

# Economic Empowerment Model of People with Disability in the Creative Industries

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**Abstract**—4.0 industrial revolution era has changed the character of the work, creating new jobs, and grow the creative industries. One problem faced by people with disabilities is the limited employment opportunities due to some limitations. Although the government has issued a regulation on equal rights, but implementation on the ground remains far from expectations. The emergence of the creative industry provides fresh air for people with disabilities to enter the workforce in order to gain economic independence. Although many people have done the empowerment of this group, but yet there is a comprehensive model that describes the role of each stakeholder in the empowerment of the people with disabilities, especially on the creative industry. This study aims to create a model of empowerment of people with disabilities so that they can have economic independence, collecting data using observation and documentation, qualitative data analysis with the outcome of a model. Research findings show that an economic empowerment model for people with disabilities in the creative industry is carried out by: government, private sector, and disability organizations. Implications of the study are its patterns of empowerment more effective and comprehensive.

**Keywords**—*model of economic empowerment; disability; regulatory; creative industry; east java*

## I. INTRODUCTION

The era of the industrial revolution 4.0 associated with the digital age has changed the character of the work, creating new jobs, and raises the potential issues such as time to adapt, a decline in employment, and the need for new skills. In the era of digital economy, every company must rely on humans as a major resource for people is a major component in the implementation of new technology [1]. They did not dare to take risks by hiring people who do not have qualifications in accordance with the character quality of work in the era of digitalization. This condition is a problem for people with disabilities who do have physical or mental limitations owned. People with disabilities (disability), including the most disadvantaged economically in any society in the world. Studies show about one in ten people in the world live with disabilities and forming up to 20% of the population living in poverty in developing countries [2]. In Indonesia, although the government has issued Law#8 of 2016 on Persons with Disabilities which stipulates the rights and their protection, but there are still many groups of people who judged them as objects that need compassion and not as citizens who have the

same rights as others [3]. This does not only happen in Indonesia, in America the emergence of American Disabilities Act (ADA), which clearly states that the purpose of the state is to ensure equality of opportunity, full participation, independent living and economic self-sufficiency as well as the promise legislation to protect discrimination and promote equal opportunities, but little has changed regarding the employment and economic status of working-age people with disabilities [4]. Difficulty in obtaining employment disability groups as a result of technological developments and perceptions encourage them a lot of work in the informal sector.

The emergence of the creative industries sector which rely on the skills, talents, and creativity provide fresh air for persons with disabilities. They can enter the work in several areas of the brain according to their ability and skills such as: crafts, fashion, and back office. The increasing role of the creative industries in contributing to the gross domestic product (GDP) and employment in many areas has raised awareness of the need to develop this sector through regulation and guidance. This study aims to describe the model of economic empowerment for people with disabilities. The research problem is formulated as follows: How to model the economic empowerment of people with disabilities in the creative industries?

## II. METHOD

This study uses a descriptive exploratory approach. Descriptive exploratory approach chosen because of the nature of research want to reveal the phenomenon of a problem for the development of the model. Data were collected through documentation method for secondary data, and convenience sampling method for primary data obtained from participants and beneficiaries. Analysis of data using qualitative analysis with the outcome in the form of a model. The research location is East Java province.

## III. RESULT AND DISCUSSION

Currently, Indonesia is entering the era of industrial revolution 4.0 associated with the digital era. Industries that currently use conventional mechanism forced transformed into digital and technologically. Developments in information technology will change the character of the work in the future. Kill jobs that exist now, but on the other hand will create new jobs. For companies that are able to manage it properly relative

transformation can withstand developments. Conversely, companies that are not able to do so would have gone bankrupt. Advances in technology are making all-round events become easy and simple, it also brings a lot of problems such as: time to adapt, a decline in employment, and the need for new skills. Therefore, the government and businesses preparing to deal with it through capacity building of human resources. Therefore, quality improvement, quantity and distribution of human resources becomes an investment in today's era of information technology. Although people are a major component in the implementation of new technology, but this need not be in line with the growth of the workforce. Every year the number of workers grew by 5%, but most are not equipped with special abilities. About 60 million of the 120 million labor force in Indonesia still under junior high school [5].

In line with the rapid development of digital technology, creative industries grew rapidly. The creative industries are industries that rely on the skills, talents, and creativity that have the potential to improve well-being. The industry will focus on empowering creativity and creativity of an individual. Indonesia's creative industry is defined as the industry comes from the use of creativity, skill and talent of individuals to create wealth and jobs through the creation and use of creativity and inventiveness of the individual. There are several reasons for the development of creative industries in Indonesia: (1) general industry sector has a significant economic contribution, (2) creating a positive business climate, (3) strengthen the image and identity of the Indonesian nation.

TABLE I. TYPES OF CREATIVE INDUSTRIES

No	Creative Industry Type	Example
1	Audio visual	Film, TV, radio, new media, music
2	Books and Publishing	Papers, journals, books
3	Heritage	Museums, libraries, historical environment
4	Performance	Dance, theater, choreography
5	Sports	Sports equipment
6	Tourism	Souvenir
7	Art	Visual paintings

Successful creative industries in creating added value determined by the ability of intellectual and human capital. Investments in education and training appropriate to the needs and experience is essential in the formation of human capital. The higher the human capital, the higher the performance of human resources, and the higher the competitiveness of human resources. HR is one of the key factors in global competition, namely how to create quality human resources and skills as well as highly competitive. Creative human resource is the people who create new ideas, technologies and methods, as well as proactive in the face of the changes found in the real world. According to the Ministry of Commerce, there are 5 mindset needed in the future, namely: discipliner, synthesizing, creating,

East Java province where the study was conducted, has a strategic position in the industry because it is located between Central Java and Bali to become the center of industrial and trade growth. East Java also has potential in agriculture,

plantations, commerce, horticulture, fisheries, and other energy resources. In an effort to improve the competitiveness of small and medium industries or SMEs, East Java Provincial Government provides various facilities from upstream to downstream business processes, tailored to the characteristics of each SME. East Java is a high-potential destination with available resources and cultural diversity. Despite its limitations, the creative industries in East Java shows the development of better and better. With a population of 38 million, East Java, was one of the provinces that have a potential market for the creative industry, especially batik, embroidery, and its kind. Of the total gross regional domestic product (GDP), 60% comes from the consumer sector, including the products of the creative industry. Achievement creative product exports amounted to 54.49 trillion or US \$ 4.0 billion, accounted for 20.85% of national creative product exports, trade surplus in East Java, the industry is dominated by Micro, Small and Medium Enterprises (SMEs), especially the creative industries such as: batik, jewelry, and leather products. In 2015 provided the raw materials as much as 1,546 batik motifs, generated by business 9824 Small and Medium Industries (SMI) and is able to provide employment for 29,571 people and are spread over 17 districts / cities. It shows as the East Java provincial referral creative products in Indonesia. At the city level, Surabaya - the capital of East Java province to be an example in the development of creative industries. Surabaya began to develop in building creative industry and a city that inspires, through a variety of products such as: Crafts shells, batik mangrove, water hyacinth, craft miniature, culinary, alley Dolly (former region of prostitution that turned into a growth area with creative products such as: game education, creative home, home-cooked soybean industry, and batik to become a new livelihood that can drive local economies).

The era of digital technology offers access to approximately 4,000 job vacancies every day. Although this amount is quite a lot, but not so for people with disabilities. For active job opportunity that has been ascertained is accessible to persons with disabilities, at most 50 per day [6]. Based on data University of Indonesia, only 51.12% of persons with disabilities who participate in the labor market. This amount is very low in comparison with non-employees with disabilities who reached 70.40%. In fact, only 20.27% by weight categories of people with disabilities who work [7].

People with disabilities are people with physical limitations, mental, intellectual or sensory prolonged encounter in interacting with the environment and dealing with other people who made himself difficult to participate fully and effectively under conditions of equality [8]. So disability is reflecting an interaction between features of a person's body with the features of society in which he lives. People with disabilities are not only human beings in the world's poorest developing countries, they are also the most neglected [9].

In Indonesia regulations regarding the disability has been regulated in Law #8 of 2016. This legislation covers rights related groups and implementation, respect, protection and fulfillment of their rights, including rights to education, employment and economic development, using public facilities, communication and information, legal protection, the role of political, social security and health and cultural

development. However, people with disabilities still do not fully get the rights in question. They are still considered to be groups of people who are not self-sufficient and does not have the same capacity limitations due to physical and or mental owned. The concept of independence did not limit itself to the traditional criteria such as living alone or employed in a job that is appropriate. UNCRPD stressed that independence for people with disabilities include: the autonomy of the individual, the chance to be seen active in the decision-making process, and the opportunity to access the physical, social, economic and work [10].

Difficulty obtaining disability groups creating insecurity of their jobs. The majority of persons with disabilities more work in the informal sector, especially in the creative industries and some in services such as sewing, and partial massage services. The advent of modern massage business and manufactures electronic massage machines are also increasingly shifting their position [11]. In addition, the government's commitment to provide social assistance for people with disabilities is not accompanied by the implementation process. Facts show that the majority of persons with disabilities to work in the informal sector, especially the field of handicrafts. This is in line with the statement of staff of the Department of Industry and Trade of East Java that the biggest business opportunity for persons with disabilities is the craft industry.

Not all types of disabilities can work in all kinds of creative industries because of the physical limitations of each -person. For example, persons with disabilities with mental weakness can only work in the field of arts, crafts, music, design and fashion, whereas for persons with disabilities with mental and physical disability in can only work in the field of arts, crafts, music, and fashion. Some other job post could be handled with disabilities. Not only in the field of massage or music, but also a normal post addressed non disabilities, such as engineering store or warehouse material tools, also *Back Office* Companies that only requires brainpower and skills. Can also call center, telemarketing, cleaning service, social media administrator, hospitality, and graphic designer.

Various attempts empowerment of persons with disabilities in East Java has been implemented by the various parties. At the level of regulation, has been published East Java Perda #3 of 2013 on the Protection and Services for Persons with Disabilities, and Malang City Regulation #2 of 2014 on the Protection and Empowerment of Persons with Disabilities. At the operational level, Department of Labor and Industry and Trade give various trainings such as: skills in sewing, crafts, carpentry, cooking and others to provide skills provision so that they can open a business in the creative industries as well as working in a particular company. Social institutions such as NGOs YPAC Surabaya, Surabaya TIARA Community, as well as other social agencies and institutions also actively fight for the rights many persons with disabilities to gain employment either formally or through the effort. Through the involvement of various parties are expected to further accelerate the achievement of improvements in the welfare of persons with disabilities.

Empowerment by the Government. According to Law #11 of 2009 on the Social Welfare and Social Minister decision

#82/HUK/2005 on Procedures of Tasks stated that focal point in the handling problems of people with disabilities is Ministry of Social Affairs. The task is more directed towards social and rehabilitation services, namely re-functionalization and development process for disability to able to perform their social function appropriately in the common life. The economic empowerment program implemented under the Ministry of Social Affairs can be divided into two: First, nursing. One of the Government's effort is to give service as vocational training and social rehabilitation of the people with disability. It is can be done with the system of social institutions (hostel). Second, non nursing. In this program, people with disabilities remain in the community. The main target is people with disabilities, followed by families and society as a supporting goal. Some of the programs launched by the government include [12]:

- Cooperation Ministry of Social Affairs and the Ministry of Labor, with the program: social security, Mobile Social Services unit, Independent Business Development, Empowerment for Parents People with Disability.
- Cooperation Ministry of Social Affairs and Creative Economy Agency (Bekraf) and tourism, which is a commitment to connecting products of art and design of the work of people with disabilities to the industry in order to compete with other products.
- Immediately realize the Establishment of Economic Development Disabilities Agency (LPED). Indonesia's labor market, as the data updated last year (2017) from the Central Statistics Agency (BPS) shows the number of persons with disabilities reached 12.15% of the total population of Indonesia which has now reached 256 million. The government did not remain silent to induce labor so that more and more people with disabilities absorbed by the labor market of the country.
- Realizing the strategic plan of the Creative Economy Agency (Bekraf) form "*Coding Mum Disabilities*". The program is also to answer the challenges of alerts coder or programmer shortage in Indonesia. Persons with disabilities considered suitable to be trained as programmers because of the relative power of this work does not require a high mobility of physical activity. Programming it requires perseverance of its practitioners to concentrate fully with minimal physical activity.

Empowerment by a private company. Although it is not done routinely, several state and private companies also play a role in empowerment the people with disabilities, through the provision of capital loans with soft interest. Even as labor recruitment as it has done by Shangri-La Hotel Surabaya, already 18 people with disabilities were employed at the hotel. Some postal jobs could be handled with disabilities. Not only in the field of massage or music, but also a normal post handled non disabilities.

Disability Empowerment Organization / DPO. DPOs are organizations established by persons with disabilities and working for the benefit of people with disabilities, such as:

This Able community, Karya Tunanetra (Kartunet), Kerjabilitas (NGOs), YPAC Surabaya and Surabaya Hendycraft Tiara. In the field of economic empowerment, supported by funding agency both at home and abroad, some of the activities that have been done include: data collection on persons with disabilities, motivation training, vocational training, trade, training of entrepreneurship and business management, business consulting, facilitation, and advocacy of local regulations about disabilities employment in the formal sector. Program for problem resolution are:

- Empowerment of people with disabilities with human resources training, internships, mentoring effort, and on the job training such as: activities Reach Independence & Sustainable Entrepreneurship "(RISE), empowerment programs conducted jointly by PT Bank Maybank Indonesia, Tbk (Maybank Indonesia) and Maybank Foundation - a charitable foundation owned by Maybank Group.

- Strengthening group Community Based Rehabilitation (Rehabilitation Community Based / RBM) do to improve role group perform data updates, referrals,
- advocacy to established of a collaboration with a network of government at the level of village, district to district, ensuring an inclusive society for people with disabilities in all sectors in the field of economic, social, political, education, culture, and religion.
- Special assistance for deaf persons who still face speech communication and psychological problem and awareness for parents to provide support.
- Strengthening of the organization in order to independence institutions to guarantee sustainability program for people with disabilities.

Based on the description above, the economic empowerment of people with disabilities in the creative industry can be described in the following model.

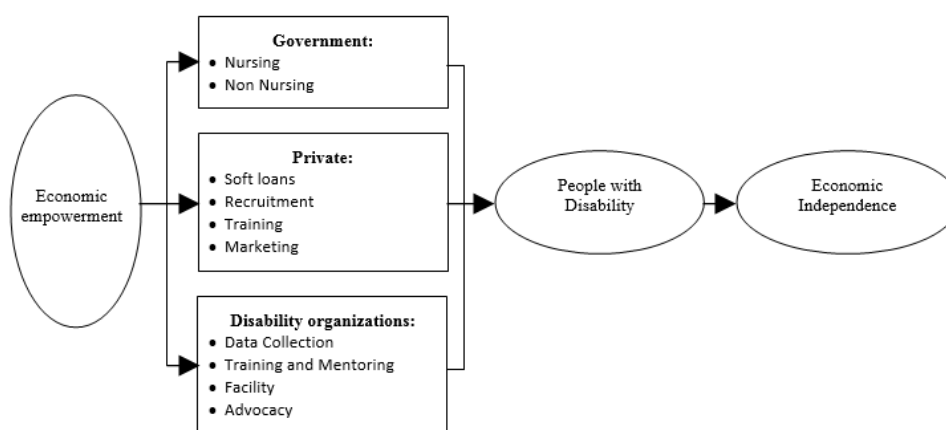


Fig. 1. Model for economic empowerment of people with disabilities.

#### IV. CONCLUSION

The era of digital technology that demands speed and creativity hamper work of people with disabilities in accessing employment. As a result many of them are forced to work in the informal sector. The emergence of the creative industries sector provides opportunities for persons with disabilities to work according to the potential skills and physical abilities possessed. Implementation in the field of Law #8 of 2016 on Disability is still far from expectations due to a lack of public awareness of the potential they have. It takes a change of mindset in public on the status of people with disabilities. Limited government's ability in coaching people with disabilities need the support of other parties such as the involvement of private and other social organizations. The economic empowerment of people with disabilities by the government include nursing and non-nursing. Economic empowerment by the private sector include: a soft loan, the recruitment of persons with disabilities as employment, training, and marketing assistance products with disabilities. Economic empowerment by organization of people with disabilities include: data collection, training and mentoring, facilitation, and advocacy. Through an integrated economic

empowerment by the government, private sector, and organizations of people with disabilities are expected to create economic independence of people with disabilities.

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