THE ANALYSIS OF INVOLVEMENT OF YOUNG GENERATION ON CREATIVE ECONOMIC DEVELOPMENT

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http://dx.doi.org/10.22202/economica.2017.6.1.2341

Abstract
This study aims to analyze the existence of young generation in the development of creative economy in Lamongan district. This research uses descriptive quantitative design with survey research approach. The subjects of the study were self-employed entrepreneurs who tend to be economic actors in Lamongan regency with population 260,273 people and taken sample of 205 people with Purposive Sampling technique. Instrument data in the form of questionnaires, interviews and documentation. The results concluded that 19.4% of the population of Lamongan District is active as economic actors with various efforts. Based on the results of data analysis is known that 16.6% is the creative economy. While based on data from all subjects of the study, it is known that the young generation who become creative economic players as much as 9.3% of the total number of respondents. Based on the results of the research shows that there are 10 subsectors of creative economy that have been developed by the community. Overall, the involvement of the younger generation in business activities in the creative economy is still relatively small when compared with other sectors. However, when compared with fellow creative economy actors, the younger generation is more dominant. This is based on the results of data analysis showing the young generation involved in the creative economy as much as 55.9%. While the creative economic actors aged over 35 years as much as 44.1%.

Keywords: Young generation, creative economic development

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INTRODUCTION

The state of the economy in the world increasingly shows intense competition. Especially since the ASEAN Economic Community (MEA) officially opened since 2015 and made the economic competition between countries increasingly competitive. The introduction of the MEA has been widely perceived as a threat to economic sustainability for the people of Indonesia. Another explanation from the results of Nugroho and Yanfitri (2011) study that analyzed the impact of liberalization in the goods, services, capital and investment sectors concluded that Indonesia's competitiveness is weak so there is a possibility that Indonesia will be harmed from MEA. Things are not much different also delivered Rini & Czafarani (2010) that the economy and free market will be the most difficult challenge in globalization. In this case the expected economic growth desired in globalization is not proportional to the rate of population growth will consequently increase the unemployment rate.

One of the efforts to improve economic growth and competitiveness of economic actors in Indonesia is by developing creative economy. According to Romarina (2016) that the creative economy is now beginning to grow and develop into an economic sector that has an important role for the economy in Indonesia. In 2014, the creative economy is estimated to have contributed 7.1% to the national GDP, providing 12 million workers, and contributing 5.8% of the country's foreign exchange earnings. This shows that the existence of creative economy can increase economic growth and national competitiveness of society. It is also described by Khristianto (2012) that the level of the Indonesian economy is experiencing a very rapid development in the sphere of creative economy. One of them is caused by the development of information technology so as to make the opportunity and the development of creative industry become faster. It was also delivered by Wróblewski (2014) that the revolution of technology, information and media can reduce the cost of the distribution process. This era is currently popular in the developing world economy. Therefore, according to Siricharoen and Siricharoen (2012), the changing economic era in business especially in ASEAN countries requires that people need to learn practical skills to make their business better.

Creative economy is a new economic concept that combines
information and creativity that rely on ideas, ideas and knowledge of human resources as a factor of production. In economic studies there are known four factors of production, namely natural resources, human resources, capital (main factor) and orientation or management (Arjuna, 2016). Potential human resources in the development of technology and information is the younger generation. The creative young generation is able to incarnate in a production that develops into a creative economy. This is reinforced by the results of studies Fitriana, Noor, & Hayat (2014) that the development of creative industry is in need of innovative human resources and high creativity. The creative economy in Indonesia has been the government's attention since 2006 in the era of President Susilo Bambang Yudhoyono who instructed to develop creative economy in Indonesia. This development process was first realized with the establishment of Indonesia Design Power by the Ministry of Industry and Trade at that time, to assist the development of creative economy in Indonesia. In 2007 the launch of the study mapping the contribution of Creative Industry of Indonesia, the year 2008 launched the Blueprint of Indonesia Creative Economic Development 2025 and Blueprint Development 14 Subsector Creative Industries Indonesia. The design of Creative Indonesia year 2009, held Creative Product Week which takes place every year. The sub-sector of creative industry referred to the Ministry of Trade of the Republic of Indonesia in 2010, there are 14 sub-sectors including: advertising, architecture, market and art, craft, design, fashion, film, interactive games, music, performing arts, publishing and printing, television and radio, research and development.

Lamongan is one of the districts in East Java Province which has a lot of potential that can be developed in creative economy, starting from agriculture, fishery, tourism and many others. In addition, Lamongan with a population of 1,342,266 inhabitants (Civil Registry and Population of Lamongan, 2015) with details of 31% are young people, assuming the young generation is 16-35 years old. The great potential associated with the number of young people to be a spirit to know how their role in developing the various subsectors of creative economy in this area. Based on the various descriptions, the problems studied in this paper are 1) how developments creative economic in Lamongan, East Java?, 2) how the involvement of the younger generation of
development of creative economy in Lamongan, East Java?.

RESEARCH METHODS

This research was designed with quantitative descriptive approach using survey type. This study aims to analyze the existence of the young generation in the development of creative economy in Lamongan, East Java. The subjects of the study were self-employed entrepreneurs who tend to be economic actors in Lamongan regency with population 260,273 people and taken sample of 205 people with purposive sampling technique. Data collection techniques through questionnaires distribution to, interviews, observation and documentation. The study was conducted for three months in 2016 using data instruments in the form of questionnaires, interviews, observation and documentation. The study was conducted for three months in 2016 using data instruments in the form of questionnaires, interviews, observation and documentation. Sources of data used in this study are two types, namely primary data and secondary data. Primary data comes from data processing that comes from questionnaires, interviews and observations to business management respondents, while secondary data comes from interviews and documentation of related institutions, such as the number of young people, business data in Lamongan and others.

RESULTS AND DISCUSSION
The Development of Creative Economy

Creative economy is a new sector applied and applied in Indonesia, especially also in Lamongan. Although there is no definite yet number of creative economic enterprises in Lamongan, but the community has responded well with various economic activities in accordance with the creative economic criteria that have been proclaimed by the government.

Based on the results of a field survey of research subjects, researchers found 34 businesses that fall into the category of creative economy. Based on data from field survey results it is known that not all subsector of creative economy developed by society Lamongan. There are 10 subsectors of creative economy which are occupied by the society, namely subsector (1) design, (2) fashion, (3) video, film and photography, (4) handicrafts, (5) culinary, (6) publishing and printing, (7) ) computer and software services, (8) research and development, (9) Performing arts, (10) television and radio. In detail the percentage of each sub-sector of creative economy can be seen in Figure 1 below.
Creative economy seems to have become a hot trend discussed in the community, especially for those who wrestle in the business world. Society has changed the pattern of development, both in marketing and products become more creative to be accepted by consumers. In addition, environmental and economic factors also force people to act creatively and innovatively in managing unused materials into economic goods. For example, tofu waste is not worth the economic processed into biogas as a substitute for elpigi. In addition, the waste is not so valuable economy in recycling into wallets, bags and others to be resold. Not only that, the water hyacinth plant that is often complained by the community because of the growth of irrigation water disturbing is also utilized by the community to be processed into selling goods in the form of bags and the like. This shows that the trend of creativity in the economy capable of developing a product that has no economic value can be transformed into high value goods.
Young Generation Involvement Against the Creative Economy

The development of creative economy in Lamongan regency can not be separated from the movement of young generation who dabbled in business world. Based on the results of data analysis, from 205 research subjects found that 16.6% are creative economic actors. In detail can be seen in figure 3 below.

![Figure 2. Percentage of creative economy actors based on research subjects](image)

Based on data from all the research subjects, it is known that the young generation who become creative economic actors as much as 19 people or 9.3% of the total number of respondents. In detail the percentage of young people who become creative economic actors based on the total number of research subjects can be seen in table 1 below.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Percentage (%)</th>
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</thead>
<tbody>
<tr>
<td>Number of research subjects</td>
<td>205</td>
<td>100</td>
</tr>
<tr>
<td>The young generation of creative economy actors against the number of research subjects</td>
<td>19</td>
<td>9.3</td>
</tr>
<tr>
<td>Age over 35 years of creative economic actors against the number of research subjects</td>
<td>15</td>
<td>7.3</td>
</tr>
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</table>
Overall, the involvement of the young generation in business activities in the field of creative economy is still relatively small. One of the causes is that this sector is new in economic activity. So not many people who know the various subsectors. Furthermore, according to Dhewi (2013) elements of society such as communities, governments, educational institutions and business actors are expected to collaborate harmoniously in the development of creative economy. Therefore, it is necessary to identify the role that can be optimized by each element of the society to encourage the creative economy of the young generation to support the nation's economy.

The lack of young genomes involved in creative economists is influenced by the lack of entrepreneurial knowledge possessed by them. It is also revealed by Rahmania (2015) that entrepreneurial knowledge is one important aspect in entrepreneurship because with sufficient knowledge or enough, it will be more open to students' insight about entrepreneurship so as to foster a person's interest to entrepreneurship and will also be able to manage with good. Therefore, the need for understanding to the younger generation, especially when still studying in school.

Although the involvement of the younger generation in creative economic activity is a small percentage when compared with the overall subject of research. However, when compared with fellow creative economy actors, the younger generation is more dominant. This is based on the results of data analysis showing the younger generation (aged between 16-35 years) involved in the creative economy as much as 55.9%. While the creative economic actors aged over 35 years as much as 44.1%. In detail the comparison between the two categories as the creative economy can be seen in the picture below.

![Percentage of involvement of creative economy actors](image)

**Figure 4** Percentage of involvement of creative economy actors
Based on figure 4 above, youth involvement is more dominant in creative economic activity. Based on various studies, the existence of creative economy has opened a new paradigm for the younger generation, that the creativity they have with the development of technology this era able to open business opportunities. Creativity is developed by the younger generation through product innovation, packaging, media promotion and marketing. This is in line with the results of the study Paramita and Erdiansyah (2016) that the development of information and communication technology today encourages young people to be more creative and innovative in the field of entrepreneurship. Based on survey results from social networking states that 61% of internet users in Indonesia are used for online shopping activities. The benefits gained from the development of communication and information technology can improve the creative economy for young people.

The abilities and skills possessed by the younger generation make them able to open their own businesses by recruiting their peers and others are recruited by other entrepreneurs who need their skills to participate in developing the business that has been operating previously. This is based on research data that the existence of creative economy in Lamongan has opened new jobs for the surrounding community. At least based on the results of field surveys indicating that the creative economy operates, 39% are able to accommodate less than 5 workers, then 29% of the creative economy has 6-10 workers, and 32% of creative economic enterprises have a workforce of over 10 people.

![Figure 5 the number of creative economy workers in Lamongan District](image-url)
The presence of various sophistication of digital technology that tend to be controlled by the younger generation can also be one effective means in developing and promoting creative endeavor that they are in, one of them is the use of social media. The use of social media as a means of business is highly developed and familiar. Starting from the use of social media such as facebook, blackberry massanger, and so forth. In addition, these online-based applications have also been highly developed and facilitate the consumer to be economic activity. For example, buying and selling goods through bukalapak.com, tokopedia, and others. Various use of online media shows that the creativity initiated by the younger generation enough to get a positive response from the community as consumers.

Based on data analysis, it is known that the ratio of creative economy in Lamongan is 3.2%. The ratio is obtained from the comparison between the percentage of business actors in Lamongan with the percentage of creative economic actors. While the ratio of youth involvement in the creative economy in Lamongan is 1.6%. The ratio is derived from the comparison between the percentage of young people who engage creative economy with creative economy actors in Lamongan regency. In detail can be seen in table 2 below.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Ratio of percentage of population with creative economy actors</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Total population</td>
<td>1,342,266</td>
</tr>
<tr>
<td>Ratio of business actors</td>
<td>260,273</td>
</tr>
<tr>
<td>The ratio of business actors to the creative economy</td>
<td></td>
</tr>
<tr>
<td>Ratio of the young generation of business actors in the creative economy sector</td>
<td></td>
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</tbody>
</table>

The existence of creative economy that has been developed by the community has attracted the younger generation to be involved in it. The presence of the younger generation brings different colors in modifying the product to make it more attractive and acceptable to the market. In addition, the young generation also became one of the largest consumer targets of the producers. The young generation seems to
be a magnet for driving economic activity, both as subject and object. Even so, there are some creative business managers who are also minimal young manpower. When confirmed it turns out the younger generation around the area are mostly less so interested in rough work.

CONCLUSION

Based on the results of this study and discussion, this study concluded that as many as 19.4% of the population of Lamongan are active as economic actors with various efforts. Based on the results of data analysis is known that 16.6% are creative economic actors. While based on data from all subjects of the study, it is known that the young generation who become creative economic players as much as 9.3% of the total number of respondents.

The development of creative economy based on the subsector that has been developed by the government through the Ministry of Industry is also almost entirely in Lamongan. Based on the results of the research shows that there are 10 subsectors of creative economy that have been developed by the community. Subsectors include: (1) design, (2) fashion, (3) video, film and photography, (4) crafts, (5) culinary, (6) publishing and printing, (7) computer and software services, (8) research and development, (9) Performing arts, (10) television and radio. There are still 5 subsectors that have not been developed by the community, namely (1) advertising, (2) architecture, (3) artistic goods market, (4) interactive games, and (5) music.

Overall, the involvement of the younger generation in business activities in the creative economy is still relatively small when compared to other sectors. One of the causes is that this sector is new in economic activity. So not many people who know the various subsectors. Although the involvement of the younger generation in creative economic activity is a small percentage when compared with the overall subject of research. However, when compared with fellow creative economy actors, the younger generation is more dominant. This is based on the results of data analysis showing the younger generation (aged between 16-35 years) involved in the creative economy as much as 55.9%. While the creative economic actors aged over 35 years as much as 44.1%.

REFERENCES


