Strategy of Riau Province Community Creative Economic Development

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Abstract. Creative economy is optimizing natural resources with creativity and innovation so as to produce distinctive, unique and renewable products in an effort to increase capacity building of local human resources. This study aims to analyze the strategy of developing the creative economy of the people of Riau province. ANP analysis shows that there are two criteria for problems and solutions in the development of the creative economy, namely internal problems and external problems. The results of this study indicate that the strategy for developing the creative economy of the people of Riau province is still not optimal, marked by various problems that exist in the creative economy development strategy carried out by the Riau regional government.

Keywords: creative economy; capacity building; ANP; creativity; innovation

1 Introduction

In the 1990s, a new economic age emerged that promoted the development of information, creativity, and popularity as the creative economy, which was driven by the creative industry in the industrial sector. This wave pattern can also be seen in Fig 1.
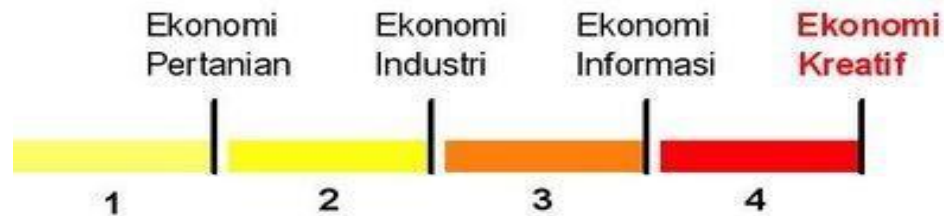

Figure 1 Shifting the orientation of the economic wave

The creative economy is believed to be able to meet the challenges of short-term and medium-term fundamental problems: (1) the relatively low post-crisis economic growth (an average of only 4.5 percent per year); 2) the high unemployment rate (9-10 percent), the high poverty rate (16-17 percent), and the low competitiveness of Indonesia's industry. Due to the direction of creative sector development, it is anticipated that the creative economy will also be able to address global warming issues, renewable energy, deforestation, and carbon emission reduction. This will result in an environmentally sustainable industrial pattern and the addition

of value to products and services derived from the intellectual property of Indonesia's human resources, which is a renewable resource.

On a national scale, Riau province is one of the contributors to 0.45% creative economy exports in GDP growth in Indonesia. The GRDP per capita in Riau Province has fluctuated in the last five years (2016-2020). In 2016, Riau's GRDP per capita was 104.9 million rupiah per capita, then it increased to 105.8 million rupiah per capita in 2017 and in 2018 it reached 110.4 million rupiah per capita. However, in 2019 Riau's GRDP per capita decreased slightly to 109.1 million rupiah per capita but in 2020 the GRDP decreased to 102.3 million per capita, with a decrease of -3.30%.

There is a desire to improve the guidance and development of Small and Medium Enterprises (MSMEs) in Riau Province in the range of 8800. However, these MSMEs are not properly recorded, so that the potential and products produced from areas in the twelve regencies and cities in Riau province have not been managed properly. The governor as the head of the regional government formed the BRCN agency (Badan Riau Creative Network).

2 Literature Review

The Creative Industry Development Model is like a building that can strengthen the Indonesian economy, with foundations, pillars, and roofs as elements of its development. There is a fact that many creative industry sub-sectors in Indonesia have higher growth compared to other industrial sectors, and this is achieved with minimal government intervention. The creative economy development model in Riau Province will be closely related to the development of local resources through existing traditions with local policies that play a very important role in being able to reveal or raise existing traditions, customs and cultures and ethnicities so that they can become role models for the development of the community's creative economy in Riau province.

The foundation of Indonesia's creative industry is its human capital. This resource plays a major role in comparison to other production variables due to the distinctiveness of the Creative Industry, which distinguishes practically all industrial sectors within the creative industry. For this reason, the creation of a competitive creative industry in Indonesia should be predicated on the growth of its creative potential, so that individuals are trained and empowered to improve their knowledge and creativity.

Richard Florida explains in his book The Rise of Creative Class that the creative stratum are comprised of two primary elements: 1) Highly Innovative Core. This creative stratum includes scientists and engineers, university professors, poets and storytellers, artists, entertainers, actors, designers, and architects, non-fiction writers, editors, editor-in-chief, cultural figures, analytical researchers, filmmakers, and other creative workers who are deeply involved in the creative process. High-Tech, Financial Services, Legal, Health and Technical Practitioners, and Business Management.

In Indonesia, the number of individuals who are in the creative strata is much smaller when compared to individuals who are in the working strata. This is of course a major problem, if Indonesia wants to develop the creative industry, because as previously explained, in the creative industry; human resources are the foundation of the creative economy.

To be able to change the composition of these strata, the government has a central role, especially in developing an education system that supports the birth of creative workers, both

through formal and non-formal channels, so that the creative industry can grow and develop significantly.

3   Method

ANP is used to form an analysis of the creative economy development strategy in Riau province while the steps taken in the ANP analysis technique are as follows: 1) Conducting interviews and in-depth studies on the problems studied to policy makers (government), experts and practitioners who understand and master the existing problems comprehensively; 2) Decomposition is a framework used to arrange complex problems into a hierarchical framework or ANP framework consisting of cluster networks; 3) Comparative assessment is used to construct pairwise comparisons of all combinations of items inside the cluster as viewed from the parent cluster. This pair comparison is used to determine the local priority of a cluster's elements as observed by its parent cluster; 4) Conducting a second interview in the form of filling out questionnaires to the Riau Provincial Government and experts and practitioners. Data used ANP Software is namely Super Decision; and 5) Conducting hierarchies or synthesis and processes, analyzing the results and submitting recommendations to the regional government of Riau Province regarding creative economy development strategies.
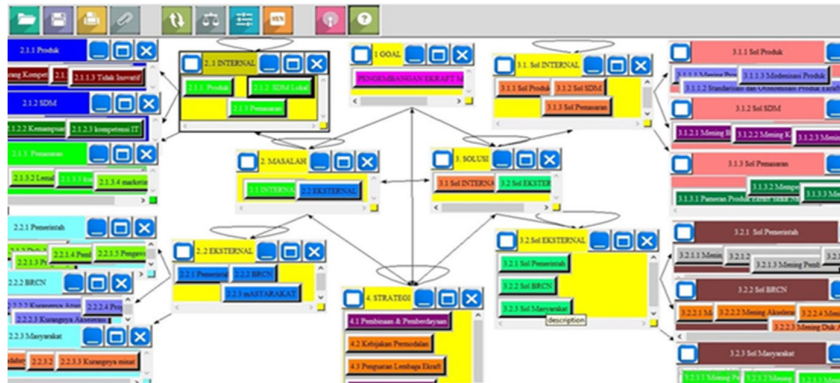
4   Result and Discussion

Figure 2 Results of the Riau Province Creative Economy Development Complex Network Using Super Decision Software

This ANP network is a complex network compiled using Super Decision software. The reason for using a complex network is because of the complexity of the variables used in this study, which begins with determining the problem, solution and strategy.
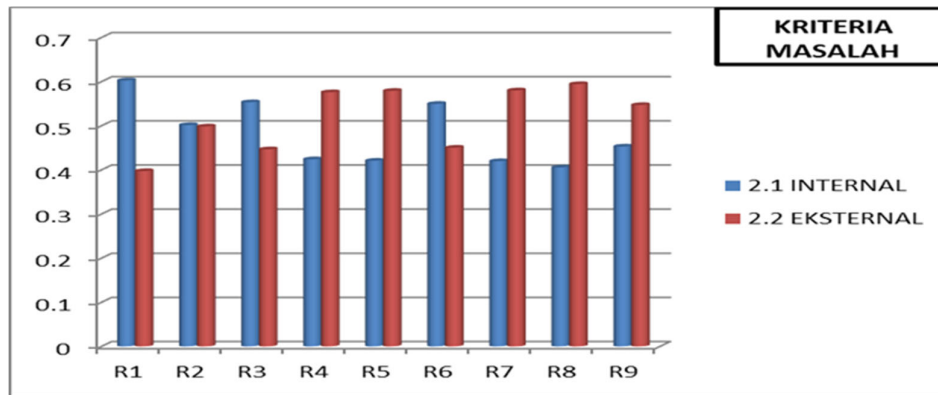
Figure 3 Results of Problem Criteria Analysis according to Overall Respondents

In general, the problems in the development of the creative economy of Riau Province are divided into internal and external problems. Internal problems are related to the creative economy actors. Meanwhile, external problems relate to stakeholders for the development of the creative economy. The results of the analysis of respondents' answers through a pairwise comparison questionnaire, it was found that the priority problems were external problems which had a value of 0.517, while internal problems have a value of 0.482. At least, the differences between the two variables of creative economy problems in Riau Province show that these two variables are important factors in the development of the creative economy. Therefore, the level of agreement of the respondents is low due to the variety of respondents' answers, where the rater agreement is only (W: 0.012).

The assessment of the results of this analysis can also be seen based on the respondent group, namely the expert respondent group, practitioners and regulators with the following explanation:

1. The expert respondent group gave an assessment that the priority of the problem criteria was the internal problem variable with a value of 0.555, while the external problem variable has a value of 0.444. The result of the expert respondent's agreement (rater agreement) is (W: 1). This means that there is a perfect (high) agreement where all expert respondents agree to give an assessment of the external problem variable as a priority and external problem as the lowest variable.
2. The practitioner respondent group gave a priority value to external problems as a top priority with a value of 0.535 while internal problems had a value of 0.464. The rater agreement result is (W: 0.111). This means that the answers of practitioner respondents vary so that the level of agreement is low. Regulatory respondent groups also give priority values to external problems with a value of 0.573, while the internal problem has a value of 0.426. All of the regulator respondents agree in giving this priority order so that the rater agreement value is (W: 1) or perfect.

From the results described above, through all respondents with a level of agreement, it can be seen that the priority problem is the priority of external problems with a respondent's agreement level of 0.012 in the strategy of developing the creative economy of the people of Riau province.

5 Conclusion

The strategy for developing the creative economy of the Riau community that has been implemented has not been maximized and proportional. In this case, the government as a policy maker is still looking for a development strategy that is in accordance with the customs and traditions of Malay culture in Riau.

As a solution to the priority criteria through the ANP approach, respondents' prioritized external solutions, namely government policies, the participation of related institutions, the participation and support of public awareness became dominant. The role of local governments is very significant in the development of the Riau province's creative economy, which is dominated by five sub-sectors that are superior and even become priority scales promoted by local governments, namely; culinary, craft, fashion and performing arts and film sub-sectors. The five sectors that are superior and prioritized in the development of the creative economy are the main characteristics in raising the wealth of potential and local wisdom in the province of Riau. Local identity either through handicrafts (creation), social culture, performing arts and various types of regional culinary in Riau that need to be developed.

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