Creative class for making good city

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Abstract. In this millennial generation, creative class has been growth as fertile as the inclusive community. Creative class are people who move in the creative industries based on the same economic function. Creative class emerged due to the existence of urban creative economy regardless space boundary. People can have transaction or share idea through cyberspace without regard to specific region. By this issue, Startup was assumed as the indicator creative city. Through the questions: How the Start-Up perform at Jakarta city in creating the Creative Class? Are Start-Up could result multiplier effect for Jakarta itself and its peri-urban?

Keywords: Jakarta creative industry, Creative class, Startup, Cyberspace, digital technology

1. Introduction
Creativity is a DNA for each city. Cities have always needed creativity to work as markets, trading and production centres, with their critical mass of entrepreneurs, artists, intellectuals, students, administrators and power-brokers [1]. That kind of city’s creativity becomes the determinant of the city’s growth successfully. City is an entity that not just physical aspect like space and building. It also include the people inside the city. The city grew into a big and complex problem was present in urban management. As the solution of urban issues, the city has the most crucial resources of human being. Human ingenuity, desire, motivation, imagination, and creativity become resources in the face of urban problems.

Regarding creativity, it is embedded with human activities. While performing activities of creativity, humans need space as a media called setting. Setting can be a scenario of space that affect human activities and interactions. In this case city becomes the ”setting” to influence human activity to be more creative. Cities can stimulate and develop their potential, aspirations, dreams, and ideas. The city with attraction itself can be a trigger in creating of new ideas So it can be said that the city becomes a media in facilitating the booster of creative activities of human beings.

In other side, productive creativity is determined at economic aspect. It an innovation’s trigger to add economic value and benefit particularly at city’s entity. [2].Creative economy is an economic activity in which input and output are ideas. In contrast to other sectors that are heavily dependent on the exploitation of natural resources, the power of the creative economy is more based on the superiority of human resources. Artwork, architecture, books, technological innovations, and animations, derive from creative ideas of human thought. In some ways, with only a capital of ideas, a creative person can earn a very decent income.
In supporting the creative economy, Government through Presidential Regulation No.6 of 2015 established Creative Economy Body called Creative Economy Agency (Bekraf). This body is responsible for the development of creative economy in Indonesia. Bekraf is in charge of assisting the president in formulating, defining, coordinating and synchronizing policies in the creative economy. Cities as an engine of growth could stimulate economic productivity in order to actualize sustainability city. Even more creative cities could be an alternative approach to wake a financial crisis. [3]. The emergence of Start Up as social and digital agency is giving the other color of city growth. According to Steve Blank a writer at Forbes that startup is a pioneering company that utilizes technological innovation as a solution to the nation's problems. Steve Blank further said that the goal of startup is to create profits that exceed conventional companies because of the absence of limitations.

The variety of Start Up have different characteristics The developing of Start Up concept have different method and standard in every cities or even in every scale of city like small, middle or big cities. Millennial era sum up creativity interwoven within city culture in the broadband context, borderless and unify and integrated. This paper assumed that people can have transaction or share idea through cyber space without regard to specific region. Through the questions how the Start-Up perform at Jakarta city in creating the Creative Class? Are Start-Up could result multiplier effect for Jakarta itself and its peri-urban?

Through this paper, we hope can give the big picture kind of creative city by using digital technology in Indonesia as an alternative approach to enhance the conventional approach of economic growth.

2. Research Method

The power of research is to communicate it in a systematic sequence of scientific writing. Therefore, it is necessary to systematically stages to deliver the findings clearly and become a learning for other writers. Methods in this research are mixed (mix method analysis) in the form of qualitative and quantitative. It's just that both qualitatively and quantitatively peeled in a simple way without changing the wealth of meaning in each answer to the problem.

Qualitative that we used is descriptive analysis by indepth interview to several person as the representative of Jakarta Start Up Community. We also doing content analysis to some literature. In addition, the results of observations for some cases enrich this research

In doing quantitative, we try to do something new by exploring Google data as big data to have a big picture of digital technology in Indonesia. Through https://trends.google.co.id/ as an open access website, we could determined what kind of data we could shown as information. Google also explain about what classification they meant in considered the trend topic at several time. For the most popular topics, the scoring is on a relative scale where a value of 100 is the most commonly searched topic, a value of 50 is a topic searched half as often, and a value of 0 is a topic searched for less than 1% as often as the most popular topic. We also limitate the scooping of trend searching in the year 2016.

3. The Growing of Digital Technology Era

The rapid growth of cities has been associated with many economic, social, and environmental problems. Under these circumstances, strategic planning for sustainable and intelligent cities is a crucial challenge for urban policy makers and planners [4]. He growth of the city also makes wireless technology such as the Internet an important and unusual thing avoided in individual, collective and community activities in the urban sphere. Individual and collective activities are integrated with social networking through technologies information development. [5]. The use of modern technology, especially information technology in urban society, produces new concepts in transportation systems, infrastructure, logistics and energy efficiency [6]. Angelidou underscores that the role of ICT is to achieve a welfare, effectiveness and competitiveness. Other literature states that, new technology depends not only on the hardware developed, but also how the human role in developing smart city by presenting the sustainability economically, socially and environmentally [7].

Many literature that has declared good and bad information technology such as internet to urban life. Information technology over the internet when not being used with the appropriate intent and proportion
will result in a digital gap including a trigger for urban crime. Like the two sides of the coin's eye, information technology can also stimulate user creativity and become a solute medium for urban problems in particular that are considered quite complex. Urban practitioners and decision makers have been considering creative approaches and solutions for the challenges that many cities are facing [8].

The existence of a shift in planning perspective towards entrepreneurial to increase competitiveness triggered the need to change the pattern of city governance that was originally hierarchical into network (network).

Digital technology as seen as a tool for creativity industries in terms to produce the creative class. This class has capable of producing high-value-added goods and services and expected to a decisive role in bringing affluence and development to cities. [9]

Meanwhile Indonesia with the rapid growth of cities, have been also exposed by the euphoria of digital technologies. The using of internet network in this country is extremely significant increased. As the sixth rank of internet use in the whole world at 2014, in this 2016 become 132 million users around country (Kominfo, 2014 and 2016). It means more than half of Indonesia’s population exposed by internet network. Based the report of APJII that cooperated with Lembaga Polling Indonesia (Polling Corp), most internet access was derived from mobile gadget and computer, meanwhile the rest was only by smartphone or only computer. Although uneven of this uses become another problems. The percentage told most of the people that use of internet at Java Island and the less is in Maluku and Papua.

This research also tries to give a big picture of the uses of internet as part of creative tools from the Google’s Data trend in Indonesia. Through this data Google show us about how was the trend of internet used in Indoensia in particular time. At 2016 aligned with the increasing of users numbers in Indonesia, Google recorded what kind of digital issues that blast at Indonesia as trending topic. The ten top chart has been published and can access by everyone. It shown that year the top trend search issues is related with “Pokemon Go”. It is an augmented games that popular internationally and become trend at smartphones user worldwide. There also issues like “Gerhana Matahari”, “Timnas Indonesia,” “Gempa Aceh” in top 4 Indonesia’s search engine as compared with ”Pokemon Go”.

Based on the data we could assume that the Indonesia’s 4 top chart issues was the seasonal temporary issues that not constant been searching at several times. It seems one month duration the topic is on the top search, but after that less than 1% people search on it. There was spike at the graphic show the increased searching but not in the long duration. Meanwhile in order the topic that been searching of user was related with the “online games” that internationally famous at the moment. Pokemon Go makes the world borderless, when the whole internet users try to find out what was kind that games look like. The interesting was how local issues has not been at the top search but relative more constantly than the other international issues. Looking for “Timnas Nasional” and “Gempa Aceh” as an issue more constantly in 2-3 months after that had decreased as substitute with other issues.

![Figure 1. Start Up and Bisnis Online Issues](Source: [10])
4. Start Up as Part of Creative City
Achieving creative city needs a good environment that built in creative ecosystem (Landry, 2008). It will be a modal to rolling the city’s economic turbine not only by conventional approach but also newly-alternative approach. Creative city in easy identification is shown by the creative class which are a shifting class doing economic activities with an alternative method. They claimed as breakthrough method in supporting the economic activities, such as Start Up. The shown of Start up nowadays are identically with digital technology, networking, young people and also the innovative business idea. Even though, Start Up definition literally is companies that are in the early stages of its operations, especially in the field of information technology gave birth to pioneering companies that now become big companies like Yahoo, Google, Facebook (Wielezynski, dalam Carayannis: 2013).

In 2016, Indonesia has the highest number of startups in Southeast Asia with a total of around 2000 startups. This growth is also predicted to continue to increase up to 6.5 times by 2020. The high number is mainly supported by the number of internet users in Indonesia are also increasing each year.
Start up also need to be well managed with the incubation. The definition incubation itself is the process of assisting startup when it is still in its early stages or has not received funding from outside parties. Assistance is usually in the form of mentoring, direction, co-working space, and sometimes also provide funding. This is closely related to the ecosystem and the startup environment. One of them is soft infrastructure and willingness of city’s government to support the development of Start Up. In terms of good incubation at city level for start up, could considered at 5 issues below:

- **Accessibility and Network** - Accessibility is important thing on startups that still require networking to get the appropriate business partner
- **Experienced’s Mentor Supporting** - Experience becomes an important thing to share as inspirations to keep survive in this kind of business. Not only ideas but knowledge on marketing, sales, business development, operation, and optimal finance. Mentors who have experience as entrepreneurs can share their experiences in building start up.
- **Idea Validation** - The Start Up founder is only filled with new ideas and innovative oftenly, but not yet answer to the root of problems at the object or city. need for validation is the process of confirmation of the idea
- **Infrastructure Supporting** - One of creating a productive Startup ecosystem is the availability of infrastructure ie co-working space as the "office" of this creative class.
- **Access to Investor and Regulator** - The closer to the investor, the easier the Start Up Founder to market the product to be immediately ogled by the investor. Here also, if the existing regulations support the presence of Start Up then this will have a positive impact as well.

One of the city become the benchmark of Start Up’s Growth in Indonesia is Jakarta. Why Jakarta? Start up need a good environment and climate to operate the business cycle. Jakarta as the capital city still the place that have good infrastructure to develop creative industry and closed to the investor to facilitate the operational of Start Up. Jakarta also already supported by soft infrastructure like policies and regulation to facilitate the growth of Start up.

The local city’s government been cooperated with one Start up called East Ventures established the Start Up Communities under the Jakarta Smart City (JSC). Based on the interview with H as the caretaker of JSC, this community also aims to gather startup activists in Jakarta to have a vision of making Jakarta better. Startup Community Jakarta was first established in October 2016 and was inaugurated on March 23, 2017 where in it included a place of communication between start-ups incorporated in Jakarta. They have startupjakarta.id as the form communication platform in this community. They also provided by a co-working space called JSCHive which can accommodate about 150 people by facilitate private office and shared office. Later JSCHive in addition to being a gathering place of Community Startup Jakarta also became an open co-working space for new startups who want to rent JSCHive as their office. Later leases earned from startup will be used for the development of Startup Community Jakarta itself.

In addition to creating a good ecosystem for startup activists in Jakarta, this community can help the Indonesian government achieve 1000 digital startup programs. The number of members of Jakarta
Startup Community currently reaches 516 people with different backgrounds who do not all have startups, and even laymen about startup.

In order to determine the purpose of this community to be achieved then the initiator of the Community Startup Jakarta is from the East Ventures in cooperation with Jakarta Smart City is making 2 main program for its members which are Knowledge Sharing and the second program is Regular Meet up.

Knowledge Sharing activities is how to tell the incubation process that is done on a start up, best practice and tips. In this program there are some rules that must be done by its members that is at the first meeting of the members of this community can only listen to what is delivered by the speaker or facilitator, but in the second meeting the members of the community are required to bring the concept or idea of what they startup want or want them to develop. This program is expected to produce new startups that are innovative and can compete in the world startup Indonesia and even the world.

Next to the Meet Up Regular activity is a program from Community Startup Jakarta to accommodate the members of this community with the government of the Province of Jakarta. It aims to help the government to help the problems owned by startup activists in Jakarta.

Based on the interview, since this area the incubation program, so actually it not limited only Start Up that located at Jakarta but also others at surrounded Jakarta. Many founder of Start up in Tangerang, Bekasi and Bogor also participate the knowledge sharing. They come to this event, because there still not yet event like this in their area. So they went to Jakarta to enrich their information about Start Up operation.

But this community also has obstacles in running it is related to human resources. Of the members of this community who are mostly workers only make this community as a distraction, not a container to get education or the latest information about the development of startup and the rules that exist.

The strength of the Startup ecosystem in Jakarta City has the power of how Start Up can continue to grow and become an investor attraction. Therefore Startup euphoria is not only fulfilled by innovative ideas but also has to be facilitated through Start Up incubation as done in the city of Jakarta that is the initiation of Start Up cooperation that has been stable with the City Government to create a Community together. With that in mind, the new Start Up is not only evolving but also sticking with the idea that it has and is successful for commercialization.

5. Borderless City as an Innovation Space

Based on the Google Trends data found up that the keyword of “Start Up”, Bisnis Online” and the queries that related are mostly having trend at middle city and (not at big city like Jakarta). We can assumed that the cooptation “word”of the creative economic through “star up” and “bisnis online” had been interested also at middle city. People at that area asking and search of the keyword. So the penetration of creative economy not at big cities anymore but also middle city.

![Figure 2. Start Up and Bisnis Online Issues](Source: [10])
In 2016, there were 3 (three) popular issues in Jakarta. The 3 issues are lowongan kerja (job vacancy), jadwal krl (train schedules) and ahok (former governor of Jakarta). This research compared those issues in Jakarta and its neighbors (Jawa Barat Province and Banten Province).

Google trends shows that Banten Province is more higher than Jakarta on Ahok and Jadwal KRL. Issues of Ahok rising in 2016 because of Ahok accused of blasphemy, when he served as governor during DKI’s governor election. Suprisingly, google trend shows interest in ahok more found in Banten rather than in Jakarta’s its self (show in figure 3). KRL as one of mass transportation in Jakarta and...
surrounding areas is a popular issue, and always stable in google trends. KRL connected residential area in Jakarta and surrounding to CBD (centra bussines district). Banten as one of Jakarta’s suburb shows that Jadwal KRL issue is more higher than Jakarta (show in figure 2). Jakarta have more higher issues than its surrounding only at Lowongan Kerja (show in figure 1). Issue of lowongan kerja more popular in Jakarta’s people rather than its surrounding. Those issues indicates that popular issues on Jakarta it turns out attracts attention to citizen outside jakarta. Peri urban and sub urban of Jakarta always interested in the issues in Jakarta rather in Jakarta’s itself.

6. Conclusion

Based on this research we conclude that the growth of Start Up could be trigger for creactive industry that make creative class. It can shown from the Start Up Community in Jakarta. In developing the start up, it must be considered the optimal ecosystem in this case is the condition of city that support to strengthening the Start Up. Jakarta through the Jakarta Start Up Community succeed to established the embryo of creative industries at city level. Meanwhile this activities is borderless, because the participation of members not only at Jakarta itself but also surrounded area. Meanwhile in peri urban area although already have many information input related with Start Up, the ecosystem itself not yet built up with optimal condition because the limitation infrastructure, far from investor and have not yet support by local regulation.

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