Empirical Studies Development Of Creative Industry Its Contribution To Make-Up Of Product Orientation Exporting In Denpasar-Bali

W Suryathi1*, I G K Gede2
1, 2, Administration Business Department, Bali State Polytechnic, Badung-Bali, 80364 Indonesia.
wsuryathi2011@yahoo.co.id

Abstract. The purpose of this study are: 1) to study the model of development of creative industries which export-oriented in Denpasar 2) to examine the main problems and constraints faced by creative industries 3) to know the increasing of product export in Denpasar. The number of samples are 15 creatives industries such as sub-sector of handicraft, fashion and culinary. Sampling technique used cluster and purposive sampling. Data collection by interview, observation, literature study and questioner. Data analysis using qualitative and quantitative description. The results of this study explain: The model development of creative industry in Denpasar City basically consist of three phases that is: development input, development process and development output. The problems and business constraints in creative industries about skill and salary of human resources, capital of financial, promotion of marketing, raw material of resources, technology and modern administration of production. From the product export showed that woods were hight one of crafting sub sector, textiles were hight one of fashion sub sector, tuna fish were hight one of culinary sub sector.

1. Introduction
Creative industrial represent governmental program of Denpasar City to be optimal and exploit creativity, skill and also individual talent to create work field and prosperity of society. Creative Industrial concept in each area have equation in the case of enableness of potency, creativity and talent, but also there are difference in the case of product type and created model. This matter because of caused by product characteristic pursuant to culture, life style and behavior of consumer. Denpasar City in conducting development of based creative industry also at culture so that can form creative industrial performance which distinguish society of Denpasar. This matter according to opinion some researcher like [1] creative culture can create creative product in every area. [2] expressing a industrial framework of clear creative will be able to support participation development of its relation culture with cultured production and innovate in economics. According the research [3] expressing the concept of creative industries is based on an industrial classification that proceeds in terms of the creative nature of inputs and the intellectual property nature of outputs. [4] agree about the argues that the use of the term creative industries can only be understood in the context of information society policy.
2. Methodology
The kinds of data in this research are quantitatif and qualitatif. The number of samples of this study are 15 creative businesses which licensed with products export-oriented and favored in Denpasar city such as sub-sector of handicraft, fashion and culinary. Techniques of sampling used cluster and puIDRosive sampling. Data collection metode by interview, observation, literature study and questioner. Data analysis using qualitative and quantitative descriptive. Road map of the research can be seen of figure1.

3. Result And Discussion
Result of this research elaborate three problems fundamental like : 1) Empirical study of model development of creative industry, it was very depend on sector and subsector specified by government of Denpasar City. Model development of creative industry in Denpasar City basically consist of three phases that is : development input, process and development of output development. First : the input of development consist of human resource (people), industrial, technology, resource, institution, intermediary financial. This input development is always same as foundation for all subsector as according to direction compilation of creative economic expansion action plan of Denpasar City of year 2010-2015, Second : the process development represent process is make-up of creativity energy innovate with skill of creative industrial worker able to realize result of production with quality and can be accepted in international and also domestic market. In course of this is development very depend on kinds of activity of subsector exist in each industrial location according to culture, life style and behavior of consumer. Process development of creative industry at crafting subsector focussed by reinforcement of human resource with training of skill of innovation and creation, modern and quality of industrial structure and product. This process development according with [5] in Italy that oversimplifies and obscures how craft tradition functioned, sometimes in continuity with local workshops utilizing traditional forms and techniques and preserving skills to meetthe expectations of the export market. Process development of creative industry at fashion subsector focussed at reinforcement of capacities produce the non mass, training of scheme of fashion improve promotion, revitalitation, industrial relocation, international of network. Based on the process development Denpasar government policy has to attention high product variety and
innovative products. According the study of [6] that way fashion companies have to know consumer need for sustainability, supply chain and operation managers. [7] think that fashion have an exploration of knowledge, creation process and work environments in the wearable technology industry. Process development of creative industry of culinary subsector focussed at training of skill of product creativity of culinary reinforcement of capital aspect and management of economic exhibition of nationality. Pursuant to research of [8] which is conducted in London about model development process of creative industry have rather differing from one concept of this research that is that creative industry in Europe relied on four foundation that are: standard, devotion, understanding and specialization. In this research is also explained showed with culinary for the activity of cultural tourism specially fulfill requirement all tourism with organic food. Activity conducted for creative industry in form of which is competition chef young, chef buffet, festival wine and food of European championships, fair green, lodomat. [9] this study looked at the relation between a culinary artist’s (chef’s) invisible creative process and his or her creative performance. There are 4 phases process, such as idea preparation, idea incubation, idea development, and verification of the new work’s creativity. [10] Said that food festival are one of the most frequently occurring events in the process development. Third: the output of development consist products from creative industry that can sell to buyers and export market. The important of production process can be create the high quality products. This matter according to opinion some researcher like [11] expressing his research about 138 convex industries in Germany and America that every industries have to make the innovation, variation and unique product to service the consumer need and it can be received in the market. [12] and [13] said that market orientation from every company give the strong impact to motivation to get the positive performance. [14] expressing that perceived value is important variable to get market and satisfaction consumer. [15] said that small industries have to create new models which it was have advantage competition. [16] that’s why the creative industries moves beyond a cultural policy paradigm towards that of innovation systems. The models of creative industry development in Denpasar City can be seen of figure 2.

![Figure 2. The Model Of Sub Sector in Creative industries Development of Denpasar City](image)

2) Problems and resistance of effort in creative industry in Denpasar City of Year 2017
a) finance-related which is its indication express creative effort in Denpasar City still need cooperation with banking institute and other capital. b) Indication administration area the importance of education and training of administration area. c) Area of manajerial indication the importance of skilled improvement of worker and improvement of its prosperity. d) Area marketing of indication still lack of promotion expense and medium. e) Area produce indication the importance of make-up of production employe which is its area expert.

3) Contribution Development Of Creative Industry To Make-Up Of Product Orient Exporting In Denpasar City: Pursuant to data from On Duty Industry and Commerce of Town of Denpasar the condition of growth of level export creative industrial product with various product orient exporting can be described as by Make-Up Of Product Export Sub Sector Crafting, fashion and culinary in Denpasar City, the graphic of each subsector can be seen of figure 3, figure 4 and figure 5.

**Figure 3.** There are seven kinds from sixteen export products of Craft sub sector with hight value such as wood, furniture, painting, padas stone, bamboo,etc. The hight export value in 2016 is IDR 56.601.923 increased from 2012 it’s about IDR 52.426.633.

**Figure 4.** There are three kinds from six export products of Fashion sub sector with hight value such as textiles and ready clooths, shoes and foots wear/stool. The hight export value in 2012 is IDR 99.887.267 and 2015 from 2012 it’s about IDR 92.507.987.
There are two kinds from sixteen export product of Culinary sub sector with high value such as Tuna fresh fish and bootlefish. The high export value of Tuna Fish in 2014 is IDR 76.191.386 from 2012 IDR 75.942.026, and became increased in 2016 it’s about IDR 31.742.714.

4. Conclusion
The model development of creative industry in Denpasar City basically consist of three phases that is development input, development process and development output, the problems and business constraints in creative industries about skill and salary of human resources, capital of financial, promotion of marketing, raw material of resources, technology and modern administration of production, the product export showed that woods were high one of crafting textiles were high one of fashion, tuna fish were high one of culinary sub sector.

References
[1] Susan Galloway 2007 A Critique Of Definitions Of The Cultural and Creative Industries In Public Policy on International Journal Of Cultural Policy 13 p17-31
[2] Terry Flew and Stuart Cunningham 2010 Creative Industries after the First Decade Of Debate on International Journal Of Information Society 26 (2) p113-123
[3] Jason Potts 2008 Social Network Markets A New Definition Of The Creative Industries On International Journal Cultural Policy 32 (3) p 167-185
[4] Nicholas Garnham 2005 An Analysis Of The Implications Of The Creative Industries Approach To Art And Media Policy On The International Journal Of Cultural Policy1 p15-29
[5] David Raizman 2017 Crafting Design In Italy : From Post-War to Postmodernism10(2) p 227-229
[6] Rinaldo Rinaldi and Romeo Bandinelli 2017 Guest Editorial 10 (3) p 253
[7] Deepika Raj and Jung E Ha-Brookshire 2016 How do they create superIDRower 9 (1) p82-93
[8] Lazzeretti 2008 Creative Cities, Cultural Clusters and Economic Development On The International Journal Of Cultural Studies p 7-11
[9] Jeou-Shyan Horng and Meng Lei 2009 The Creative Culinary Process 21(4) p 376-383
[10] Young Hoon Kim, Jen Duncan and Byung Woong Chung 2015 Involvement,Satisfaction,Perceived Value and Revisit Intention Journal of Business Venturing 25 (1) p 87
[11] Domke DD and Thongpapane 2010 The moderating Impact of Internal Social Exchange Processes on The Entrepreneurial Orientation–Performance Relationship Journal of Business Venturing 25 (1) p 87
[12] Mc Crea,E and Beets,S 2008 Failing to learn from Failure An Exploratory Study Of CoIDRorate Entrepreneurship Outcomes Academy of Strategic Management Journal 1 (7) p 111-132
[13] Todorovic Zelimir William and Ma, Jun 2008 Entrepreneurial and Market Orientation Relationship to Performance Journal of EnteIDRising Communities People and Places in the Global Economy 2 (1) p 21-36

[14] Hume, Margee and Gillian Sullivan Mort 2008 Satisfaction in Performing Arts The Role of Value European Journal of Marketing p311-326

[15] Levenbuth, N and Schwarz 2008 Entrepreneurial Orientation Among The Youth of India The Impact Of Culture Education and Environmet The Journal Entrepreneurship 17 (1) p 5-5

[16] Justin O’Connor 2009 Creative Industries A New Direction On International Journal Of Cultural Policy 15 (4) p 387- 402