

# The Contribution of Empowerment of Creative Economic Leading Sub-sectors on Increasing the Quantity of Creative Human Resources and Economic Growth in Lampung Province

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**Abstract.** In Lampung Province, the development and empowerment of the creative economy is continuously carried out by the provincial government in synergy with the district and city governments. The Lampung Provincial Government continues to strive to boost economic efforts, especially creative crafts that exist throughout the province. Of the 17 sub-sectors of the creative economy, Lampung Province maximizes 3 (three) mainstay sub-sectors, namely culinary, fashion and craft. Based on this, the Lampung Provincial Government has had programs carried out, among others, through mentoring and partnerships, institutional strengthening, financing facilitation, business networks and digital-based marketing to 192,234 MSMEs spread across 15 districts/cities throughout Lampung Province. The research method used is an error correction model with a research period from 2012 to 2021. The results show that empowerment of leading creative economic sub-sectors has a significant and positive effect on increasing the quantity of creative human resources and economic growth in the province of Lampung in both the short and long term.

**Keywords:** empowerment; creative economic; human resources; economic growth

## 1 Introduction

The Innovative Economy is one of the areas that is supposed to turn into another power for a practical public economy and underlines enhancing products through human idea and imagination. As of now, the imaginative economy is an impetus for Indonesia's monetary development in the midst of a stoppage in worldwide financial development. In the imaginative economy cooperation is a significant point that upholds the improvement of this imaginative economy. Accordingly, joint effort from different related parties is required, both from the business person side and from partners. Likewise, the inventive economy depends on innovativeness and thoughts which are the primary drivers of a financial action. Therefore, in the creative economy, business people are required to continue to develop their ideas to become an innovative product. In the creative economy, intellectual creation is the main reference that drives an economy. Therefore, at this time we can see various types of MSMEs with various types of new products that emerge from various intellectual creations [1].

In Lampung Province, the development and empowerment of the creative economy is continuously carried out by the provincial government in synergy with the district and city governments. The Lampung Provincial Government continues to strive to boost economic efforts, especially creative crafts that exist throughout the province. Of the 17 sub-sectors of the creative economy, Lampung Province maximizes 3 (three) mainstay sub-sectors, namely culinary, fashion and craft. Based on this, the Lampung Provincial Government has had programs carried out, among others, through mentoring and partnerships, institutional strengthening, financing facilitation, business networks and digital-based marketing to 192,234 MSMEs spread across 15 districts/cities throughout Lampung Province. Digitally, the provincial government has also developed the Berjaya Farmer Card (KPB) application, the Berjaya Market Application and the Sigap Application (Market Price Information System) [2].

The imaginative economy and MSMEs in Lampung are indistinguishable and interconnected. The Branch of Cooperatives, Miniature, Little and Medium Endeavors (MSMEs) of Lampung Area expressed that the development of little and medium ventures in Lampung Territory was very lively. The development of MSMEs is around 9-10% each year spread more than 15 areas/urban communities. When contrasted with 2019 with 2020 there is a huge expansion in the quantity of MSMEs. This is on the grounds that many individuals have exited work, were terminated during the pandemic, so there is an expansion in the quantity of MSMEs [3].

Based on data and information regarding the economic census related to the 17 Creative Economy Sub-sectors from 2016 to 2021 conducted by the Creative Economy Agency (Bekraf) and the Central Statistics Agency (BPS), the fashion sub-sector is the largest creative industry after the culinary sub-sector in Lampung Province. namely 15.67%, followed by the craft sub-sector of 8.15% of the total creative industry. The creative industry in Bandar Lampung City holds the highest number among other regencies/cities in Lampung province, which is 36,133 companies [4].

With all the efforts made by the Lampung Provincial government to empower and increase the potential of the 3 (three) leading sub-sectors of the creative economy, namely, fashion, culinary and crafts, it is hoped that it will have a major impact on the creation of new jobs that are able to absorb as many workers as possible so that later they will create and improve quality. as well as the quantity of human resources full of high and brilliant creativity and innovative power in advancing the community's economy and regional economic growth.

The imaginative economy is supposed to make HR (HR) the primary capital in an improvement that beginnings from thoughts, thoughts and contemplations. Later on, it is trusted that these HR will actually want to transform low-esteem merchandise into high-esteem and attractive products. A calling that expects somebody to have high imagination is a business visionary. Imaginative HR are individuals who make groundbreaking thoughts, new advances and techniques, as well as to be proactive in managing changes viewed as in reality. So the improvement of this imaginative economy in a roundabout way guides and attempts to make dependable business visionaries in different fields. The force of imagination should be founded on a high level perspective, brimming with novel thoughts that are unique in relation to the current ones. The idea of the imaginative economy is a monetary idea in the new financial period that strengthens data and inventiveness by depending on thoughts and supply of information from HR as the fundamental creation figure its monetary exercises. The underpinning of the imaginative economy is HR which is the main component in the inventive business. The improvement of a cutthroat imaginative industry should be founded on the advancement of talented, prepared and enabled HR to foster information and inventiveness [5].

## **2. Literature Review**

### **Creative Economy**

The term imaginative economy developed from the idea of inventiveness based capital that might actually increment monetary development in a space. As indicated by President Susilo Bambang Yudhoyono, "the innovative economy is the fourth flood of economy which is a continuation of the third rush of economy with a direction towards inventiveness, culture, and social and natural legacy".

There has been a change in the direction of monetary waves in mankind's set of experiences. Beginning from the change from the horticultural period to the industrialization time, after that the data age was shaped which was trailed by revelations in the field of data innovation. This wave shift has brought a new and developing progress for people [6].

As per the Service of Exchange of the Republic of Indonesia (2018), the imaginative economy is an industry that begins from the utilization of individual innovativeness, abilities and gifts to set out thriving and business open doors by producing and enabling the inventive power and innovativeness of the person [7].

### **Human Resources**

HR are the primary driver of the running of an association. These assets can be prepared, created, kept up with for the fate of the association and might decide the congruity of the association. Without HR movements of every kind or plans that have been arranged by the association can not run [8].

By and large, we perceive HR as the driver of each and every hierarchical action, however specialists have different conclusions about HR. Cited from Gaol (2014), Straub and Attner expressed "Individuals are the main asset of an association. They supply the ability, abilities, information, and experience to accomplish the association's goal, and that implies that people are the main asset of an association. People give ability, mastery, information, and experience to accomplish hierarchical objectives [9].

Schermerhorn who contended that "HR are individuals, people, and gatherings that assist associations with creating labor and products" and that implies that HR are individuals, people, and gatherings who assist associations with delivering labor and products administration [10].

### **Economic Growth**

As per Sadono Sukirno, monetary development implies the advancement of exercises in the economy which causes the labor and products delivered locally to increment and the thriving of the local area to increment. The issue of monetary development should be visible as a macroeconomic issue in the long haul starting with one period then onto the next [11].

In the mean time, as per Lincoln Arsyad, financial development is characterized as an expansion in GDP (Gross domestic product)/gross public item (GNP) whether or not the increment is more prominent or not exactly the populace development rate, or regardless of whether changes in monetary construction happen [12].

Monetary development is a work to increment creation ability to accomplish extra result, which is estimated utilizing GDP (Gross domestic product) and Gross Provincial Homegrown Item (GRDP) in a locale [13].

### 3 ResearchMethods

The data examination strategy used to cure the issue in this investigate is a quantitative investigation method the utilization of the assessment of the mix-up remedy form or ECM (Mistake Revision Model) and more than one Relapse with the OLS (Standard Least square) approach because of the reality the realities isn't fixed at the level, however fixed at the degree of separation and the two factors are cointegrated. The technique used to peer the association inside the fast term is money related idea and the response to time series factors that aren't work area bound at the degree and obtuse relapse.

### 4 Analysis and Discussion

#### Hypothesis Test Results

#### a. The Effect of Empowerment Of Creative Economic Leading Sub Sectors on Increasing The Quantity Of Creative Human Resources in Lampung Province

Table 1. Long-Term Estimation Results

Variable Dependen : Ln Creative Economic				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	36.22045	2.224567	16.28202	0.0000
Ln Human Res.	2.540310	0.123626	20.54834	0.0000
R-Squared	0.817433			
Adjusted R-squared	0.815261			

Source: Data processed Eviews 10

Basically based table 1, as long as possible, the impact of strengthening of imaginative financial driving sub areas comprehension at the rising the amount of imaginative HR in light of the computation results acquired inside the assessment results table, genuinely huge impacts show that the open door cost of the strengthening of innovative monetary driving sub areas is more modest than ( $0.0000 \leq 0,05$ ), it very well may be presumed that the strengthening of innovative monetary driving sub areas acknowledgment variable affects the rising the amount of inventive HR in Lampung Region.

The worth of the effect of figured out strengthening of imaginative monetary driving sub areas on the rising the amount of innovative HR is appeared through the relapse results, explicitly R Square = 0.817433, implying that how much strengthening of inventive financial driving sub areas cognizance on the rising the amount of inventive HR is 81,74 percent and the last 18,26 rate provoked by utilizing various components open air the form underneath check out.

Table 2. Short-Term Estimation Results

Variable Dependen : Ln Creative Economic				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.025419	0.001712	14.84808	0.0000
D(Ln Human Res.)	0.042951	0.016911	2.539788	0.0156
E(-1)	-0.790281	0.159805	-4.945287	0.0000
R-Squared	0.710856			
Adjusted R-squared	0.700616			

Source: Data processed Eviews 10

Fundamentally founded on Table 2, for the transient the effect of figured out strengthening of imaginative financial driving sub areas on the rising the amount of inventive HR based absolutely at the computation results obtained inside the assessment results work area, genuinely boundless results show that the opportunity worth of strengthening of imaginative monetary driving sub areas is more modest = than ( $0.0475 \leq 0.05$ ), it very well may be presumed that the variable of strengthening of imaginative financial driving sub areas affects the rising the amount of imaginative HR in Lampung Territory.

The meaning of the effect of strengthening of innovative monetary driving sub areas on the rising the amount of inventive HR is demonstrated by utilizing the relapse impacts, specifically R square = 0.805862, and that implies that how much strengthening of imaginative financial driving sub areas acknowledgment on the rising the amount of imaginative HR is 80.58 rate and the end 19.42 rate. animated through different components outside the model under check out.

#### b. The Effect of Empowerment Of Creative Economic Leading Sub Sectors on Economic Growth in Lampung Province

Table 3. Long-Term Estimation Results

Variable Dependen : Ln Creative Economic				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	6.169035	0.277883	22.20015	0.0000
Ln GDP.	0.324269	0.017670	18.35140	0.0000
R-Squared	0.828606			
Adjusted R-squared	0.815937			

Source: Data processed Eviews 10

Dependent absolutely upon Table 3, for the lengthy timespan the impact of strengthening of imaginative monetary driving sub areas discernment at the financial development in view of the computation results got inside the assessment results table, measurably enormous impacts show that the open door cost of the strengthening of imaginative monetary driving sub areas is more modest than ( $0.0000 \leq 0,05$ ), it very well may be reasoned that the strengthening of inventive financial driving sub areas acknowledgment variable affects the financial development in Lampung Territory.

The worth of the effect of figured out strengthening of imaginative monetary driving sub areas on the financial development is appeared through the relapse outcomes, explicitly R Square = 0.828606, implying that how much strengthening of inventive financial driving sub areas awareness on monetary development is 82,86 percent and the last 17,14 rate incited by utilizing various components open air the adaptation underneath check out.

**Table 4.** Short-Term Estimation Results

<b>Variable Dependen : Ln Creative Economic</b>				
<b>Variable</b>	<b>Coefficient</b>	<b>Std. Error</b>	<b>t-Statistic</b>	<b>Prob.</b>
C	0.023634	0.001997	11.83333	0.0000
<b>D(Ln GDP)</b>	0.015864	0.007655	2.072452	0.0315
<b>E(-1)</b>	-0.215670	0.022552	-2.095631	0.0227
<b>R-Squared</b>	<b>0.710856</b>			
Adjusted R-squared	0.700616			

Source: Data processed Eviews 10

Dependent absolutely upon Table 4, for the quick time span the effect of figured out strengthening of imaginative financial driving sub areas on monetary development based absolutely at the computation results procured inside the assessment outcomes work area, measurably far reaching results show that the opportunity worth of strengthening of innovative financial driving sub areas is more modest = than ( $0.0315 \leq 0.05$ ), it very well may be presumed that the variable of strengthening of imaginative monetary driving sub areas affects financial development in Lampung Region.

The meaning of the effect of strengthening of imaginative financial driving sub areas on the rising the amount of inventive HR is demonstrated by utilizing the relapse impacts, to be specific R square = 0.710856, and that implies that how much strengthening of innovative monetary driving sub areas acknowledgment on the monetary development is 71,08 rate and the end 28,92 rate. animated through different components outside the model under check out.

## 5 Conclusion

The outcomes show that strengthening of imaginative financial driving sub-areas affects expanding innovative assets and monetary development in the region of Lampung. Imaginative economy strengthening completed by the public authority has prevailed with regards to empowering the local area to make new positions so it additionally affects financial development in the territory of Lampung.

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