

Enhancement of Creative Industries In Bandung City Through Cultural, Community, And Public Policy Approaches

Rina Hermawati, and Nunung Runiawati

Abstract—Bandung City has been appointed as a pilot project of creative cities in East Asia due to the role of creative industries which swiftly develop in the city. There are three factors that influence the improvement of creative industries in Bandung . First, the cultural factor of Sundanese people, who are adaptive, so that they are able to produce creative goods/services. Second, there is a community that accommodates the agents of creative industries, namely Bandung Creative City Forum (BCCF), which does not only benefit for its members but also has a role in improving Bandung City as a creative city. Third, the policy of central and the regional government, which supports the enhancement of creative industries. This research may become a reference for regional governments intending to create creative and innovative cities to improve the business of creative industries and to optimize the genuine local revenue.

Keywords—Creative Industries, Culture, Creative Community and Public Policy.

I. INTRODUCTION

THE shift of the economic orientation of the world from the agricultural era to the industrialization era and then toward the information era has driven the relationship pattern of human beings into a new social interaction, namely borderless relationship. In the information era competition emerges among the business agents, requiring the producers to create the added values of their products and services. The creation of the added values needs creative human resources; hence the 1990s has seen the beginning of a new economic era which integrates the aspects of information and creativity, which is then known as the creative economy which is driven by the sector of industry called the creative industries.

Creative industries are not limited to a type of product, but their scope is very wide and varies. Referring to Simatupang, creative industries are defined as the industries which are focused on the creation and exploitation of the works of intellectual property such as arts, films, games, designs, fashion, and including creative services between companies like advertisements[1].

Basically, creative industries are the industry which emerges from the utilization of creativity, skills, and individual talents to create welfare and job opportunities by creating and utilizing the creative power of the individuals [2]. Creative industries begin from ideas, arts, and technologies managed to create prosperity. Another definition of creative industries is applied to a much wider productive set, including goods and services produced by the cultural industries and those that depend on innovation, including many types of research and software development[3].

Some countries believe that creative industries are able to give significant contribution in developing the economics and the employment of workers. Creative industries are believed to be able to meet the challenges such as global warming issues due to the direction of the development of creative industries toward the pattern of environmentally friendly industries and the creation of the added values of products and services from the intellectuality of human resources which is a renewed resource.

Bandung City is a city in Indonesia which has the potential of creative industries. There are at least 578 micro, small, and medium scale enterprises registered at the Office of Cooperatives, Small and Medium Enterprises, Trade and Industries with various kinds of business, namely handicraft, culinary, fashion, trade, services, and production. Based on other data from Bandung Creative City Forum (BCCF) there are 9 types of community groups of creative industries, namely music, clothing, fashion, architecture, comics and animation, photography, design, film, and small publishing. Another potential creative industry is art performance/showbiz, Saung Angklung Udjo among others.

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Fig. 1 Represents Types Of Creative Industry In Bandung City

Source:

<https://bandungcreativecityforum.wordpress.com/cen/>

The economic potential resulted from creative industries can be seen from the contribution of the trade sector. Based on the data of statistic of Bandung City (BPS Kota Bandung) the sector of trade, hotels, and restaurants is the economic sector which dominantly forming the gross regional domestic product (GRDP) of Bandung City, amounting to 42.40% of the total GRDP of Bandung City with the gross added values of about USD 4.5 billion. The subsector of trade contributed 88.55, the subsector of hotels contributed 3.10%, and the subsector of restaurants contributed 8.35% to the forming of the gross added values of the sector of trade, hotels, and restaurants[4].

In 2007 in Yokohama, Japan, Bandung received an award and a challenge all together, because the city was appointed as the pilot project for the creative city in East Asia. The existence of creative industries which emerges from cultural activities which integrate with economic and social activities has become a distinguished characteristic compared to other countries, in which the existence of creative industries has become the alternative business due to the slowdown of manufacturing industries.

This research is aimed to identify the factors that affect the growth of creative industries in Bandung City which consist of the factors of culture, participation of creative communities, and public policies by using the qualitative approach based on the observation on the object under study. The data are gathered by using observation, interviews, and document analysis.

II CULTURE

The flourish of creative economy in Bandung cannot be separated from the support of Sundanese culture as the dominant culture in Bandung City. The mentioned cultural support is the tolerant and creative values which have become the characteristic of Sundanese culture. Creative in Sundanese culture is known as the term of *motekar* which means persevering, creative, and tough. As for the tolerant attitude, it is found in the concept of *someah hade ka*

semah (being friendly toward their guests) which means to give them food and drink, to protect the guests, to take care of them, and to try to make their guests happy.

The attitude of *hade ka semah* has made the Sundanese people adaptive and open minded toward ideas from the outside, hence various cultures from the outside of Sunda can be accepted and become the elements that enrich the Sundanese culture. Meanwhile, the attitude of *motekar* has made the Sundanese people always try to overcome the challenges of the times. The attitudes of *hade ka semah* and *motekar* have made Bandung more plural, which manifests in various products produced by the people of Bandung. The most easily seen examples are various foods from various regions, processed with various methods and tastes which then become a distinguished attraction to the consumers.

The relation between the attitudes of tolerant, adaptive, creativity, and pluralism, according to Bandung Creative City Forum, has appeared since Bandung made by the Dutch as the city of leisure time and lifestyle which was known at Jalan Braga with the nickname *Parijs van Java*. It has made, since 1920s, the exchange of ideas and cultural values with the outside parties occur which eventually results in the product of contemporary culture that Bandung becomes a Cosmopolitan City. These values contribute to the flourish of creative economy in Bandung.

III CREATIVE COMMUNITY

Creative Communities are the important element in the development of creative industries in Bandung. Communities have become the place to learn, share, and build the network to develop creative industries together.

There are many creative communities in Bandung which initially still fragmented but then they made a commitment to establish a cross-creative community organization which is known as Bandung Creative City Forum (BCCF), initiated by Ridwan Kamil (a creative figure in Bandung) in 2008. The community has an important role in initiating Bandung Creative City Project. Ridwan Kamil exposed the plan for developing the activities of Bandung Creative City Project to the Regional Government.

BCFF uses the education approach based on creativity, planning, and improvement of the infrastructures of the city as the supporting facilities to the development of creative economy and creation of creative entrepreneurs, individually or communally.

The program run by BCCF to make Bandung a creative city is divided into three main activities[5].

1. Fostering Creative Culture: Events, Media, Community Organization and Education
Creative Culture Program tries to make the people creative culturally through creativity in education and organizing creative festivals. BCCF has organized exhibitions, discussions, workshops, excursions, presentations, and meetings.
2. Nurturing Creative Businesses/ Entrepreneurs: Business Incubators, Networking, Economic Policy, Taskforce/Creative Economy Council.

Creative Economy Program makes creativities economically value added through the entrepreneurship programs and the network of Creative Entrepreneur Network (CEN), whose activities comprises: Business Talk, Creative Entrepreneur Tours, YES (Young Entrepreneur Start up).

3. Producing Responsive City Planning/Design: Creative Clusters, Public Space, District Regeneration, Architecture.

Creative Urbanism Program makes creativity can be seen visually through city planning (spatial). The examples of the activities are among others the planning of city parks, with “the program of a park for a community”, Bandung Bike Sharing, Babakan Siliwangi City Forest, and City Acupuncture Program.

The idea of BCCF to realize Bandung Creative City Project is supported by the City Government of Bandung by making Bandung as the Center of Creative Arts, Culture, and Industries. The support of the City Government of Bandung comes in the form of adopting the planning of public parks, facilitator in giving permission and contribution for financing festival activities, and giving grant which is used for paying rents, renovation, and operationalization of public spaces.

The role of communities in establishing networks and incubation businesses gives many benefits to the agents of creative industries and the realization of creative city. Referring to Landry in reference [5] networks and creativity basically are mutually beneficial, because the more the number of knots in a system the bigger the capacity to innovate.

IV PUBLIC POLICY

Creativity as the prerequisite of the birth of creative industries is not only born as the cultural heritage but it can also be created. Growing creative values needs the development of the culture of the people. Because culture is something that is internalized and durable, and it does not easily change, the change of culture needs sustainable and consistent attempts by the government through public policies.

The change of culture can be done directly through socialization and education, and indirectly through structural development and social process. Therefore, the change of culture involves 3 main aspects, namely structure, culture, and social process[6]. Structural development is done through the development of policies, laws, programs, and the passing of the city development budget. Meanwhile, the social process is done through the creation of space for the citizens of the city that enables them to interact with each other and with the regional government. The social process will enable the citizens to express their aspiration and creativity. These three aspects, namely culture, structure, and social process cannot be separated.

Creative culture cannot be separated from the influence of the development of infrastructure, mainly that which has occurred in the following three important phases:

First, in the early 19th century, the Government of Netherlands East Indies built the Great Post Road which connects the west coast of Java Island to the east coast, in which Bandung is one of the region passed by the stretch of the road. Since then, the development of Bandung City has continuously improved, even in the early 20th century the city was planned to be capital of Netherlands East Indies, replacing Batavia. Many supporting facilities of a city had been built to complement the city, mainly facilities of settlements, office buildings, health, economy, military, and education.

The history has recorded some achievements owned by Bandung City related to the building of the infrastructure [7], among others:

1. Champion in collecting coffee;
2. Champion in exporting quinine and tapioca;
3. Champion in educating the indigenous people, mainly after the establishment of *Holland Inlandsche Kweekschool* (HIK);
4. Champion in the beauty, that Bandung is nicknamed “*Kota Kembang* (City of Flowers)”
5. Champion as a pleasant beautiful city that it is called “*Queen of Eastern Mountain City*”
6. Champion in fashion, that it is nicknamed “*Parijs van Java*”
7. Champion in city planning, that the area of Braga became the best shopping area in Southeast Asia.

The achievements indicate that the development of infrastructures has some correlation with the production of excellent goods/services. Therefore, for a long time Bandung City has been supported by creative human resources.

Second, the organizing of Asian African Conference (AAC) in Bandung in 1955 which not only has strategic values in politics, but also has become the arena to promote Bandung City to the international world after it was appointed as the Capital City of Asia Africa.

Third, accessibility to Bandung. In 2005, along with the completion of the Cipularang Toll Road that connects Bandung-Jakarta, the opening of some domestic and international flight routes, and the support of the vision of Bandung as a service city, the growth of creative economy in Bandung has continuously increased. A variety of processed foods, fashion, accessories, etc. has grown as the economic power of the city.

Promotion of the city to the world through the event of AAC and the accessibility to Bandung has strengthened the strategic position of the city. Creativity is also seen as the adaptation process of citizens of Bandung in utilizing the strategic position of the city to be a business opportunity that many domestic and foreign tourists make Bandung their cultural, art, and culinary destination..

Creativity of human resources in Bandung is influenced by the existence of education facilities, from elementary schools to renowned universities which supply hundreds of creative communities in Bandung City.

Historically, intervention from the government such as the building of infrastructures is not directly intended to enhance

the innovative capability to give birth to creative industries. However, the adaptive power which develops naturally has made creative industries grow and thrive in Bandung.

Central government has been aware of the phenomenon of the birth of creative industries in Indonesia, that up to now the sector of creative industries has a higher growth rate than other economic sectors and it has been achieved by a minimal intervention from the government. Therefore, in 2008 the Ministry of Trade of Republic of Indonesia started to introduce a blue print of the industry of creative economy by using the model of the development of creative economy. The model of the development of creative industries is like a building that will strengthen the economy of Indonesia with the foundation, pillars, and roof as the elements of the building.

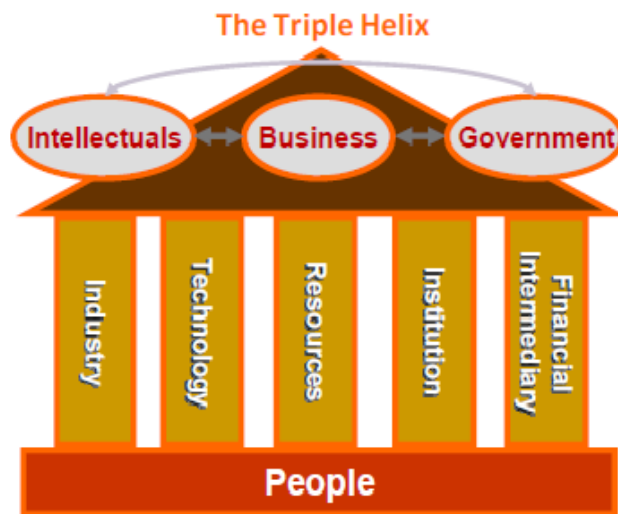


Fig. 2 Model of Development Of Creative Industries

Source: Pengembangan Ekonomi Kreatif Indonesia 2025, Ministry of Trade of The Republic of Indonesia

The policy of the government is focused on the development of creative industries by enhancing the innovative ability and adaptive power which has been naturally developed up to know. This development model of creative industries will bring the creative industries from the origin point toward the achievement of the vision and mission of creative industries of Indonesia in 2030 (destination point) [2].

In order to realize the idea, the Government of Indonesia has taken a number of breakthrough steps. One of them is by establishing creative cities. Bandung is one of the cities that have been chosen as creative industries in, beside Solo and Yogyakarta. Reference [8] states that nowadays the people of the world have entered a big transformation in economy, namely creative economy. Cities cannot only rely on the economic incentives if they want to attract the investment, but they also need to grow 'the climate of people' rather than the business climate, so that they need to build infrastructures to support creativity and establish communities to attract creative people.

Since Bandung has consecrated itself as Creative City, the city has been served by two leaderships of regional government. In 2008–2013, during the term of Mayor Dada Rosada the policy support of the regional government are as follows:

1. Facilitating the meeting with creative communities to accommodate their aspiration in realizing the creative city;
2. Facilitating the activities of exhibition festivals to improve the market of the products of small and medium enterprises;
3. Constructing a public park, namely Cikapayang Park, which has become a brand of attraction of Bandung City;
4. Cooperating with some scholars to conduct studies to support Bandung Creative City;
5. Giving grants to BCCF to pay for the rents, renovation, and operationalization of public space of space knot 2.

During the term of Mayor Ridwan Kamil (as the pioneer of the establishment of BCCF) the policy support of the regional government are as follows:

1. Renovation of the areas which have historical values such as Jalan Braga, which is aimed to present an attractive city decoration which has the potential to be a city landmark;
2. Construction of creative city parks as public spaces that accommodate the activities of changing ideas into creative products. Also participating in encouraging interaction among people in which they share their opinion and experience so that they can learn and influence each other. There are at least 10 thematic parks, among others Vanda Park, Pustaka Bunga Cilaki Park, Photography Park, Jomblo Park, Music Park, Lansia Park, Alun-alun Park, Pet Park, Super Hero Park, and Cibeunying Park.
3. Management of effective bureaucracy to improve the access of public services through the utilization of technology by Bandung Smart City Project.
4. Providing special zones for street vendors
5. Promotion of excellent products to the international world, among other by establishing "little Bandung" that will be opened soon in Seoul, Korea. Little Bandung is a mixture of a café with a special feature of Bandung, a restaurant that provides special foods from Indonesia, especially Sundanese foods, a gallery of excellent products of Bandung City, and a hotel.

Based on the experience of Bandung City, the quality of the agents of creative industries is affected by the integrated movement of creative communities, commitment of the government, and intellectuals. The role of the government as the catalyst determines the success in improving creative industries through various policies of the establishment of infrastructures, incentives, capitals, promotion, and creation of a climate conducive to run a business. Creative communities have a role in establishing marketing networks, bussiness coaching, and also capital aid. Intellectuals can

prepare an education curriculum that can create creativity and spirit of entrepreneurship and they can conduct innovative researches to improve the production quality of goods/services.

Strategies to enhance creative industries can be solution to improve the economy of a region. In the era of autonomy, the regional governments are required to be creative in collecting the genuine local revenue in order to reduce dependency on the endowment fund from the central government. Creative industries are expected not only to enhance the economy but also to cause trickle down effects to increase the number of domestic and foreign tourist visits so that urban-biased taxes and revenues such as hotel tax, restaurant tax, advertising tax, and tourism retribution fees will increase.

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