

# Creative Industries and Their Impact on Regional Competition

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**Abstract**—The purpose of this study is to map the creative industry in Malang to see its impact on regional competition. This research is descriptive by using social mapping methods to classify 16 creative industry subsectors in Malang City. Then a descriptive analysis was carried out to describe the condition of the creative industries in each district. The results showed that the 16 sub-sectors of the creative industry developed well in Malang. Based on the mapping results, it is known that the Lowokwaru sub-district is the district that has the best competitiveness in the creative industry. This is evidenced by the large number of creative industries in the district. In addition, the ability to compete with the creative industry with other districts in the city of Malang. This is evidenced by the fairly extensive development and marketing. The creative industries that are growing rapidly in the Lowokwaru District are crafts, culinary, fashion, visual communication design, and television and radio. Then for the districts with the least number of creative industries is Sukun District. Therefore, the government needs to provide guidance to the creative industries, especially the creative industries in the districts where the number of creative industry actors is still small. Thus, the ability to compete in Malang City in the creative industry will increase.

**Keywords:** *subsector, creative industry, Malang City, sub-district, competitiveness*

## I. INTRODUCTION

The creative industry is currently developing rapidly. Creative industries are able to make a positive contribution to the country's economy. In Indonesia, the creative economy contributes greatly to the National GDP. In 2016, the creative economy GDP reached 922.59 trillion rupiahs and the creative economy contributed 7.44% to the total national economy [1]. Based on Infographics from Bekraf and BPS [1], Indonesia's creative economy GDP is dominated by 3 (three) subsectors, namely Culinary (41.40%), Fashion (18.01%), and Craft (15.40%).

The results of the Bekraf and BPS surveys in 2017 show that East Java is in the second position in exports of the creative economy, which is 20.85% of the total national creative economy exports or US \$ 4.037 billion [1]. This condition is supported by the rapid economic development in Malang City with the largest economic growth in East Java at

5.61% [2]. This economic growth is supported by creative economy. The creative economy in Indonesia is regulated based on President Decree No. 6/2015 concerning the Creative Economy Agency and updated with President Decree No. 72/2015. In the regulation, there are sixteen subsectors namely architecture; design interior; visual communication design; product design; film, animation and video; photography; craft; culinary; music; fashion; application and game developer; publishing; advertising; television and radio; performing arts; and visual arts.

Based on preliminary research data on 2019, it is known that creative economic activities in Malang are dominated by the craft, culinary, and fashion subsectors.

TABLE I. FREQUENCY OF CREATIF ECONOMICS ACTORS IN MALANG CITY

| No. | Subsektor                      | Total |
|-----|--------------------------------|-------|
| 1.  | Application and Game Developer | 7     |
| 2.  | Architecture                   | 18    |
| 3.  | Design interior                | 4     |
| 4.  | Visual Communication Design    | 30    |
| 5.  | Product Design                 | 6     |
| 6.  | Fashion                        | 26    |
| 7.  | Film, Animation and Video      | 11    |
| 8.  | Photography                    | 8     |
| 9.  | Craft                          | 54    |
| 10. | Culinary                       | 42    |
| 11. | Music                          | 10    |
| 12. | Publishing                     | 7     |
| 13. | Advertising                    | 5     |
| 14. | Performing Art                 | 11    |
| 15. | Visual Arts                    | 16    |
| 16. | Television dan Radio           | 17    |
|     |                                | 272   |

Until now there has not been a clear picture of the mapping of the conditions of the creative industries in Malang, especially the descriptions for the creative industries in each District. Therefore, research on mapping the creative industry is very necessary to get a concrete picture of the creative industry in Malang. Thus, the results of this study can be used as a basis for conducting analysis, policy making or decision making for creative economic growth in the city of Malang.

The formulation of the problem in this study are: how to map creative industries in Malang City? What is the description (profile) of the creative industry in Malang and the impact on regional competition?

## II. RESEARCH METHODS

This research is descriptive using social mapping methods. In this research, social mapping is done to classify 16 creative industry subsectors in each District. Then profiling was carried out to describe the condition of the creative industries in each District. The data collection uses interviews, a brief survey to the creative industry and the collection of related documents from relevant agencies and departments. Furthermore, the data obtained were analyzed descriptively.

## III. RESULTS AND DISCUSSION

Malang City, is one of the largest cities in East Java consisting of 5 (five) Districts. The five Districts are Kedungkandang District, Klojen District, Lowokwaru District, Sukun District, and Blimbing District. Mapping in this research was carried out on creative industries consisting of 16 subsectors and located in Malang. The sixteen subsectors namely architecture; design interior; visual communication design; product design; film, animation and video; photography; craft; culinary; music; fashion; application and game developer; publishing; advertising; television and radio; performing arts; and visual arts.

Based on the research results it is known that creative economic activities in Malang City develop a lot in Lowokwaru District compared to other Districts. In Lowokwaru District of 16 subsectors, only the visual communication design subsector has no perpetrators. The other 15 subsectors are developing well. While in other Districts, there are still many subsectors without actors.

In accordance with the results it can be seen profiling from each District as follows:

### A. Kedungkandang District

Kedungkandang District is a District in Malang City which has the largest area, which is 39.89km<sup>2</sup>. The Kedungkandang District area is crossed by many rivers, namely the Bango, Brantas, Amprong and several other small rivers. Kedungkandang District, north of the border with Pakis District Malang Regency. The east side is bordered by Tumpang and Tajinan District Malang Regency. In the south it is bordered by Tajinan and Pakisaji Districts of Malang Regency and in the west it is bordered by Klojen and Sukun and Blimbing Districts.

There are only 4 (four) subsector creative industries in Kedungkandang District which are well developed. The four subsectors are craft (6 actors), fashion (5 actors), culinary (4 actors), and music (3 actors). Craft sub-sector here is dominated by crafts made from yarn (knitting) and in Kedungkandang District there is a village called knitting village. The second largest creative industry in Kedungkandang District is the fashion subsector. Fashion here consists of written batik, organic written batik, and making souvenir shirts

typical of Malang with a design according to the wishes of consumers. Then for the culinary subsector is dominated by processed snacks, such as processed salak chips. While the music subsector is a subsector consisting of a music studio for the process of recording songs and a music player in the form of an orchestra.

### B. Klojen District

Klojen is one of the Districts in Malang. This district in the north is bordered by Lowokwaru and Blimbing Districts, east with Kedungkandang District, south with Sukun District and west with Sukun and Lowokwaru Districts. Klojen District is a district in Malang City which is in the middle of Malang City with the narrowest area, which is only 8,83km<sup>2</sup>.

The development of creative industries in Klojen District is still better than Sukun District. In Klojen District there are 37 creative industry players who are divided into 14 subsectors. Most creative industries are in the visual communication design subsector (6 actors), crafts (4 actors), culinary (4 actors), fashion (4 actors) and performing arts (4 actors).

### C. Lowokwaru District

Lowokwaru is a district in Malang City, East Java. This district in the north is bordered by Karangploso District, east with Blimbing District, south with Klojen District and west with Dau District. Lowokwaru District is filled with campuses, both state campuses such as Brawijaya University, Malang State University, State Islamic University, Malang State Polytechnic; and private campuses such as: Muhammadiyah University of Malang, Islamic University of Malang, Malang National Institute, STIE Malang Kucecwara and STIEKMA.

In Lowokwaru District, the creative industry is developing well. This condition occurs because in these districts, there are many students who are the motor of the development of the creative industry. Based on the mapping results, it is known that there are 5 (five) creative industry subsectors that are growing rapidly. The five creative industries are crafts; culinary; fashion; visual communication design; and television and radio. Craft subsector is widely developed in Lowokwaru District. Crafts in this district consist of crafts made from ceramics, crafts made from casts and crafts made from wood. The second subsector that is growing very rapidly is the culinary subsector. A fast growing culinary is a coffee shop with a variety of coffee concoctions. This sector can develop rapidly because in Lowokwaru Sub district there are many boarding houses which are student residences.

The third and fourth subsectors that are growing rapidly are fashion and visual communication design with 12 actors each. The rapid development of the two subsectors is due to students taking education in Malang very closely following the development of the fashion or fashion world. This condition is certainly exploited by businesses to develop their industries engaged in the field of visual communication design, especially for promotion facilities among students. This development is growing rapidly with the support of a large number of television and radio stations located in Lowokwaru District which are famous for the large number of student residences.

**D. Sukun District**

Sukun District is a district that borders directly with Kedungkandang, Klojen and Lowokwaru Districts. The area of Sukun District is 20.97km<sup>2</sup>. Sukun District supervise 11 Sub-district, namely Kebonsari, Gadang, Ciptomulyo, Sukun, Bandungrejosari, Bakalan Krajan, Mulyorejo, Bandulan, Tanjungrejo, Pisang Candi and Karang Besuki. In Sukun District, there are 3 universities and 1 High School.

In Sukun District, the development of the creative industry is very slow. This can be seen from the number of creative industries in the district at least compared to other districts. The number is even lower than Kedungkandang and Klojen Districts. Then it can also be seen that in the district only the culinary (5 actors), craft (4 actors) and visual communication design (4 actors) subsector can develop well.

**E. Blimbing District**

Blimbing District supervise 11 sub-district, namely Blimbing, Balarjosari, Arjosari, Purwodadi, Polowijen, Pandanwangi, Purwantoro, Bunulrejo, Kesatrian, Polehan and Jodipan. Blimbing District is universally known as "Green and Clean". This can be seen by the emergence of many thematic villages nuanced and environmentally friendly in the Blimbing District area, such as: Glinting Go Green, Colorful Villages, 3D Villages, Organic Villages and others. This environmentally-themed village has not only changed the face of the village and the mindset of its people but also can bring social effects to the region

In Blimbing District, out of 16 subsectors, there are 3 subsectors where there are no creative industry players. The three subsectors are interior design, product design, and publishing. Then for the 3 subsectors with the highest number of creative industry players, namely crafts, culinary and architecture. Craft subsector occupies the highest number of creative industry players, because it is supported by the existence of a cultural village in the Polowijen Sub District. In the cultural village there are also typical Malang dance performances and the making of the Malangan mask. Then for culinary and architecture, many are concentrated in the Pandanwangi Sub District, especially in the Sulfat region.

Based on research results, it can be seen that in Malang City there are 272 creative industries consisting of 16 subsectors. The uniqueness of Malang City is the large crafts subsector. This subsector is dominated by ceramic crafts, Malangan masks and knitting crafts. This uniqueness is the strength of Malang City's competitiveness in the creative industry when competing with other cities in East Java. In addition, in the city of Malang currently being developed thematic villages that support the development of creative industries, for example cultural villages located in Blimbing District.

The results of the study also showed that the industry contributed very significantly to the increase, both at the local and global level. This is consistent with the opinion of Bendassolli, et al; Bilton in Li [3], "The creative industry is a significant sector of the world economy". Furthermore, the UK Department of Culture, Media and Sports defines the creative industry as an industry that is based on the creativity, skills and

talents of individuals and has the potential to create jobs and prosperity through the development of intellectual capital [4].

Furthermore, some researchers have indicated that the level of competitiveness of a country, region, or city might be related to their level of creativity [5-7]. Thus, the conditions in Malang City show that the existing creative industries are able to compete with other cities in East Java. An area's competitiveness can be achieved from the accumulation of the company's strategic competitiveness. The process of creating added value is within the scope of the company.

Details about the mapping of creative industries in Malang can be seen in table 2.

TABLE II. MAPPING MALANG CREATIF INDUSTRY

| Subsector \ District             | District |    |     |    |    | Total |
|----------------------------------|----------|----|-----|----|----|-------|
|                                  | 1        | 2  | 3   | 4  | 5  |       |
| Craft                            | 6        | 4  | 30  | 4  | 10 | 54    |
| Architecture                     | 1        | 1  | 8   | 2  | 6  | 18    |
| Interior design                  | 0        | 1  | 3   | 0  | 0  | 4     |
| Culinary                         | 4        | 4  | 20  | 5  | 9  | 42    |
| Product design                   | 2        | 1  | 2   | 1  | 0  | 6     |
| Fashion                          | 5        | 4  | 12  | 1  | 4  | 26    |
| Film, Animation and Video        | 1        | 2  | 4   | 1  | 3  | 11    |
| Photography                      | 0        | 2  | 3   | 2  | 1  | 8     |
| Music                            | 3        | 0  | 5   | 1  | 1  | 10    |
| Performing art                   | 1        | 2  | 6   | 1  | 1  | 11    |
| Publishing                       | 1        | 2  | 4   | 0  | 0  | 7     |
| Television and Radio             | 2        | 3  | 9   | 1  | 2  | 17    |
| Applications and Games Developer | 1        | 0  | 2   | 1  | 3  | 7     |
| Advertising                      | 0        | 1  | 3   | 0  | 1  | 5     |
| Visual Arts                      | 2        | 4  | 6   | 2  | 2  | 16    |
| Visual communication design      | 3        | 6  | 12  | 4  | 5  | 30    |
| Total                            | 32       | 37 | 129 | 26 | 48 | 272   |

Information:

- 1= Kedungkandang District
- 2= Klojen District
- 3= Lowokwaru District
- 4= Sukun District
- 5= Blimbing District

**IV. CONCLUSION AND SUGGESTION**

Based on the mapping results in each district, it can be seen that in Malang, the creative industries that contribute most to the economy are crafts, culinary, visual communication design and fashion. Whereas those who contributed the least to the economy were interior design, advertising and product design subsectors. Then it was also known that Lowokwaru District was the district with the most creative industry players.

Whereas Sukun District is the district with the fewest creative industry players.

Therefore, for further research, it is expected to be able to discuss in more detail the subsector that has contributed the most and the least. Then find out more details about the causes of the underdevelopment of the creative industry in the District of Sukun. In addition, the government needs to foster creative industries, especially creative industries in sub-districts where the number of creative industry actors is still small. Thus, the ability to compete in Malang City in the creative industry will increase.

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