



# How's Creative Are You Today?

*An Indonesian Creative Industry Overview*

## Berikanlah Penilaian Tentang Diri Anda

4 = Saya Sekali (Sangat Setuju)

3 = Mendekati

2 = Agak kurang

1 = Jarang/bukan saya sama sekali (sangat tidak setuju)

### A

\_\_\_ Terorganisir

\_\_\_ Tepat waktu

\_\_\_ Detail

\_\_\_ Bertanggungjawab

\_\_\_ Berkomitmen

\_\_\_ Berhati-hati

### B

\_\_\_ Kreatif

\_\_\_ Komunikatif

\_\_\_ Fleksibel

\_\_\_ Perhatian

\_\_\_ Sensitif

\_\_\_ Koperatif

### C

\_\_\_ Mandiri

\_\_\_ Rasa ingin tahu

\_\_\_ Sabar

\_\_\_ Analitis

\_\_\_ Menyukai tantangan

\_\_\_ Teknikal

### D

\_\_\_ Antusias  
\_\_\_ Pencinta  
\_\_\_ kesenangan

\_\_\_ Kompetitif

\_\_\_ Panjang akal

\_\_\_ Berani

\_\_\_ Energetic

Anda diminta memberi skor antara 1 sampai dengan 4 pada setiap baris kata-kata di bawah ini. Pada statement-statement di bawah ini Anda akan menemui kata-kata yang biasa Anda temui. Beberapa kata lebih Anda sukai dari kata yang lainnya karena kata-kata tersebut lebih mewakili diri Anda. Maka berilah Skor 4 pada kata yang mewakili diri Anda, dan 1 yang bukan mewakili diri Anda. Sedangkan kata yang mendekati diri Anda beri skor 3 dan seterusnya.

Perhatikanlah, mengisinya harus baris demi baris (horizontal), bukan vertikal. Anda baru boleh pindah ke baris berikutnya setelah satu baris selesai.

Setelah selesai jumlahkanlah skor setiap kolom dan isilah total skor di bagian bawah. Kini lingkarilah total skor yang tertinggi

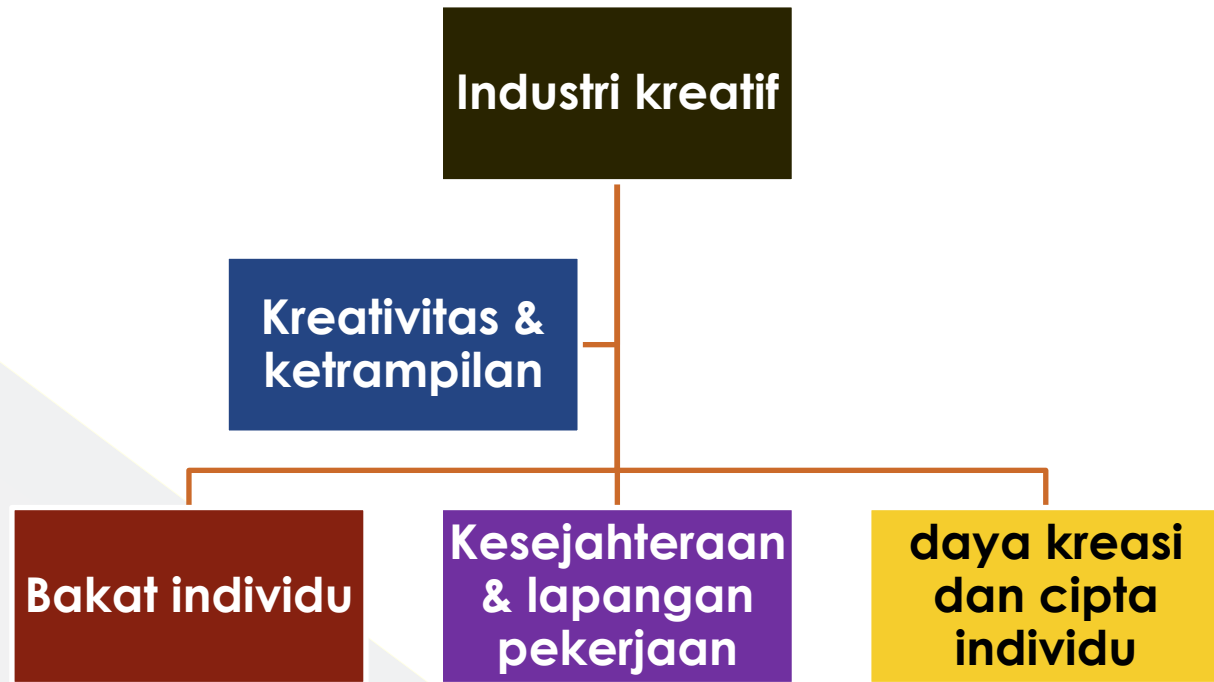
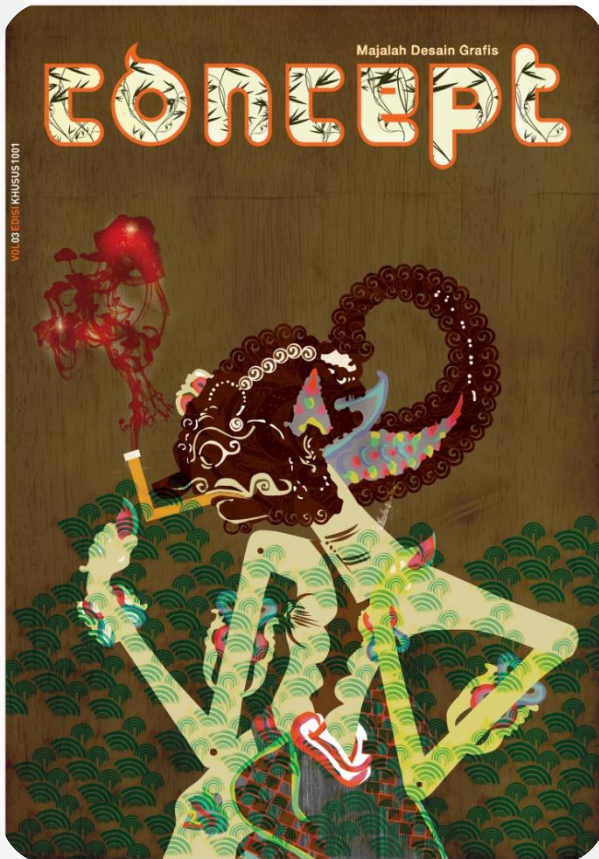
# Berpikir Kreatif

- Melihat dengan sudut pandang baru
- Menemukan hubungan baru
- Membentuk kombinasi baru

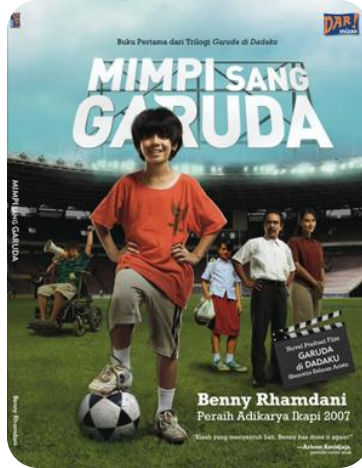
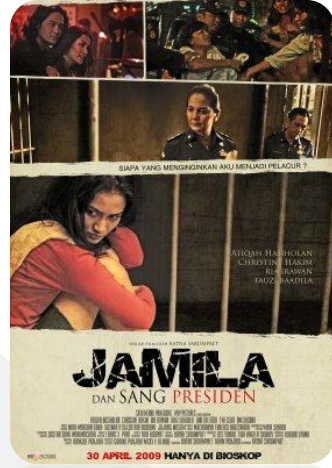








Definisi menurut (Kementrian Perdagangan 2009)



# The Field of Creative Industry

1. Fashion
2. Antique and Art Product
3. Television & Radio
4. Film, Video, Photography
5. Research & Development
6. Advertising
7. Interactive Games

## ***...The Field of Creative Industry***



8. Craft
9. Music
10. Design
11. Computer and Software
12. Architecture
13. Performance Art
14. Publishing & Printing
15. Culinary

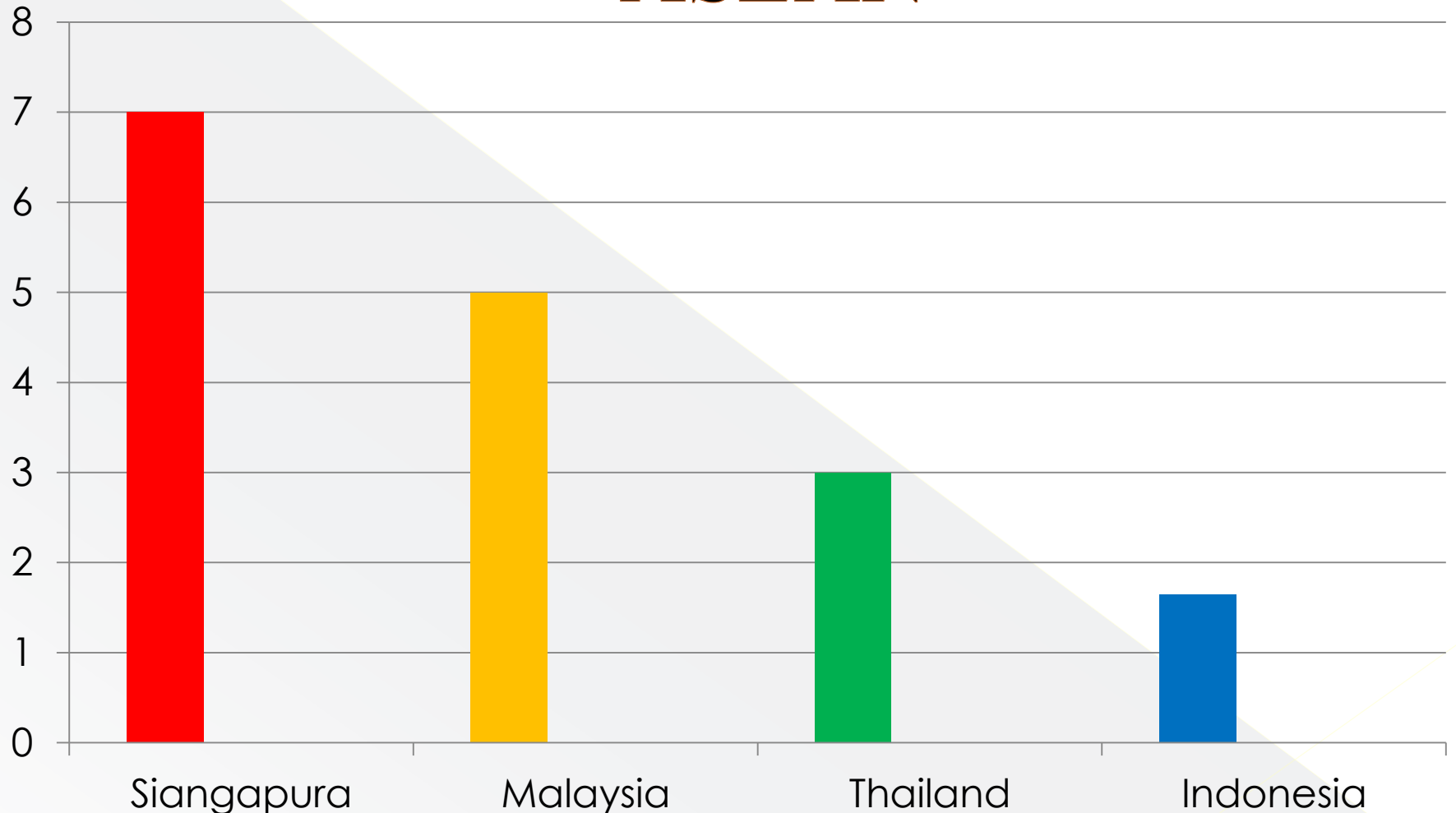




# Creative Industry Benefit

- ⦿ Economic contribution
- ⦿ Enhance Innovativeness and creativity
- ⦿ Promoting national image and culture
- ⦿ Positive value impact
- ⦿ Renewable resources

# Prosentase Jumlah Pengusaha di ASEAN



**Data Tahun 2015**

# Economic Contribution by 2007-2008

Country	GDP Contribution	Employment
Thailand	12,0%	875.500 (2,42%)
Canada	7,4%	1.100.000 (7,1%)
UK	6,4%	1.147.000 (3,7%)
<b>Indonesia</b>	<b>6,3%</b>	<b>5.400.000 (6,5%)</b>
Korea	5,8%	No number
Singapore	5,6%	172.200 (5,8%)
Hong Kong	4,0%	170.000 (4,8%)
New Zealand	3,1%	34.000 (1,9%)

\*GDP = Gross Domestic Product

# The Fact



- ◉ Indonesia is on the top 10 exporters of creative industry products (UN Creative Economy Report 2008) valued at 114,945 billion rupiah, 7:52% ekspor
- ◉ Indonesia exported more creative products than imports
- ◉ Creative industry workers earned an average of 2 million rupiah a month, much more than UMR
- ◉ Most of creative enterprise are SMEs
- ◉ Creative industry rank 7 for the contribution to Indonesian GDP
- ◉ Some sectors in creative industry less develop than others (fashion and craft are the most develop)





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culture, media  
and sport

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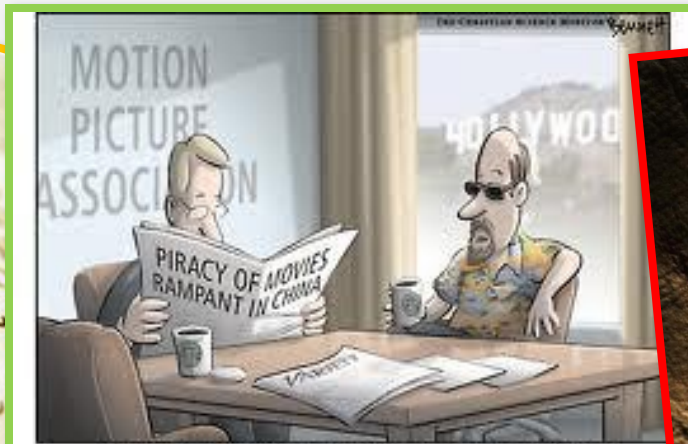
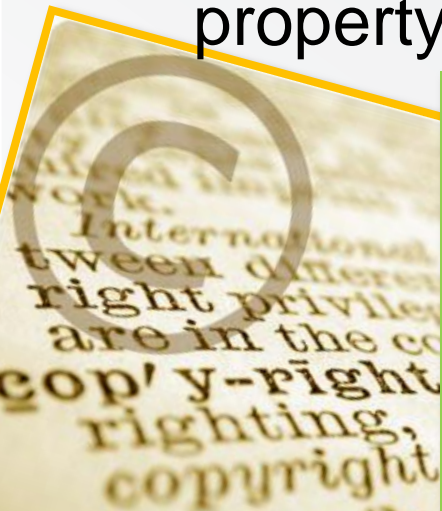
## The Fact


- ◎ The countries that succeeded in developing the creative industries (UK, South Korea, Japan) has a special cross-departmental agency
- ◎ Japan - Agency for Cultural Affairs (ACA) launched Arts Plan 21 (1996), established Japan Art Foundation
- ◎ South Korea - culture contents industry vision 21 followed by some agencies Korean Culture and Content Agency, Korean Film Commission, Korean Game Development and Promotion Institute



# The Obstacles

- ◉ Creative industry in Indonesia is infant industry that need many stimulus from government
- ◉ Indonesian bank not yet familiar (trust) with creative enterprise
- ◉ Indonesian government don't have one stop agency and sufficient facilities (ex: tax reduction, credit) for creative enterprise
- ◉ Indonesian government don't protect intellectual property





Opportunities  
straight ahead

## The Opportunity

- ⦿ Indonesian have creative human capital
- ⦿ Indonesian have abundant cultural source
- ⦿ Potential local and regional market (South East Asian)
- ⦿ Although not yet systematic, Kementerian Perdagangan has attention to some sectors of creative industry





## What we can Do?

- Improve the quality of creative professionals
- Enhance creativepreneurship among university student
- Elaborate creative enterprise management
- Establish one stop creative agency
- Cross sectoral production and promoting



# Some Notification for Young Creativepreneur

- Starting point can be based on partnership, commitment, competition (commercial and non commercial funding)
- Matching the art, creativity and sustainability/profit oriented
- Think globally by using communication technology
- Continuously develop unique creativity
- Using 'bubble marketing' to enhance value added

