

## **Creative Business Analysis of Art Industries in Indonesia**

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### **Abstract**

Creative industry is divided into 16 sub-sectors in Indonesia. One of the sub sector is Art or Fine Arts. Fine arts has several fields. However, this study focuses on art environment. It will analyse the art environment that is run into an art business. "Jelekong Tourism Village" is the art environment selected as the research subject. Methodology used in this study is descriptive study method with qualitative approach and SWOT analysis. The data are secondary data that come from literature study such journals and websites. This study will analyse the data using some theories of many researchers. The result of this study are the improvement of the value chain of the painting industry in the "Jelekong". The value chain will be evaluated in four stages that are formulated by the Ministry of Trade (2008) which are (1) creation, (2) production, (3) distribution, and (4) commercialization. It will offer better models and concepts to improve the value chain of the art industry in "Jelekong". In turn this improvement will generate a sustainable profit for both painters as well as consumers.

Keywords: Art industry, tourism