

ASEAN Economic Community: Analysis of Bandung Creative City

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In the classical economics era, Adam Smith emphasized that a region's economy is largely determined by three factors of production, 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 factors in the successful development of the regional economy. Therefore, assessment and measurement of creative industry has 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, Province, district, or city. Assessment and measurement of creativity is dependent upon understanding the indicators of a creative city. Measurement of the Bandung Creative City has been reviewed in the Bandung Creative City road map document.

Creative city has set 6 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; 6) The economic contribution. Indicators of creativity that Bandung needs to be improved include: operationalization of the variable measurement, measurement methods, and actualization of data.

The purpose of this study is to (1). Analyze the strategic aspects of the concept of the creative economy, creative industries, and creative cities at the global level (2). Perform a 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 result of the study is Bandung as a creative city in design field.

Keywords: Creative City, Creative Industries, Indicators

I. INTRODUCTION

Creative economy and creative industries began to grow around 2006 in Indonesia where creative economic growth has had an 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) was only 5.6%. During the period of 2002-2006, the creative industries absorbed about 5.9 million workers and contributed to foreign exchange around IDR 81.5 trillion, or 9.13% of total national exports (Erni R. Ernawan, 2009).

Creative Industry is defined as, a collection of economic activity associated with the creation of use of knowledge and information, which is also known by other terms such as,

Cultural Industry, or Creative Economy (Hesmondhalgh, 2002; Howkins cit. Wikipedia, 2014).

Howkins (2007), asserted that 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 and then made more practical so that the results can be owned, enjoyed, and traded.

Creative economy is 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 3 years ago. By 2015, Bandung plans to become a Creative City, a decision that has been endorsed by the Bandung Mayor's office. UNESCO's Creative Cities Network is a collaboration of four parties that will realize the Creative City, and have a strong effect on the community, particularly on lifting the economic contribution for society.

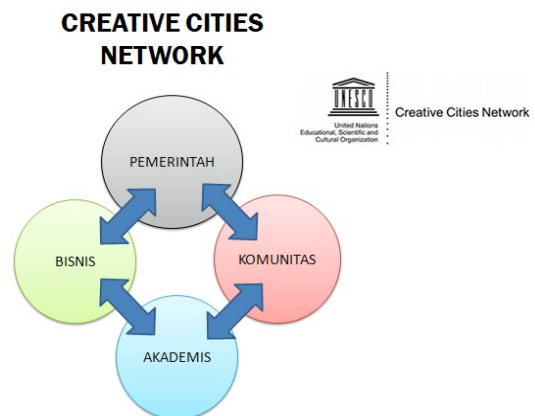


Figure 1. Creative Cities Network Stakeholder

Stakeholders of Creative Cities Network known as ABCG, are:

1. Academic, Bandung has been actively involved academically, especially in 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.

II. OBJECTIVES

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

According to the Ministry of Commerce of the Republic of Indonesia, the magnitude of the impact of the creative industries to the economy of Indonesia will be measured using multiple indicators. The measures they would use to measure creative industries include:

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 for the creative industry, such as the development of a focus on industry based on: (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).

III. DISCUSSION

Development of the creative economy in Indonesia is progressing, although still relatively low.

There are five major constraints: (1) access to raw materials, (2) technology, (3) capital, (4) copyright protection, (5) availability of public space, and (6) use of technology is still low.

No	Factor	Weight	Design	Fashion	Culinary	Craft
1	Contributions	17%	1%	6%	5%	5%
2	Events	15%	2%	10%	4%	1%
3	Citi's Programs	15%	12%	2%	2%	1%
4	Education Institutions	15%	12%	2%	2%	2%
5	Events Facilities	13%	7%	3%	1%	7%
6	Citi's Networks	13%	4%	10%	2%	1%
7	Citi's Policy	13%	8%	6%	2%	1%
	Total	100%	45%	39%	16%	18%

IV. CONCLUSION

How was the performance of Bandung as a Creative City?

No	Parameters	Point	%	Category
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 Cooperation	6	60.00	moderate
10	Networking Facilities	6	60.00	moderate

What was the achievement of the indicators of a creative city?

No	Parameters	%	Category
1	Average	61.00	moderate



Figure 2. Selected Sub Sector

The indicators used by Bandung have been defined in RPJMD are:

1. Creative policies, the rules and regulations that are supporting citizens, businesses, industries, and creative economy that makes creative (a word is needed here but I am not sure what) of the city.
2. Creative infrastructures, infrastructures and facilities in the city that allow the citizens do their creative activities.
3. Legal, ethical, and intellectual property rights, the rules and attitudes that support creative entities in conducting their activities.
4. Creative Support System, which is supporting it in the form of technologies and innovations to support the citizens to be creative.

V. SUGGESTIONS

Some suggestions that can be given for Bandung as a 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 to be made easier for creative businesses.
3. The pattern of regular cooperation of public and private universities areas of design.
4. Encourage steps to make Labeling and Packaging cheap and easy.
5. Waste and rubbish from industry.
6. Input the creative cities program into the region development at the lowest level of the region (RW, PKK, KT).

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