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THE POWER OF DEVELOPING CREATIVE INDUSTRY IN BANDUNG, INDONESIA

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Abstract

A Creative industry is defined as the utilization of creativity, skills, and individual talents in creating prosperity and jobs. Industry will focus to empower creation and power of an individual. This creative industry comes from ideas, art and technology that are managed to create wisdom. The development city of Bandung as a creative city began at the turn of millennium after economic crisis in 1997. Bandung became the pioneer of the creative industry because of many creative works produced and trends appeared in Bandung, especially among the young generation.

Bandung continues to nurture the economic growth of the creative sector. In fact, creativity has been the breadwinner of the city's economy for years. Therefore, the development of the creative industry and maintenance of superior products of Bandung was made into study material by the Ministry of Home Affairs. This study was conducted to see the impact of the policy of developing creative economic activities on the development of creative products. The research method used is a qualitative method that descriptive data in the form of written words and behavior can be observed with the explorative actual data from government approach that is digging more detailed description.

The result of the research of creative industry activation in Bandung is able to create jobs, making the younger generation increasingly racing to continue to innovate and be able to develop the potential of young people. This proves that Bandung is one of the cities in Indonesia that is very concerned about the creative industry and utilizes all positive forms of society to be channelled into creative industry. Bandung also has the power to develop its creativity not only to other cities in Indonesia, but also to be known by international community

Keywords: Creative Industry, Economic Industry, Bandung.
