

Asean Economic Community: Analysis of Bandung Creative City

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Abstract: In classical economics era, Adam Smith emphasized the region's economy is largely determined by three factors of production are land, labor and capital. But in the era of today's modern economy, technological factors, knowledge, creativity, innovation and human capital had been the main factor the successful development of the regional economy. Therefore, assessment and measurement of creative industry become the focus of attention of various countries in the world today. 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 district or city. Assessment and measurement of creativity is dependent on understanding the indicators creative city. Measurement of Bandung Creative City has been reviewed in the Bandung Creative City road map document. Creative city has set 6 (six) creativity indicators of Bandung, they 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. Indicators determinants of creativity Bandung needs to be improved They are: operationalization of the variable measurement, measurement methods and actualization of data. The purpose of this study are to (1). Analyze the strategic aspects of the concept of the creative economy, creative industries and creative cities in the global level, (2). Perform of comparative analysis of the indicators of a creative city of Bandung. The output of this study is to assess 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

1. Introduction

Creative economy and creative industries began to grow around 2006 in Indonesia where creative economic growth have impact on the growth of the national economy.

Creative economic growth in 2006 reached around 7.3%, while the growth in Gross Domestic Product (GDP) is only 5.6%. Then, during the period 2002-2006, the creative industries absorb about 5.9 million workforce and contribute on foreign exchange around IDR 81.5 trillion, or 9.13% of total national exports (Erni R. Ernawan, 2009).

Creative Industry defined as a collection of economic activity associated with the creation of use of knowledge and information, which is also known by other terms Cultural industry or Creative Economy (Hesmondhalgh, 2002; Howkins cit. Wikipedia, 2014).

Howkins (2007), creativity is not necessarily an economic activity but may be able to generate ideas with economic implications or products that can be traded. In general, changes occur when ideas are identified, made more practical so that the results can be owned, enjoyed and and traded.

Creative economy are creativity activity-oriented, culture, heritage and the environment. Creative economy is triggered due to the creative industries which are creating activities, knowledge, products, and services that are original, such as the work itself, as stated by UNESCO in 2003 (Erni R. Ernawan (2009)).

Bandung is planning to become a member of UNESCO's Creative City network. It has been initiated by Bandung City

and its stakeholders since 3 years ago.

In 2015, Bandung has a plan to become as a Creative City and has been endorsed by the Bandung decision Mayor's.

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

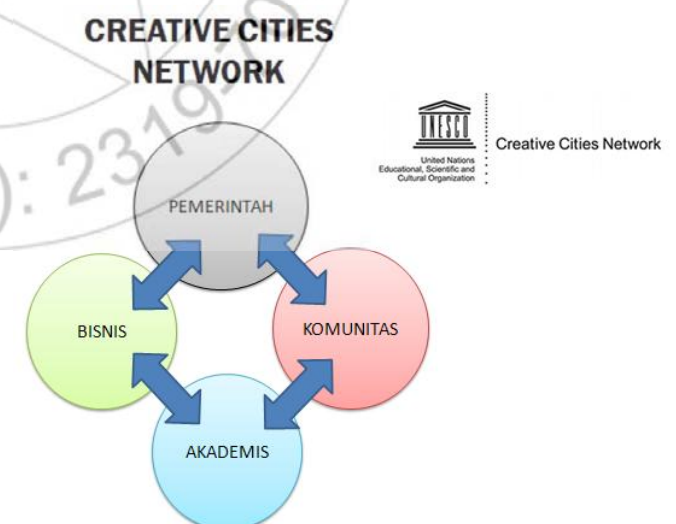


Figure 1: Creative Cities Network Stakeholder

Stakeholders of Creative Cities Network known as ABCG, are:

- 1) Academic, Bandung has been actively involved academic, especially state and private universities which have art departments / faculties.
- 2) Business, which is the business sector that used in the

creative industry.

- 3) Communities, namely in the field of the creative community that is continuously being intensified industry and creative economy in Bandung
- 4) Government, the Government of Bandung, which is supported with relevant SKPD in achieving Bandung as a Creative City

2. Objective

In fact, in many countries creative economy holds an important contribution in increasing the rate of economic growth and improving people's welfare. The emergence of new ideas and creativity to make inventions and innovations to grow and thrive.

The magnitude of the impact of the creative industries to the economy of Indonesia, the Ministry of Commerce of the Republic of Indonesia (2007) using multiple indicators in use would be to measure the creative industries, they are:

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

According to the Indonesia Department of Commerce in 2007, there are several directions of development of the creative industry, such as the development of a focus on industry based: (1) the field of creative endeavor and creative industry culture; (2) the undertaking of creative industry, or (3) Intellectual property rights such as copyright (copyright industry).

3. Discussion

3.1 Constraints of Creative Industry in Indonesia

Development of the creative economy in Indonesia is progressing, although still relatively low. There are five major constraints, they are : (1). access to raw materials, (2). technology, (3). capital, (4). copyright protection, and (5). availability of public space and (6) useful of technology is still low.

No	Parameters	Point	%	Kategori
1	Last Income of the Sub Sector Last 5 Years	7	70.00	High
2	Events	4	40.00	Low
3	Educational Institutions	8	80.00	High
4	Creative Spaces	5	50.00	moderate
5	Amenities	5	50.00	moderate
6	Cities Program	7	70.00	High
7	Government Policies	7	70.00	High
8	Policies That Supports	6	60.00	moderate
9	City Cooperations	6	60.00	moderate
10	Networking Facilities	6	60.00	moderate

How the achievement of the indicators of creative city?

No	Parameters	%	Category
1	Average	61.00	moderate

The total value of the evaluation value multiplied by the weight indicates a value are : 45% for design, 39% for Fashion, and 16% to 18% for the Culinary and Craft. So it can be concluded that the design is selected by the sub-sector with the highest value of 45%

3.2 Conclusion

The indicators used by Bandung has been defined in documents are:

- a) Creative policies, the rules and regulations that are supporting citizens, businesses, industries and creative economy that makes creative of the city.
- b) Creative infrastructures, infrastructures and facilities in the city that allows the citizens do their creative activities
- c) Legal, ethical and intellectual property rights, the rules and attitudes that support creative entities in conducting their activities
- d) Creative Support System, which is supporting it in the form of technologies and innovations to support the citizens to be creative.

3.3 Suggestions

Some suggestion that can given for Bandung as Creative City are:

- 1) Encourage the creative capacities and economic contributions, human resource capabilities and economic result for the citizens with their creative city
- 2) Encourage the copyright process easy for creative businesses
- 3) The pattern of regular cooperation of public and private universities in particular areas of design
- 4) Encourage for Labeling and Packaging cheap and easy
- 5) Waste and rubbish from industry
- 6) Input the creative cities program into the region development from the lowest level of the region (RW, PKK, KT)

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