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CREATIVE CITY: ANALYSIS OF BANDUNG CREATIVE CITY INDICATORS

Mohammad Benny Alexandri

Universitas Padjadjaran Bandung

bennyalexandri@yahoo.co.id

Abstract

United Nations Development Programme (UNDP) and the United Nations Conference on Trade and Development (UNCTAD) published the Creative Economy Report 2008. A wave of global research on the concept / term creative economy, creative industries, creative cities and creative culture since that time.

The process of internationalization of the creative economy become popular when The Martin Prosperity Institute (MPI) an international think-tank organization released The Global Creativity Index (GCI) GCI in 2010.

The document contains index measuring creativity and assess the ranking of creativity throughout the country. Referring to the GCI report in 2011, the index of creativity country Indonesia is ranked 81 of 82 countries with an index value of 0.037 creativity. The main challenge of creative economic development over the last 10 years is how to assess and measure the level of creativity in the State, provincial and districts or cities.

Assessment and measurement of creativity depends on understanding of the indicators of creativity town for example.

This study objective is creating the indicators of Bandung as a Creative City by combining the indicators used in other town in the world with creativity indicators Bandung that already exists.

The purpose of doing this study is to formulate indicators concerning the establishment of Bandung as a Creative City that is supported by the performance of the creative industries in Bandung.

The output of this study is the assessment of the performance of the achievements of each indicator in Bandung Creative City.

The results of the study is Bandung as a creative city in design field.



Keywords: *Creative City, Creative Industries, Indicators*

JEL Classification: *R11*

INTRODUCTION

Creative economy is become more popular for some countries today. The awareness of the exhaustion of a resource will encourage people to more creative to improve for economy in minimal resources.

In 1997-2000 study period, the percentage of the GDP contribution of the creative industries in several countries were 2.8% (Singapore) to 7.9% (the UK) 5.7% (Australia) 16% (the UK), and the employment rate were 3.4% (Singapore) to 5.9% (US) of total employment in the country.

Based on the creative industry mapping conducted by the Ministry of Commerce of the Republic of Indonesia, the creative industry in Indonesia has donated GDP to 104.73 trillion rupiah, or accounted for 6.28% of the total GDP of Indonesia. The average GDP growth 2003-2006 period is only 0.74% which was caused by declined in contributions subsector crafts and fashion in 2002-2003 and 2005-2006.

The export value of the creative industries in Indonesia in 2006 reached 81.4 trillion and accounted for 9.13% of the total value of national exports.

The results of this study, it can be concluded that the creative industries sector in Indonesia, was also a promising industrial sector to support the growth of the Indonesian economy.

The typical of the creative economy are creativity, culture, heritage, and environment. Creative economy is triggered due to the creative industries are industries that are creating activities, knowledge, products, and services which are original, such as proposed by UNESCO (2003) (Erni R.Ernawan (2009).

The purpose of this study are:

1. How the creative economy in Bandung City.
2. What creative economy indicators used Bandung City
3. What sub-sector can be used as icon of Bandung City



DISCUSSION

Creative economy is "economic activity which their input and output is the idea, in which the idea will raises a lot of creativity that will gives a lot of revenue." (Howkins (2007))

In many countries, creative economy is the most important contribution in increasing the rate of economic growth and will improve social welfare. The new ideas and creativity will make inventions and innovations to grow and develop rapidly. In telecommunications and computer industries, it development very fast not in years, but in months will produce new products with better features, effectively and efficiently.

Howkins (2007), creativity is not always an economic activity but it can generate ideas in economic implications or products that can be traded. In general, changes occur when ideas are identified, named, and made more practical so it can be held, enjoyed and traded.

In general, the creative economic will impact the creative industry at least in seven elements of the economy, which are:

1. Contributions Economy
2. Business
3. Social Impacts
4. Image
5. Communication
6. Innovation And Creativity

In general, the strong reason why the creative industries need to be developed, is because of the creative industries sector has a significant economic contribution to the Indonesian economy; it can create a business climate which is positive.

It can strengthen the image and identity of the Indonesian nation, support the use of renewable resources, is central the creation of innovation and creativity formation, and have a positive social impact.

Howkins (2007) suggested that for the growth and development of the creative industries, it should be harmonization of the Talents , Tolerance (among people and Technology (3T).



The Ministry of Commerce of the Republic of Indonesia (2007) "The activities of the Indonesian creative industry has not managed through policy, legally and institutionally, is suspected of impact on different areas of development, including the economic field.

The magnitude of the impact of the creative industries on the Indonesia's economy , uses several indicators used to measure the creative industries (Ministry of Commerce of the Republic of Indonesia (2007), namely:

1. Gross Domestic Product (GDP);
2. Employment;
3. Activities of the Company
4. Impact on other sectors

Creative Industry in Bandung

Creative industries in the city based on KUKM data in 2013 ago, the amount was as much as in 1078 the business group distributed into 15 categories of creative industries. It shows that in East Bandung (Region Gedebage) tend to spread a little more creative industries. The creative industrial map more concentrated in center of the city, which is closely related on the center of the economic rotation in Bandung.

Districts with the highest number of creative industries is in Cibeunying Kidul, Babakan Ciparay, Lengkong and Bojongloa Kidul (over 60 industrial businesses). While in Bandung Kulon, Regol, Rancasari, Coblong, Antapani, Bojongloa Kaler, Bandung Wetan and Sukajadi is between 40 to 60 industrial enterprises).

Most types of creative industry is the craft industry, fashion, culinary, advertising and TV & Radio industry. While other types of creative industries is still limited below 10 business units in the district



Table 1. Number of Creative Industry per Sub District

Industry's Type	Q
Architect	3
Design	24
Fashion	205
Kraft	488
Culinary	153
Computer Service and Software	7
Music	3
Market And Art Goods	21
Publishing & Printing	9
Advertising	93
Interactive games	1
Research & Development	1
Performing Arts	2
TV And Radio	61
Video, Film & Photography	7
Total Per Sub District	1078

Department of Commerce (2007) there are several directions of development of the creative industry, the development of a focus on industry-based: (1) cultural creative industry; (2) the creative industry, or (3) Intellectual property rights such as copyright.

The Bandung has set for her indicators which are; 1) Creative Policy; 2) Creative Infrastructure; 3) Legal, Ethical and Intellectual Property; 4) Creative Support System; 5) Creative Capacity; and 6) The economic contribution.

Selected indicators have the following definitions:

1. Creative policy, the rules and regulations that are supporting citizens, businesses, industry and creative economy that makes creative city.



2. Creative infrastructure, namely infrastructure and facilities in the city that allows its citizens do creative activities
3. The law, ethics and copyright, which are rules and attitudes that support creative entities in conducting its activities
4. Creative Support System, which is a supporting case in the form of technology and innovation that support people to become creative
5. Creative capacity and economic contribution, namely the ability of human resources and economic outcome for the citizens with their creative city

During her development, the city of Bandung has plan to put herself as a UNESCO Creative City. It has been initiated by the city of Bandung and its stakeholders since 2012. In 2015, the city of Bandung is planning to become as a UNESCO Creative City Networks and has been endorsed by the Decision of the Mayor of Bandung, Mr. Ridwan Kamil.

UNESCO's Creative Cities Network is a collaboration of four parties will realize the Creative City and has a strong effect for the community, particularly in lifting the economic contribution of society.

All pairwise comparisons of data to factor capability of the company is shown in the following table:

Table 2. Total Grade for Creative Industry Sub Sectors

N	Factors	Grade	Design	Fashion	Culinary	Kraft
1	Contribution	17%	1%	6%	5%	5%
2	Event	15%	2%	10%	4%	1%
3	City Programs	15%	12%	2%	2%	1%
4	Education Institution	15%	12%	2%	2%	2%
5	Event Facilities	13%	7%	3%	1%	7%
6	City Network	13%	4%	10%	2%	1%
7	City Policies	13%	8%	6%	2%	1%
	TOTAL	100%	45%	39%	16%	18%

The total value of the evaluation of UNESCO Creative City value multiplied by the weight indicates that the value of 45% for design, 39% for Fashion, and 16% for the Culinary and 18% for Craft.

It can be concluded that **Design** as selected sub-sector with the highest value of 45%. The calculation was using AHP (Analytical Hierarchy Process) Program.

Table 3. Achievement Parameter Creative City

N	Parameters	Point	%	Category
1	Economic achievement	7	70.00	High
2	Events	4	40.00	Low
3	Educational institutions	8	80.00	High
4	Creative space	5	50.00	Middle
5	Facilities	5	50.00	Middle
6	Cities Program	7	70.00	High
7	Government Policy	7	70.00	High
8	Other Supporting Policies	6	60.00	Middle
9	Cooperation cities	6	60.00	Middle
10	networking facilities	6	60.00	Middle
		10		

Table 4. Average Achievement Parameter Creative City

No	Parameter	%	Category
1	Average	61.00	Average

The parameters used to measure the achievement of indicators show that, in general, is in the position is average or "moderate". This indicates there are still many things to be prepared by the city of Bandung in order to achieve the title as Creative City.

CONCLUSION

1. Bandung is using 6 (six) indicators for their Creative city's indicators
2. The Indicators are 1) Creative Policy; 2) Creative Infrastructure; 3) Legal, Ethical and Intellectual Property; 4) Creative Support System; 5) Creative Capacity; and 6) The economic contribution
3. Sub sector chosen for Bandung is design based on calculation
4. Average achievement for the parameter used as design creative city is average or moderate
5. This indicates there are still many things to be prepared by the city of Bandung in order to achieve the title as Creative City.

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