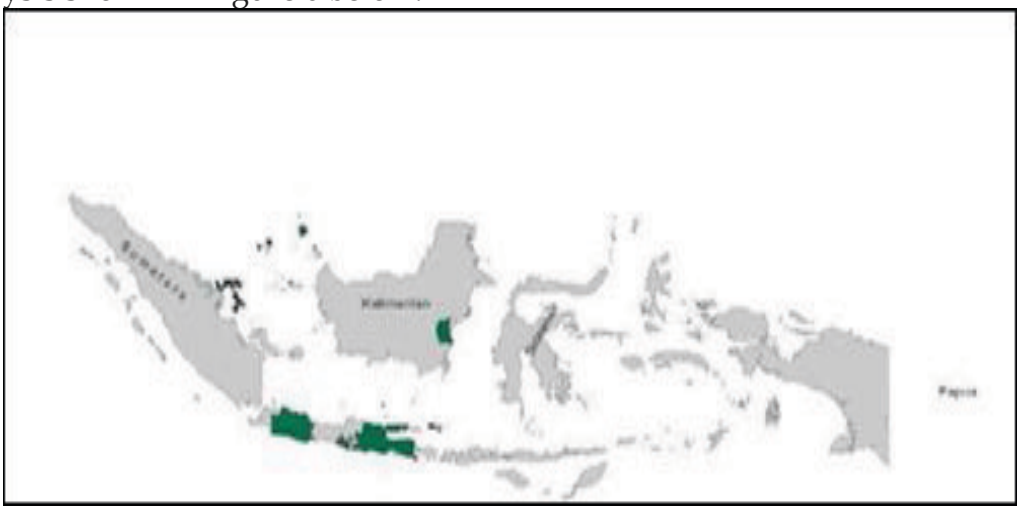
Large Scale and Large Scale Industry Sector

Based on the classification of each creative industry sector that has been done by the Ministry of Trade (2009), the handicraft industry sector consists of several components of industrial sub-sector. Referring to the data obtained from BPS for large and medium scale handicraft industry, it was analyzed that the components of handicraft industry sector which contributed the value of labor productivity and high added value growth were furniture or furniture industry sub-sector (industry code ISIC 31001, 31003, 31004), industrial sub-sector of various handicrafts (ISIC 32903 industry codes), and knitting industry sub-sector (industry code ISIC 13911, 13134). Then, the result of analysis to the distribution of data from the sub-sectors of the handicraft industry shows that the wood-based craft industry, natural fiber, and weaving is the handicraft sector that dominates the large and medium scale handicraft business.

**Fashion Industry**

Competitive middle and large fashion industry sectors can be found in five Provinces of West Java Province, Special Region of Yogyakarta, East Java, East Kalimantan and Riau Islands. This is as shown in the mapping using GIS analysis shown in Figure 6 below.



Source: BPS data is processed, 2017

**Figure 6.** Location of Large and Medium Scale Fashion Industry

The results of competitiveness analysis conducted on the large and medium scale fashion industries are shown in Table 4 which explains that labor productivity of the large and medium scale fashion industry sector in Yogyakarta Province is superior compared to other provinces when measured in a period of time, however if Considering the potential to continue to excel in terms of labor productivity then the Riau Islands Province has better competitiveness in the future. The large and medium-sized fashion industry sector in East Java is better able to create added value of production than other

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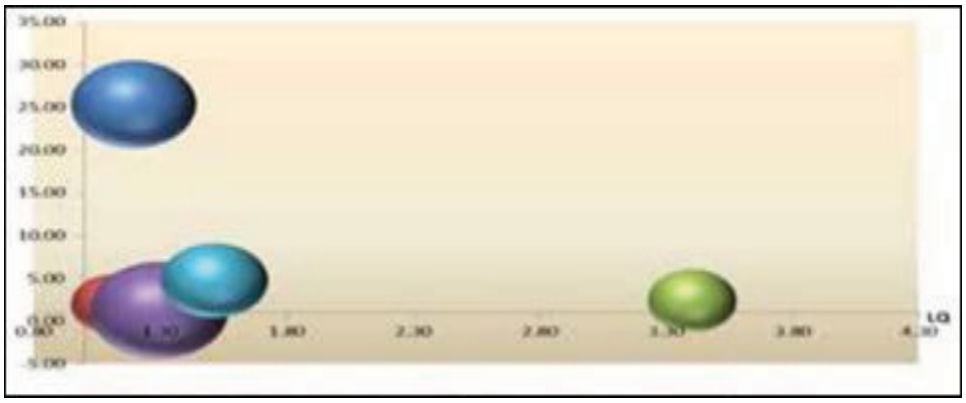
provinces. Utilization of technology and innovation in the production process becomes a supporting factor in increasing the added value of production.

**Table 4.** Competitiveness Analysis of the Fashion Industry Sector Medium and Large Scale

| PROVINCE | LQ | DLQ | GVA |
|---|---|---|---|
| West Sumatera | 3.52 | 3.73 | -33.67 |
| South Sumatera | 0.83 | 2.02 | 75.09 |
| Riau Island | 1.19 | 25.34 | 198.63 |
| West Java | 1.12 | 1.95 | 93.53 |
| DI Yogyakarta | 3.40 | 2.33 | 101.67 |
| East Java | 1.30 | 1.23 | 245.01 |
| Banten | 1.09 | 0.15 | 35.82 |
| East Kalimantan | 1.51 | 4.74 | 56.63 |
| Central Sulawesi | 0.00 | 0.00 | 0.00 |
| Maluku | 0.00 | 0.00 | 0.00 |

Source: BPS data is processed, 2017

The result of quadrant analysis shows that the most competitive and large scale industrial sector is located in DI Yogyakarta Province as measured from current labor productivity, this is shown in Figure 7 where the location of the circle representing DI Yogyakarta Province is in quadrant 2 area With the position most distant from the zero point measured from the X axis representing the LQ value. However, if measured by the growth of added value, the most competitive and competitive sector of the large and medium sized fashion industry is in East Java Province, this is shown in Figure 6 where the circle representing East Java Province is larger than Yogyakarta and other provinces. Then there is Riau Islands Province which has fashion industry sector with LQ value smaller than Yogyakarta and East Java Province but has DLQ value which is very high compared to both Province. The main components of the industrial sub-sector that contribute to the competitiveness of the fashion industry group are textile apparel industry sub-sector (ISIC 14111), footwear and footwear industries (ISIC 15202 and 15201).




Source: BPS data is processed, 2017

**Figure 7.** Mapping Analysis 4 Creative Industries Creative Quadrant Industry Large and Medium Scale Industries

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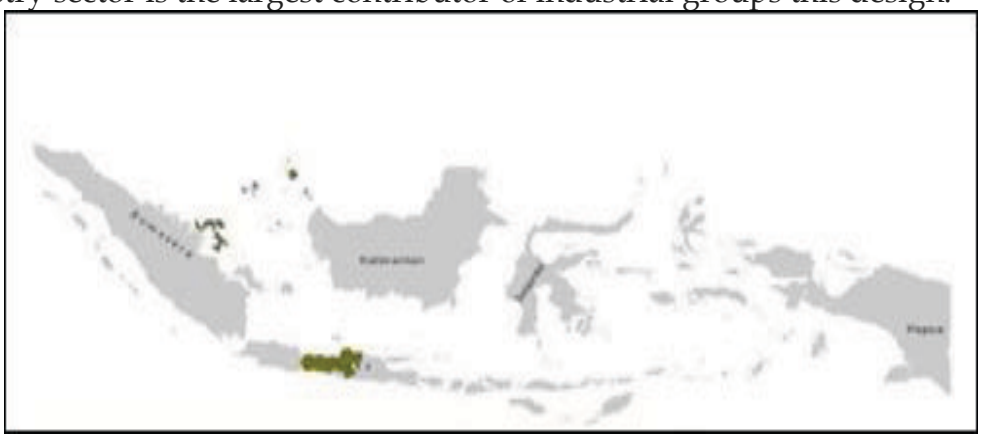
**Industrial Design**

The competitive large-scale industrial design sector only exists in Riau Province as indicated in the mapping using GIS analysis shown in Figure 8. Further investigation of the results of this data indicates that the packaging industry sector is the largest contributor of industrial groups this design.



Source: BPS data is processed, 2017

**Figure 8.** Location of Large and Medium Scale Design Industry

The results of the competitiveness analysis for the large and medium sized industrial design sector and the 4 quadrant analysis results as shown in Tables 5 and 8 show that the large and medium sized industrial design sector in the Riau Islands Province has a labor productivity that is not very superior at present Has the potential to excel in the future because it has a fairly high DLQ value (DLQ = 31.45), then the growth of added value of production from this sector is also quite high which is indicated by the large circle size. The main obstacle faced by this industrial sector to develop is the limited workforce that has the expertise and specialized knowledge in the field of product packaging and packaging design.

**Table 5.** Competitiveness Analysis of Design Industry Sector Medium and Large Scale

| PROVINCE | LQ | DLQ | GVA |
|---|---|---|---|
| West Sumatera | 0.00 | 0.00 | 0.00 |
| South Sumatera | 0.00 | 0.00 | 0.00 |
| Riau Island | 1.41 | 31.45 | 128.29 |
| West Java | 0.83 | -0.32 | -43.05 |
| DI Yogyakarta | 0.31 | 16.58 | 89.75 |
| East Java | 1.04 | 0.52 | 130.60 |
| Banten | 1.12 | 0.55 | 25.89 |
| East Kalimantan | 0.00 | 0.00 | 0.00 |
| Central Sulawesi | 0.00 | 0.00 | 0.00 |
| Maluku | 0.00 | 0.00 | 0.00 |

Source: BPS data is processed, 2017

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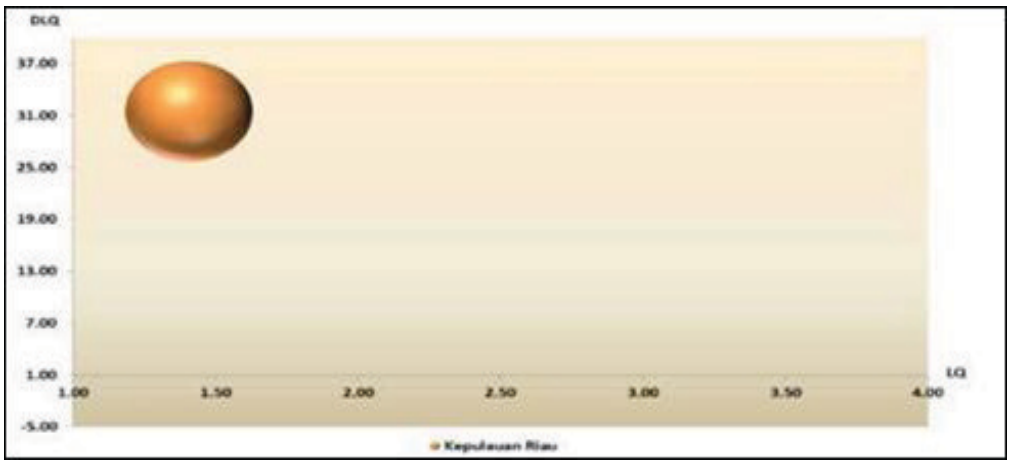
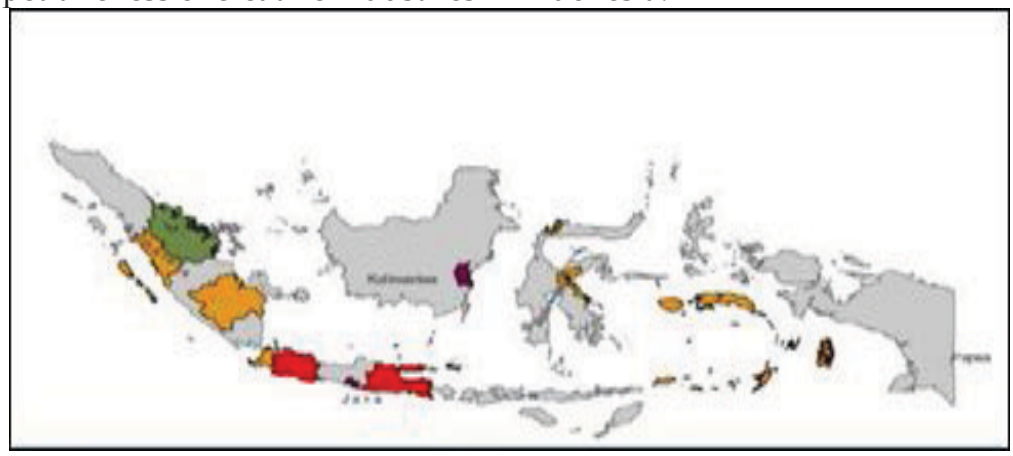



Source: BPS data is processed, 2017

**Figure 9.** Mapping Analysis 4 Creative Industry Quadrant of Competitive Design of Large and Medium Scale Industries

Overall, the results of GIS mapping analysis of all sectors of the competitive and large-scale creative industries show that the majority of competitive creative industries are concentrated in the islands of Java (Figure 10). The availability of supporting infrastructures and the ease of accessing raw materials sources as well as the factors of closeness to markets in big cities, especially the capital city of Jakarta, seems to be a supporting factor for the competitiveness of creative industries in Indonesia.



Source: BPS data is processed, 2017

**Figure 10.** Location of Creative Industries of Large and Medium Scale Competitiveness In Indonesia

In an effort to perform descriptive analysis and to identify and analyze the pattern of creative industry competitive in a number of Provinces which have been discussed above, the Classen typology approach is used. The Classen typology approach is actually more commonly used to find out the patterns and economic structures of a region or better known as regional typology analysis (Kuncoro, 2004), but in this study the tool will be used to look at patterns or characteristics of existing industries with little modification of classifications

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and variables Key used. Table 6 shows the typology of a large, medium-sized industrial sector that is competitive in some Provinces discussed earlier.

East Kalimantan Province handicraft industry sector included in the category fast forward and fast growing. This typology shows that this sector has the potential to develop well because it is supported by the adequacy of productive human resources and the dynamic growth of high output. The same thing happened in West Sumatera, South Sumatera and Banten provinces.

The handicraft industry sector in the Special Region of Yogyakarta is categorized as an advanced but depressed industrial sector. This can happen because the level of labor productivity is relatively lower than the national average due to several factors, namely the supply (supply or availability) of abundant labor and work in the handicraft sector compared with the capacity of the output market served, as well as the production mode Still relatively traditional and very limited in access to more efficient technology resulted in the level of labor productivity to be under pressure. Nevertheless, on the other hand the market still responds quite well to the resulting product, as evidenced by the high output growth. The same condition occurred in Maluku Province.

The fashion industry sector in West Java and East Java provinces falls into the category that needs attention. Although West Java province is famous for the textile industry center but in general, medium and large scale business actors in this industrial sector get considerable pressure. The Indonesian Textile and Textile Industry (TTP) generally faces various problems. Among the problems are expensive energy costs, unfavorable port infrastructure, mostly old textile machinery, and the rise of illegal imported products mainly from China. Those problems caused The Indonesian Textile and Textile Industry to run under unhealthy conditions. Operational costs become relatively expensive, but with relatively low productivity. It needs an ecosystem that supports the creative industries to be competitive.

**Table 6.** Typology of Creative Industry Sector Competitive Large and Medium Industry Sector

| PROVINCE | Labor Productivity | Growth | Typology |
|---|---|---|---|
| West Sumatera | High | High | Industry Cluster Fast forward & Growing Fast |
| South Sumatera | High | High | Fast & Fast Growing Fast Industry |
| Riau Island | High | Low | Rapidly Growing Industrial Cluster |
| West Java | Low | Low | Relatively Reliable Industry Cluster |
| DI Yogyakarta | Low | High | Industrial Cluster Forward But Depressed |
| East Java | Low | Low | Relatively Reliable Industry Cluster |
| Banten | High | High | Fast & Fast Growing Fast Industry |
| East Kalimantan | High | High | Fast & Fast Growing Fast Industry |
| Central Sulawesi | Low | Low | Relatively Reliable Industry Cluster |
| Maluku | Low | High | Industrial Cluster Forward But Depressed |

Source: BPS data is processed, 2017

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The results of the mapping analysis of the five sectors of the large-and medium-scale creative industries explained that sector there are three sectors of creative industry that can be categorized as competitive, namely the handicraft, fashion and design industries sector. Furthermore, when comparing the benefits of labor productivity and the ability to create added value of overall production and geographical distribution, the handicraft industry sector has a higher competitiveness than other sectors. The competitive and large-scale handicraft industry sector has a wider geographical distribution than the fashion and design sectors. Furthermore, the fashion industry sector also has LQ, DLQ, and higher value added values than other sectors in almost all provinces.

High LQ and DLQ values show that at present, the handicraft industry sector has superior labor productivity advantages over other sectors and has the potential to continue to excel in the future. However, the characteristics of handicraft industry sectors that still maintain traditional production patterns are still an obstacle to potential productivity gains in the future. This condition is illustrated by the DLQ value of the handicraft sector which is smaller than the fashion and design sectors in some areas such as Riau, D.I Yogyakarta and East Java. The high growth of added value indicates that the productivity created by the workforce in the handicraft sector has been supported by the high and growing market demand for handicraft products. The growth of added value becomes an important factor in determining the competitiveness of an industrial sector and contributes positively to economic growth.

The competitiveness of large and medium scale handicraft industries can be found in some provinces, but the most competitive is in East Kalimantan Province because it has the advantage of high labor productivity and the biggest added value growth among other provinces. Typologically, this province is categorized as a province with a fast-growing and fast-growing creative industry cluster. This can be interpreted that the competitiveness of the handicraft industry sector in East Kalimantan province is supported by productive human resources and high output growth.

### 5.2 Competitiveness Analysis of Creative and Small Scale Industries Sector

The analysis of the competitiveness of small scale and micro scale of creative industries are small and medium scale industries and small scale industries. Production capacity in Each business tends to be smaller. Creative industries are often associated with small and micro-scale industries or SMEs because the creative industries endeavor to utilize creativity and innovation from a limited number of human resources. Creative industries are also associated with many SMEs because many creative industries are start-up business actors, is business actors who are just starting a business.

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Competitiveness and mapping analysis methods conducted for large and medium industry data are also applied for small and micro data industry. Sector, the results of the analysis data show that from five creative industry sectors analyzed, there are only sectors of creative industry that can be classified as competitive, namely handicraft, fashion, design, and printing and publishing. Geographically, the results of the analysis data show that only 10 provinces, West Sumatra, South Sumatra, Jakarta, West Java, Central Java, DI Yogyakarta, East Java, Banten, Bali , West Nusa Tenggara, and South Sulawesi. The results of the analysis data are summarized in Table 7 below.

**Table 7.** Competitiveness Analysis 4 Creative Industry Sector Small and Micro Scale

| SECTOR | West Sumatera | | South Sumatera | | Lampung | |
|---|---|---|---|---|---|---|
| | LQ | DLQ | LQ | DLQ | LQ | DLQ |
| Craft | 0.94 | 1.35 | 1.30 | (0.04) | 0.78 | 0.46 |
| Design | | | | | 3.13 | 0.34 |
| Fashion | 2.13 | 1.13 | 1.81 | 2.47 | 1.55 | 0.55 |
| Publishing & Printing | | | | | | |

| SECTOR | Jakarta | | West Java | | Central Java | |
|---|---|---|---|---|---|---|
| | LQ | DLQ | LQ | DLQ | LQ | DLQ |
| Craft | 1.41 | 0.66 | 1.11 | 0.74 | 1.23 | 1.73 |
| Design | 2.98 | | 2.13 | 1.57 | 0.92 | 2.70 |
| Fashion | 1.26 | 2.64 | 1.32 | 1.57 | 1.71 | 0.51 |
| Publishing & Printing | 0.06 | 9.15 | 3.87 | 2.02 | 0.34 | 2.44 |

| SECTOR | DI Yogyakarta | | East Java | | Banten | |
|---|---|---|---|---|---|---|
| | LQ | DLQ | LQ | DLQ | LQ | DLQ |
| Craft | 1.45 | 1.03 | 0.77 | 1.18 | 0.44 | 0.09 |
| Design | 1.97 | 0.77 | 3.05 | 3.24 | 7.02 | 0.72 |
| Fashion | 1.39 | 1.01 | 1.72 | 1.15 | 0.83 | 0.33 |
| Publishing & Printing | | | 0.66 | | 6.93 | 0.23 |

| SECTOR | Bali | | NTB | | South Sulawesi | |
|---|---|---|---|---|---|---|
| | LQ | DLQ | LQ | DLQ | LQ | DLQ |
| Craft | 1.66 | 1.73 | 1.22 | 1.53 | 1.57 | 1.60 |
| Design | | | | | | |
| Fashion | 1.54 | 0.79 | 0.88 | 1.23 | 1.21 | 1.06 |
| Publishing & Printing | | | 0.18 | 2.64 | 4.61 | 0.60 |

Source: BPS data is processed, 2017

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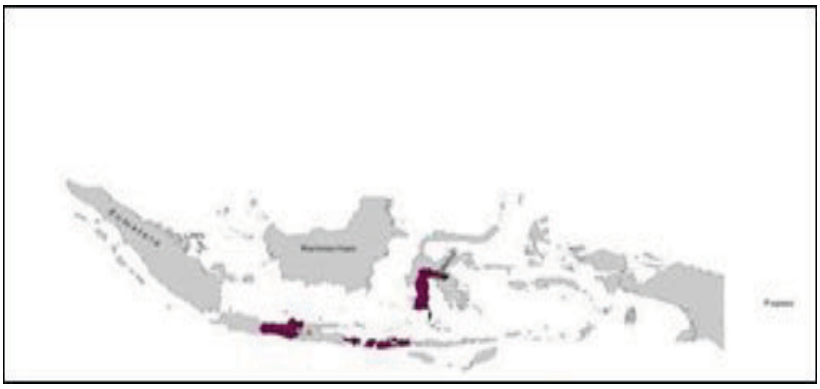
**Handicraft Industry**

Competitive micro and small scale handicraft industries can be found in Central Java Province, Yogyakarta, Bali, West Nusa Tenggara and South Sulawesi. This is as shown in the mapping using GIS analysis shown in Figure 11 below.



Source: BPS data is processed, 2017

**Figure 11.** Location of Small and Micro Scale Competitiveness Industry

The result of competitiveness analysis conducted on small and micro scale handicraft shown in Table 8 shows that the most competitive handicraft industry sector is in Bali Province if it is measured from labor productivity. This is indicated by the higher LQ and DLQ values compared to the handicraft sector in other provinces.

The value of LQ provides an overview of labor productivity advantages in a single point of analysis time. The LQ scores of small and medium scale handicraft industry in Bali Province have higher LQ value than other provinces, it is explained that the productivity of the handicraft workforce in Bali Province is superior compared to other provinces if measured in one period of analysis in year 2013.

Higher DLQ values than other Provinces explain that the potential for the development of labor productivity in the handicraft industry sector in Bali Province is superior compared to the potential for the development of labor productivity in the handicraft industry sector in other regions. If this condition can be maintained or continuously improved with the support of a number of factors such as innovation, technology use, effectiveness and efficiency of production, then the handicraft industry sector in Bali Province will excel in the competition ahead.

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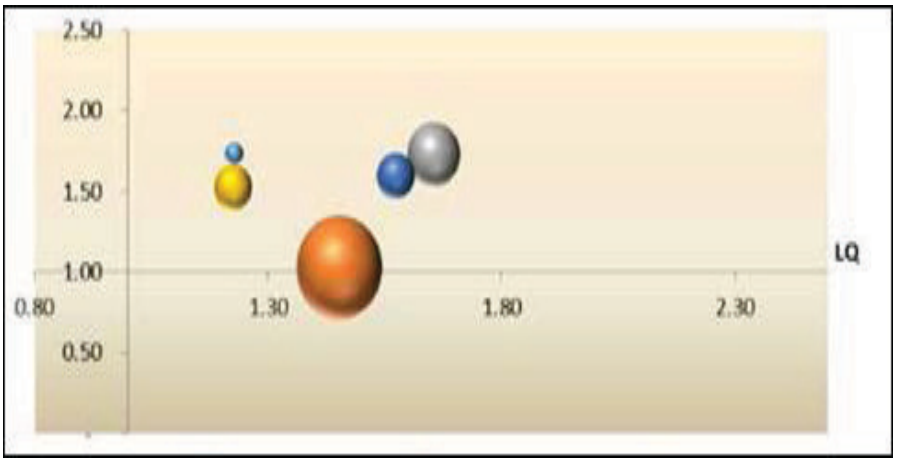
**Table 8.** Competitiveness Analysis of Handicraft Industry Sector Small and Micro Scale

| PROVINCE | LQ | DLQ |
|---|---|---|
| West Sumatera | 0.94 | 1.35 |
| South Sumatera | 1.30 | 0.04 |
| Lampung | 0.78 | 0.46 |
| Jakarta | 1.41 | 0.66 |
| West Java | 1.11 | 0.74 |
| Central Java | 1.23 | 1.73 |
| DI Yogyakarta | 1.45 | 1.03 |
| East Java | 0.77 | 1.88 |
| Bali | 0.44 | 0.09 |
| NTB | 1.66 | 1.73 |
| South Sulawesi | 1.22 | 1.53 |

Source: BPS data is processed, 2017

The analysis of the 4 quadrants shown in Figure 11 also shows that the small and micro handicraft industry sector in Bali Province has a high competitiveness compared to other provinces, seen from the location of the circle representing Bali Province in quadrant 2 area with the position value Further away from the zero point LQ> 1 (1.66) and the value of DLQ> 1 (1.73).




Source: BPS data is processed, 2017

**Figure 12.** Mapping Analysis 4 Creative Industry Quadrant of Handicrafts Competitive Micro and Small Scale Industries

It can also be seen in Figure 12 that when looking at the growth of value added production, the small and micro handicraft industry sector in Yogyakarta Province seems to have a larger value-added growth compared to other provinces, indicated by the amount of circle representing DI Yogyakarta Province. Although the superiority in terms of labor productivity from the Province is still lower than that of Bali Province, but the handicraft industry sector in Yogyakarta Province is more able to create high added value of

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production. Creation of the added value of production of an industrial sector is essential to make a positive contribution to the economy in the region as well as nationally

**Fashion Industry**

Competitive micro and small scale industry sectors can be found in West Sumatera, South Sumatera, Jakarta, West Java, D.I Yogyakarta, East Java, and South Sulawesi. This is as shown in the mapping using GIS analysis shown in Figure 13 below.

Source: BPS data is processed, 2017

**Figure 13.** Location of Small and Micro Scale Competitive Fashion Industry

The results of competitiveness analysis conducted on the small and micro-scale fashion sectors shown in Table 9 show that the most competitive fashion industry sector is in West Sumatera Province when measured from labor productivity at the moment, as seen from the LQ (LQ = 2 , 13) higher than other provinces. However, in the future the potential advantage of the development of labor productivity of the fashion industry sector in West Sumatera Province is still less than that of Jakarta Province, which is seen from DLQ of Jakarta Province which is higher than DLQ value of other Province (DLQ = 2,64) .

**Table 9.** Competitiveness Analysis of the Fashion Industry Sector Small and Micro Scale

| PROVINCE | LQ | DLQ |
|---|---|---|
| West Sumatera | 2.13 | 1.13 |
| South Sumatera | 1.81 | 2.47 |
| Lampung | 1.55 | 0.55 |
| Jakarta | 1.26 | 2.64 |
| West Java | 1.32 | 1.57 |
| Central Java | 1.71 | 0.51 |
| DI Yogyakarta | 1.39 | 1.01 |

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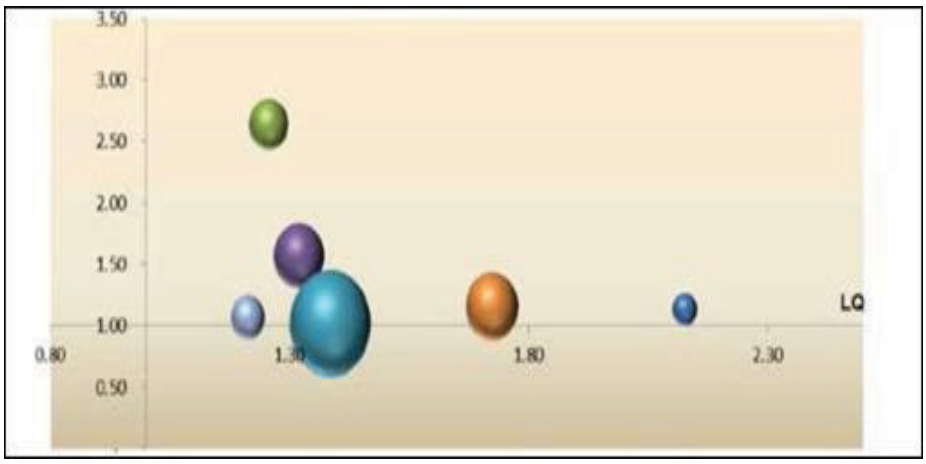
| | | |
|---|---|---|
| East Java | 1.72 | 1.15 |
| Bali | 0.83 | 0.33 |
| NTB | 1.54 | 0.79 |
| South Sulawesi | 0.88 | 1.23 |

Source: BPS data is processed, 2017

The analysis of the 4 quadrants shown in Figure 14 also shows that the small and micro scale industry sectors in West Sumatera and Jakarta provinces have a high competitiveness compared to other provinces if measured from LQ and DLQ values, as seen from the location The circle representing the two Provinces is in the quadrant area 2 with the position value increasingly away from the zero point of the x and y axes. However, in Figure 14 also shows that the circle representing Yogyakarta Province is the largest. This shows that if the measure to the growth of added value, the most competitive sector of small and micro scale industry is in DI Yogyakarta Province.




Source: BPS data is processed, 2017

**Figure 14.** Mapping Analysis 4 Creative Industry Fashion Quadrant Competitive Micro and Small Scale Industries

**Industrial Design**

Competitive micro and small scale design industries can be found only in two provinces, West Java and East Java. This is as shown in the mapping using GIS analysis shown in Figure 15 below.

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Source: BPS data is processed, 2017
**Figure 15.** Location of Small and Micro Scale Design Industry

The results of competitiveness analysis conducted on the small and micro design sectors shown in Table 10 show that the design industry sector in East Java Province is superior compared to West Java when viewed from the labor productivity advantage measured at this time (viewed from the value of LQ ) And also measured its potential for future time (judging by the value of DLQ).

**Table 10.** Competitiveness Analysis of Design Industry Sector Small and Micro Scale

| PROVINCE | LQ | DLQ |
|---|---|---|
| West Sumatera | n/a | n/a |
| South Sumatera | n/a | n/a |
| Lampung | 3.13 | 0.34 |
| Jakarta | 2.98 | n/a |
| West Java | 2.13 | 1.57 |
| Central Java | 0.92 | 2.70 |
| DI Yogyakarta | 1.97 | 0.77 |
| East Java | 3.05 | 3.24 |
| Bali | 7.02 | 0.72 |
| NTB | n/a | n/a |
| South Sulawesi | n/a | n/a |

Source: BPS data is processed, 2017

The analysis of the 4 quadrants in Fig. 16 shows the circle and circle positions representing the small and micro design industry sectors in West and East Java provinces. The position of the circle representing East Java Province is in quadrant 2 and further away from the zero point measured from the x and y axis compared to the circle representing West Java Province. This shows in the 4 quadrant analysis of the competitiveness of the design industry sector in East Java in terms of labor productivity advantage. Figure 16 also shows that the

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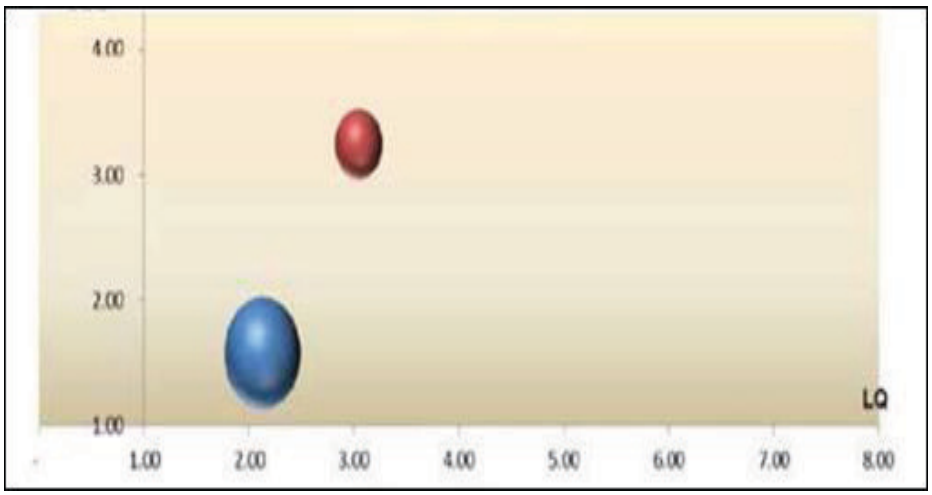
circle representing West Java Province is larger than East Java, thus explaining that the small and medium scale design industry sector in West Java Province is better able to create greater value added growth.




Source: BPS data is processed, 2017
**Figure 16**. Mapping Analysis 4 Creative Industrial Design Quadrant Competitive Micro and Small Scale Industries

**Publishing and Printing Industry**

Other sectors that are competitive are the publishing and printing industry sector. Based on secondary data processing, competitive publishing and printing industry sector only found in West Java Province, this is shown by Figure 17.

Source: BPS data is processed, 2017
**Figure 17.** Location of Small and Micro Scale Publishing and Printing Industry Competitive Micro and Small Scale Industries

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Table 11 below also confirms that the results of competitiveness analysis from the publishing and printing sector of small and micro scale shows that this competitive industry sector is found only in West Java Province seen from LQ and DLQ values of magnitude more than 1. in Table 11 It is also seen that in other provinces such as Jakarta, Central Java, East Java, and NTB only visible potential employment productivity advantages in the future but not at present (DLQ value 1 but LQ <1), thus not meeting the definition accordingly Methodology as a competitive industry sector. And the provinces of South Sulawesi and Banten show the opposite condition, which has a static labor productivity advantage that is measured at one time point (LQ value 1 but DLQ value <1).

**Table 11**. Analysis of Industry Sector Competitiveness Small and Micro Scale Publishing and Printing

| PROVINCE | LQ | DLQ |
|---|---|---|
| West Sumatera | n/a | n/a |
| South Sumatera | n/a | n/a |
| Lampung | n/a | n/a |
| Jakarta | 0.06 | 9.15 |
| West Java | 3.87 | 2.02 |
| Central Java | 0.34 | 2.44 |
| DI Yogyakarta | n/a | n/a |
| East Java | 0.66 | n/a |
| Bali | 6.93 | 0.23 |
| NTB | n/a | n/a |
| South Sulawesi | 0.18 | 2.64 |

Source: BPS data is processed, 2017

The result of 4 quadrant analysis in Figure 17 for small and micro scale publishing and printing sector in West Java Province also illustrates that besides having competitiveness in terms of labor productivity advantage, this sector also has positive value added production. This condition is illustrated by the position of the circle representing the competitiveness condition of the publishing and printing industry sector in West Java Province located in the second quadrant with the position increasingly becoming zero and X and Y axis lines, and having a large circle.

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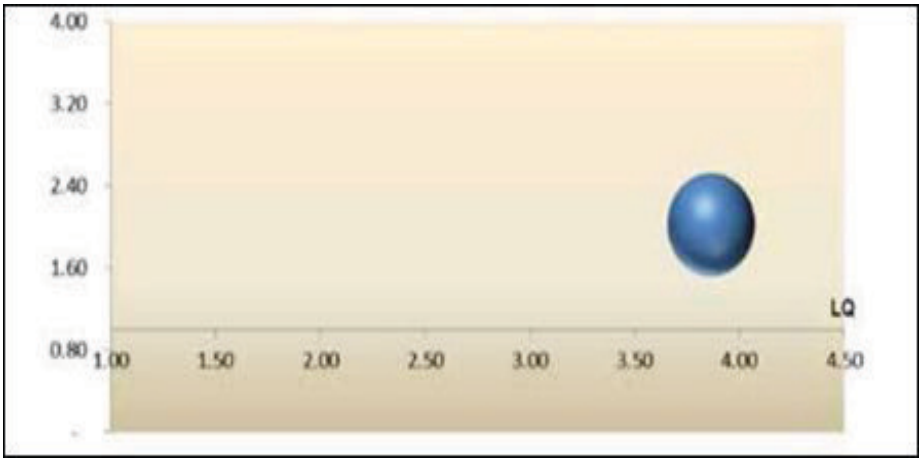
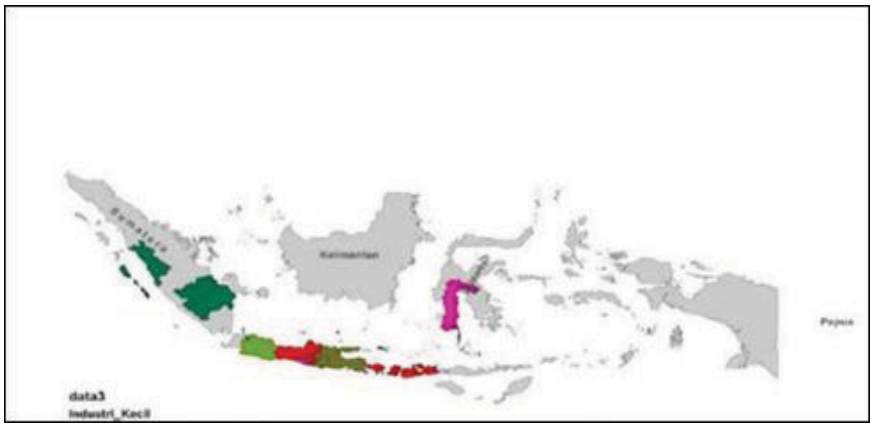



Source: BPS data is processed, 2017
**Figure 18.** Mapping Analysis 4 Creative Industry Quadrant
Publishing and Printing Competitiveness of Small and Micro Scale Industries

Overall, Figure 18 shows the results of a mapping analysis of the creative industries of micro and small scale competitiveness, namely that most of the competitive creative industries sector is located in the islands of Java and also the island of Sumatra.




Source: BPS data is processed, 2017
**Figure 18. Location of Creative Industry Competitiveness Small and Micro Scale in Indonesia**

Table 12 shows the typology of a competitive micro and small scale industrial sector in several Provinces discussed earlier. Typologically, there are two Provinces with small and micro-scale creative industries that can be categorized as fast growing and fast growing industrial category, Central Java and Yogyakarta. It can be interpreted that the creative industries (measured by 4 competitive industrial sectors: craft, fashion, design, printing and publishing) in both provinces have productive human resources and are able to create high value-added growth. The fast-growing and fast-growing industry pattern is an

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ideal industry characteristic. This pattern is shown in the ability of industry players to create added value growth while output growth is also high as one indicator that the industry still has good market prospects. The high growth of added value indicates that the existing industry is quite dynamic in anticipation of existing business competition.

**Table 12.** Typology of Creative Industry Sector Competitiveness Small and Micro Scale Industries

| PROVINCE | Labor Productivity | Growth | Typology |
|---|---|---|---|
| West Sumatera | Low | Low | Relatively Reliable Industry Cluster |
| South Sumatera | Low | High | Industrial Cluster Forward But Depressed |
| Jakarta | High | Low | Rapidly Growing Industrial Cluster |
| West Java | High | Low | Rapidly Growing Industrial Cluster |
| Central Java | High | High | Fast & Fast Growing Fast Industry |
| DI Yogyakarta | High | High | Fast & Fast Growing Fast Industry |
| East Java | Low | High | Industrial Cluster Forward But Depressed |
| Bali | High | High | Fast & Fast Growing Fast Industry |
| NTB | Low | Low | Relatively Reliable Industry Cluster |
| South Sulawesi | High | Low | Rapidly Growing Industrial Cluster |

Source: BPS data is processed, 2017

The results of the mapping analysis of the five sectors of the small and micro-creative industries explain that sector, the handicraft and fashion industries are scattered in almost all provinces and these two sectors have high competitiveness compared to other sectors. However, if the benefits of labor productivity are seen not only in one time period of analysis measured based on the LQ value, but also on the potential for labor productivity to remain superior in the future, and to pay attention to the growth of added value that can be produced, the handicraft industry sector Small and micro scale has a higher competitiveness than the fashion industry.

The fashion industry sector is classified as a pre-eminent sector if measured in one analysis period (in 2013) but when considering the trend of labor productivity development, the handicraft sector shows the potential to continue developing in the future dynamically. The small and micro scale handicraft industry that has the highest competitiveness based on the superiority of labor productivity is in Bali Province.

The result of competitiveness analysis also shows that small and micro scale handicraft sector has been able to create higher value-added production growth from other sectors, this condition can reflect that the market demand for Indonesian handicraft product is very high. The small and micro scale handicraft industry with the highest and the highest added value added dynamic is in DI Yogyakarta Province

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## 6. CONCLUSION AND RECOMMENDATION

### 6.1 Conclusion

The analysis of the competitiveness of creative industries in this study can only be done on five sectors of the creative industry based on the availability of existing data, such as handicraft, fashion, design, publishing and printing, and music. The results of competitiveness analysis for medium and large scale creative industries as well as micro and small scale creative industries show that the handicraft sector shows higher competitiveness compared to the other four creative industry sectors when viewed from the value of LQ, DLQ and added value growth.

Geographical mapping for large and medium scale handicraft industry shows that the most competitive handicraft sector is located in East Kalimantan Province because it has high productivity of labor productivity (seen from LQ and DLQ values) and the largest growth of added value in Among other Provinces. While geographical mapping for small and medium scale handicraft industry shows that the craft sector that has the highest competitiveness based on labor productivity advantage (seen from LQ and DLQ) is in Bali Province and the most competitive handicraft sector is measured from the growth of value Added the highest in the province of DI Yogyakarta

The total contribution of creative industry production to 15 subsectors nationally in 2011 amounted to 526,999 Billion Rupiah, or only about 7% of national PDB (7,419,187 Billion Rupiah). In particular for the handicraft industry sector, the total national production contribution in 2011 is 79,517 Billion Rupiah, or about 1% of the national GDP. Regionally, the total production of large and middle scale handicraft sector in East Kalimantan Province in 2011 amounted to 288,294,000, or only about 0.07% of East Kalimantan's PDRB (391,761 Billion Rupiah). Meanwhile, the production value of small and micro handicraft sector in Bali and Yogyakarta Province in 2013 is 21.9 Billion Rupiah and 96.5 Billion Rupiah or around 0.02% (94.555 Billion Rupiah) and 0.15% (63,690 Billion Rupiah) Of their respective GDP.

Anecdotally, the above illustrates that, although the handicraft sector is the most competitive creative sub-sector of medium to small scale among the other 4 creative sub-sectors, its contribution compared to other industry sectors is still relatively small. On the side of business creation and employment, this sector on a large and medium scale has 9 businesses with 980 workers, and 128,209,531 of value added in East Kalimantan in 2011. on a small and micro scale, for the Province of Bali in 2013, The sector has 806 businesses, with 2,430 workers, and 10.4 Billion Rupiah of added value, while for DIY province this sector has 524 businesses, with 1,616 labor force, and 7.1 Billion Rupiah added value.

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### 6.2 Recommendation

Based on the results of regional or provincial mapping for the creative industries of both large and medium scale, small and micro, it is expected that the mapping of creative industries is local and central government can focus more on how to coaching the creative industries in each province that has the dynamics and characteristics of different, So that in coaching and distribution of financing can be adjusted to the characteristics of each region or province in Indonesia. Local and national governments can also review various programs and policies related to the creative industries in Indonesia, particularly in financing aspects and can provide options or recommendations to advance and improve access to financing the creative industries in Indonesia.

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