

Analyzing Economic Growth through Creative Economic Development Strategy in East Java, Indonesia

Mochamad Muchson ¹, Muhammad Anas ¹ and RR. Forijati ¹

¹ Economic Education Department, Universitas Nusantara PGRI Kediri, East Java, 64112, Indonesia.

Corresponding author: Email: mucshon@unpkediri.ac.id

ABSTRACT: Based on the business field (percent) 2016-2020, Kediri City's Gross Regional Domestic Product is supported by the processing industry (81%), with the tobacco processing industry sub-sector reaching 98%. In facing a healthy lifestyle where there will be a decrease in cigarette consumption, resulting in a decrease in sales and a decrease in its contribution to the Gross Regional Domestic Product, it is necessary to develop other business fields, namely the creative economy. This research aims to describe efforts to increase economic growth through creative economic development strategies. This study used a quantitative research approach with a descriptive research type. Instruments and data collection used interviews, documentation, and data analysis techniques (descriptive statistics). The study shows the contribution of the creative economy to the Gross Regional Domestic Product of Kediri City in 2016–2020, which includes: 1) the processing industry business field (the textile and apparel industry, the leather industry, leather goods and footwear, the furniture industry), 2) the provision of food and drink accommodation, 3) the information and communication business field, 4) other services. Efforts to increase economic growth can be managed with a creative economy development strategy that involves four creative economy actors, or quadruple helix. The actions taken are through revolving fund programs, training, exhibitions, workshops, and others.

Keywords: Economic growth, development strategy, quadruple helix, creative economy.

I. INTRODUCTION

Indonesia is in the Ring of Fire and is always prone to natural disasters, for example: earthquakes, landslides, floods, [1] and non-natural disasters like COVID-19 [2]. Such disasters affect various sectors, such as health, education, and economic sectors [3-4]. COVID-19 pandemic has significantly affected the community [5], especially the economic sectors [6]. These events have significantly disrupted various sectors, including health, education, and the economy. Particularly, the economic impact has been profound, with the COVID-19 pandemic exacerbating vulnerabilities within the Indonesian economy, especially in regions like Kediri. In order to overcome these problems, the Indonesian government stimulates economic business sectors to support the country's economy [7], especially Kediri region, east Java.

Based on the percentage of Kediri City's Gross Regional Domestic Product (GRDP) at current prices according to business field (percent) in 2016-2020, two business fields dominate: manufacturing (81% on average) and wholesale and retail trade (9% on average), while 15 other business fields average less than 2%. According to the GRDP distribution of the processing industry (percent) in 2016-2020, the tobacco processing sector accounts for 98% of the total, with the remaining 15 business fields accounting for 2% [8]. This demonstrates that the processing industry, with tobacco processing as a sub-business field, supports Kediri City's GRDP.

This situation is quite different from other cities or regencies, which means that other places display a balanced distribution in each business field. The additional cities or regencies are Madiun City, Batu City,

and Kediri Regency. Each industry can be developed collaboratively for the benefit of each region's economy. The practitioner such as HDI (Human Development Index), labor force, GII (Gender Inequality Index), and GFCF (Gross Fixed Capital Formation) have been found to have a significant impact on economic growth in countries with very high, high, and medium HDI categories [9]. This suggests that investing in human development, promoting gender equality, and ensuring a productive labor force contribute to economic growth in these countries. However, this heavy dependence on a single industry poses a risk, especially as public health initiatives aim to reduce cigarette consumption. This situation necessitates the diversification of the local economy to ensure sustainable growth. One promising avenue is the creative economy, which, although currently underrepresented in Kediri's GRDP, has shown potential in other regions and at the national level.

Given this, it is critical to acknowledge that industry can be built collectively in order to capitalize on the strengths and resources of each region's economy. Regions can leverage on their particular assets by fostering cooperation and exchanging expertise, thereby boosting economic growth and development. While the influence of GII on economic growth was not considerable in low HDI nations, collaborative industrial development remains a vital method for lifting these economies and increasing their potential for long-term prosperity. On the other hand, the country's efficiency performance TE slowed, with companies finishing the period of analysis with an 18% lower TE on average [10].

The higher the globalization of the economy, the more unemployment will increase, economic growth will not have a significant effect on unemployment in ASEAN [11]. Increasing economic globalization can have an impact on creative economic growth in ASEAN. Furthermore, to address a healthy lifestyle, such as reducing cigarette consumption, which results in decreased cigarette sales and a decreased contribution to GRDP, it is necessary to develop other business fields. A new economic idea known as the "creative economy" depends on ideas, ideas, and knowledge from human resources as its primary production factor. Creative economy has a clear orientation, namely using ideas to generate profits.

The role of the creative economy in Kediri City's GRDP is still small (about 4% of GRDP) but not completely absent. There are several creative economic business fields that contribute to the GRDP of Kediri City, including 1) handicrafts which are included in the processing industry business field in the textile and apparel industry category. 2) Handicrafts are included in the processing industry in the category of leather industry, leather goods and footwear. 3) Interior design is included in the manufacturing industry in the furniture industry category. 4) Culinary which is included in the business field of providing accommodation and eating and drinking. 5) Visual communication design; films, animations, videos; publishing; music; Radio and Television are included in the category of Information and Communication. 6) Performing arts are included in the category of other services. This category has quite broad activities which include arts, entertainment and recreation [12].

The contribution of the creative economy to the national economy are: 1) The GDP of the creative economy at current prices in 2019 is 1,153.4 trillion, this figure is equivalent to 7.5% of total GDP. 2) In national exports, creative economy exports fall into the category of non-oil and gas exports. In 2019 the contribution of craft exports to the national economy was US\$ 19.6 billion or 11.9%. During 2019, the number of people working in the creative economy sector was 19.2 million people (15.21% of the national workforce). The percentage of labor growth in the creative economy sector from 2018 to 2019 was 4.02% [13].

This research is driven by the desire to explore alternative economic avenues that can supplement and eventually reduce the overdependence on tobacco processing. One promising sector is the creative economy, which, although currently contributing a small percentage to Kediri's GRDP, holds significant potential for growth and diversification. The creative economy, leveraging human creativity and intellectual capital, can generate substantial economic value and employment opportunities. This study aims to identify and develop strategies to enhance the role of the creative economy in Kediri, thus contributing to the broader goals of economic diversification and resilience. The primary objective of this research is to investigate and describe effective strategies for fostering economic growth in Kediri through the development of the creative economy between 2016 and 2020. By analyzing the current contributions of various creative sectors—such as handicrafts, interior design, culinary arts, visual communication, and performing arts—this study seeks to propose actionable strategies that can stimulate economic diversification and growth. Additionally, it aims to highlight the importance of human development, gender equality, and productive labor forces as critical practitioners in supporting these strategies. Ultimately, this research aspires to provide a comprehensive

framework that policymakers and stakeholders can utilize to bolster Kediri's economy and enhance its resilience against future economic and environmental shocks.

From the description above, the problem is formulated how to increase economic growth through creative economy development strategies in 2016-2020 at the City of Kediri and what is the contribution of key stakeholders such as the Kediri City Economic Service, the Department of Industry and Trade, and Nusantara University PGRI Kediri to the investigation? While the purpose of this study is to describe efforts to increase economic growth through creative economy development strategies in the City of Kediri 2016-2020. How do the creative economy strategies contribute to the economic growth potential of Kediri City?

II. LITERATURE REVIEW

The main goal of economic growth is to increase human welfare. National income, on the other hand, serves as a gauge of economic development. National income itself is the total value of goods and services produced by an economy (country) in a certain period. There are three methods for calculating national income, namely the production method (added value), the income method and the expenditure method. National income reflects the level of economic activity achieved by a country in a certain period. Meanwhile, economic growth shows changes in the level of economic activity that occur from year to year. To understand the level of economic growth of the year, it must be compared with national income from year to year.

There are three basic components needed for a nation's economic growth: 1) continuous increase in the supply of goods; 2) advanced technology as the main factor that determines the degree of growth in providing a variety of goods to the population; 3) widespread and efficient use of technology requires adjustments in the institutional and ideological fields, so that innovations produced by human science and technology can be utilized appropriately. Remittances also have a positive influence, but not significantly to economic growth in Indonesia in the long term [14]. However, in the context of the development of the creative economy, remittances can act as a source of funding that supports the development of creative industries in Indonesia. In addition, the variable world oil price (world oil price) significantly influences Indonesia's economic growth in the short term. However, the creative economy sector, with its diverse potential and creative resources, can act as a mitigation against fluctuations in world oil prices, helping to create economic stability and sustainability in this country.

Creative Economy is an economic activity that makes creativity, cultural heritage, and the environment the foundation of the future. This is a process of creating added value based on creativity, culture and the environment that adds value to an economy. The point is that productivity comes from creative people who rely on their knowledge skills [15]. However, the creative economy industry requires the support of communication technology.

The impact of telecommunications infrastructure development only emerges through the product or outcome of economic growth [16]. The development of telecommunications infrastructure has a significant impact on the growth and development of the Creative Economy. Good and sophisticated telecommunications infrastructure creates better connectivity between creative industry players, consumers and global markets. This enables Creative Economy practitioner to communicate, collaborate, and distribute their products and work more efficiently and widely.

Law of the Republic of Indonesia No. 24 2019 states that creative economy is the embodiment of added value from intellectual property originating from human creativity based on cultural heritage, science and/or technology. Creative Economy Practitioners are individuals or groups of Indonesian citizens or business entities with legal entities or non-legal entities established under Indonesian law that carry out Creative Economy activities. Creative Economy Ecosystem is a connected system that supports the Creative Economy value chain, namely creation, production, distribution, consumption, and conservation, which is carried out by Creative Economy Practitioners to provide added value to their products so that they are highly competitive, easily accessible, and protected economically.

Customer satisfaction also directly influences behavior, secondarily to the destination and brand [17]. In the context of developing the creative economy, customer satisfaction also has a direct influence on consumer behavior, which in turn can contribute to the growth of this sector. When customers are satisfied with the products or services offered by creative economy actors, they tend to return as loyal consumers. This can help in building a strong reputation and brand image, which in turn can increase the attractiveness of a

destination or brand in the creative industry. In a competitive creative economy environment, prioritizing customer satisfaction is an important strategy to retain and attract consumers, which contributes to the growth and success of the creative economy.

The creative economy can increase economic growth, absorb labor, reduce unemployment and reduce poverty. Based on the 2020 Creative Economy Statistics, there are 17 fields/subsectors in the creative economy, as followings: 1) applications, 2) architecture, 3) interior design, 4) visual communication design, 5) product design, 6) fashion, 7) film, animation, and video, 8) photography, 9) crafts, 10) culinary, 11) music, 12) publishing, 13) advertising, 14) performing arts, 15) visual arts, and 16) television and radio, 17) interactive games.

The creative economy development model uses the Quadruple helix, it is collaboration among the government, the private sector (creative business practitioners), intellectuals (universities/schools) and the community (groups of similar business practitioners). The four creative model development practitioners have their respective roles and synergize to develop the creative economy. The government has a role as a regulator and creates conducive atmosphere for the development of creative economy businesses. The private sector or business practitioners have a role in increasing creative economic growth, creating jobs and increasing exports. Intellectuals have a role in fostering a spirit of creativity through the teaching and learning process and the Community has a role in encouraging community members to be even more creative, continuous in production, innovative and obedient to rules. In this context, customer knowledge (customer knowledge management) has a significant influence on innovation capability and business performance [18]. In addition, the community also has an important role in encouraging its members to be more creative, sustainable in production, innovative, and comply with rules.

Based on the provided context, a significant gap in the study is the heavy dependence of Kediri City's Gross Regional Domestic Product (GRDP) on the tobacco processing industry, which accounts for more than 97% annually. This reliance poses substantial risks, especially as public health initiatives aim to reduce cigarette consumption, potentially leading to decreased sales and a diminished contribution to the GRDP. This underscores the urgent need for economic diversification to ensure sustainable growth. Additionally, the creative economy's current contribution to Kediri City's GRDP is around 4%, indicating its underrepresentation in the city's economic structure. This gap presents a valuable opportunity for further exploration and development of the creative economy sector, which could significantly enhance the city's economic growth and resilience.

In addition, collaboration between the education sector and industry is key in the development of the creative economy, by ensuring that there are adequate educational programs to train and develop the community's creative talents. The government also needs to push policies that facilitate access for creative economy practitioners to obtain the financing needed to expand their businesses and increase competitiveness in the market. In addition, efforts are needed to build public awareness of the importance of protecting intellectual property rights in creative industries, to create a conducive environment for innovation and the sustainability of the creative economy sector.

This research aims to analyze the correlation between strategic initiatives implemented by the Kediri City Economic Service and the growth of the creative economy sector, which in turn contributes to increasing economic development in Kediri City. These strategic initiatives include various empowerment programs, training, financial support and the creation of a conducive ecosystem for creative economy players. The growth of the creative economy sector is expected to increase innovation, create new jobs and increase the competitiveness of local products in domestic and international markets. Thus, this research will explore the extent to which this initiative is effective in encouraging creative economic growth and what impact it has on overall economic development in Kediri City. It is hoped that this analysis will provide valuable insights for policy making and economic development strategies in the future.

III. MATERIAL AND METHOD

Utilizing quantitative methods to analyze the percentage distribution of the Gross Regional Domestic Product (GRDP) of Kediri City by business field from 2016 to 2020. This involves using statistical analysis to

quantify the economic contributions of different sectors to the city's GRDP, providing insights into the economic landscape. By examining data trends over a five-year period, researchers can identify which sectors are driving economic growth and which are lagging, thus informing policy and investment decisions.

Employing qualitative methods like thematic analysis to interpret data from interviews with key stakeholders such as the Kediri City Economic Service and the Department of Industry and Trade. By analyzing textual data from interviews and documents, qualitative methods can uncover insights into stakeholders' perceptions and challenges in the creative economy development of Kediri City. This approach helps to understand the nuanced views and experiences of those directly involved in economic planning and execution, providing a richer, more detailed understanding of the qualitative aspects of economic development.

This approach combines the power of statistical analysis and interpretive analysis to produce more complete and in-depth findings, as well as provide a richer understanding of the phenomenon being studied. By integrating quantitative data from GRDP reports with qualitative insights from stakeholder interviews, the study ensures a comprehensive analysis of Kediri City's economic landscape. This methodology allows for a detailed examination of both numerical trends and personal experiences, offering a holistic view of the creative economy's impact. Consequently, the mixed-method approach enhances the robustness of the research findings, aligning with emphasis on the benefits of combining statistical and interpretive analyses to achieve deeper insights.

Qualitative analysis techniques such as thematic analysis and narrative analysis were applied as follows: Thematic Analysis done by coding the interview transcripts to identify recurring themes and patterns. This method helped in organizing the data into coherent categories that reflect the main concerns and ideas of the stakeholders. The narrative analysis which was focused on understanding the stories and personal accounts of the participants. By analyzing these narratives, the study captured the subjective experiences and insights of stakeholders, providing depth to the quantitative findings.

To ensure clarity and coherence, the methodology section detailed each step of the research process, providing specific examples and explanations. For instance, the criteria for selecting the creative economy sub-sectors were clearly outlined, and the rationale behind each methodological choice was explained in the context of the study's objectives. This thorough approach ensured that the methodology was transparent and easily understandable. The analysis of data trends, such as shifts in GRDP contributions by different sectors, highlighted the economic dynamics in Kediri City. These trends were interpreted to explain their implications for policy and market strategies. For example, an increase in GRDP contribution from the culinary arts sector might suggest a growing market and potential for further investment.

The research framework is designed to explore and analyze the economic growth potential of Kediri City through the development of creative economy strategies. The study leverages a mixed-method approach, incorporating both qualitative and quantitative data to provide a comprehensive analysis. The primary focus is on understanding the current state of the creative economy in Kediri and identifying strategies for its enhancement by examining various stakeholders, educational institutions, practitioners, and communities involved in the creative economy.

Based on the objectives and the mixed-method approach of this study, the following three hypotheses are proposed:

- H1: The creative economy sectors (interior design, fashion, crafts, culinary arts, and visual communication design) significantly contribute to the economic growth of Kediri City as measured by the Gross Regional Domestic Product (GRDP) from 2016 to 2020.
- H2: Key stakeholders, including the Kediri City Economic Service and the Department of Industry and Trade, perceive significant challenges and opportunities in the development of the creative economy in Kediri City.
- H3: There is a positive correlation between the strategic initiatives implemented by the Kediri City Economic Service and the growth of the creative economy sectors, leading to enhanced economic development in Kediri City.

1. DATA COLLECTION

The sampling technique of this study was purposive sampling; it is a sampling technique with certain consideration [20]. Purposive sampling was applied by selecting participants based on their relevance to the research objectives. Specifically, the study focused on five sub-sectors of the creative economy that are known to contribute significantly to Kediri City's economic development. These sub-sectors were chosen due to their high impact on the Gross Regional Domestic Product (GRDP) and included: interior design, fashion, crafts, culinary arts, and visual communication design. This targeted approach ensured that the sample included stakeholders who could provide valuable insights into the economic contributions and developmental needs of these sectors. It follows the point of view from Sugiono, the research population is a group of people, objects, or events that have certain characteristics or characteristics which are the focus of a research study.

Each selected object of research was chosen for its specific role in the creative economy development of Kediri City: The first is Kediri City Economic Service. This entity is essential in formulating and implementing regional economic policies, making it a critical source of information on economic strategies and outcomes. The second is Department of Industry and Trade which Responsible for the oversight and promotion of local industries and trade, this department's insights are essential for understanding the industrial and commercial dynamics of Kediri. The last was Higher Education Institutions (e.g., Nusantara University PGRI Kediri): These institutions contribute to human capital development through education and training, directly influencing the skill set and productivity of the workforce in the creative economy. The sample is taken based on a set quota to ensure a proportional distribution of certain characteristics data [19].

The interviews covered a range of topics including economic policies, challenges in the creative sectors, and future development plans. Questions were designed to elicit detailed responses about stakeholders' experiences and perceptions regarding the economic growth and creative economy of Kediri. In other side, the documentation analysis included reports from the Central Bureau of Statistics, strategic plans from the Kediri City Economic Service, and academic publications related to the creative economy. These documents provided

2. RESEARCH DESIGN

The study's research design incorporates a mixed-method approach, integrating quantitative and qualitative methodologies. Quantitative techniques were utilized to examine the distribution of the Gross Regional Domestic Product (GRDP) of Kediri City across various business sectors between 2016 and 2020, yielding statistical insights into each sector's economic contributions. Qualitative methods, such as thematic analysis, were employed to analyze data obtained from interviews with key stakeholders, including the Kediri City Economic Service and the Department of Industry and Trade. This qualitative analysis aims to reveal the stakeholders' perspectives and challenges concerning the development of the creative economy in Kediri City. By combining quantitative and qualitative approaches, the study achieved a comprehensive analysis of the economic landscape, providing a deeper understanding of the subject matter and strengthening the research findings.

2.1. Quantitative Research Design

This research analyzes the percentage distribution of Kediri City's Gross Regional Domestic Product (GRDP) based on business fields from 2016 to 2020 using quantitative techniques. Descriptive statistical analysis is applied to measure the economic contribution of various sectors to the city's GRDP, identifying patterns and trends over time. In addition, regression analysis is used to determine the relationship between certain sectors and GRDP growth, providing in-depth insight into the factors that influence the economic landscape of Kediri City.

2.2. Qualitative Research Design

The qualitative research design encompasses thematic analysis, narrative analysis, codification analysis, and grounded theory analysis to recognize patterns and interpret qualitative data. Thematic analysis involved coding interview transcripts to pinpoint recurring themes and patterns, structuring the data into

cohesive categories that mirror the primary concerns and ideas of stakeholders. Narrative analysis delved into stakeholders' narratives and personal anecdotes to capture subjective experiences and insights, adding depth to the quantitative findings. These qualitative analyzes were geared towards introducing nuanced perspectives and experiences linked to economic development in Kediri City, aiming to provide a more comprehensive and detailed understanding of the qualitative facets of the creative economy's evolution.

IV. DATA ANALYSIS

Each selected object of research was chosen for its specific role in the creative economy development of Kediri City: The first is Kediri City Economic Service. This entity is essential in formulating and implementing regional economic policies, making it a critical source of information on economic strategies and outcomes. The second is Department of Industry and Trade which Responsible for the oversight and promotion of local industries and trade, this department's insights are essential for understanding the industrial and commercial dynamics of Kediri. The last was Higher Education Institutions (e.g., Nusantara University PGRI Kediri): These institutions contribute to human capital development through education and training, directly influencing the skill set and productivity of the workforce in the creative economy. The sample is taken based on a set quota to ensure a proportional distribution of certain characteristics data [19].

The interviews covered a range of topics including economic policies, challenges in the creative sectors, and future development plans. Questions were designed to elicit detailed responses about stakeholders' experiences and perceptions regarding the economic growth and creative economy of Kediri. In other side, the documentation analysis included reports from the Central Bureau of Statistics, strategic plans from the Kediri City Economic Service, and academic publications related to the creative economy. These documents provided both quantitative data and contextual information necessary for a comprehensive analysis.

To ensure clarity and coherence, the methodology section detailed each step of the research process, providing specific examples and explanations. For instance, the criteria for selecting the creative economy sub-sectors were clearly outlined, and the rationale behind each methodological choice was explained in the context of the study's objectives. This thorough approach ensured that the methodology was transparent and easily understandable. The analysis of data trends, such as shifts in GRDP contributions by different sectors, highlighted the economic dynamics in Kediri City. These trends were interpreted to explain their implications for policy and market strategies. For example, an increase in GRDP contribution from the culinary arts sector might suggest a growing market and potential for further investment in this.

The research framework is designed to explore and analyze the economic growth potential of Kediri City through the development of creative economy strategies. The study leverages a mixed-method approach, incorporating both qualitative and quantitative data to provide a comprehensive analysis. The primary focus is on understanding the current state of the creative economy in Kediri and identifying strategies for its enhancement by examining various stakeholders, educational institutions, practitioners, and communities involved in the creative economy.

1. QUANTITATIVE DATA ANALYSIS

Based on the percentage distribution of the Gross Regional Domestic Product of the City of Kediri at current prices by Business Field (percent) 2016-2020. DRDP is the total market value of all final goods and services produced within Kediri City in a given period. There are five major contributors to GRDP, as followings:

Table 1. The Growth of Kediri GRDP in the Business Field

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Processing industry	81,54	81,28	81,53	82,04	82,13
Wholesale and retail trade; car and motorcycle repair	9, 27	9, 51	9, 54	9, 31	8, 67
Information and Communication	1, 93	1, 89	1, 78	1, 67	2, 08

Construction	1, 86	1, 86	1, 77	1, 67	1, 64
Accommodation service and meals	1, 54	1, 59	1, 35	1, 55	1, 48

The data above shows that the GRDP of Kediri City is supported by the processing industry which reaches above 81% annually, followed by wholesale and retail trade; repair of cars and motorbikes which reaches an average of 9% annually. While the two major distributions of GRDP in the processing industry business sector in Kediri City (percent) 2016-2020:

Table 2. The Growth of two majors Business Sector in Kediri 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Tobacco processing industry	97,96	97,86	97,87	97,79	97,45
Food and beverage industry	1,84	1,94	1,94	2,04	2,38
The other 14 businesses	0	0	0.06	0	0.03

The data above shows that Kediri City's GRDP is supported by the tobacco processing industry which reaches more than 97% annually, followed by the food and beverage industry with an average of 2%. The following describes the growth rate of Kediri City's GRDP at constant 2010 prices by business field (percent) 2016-2020:

Table 3. The Growth of two majors Business Sector in Kediri 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Accommodation service and meals	7,94	8,28	4,78	7,24	-10,27
Information and Communication	7,92	3,79	3, 91	2,04	17,82
Health services and human social activities	6, 91	6, 94	6, 99	5, 97	9, 99
Company services	6,46	6,51	5,58	4,30	-7,04
Educational services	6, 28	6, 39	6, 31	6, 44	3,16
Transportation and warehousing	6,12	7,59	8,37	5,59	-0, 68
Processing industry	5,14	4,71	5,38	5,70	-6,37

The data above shows that the highest GRDP growth rate for Kediri City before Covid 19 in 2020 was the provision of accommodation and food and drink with an average of above 7%, followed by information and communication 6% and health services and human social activities 6%. Meanwhile, the processing industry has an average GRDP growth rate of 5%. Every year [12].

This condition is different from the existing GRDP structure in Kediri Regency where the distribution of the percentage of GRDP in Kediri Regency is based on current prices according to business field (percent) 2016-2020:

Table 4. The Growth of two majors Business Sector in Kediri 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Agriculture, forestry and fisheries	26,15	25,15	24,00	22,86	23,56
Processing industry	19,31	19,78	20,44	21,01	21,49
Wholesale and retail trade; car and motorcycle repair	19,52	19,74	20,07	20,25	18,96
Construction	9,40	9,55	9,54	9,51	9,03
Information and Communication	5,11	5,20	5,22	5,36	5, 89
Educational services	5,02	5,00	4,99	5,12	5,33

The data above shows that Kediri Regency's GRDP is supported by agriculture, forestry and fisheries which reach an average of 24% annually, followed by the processing industry which achieves an average of 20% annually, wholesale and retail trade; car and motorcycle repairs on average 19% annually, construction on average 9% annually and information and communication on average 5% annually. The role of sub-categories in the added value of the processing industry category in Kediri Regency (percent) 2016-2020:

Table 5. The Growth processing industry in Kediri Regency 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Food and beverage industry	36,49	37,84	37,91	39,42	42,79
Paper and paper products industry; printing and reproduction of record media	29,35	28,56	28,77	28,78	28,74
Tobacco processing industry	19,30	19,32	19,98	20,08	18,72
Wood industry, goods made of wood and cork and woven goods made of bamboo, rattan and the like	8,62	8,21	7,63	6,31	5,03
Furniture industry	1,57	1,56	1,49	1,46	1,25

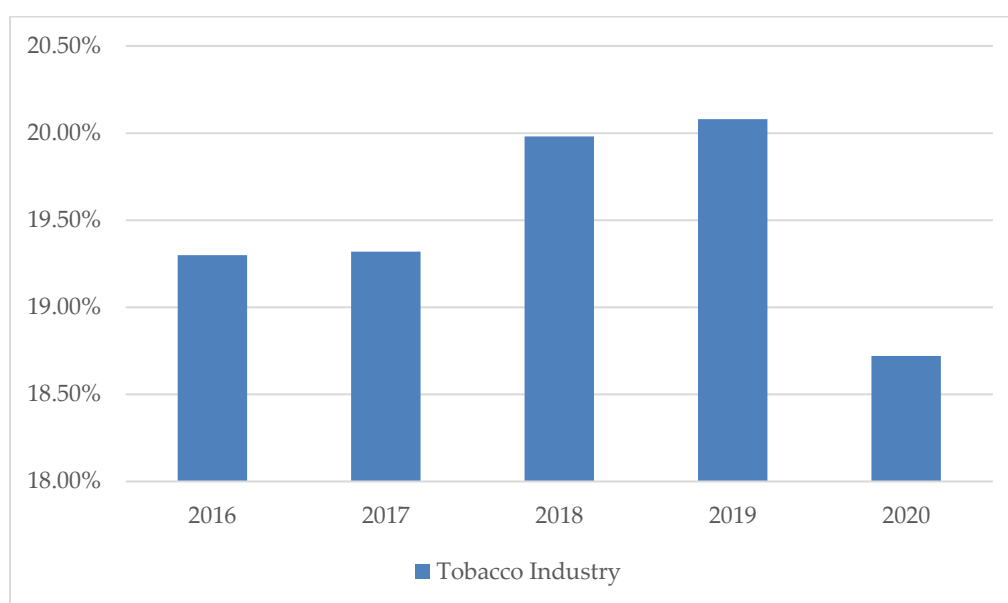


FIGURE 1. Tobacco Industry of Kediri in 2019

The figure above shows fluctuations in the percentage contribution of the tobacco processing industry from year to year. In 2019, this percentage peaked at 20.08%, while in 2020, this percentage decreased to 18.72%. It is necessary to carry out further analysis and consider economic factors, industrial policies, and changes in the demand for the tobacco market. GRDP growth rate of Kediri Regency at constant 2010 prices by business field (percent) 2016-2020:

Table 6. The growth rate of Kediri Regency by business field 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Information and Communication	11,02	7,46	8,04	8,07	8,24
Accommodation service and meals	6,94	7,01	7,11	7,52	7,33
Transportation and warehousing	6,51	6,92	6,54	6,72	7,93

Processing industry	6,11	6,02	6,10	7,46	7,63
Educational services	6,26	5,77	5,13	5,68	7,58

The data above shows that the highest GRDP growth rate in Kediri Regency is information and communication an average of 9% annually, accommodation and food and drink provision with an average of above 7% each year followed by transportation and warehousing an average of 6%, the average processing industry -an average of 6% and education services an average of 6% annually.

The condition of Kediri City is also different from the GRDP structure of Batu City on the basis of current prices according to business sector (percent) 2016-2020:

Table 7. The growth rate of Kediri City 2016 – 2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Wholesale and retail trade; car and motorcycle repair	18,1	18,1	18,5	18,7	18,6
Agriculture, forestry and fisheries	16,2	15,6	15,1	14,5	15,9
Other services	15,3	15,6	16,0	16,3	14,6
Accommodation service and meals	12,1	12,2	12,3	12,3	10,1
Construction	11,5	11,9	12,0	12,2	12,2
Information and Communication	6,2	6,0	5,8	5,7	6,7

The data above shows that the GRDP of Batu City is supported by wholesale and retail trade; car and motorcycle repairs which reach an average of 18% annually, followed by agriculture, forestry and fisheries which achieve an average of 15% annually, other services on average 15% annually, construction on average 12% annually and information and communication an average of 5% annually.

The role of sub-categories in the added value of the processing industry category in Batu City (percent) 2016-2020:

Table 8. Sub-categories in the added value of the processing industry category in Batu City

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Food and beverage industry	71,79	73,76	74,59	76,65	80,30
Furniture industry	11,00	10,16	9,00	9,44	7,89
Wood industry, goods made of wood and cork and woven goods made of bamboo, rattan and the like	5,64	5,20	5,06	4,20	3,27
Textile and apparel industry	2,56	2,36	2,31	2,21	2,21
Rubber industry, goods from rubber and plastics	2,14	2,29	2,10	1,90	1,63

Comparing the growth rate of GRDP in Batu City at constant 2010 prices by business field (percent) 2016-2020 as follows:

Table 9. Growth rate of GRDP in Batu City at constant 2010 prices by business field City

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Construction	9,0	8,8	7,2	6,9	-21,9
Accommodation service and meals	6,9	7,4	8,4	9,0	-15,9
Transportation and warehousing	6,5	7,8	8,4	6,8	-2,7
Wholesale and retail trade; car and motorcycle repair	6,8	7,5	7,7	6,0	-7,3

The data above shows that the highest growth rate of GRDP in Batu City is construction with an average of 9% annually, provision of accommodation and food and drink with an average of above 8% per year followed by other services with an average of 7%, transportation and warehousing on average 7 % and Wholesale and retail trade; car and motorcycle repairs an average of 7% annually [12].

The condition of the Kediri city is also different from the GRDP structure of the City of Madiun on the basis of current prices by business field (percent) 2016-2020:

Table 10. GRDP structure of the City of Madiun on the basis of current prices by business field

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Wholesale and retail trade; car and motorcycle repair	24,96	25,15	25,67	25,93	24,05
Processing industry	16,16	16,35	16,33	16,23	14,74
Information and communication	13,63	13,68	13,35	13,13	15,78
Financial and insurance services	10,53	10,38	10,32	10,15	10,33
Educational services	7,72	7,61	7,45	7,57	8,06
Construction	6,42	6,33	6,13	5,92	5,80

The information presented indicates that the Gross Regional Domestic Product (GRDP) of Madiun City is driven by various sectors. Wholesale and retail trade, as well as car and motorcycle repair, contribute significantly with an average annual growth rate of 25%. The manufacturing industry follows closely with an average annual growth rate of 16%. Information and communication sector experience an average annual growth rate of 15%, while financial services and insurance show an average of 10% growth annually. Education services demonstrate an average annual growth rate of 7%, and construction contributes with an average annual growth rate of 5%. The role of sub-categories in the added value of the processing industry category in Madiun City (percent) 2016-2020:

Table 11. The Added Value of the Processing Industry category in Madiun City

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Transportation equipment industry	61	61	60	59	52
Food and beverage industry	23	23	25	27	32
Rubber industry, goods from rubber and plastics	8	7	7	7	6
Metal goods, computers, electronic goods, optical and electrical equipment industries	3	3	3	3	3

Comparing to Madiun City GRDP growth rate at constant 2010 prices by business field (percent) 2016-2020 describes as follow:

Table 12. Madiun City GRDP growth rate by business field (percent) 2016-2020

Business Field / Years	Percentage				
	2016	2017	2018	2019	2020
Accommodation service and meals	7,30	7,47	9,23	8,86	-7,98
Transportation and warehousing	7,13	8,18	8,48	9,11	-4,38
Processing industry	7,21	8,00	7,01	4,64	-12,84
Information and communication	6,64	6,77	5,34	4,58	16,12
Wholesale and retail trade; car and motorcycle repair	5,11	5,83	7,25	6,19	-11,18

The data above shows that the highest GRDP growth rate for Madiun City is the provision of accommodation and food and drink with an average of above 8% annually, followed by transportation and warehousing with an average of 8%, the processing industry with an average of 7% per year, information and communication on average - an average of 5 % annually and wholesale and retail trade; car and motorcycle repairs an average of 7% annually [22]. Meanwhile, the data above shows that the GRDP of Kediri City is supported by the processing industry which reaches above 81% annually. The data above also shows that the GRDP of Kediri City is supported by the tobacco processing industry which reaches more than 97% annually. This raise concerns in the future with the development of healthy lifestyles that reduce cigarette consumption so that cigarette sales will decrease and the contribution to GRDP will also decrease. For this reason, it is necessary to develop other business fields including the creative economy. The creative economy is included in the processing industry. The contribution of the creative economy to the distribution of GRDP in the processing industry field in 2016-2020 Kediri City.

2. QUALITATIVE DATA ANALYSIS

Crafts or Handicrafts are included in Textile and Apparel Industries. This sub category is a combination of two main groups such as the textile industry and the apparel industry. The textile industry includes the processing, spinning, weaving and finishing of textiles and clothing materials, the manufacture of non-clothing textile goods (such as bed sheets, tablecloths, curtains, blankets, rugs, ropes, etc.). The apparel industry includes all sewing work from all materials and types of clothing and accessories, there is no difference in the manufacture of children's and adult clothing, or traditional and modern clothing. This division also includes the manufacture of animal furs (clothing from animal furs and fur skins). Examples of products produced: woven fabrics, threads, fabrics, batik, knitwear, made-to-order garments and others.

Crafts or Handicrafts are included in Leather Industry, Leather Goods and Footwear. This main group includes the processing and dyeing of fur skins and the process of converting hides into leather by tanning or the process of curing and drying and the processing of leather into ready-to-use products, the manufacture of luggage, handbags and the like, horse clothing and horse equipment made of leather, and the manufacture of footwear. This main group also includes the manufacture of similar products from other materials (imitation leather or artificial leather), such as rubber footwear, textile luggage, and others. Meanwhile, the leather industry, leather goods and footwear contributed none.

Interior Design is included in furniture Industry. The furniture industry includes the manufacture of furniture and related products made from various materials except stone, cement, and ceramics (which can be wood, aluminum, iron). The processing of furniture manufacturing is a standard method, namely the forming of materials and assembling components, including cutting, molding, and coating. Product design for both aesthetics and functional quality is an important aspect in the production process. In 2016-2020 the furniture industry contributed GRDP. The textile and apparel industry, the leather industry, leather goods and footwear, and the furniture industry are included in the processing industry business field with growth (percent) in 2016.

Culinary is included in Food and Drink Provision. Activities in this sub-category include dining and drinking services that provide food or drinks for immediate consumption, both in traditional restaurants, self-service restaurants or take away restaurants, either in fixed or temporary locations with or without seating. What is meant by the provision of food and beverages is the provision of food and beverages for immediate consumption based on orders. In 2016-2020 the provision of accommodation contributed to GRDP (million rupiah) are null. The next is food and drink as shown in Table 12. The growth in the provision of food and drink accommodation from 2016-2020 had the highest growth in 2017 and the lowest in 2020 due to the Covid-19 pandemic.

Visual communication design; films, animations, videos; publishing; music; Radio and Television include in Information and Communication. This category includes the production and distribution of information and cultural products, supplies of equipment to transmit or distribute these products as well as data or communication activities, information, information technology and data processing and other information services. The category consists of several industries, namely publishing, motion picture production, video, sound recording and music publishing, broadcasting and programming (Radio and Television), Telecommunications, Programming, computer consulting and information technology. In 2016-2020, the

information and communication business field have a role in supporting activities in every economic sector. In 2020 the GRDP value of the information and communication business sector will reach 2.75 trillion rupiah. The contribution to the economy was 2.08 percent, which has increased compared to 2018 which reached 1.67 percent. Growth in the information and communication business field in 2016 to 2020 was around 17.82 percent, which has accelerated compared to 2019 which reached 2.04 percent.

Performing arts are included in other services. This category has a wide range of activities which include arts, entertainment, and recreation; computer repair services and personal goods and household equipment; individual services serving households; activities that produce goods and services by households that are used alone to meet needs; Other private services include the activities of international bodies such as the UN and UN agencies, Regional Agencies, IMF, OECG and others. The contribution of other services to the economy of Kediri City in 2020 is 0.29 percent. The contribution of other service business fields during 2016-2020 showed a declining trend. Growth rate (percent) in 2016 to 2020 experienced a contraction of 14.33 percent. This value is the lowest value during 2016-2020.

In an effort to increase creative economic growth in Kediri City, it can be implemented with a creative economy development model or strategy, which involves four creative economy practitioners or quadruple helix (city government, universities, business world and community). The Kediri City government's plan can be seen in the fourth vision like strengthening the people's economy towards realizing the City of Kediri as a center for trade, services, tourism and creative industries and various regional regulations for the City of Kediri in empowering Micro, Small and Medium Enterprises and Cooperatives such as: 1) Regulations Kediri City Region Number 7 of 2019, Concerning Micro Enterprise Empowerment. 2) Regional Regulation of the City of Kediri Number 4 of 2009 concerning Empowerment of Cooperatives, Micro, Small and Medium Enterprises. 3) Regulation of the Mayor of Kediri Number 59 of 2009. Concerning Guidelines for Implementing Equity Participation Through the Empowerment Program for Cooperatives, Micro, Small and Medium Enterprises. While the actions of the Kediri City government are in the form of providing revolving funds, training, comparative studies, exhibitions, workshops or seminars and others.

The plans for universities such as Nusantara PGRI Kediri University are the establishment of the 2016-2020 Nusantara PGRI Kediri University Research Group like the field of B Economy and HR among research groups such as creative economy, entrepreneurship and MSMEs. 2) Curriculum for the Master of Economics Education in the Creative Economy course. Actions taken by universities in the form of research (thesis, dissertation, general) and in the form of community service in various creative industry centers which of course contribute to the development of the creative economy. In addition to tertiary institutions, at the secondary school level, especially vocational high schools, there are creative product and entrepreneurship subjects which are subjects that are directly related to instilling entrepreneurship education in students. This subject can provide students with understanding and entrepreneurial skills, especially creative products. Even outside of vocational schools, such as elementary, middle and high schools, there are also craft and entrepreneurship subject whose learning outcomes are in the form of creative products. This means that schools or educational institutions from primary, secondary and higher education have creative economic subjects or courses in their curriculum and the learning outcomes are in the form of creative products and are expected to become creative economy practitioner in society who can contribute to national and regional development like contributing to income. (GDP), employment and increased exports.

The plans and actions of the business world such as Telkom Company can be seen from the operational plan called the Telkom Indonesia digital MSMEs Village program (in 2015-2019) there are planned to be 100 digital MSMEs Villages in Indonesia) including in the Ikat weaving industry center in Kediri City. Many large companies, both BUMN and private companies, through CSR (Corporate Social Responsibility) support the performance of MSMEs, including the economy/creative products through various kinds of empowerment such as aspects of capital, marketing, exhibitions, training, technology and others. Plans and actions carried out by the community with the example of the Kediri City Ikat industry center are training, comparative studies, exhibitions, workshops or seminars in collaboration with various parties such as the Kediri city government, universities, the business world, banking, financial services authorities and others.

Besides the development of the creative economy involving the four components like the government, intellectuals, the private sector and the community, the development of the creative economy is also supported by creative human resources (creative people) and it is duty of educational institutions to give birth to these creative people. Other components for the development of the creative economy are support

for resources, industry, financing, marketing, technology and infrastructure. Components that are no less important for the development of the creative economy are economic institutions or creative businesses in order to receive protection from the government and financial institutions.

The various creative economy development strategy efforts are expected to enable the creative economy in the City of Kediri to become a strong and independent business, contributing to the city's economic development by increasing its contribution to GRDP and economic growth. Aside from contributing to GRDP, the creative economy is projected to be able to absorb workers, lowering unemployment, poverty, and increasing exports.

The absorption of the number of workers in the City of Kediri can be grouped into eight jobs. During the last five years 2014-2019 the types of jobs that absorbed the most workers were trade, restaurants and accommodation services around 34.57 - 42.78 percent (meaning that culinary is included in the category of high employment). During 2015-2019, the number of poor people in Kediri City ranged from 20.54 thousand to 24.07 thousand people. In 2015 the poor population was 23,770 people, then decreased to 23,640 people in 2016. In 2017 the number of poor people increased slightly to 24,070 people and in 2018 the number of poor people in Kediri City decreased to 21,900 people. In 2019 the number decreased again to 20,540 people. This means that economic activity (including the creative economy can reduce poverty).

Qualitative analysis involves thematic analysis, narrative analysis, codification analysis, or grounded theory analysis to identify patterns and interpret qualitative data. Quantitative data was also analyzed to provide a comprehensive understanding of the economic landscape. This approach combines the power of statistical analysis and interpretive analysis to produce more complete and in-depth findings, as well as provide a richer understanding of the phenomenon being studied. The results highlighted the dominance of the processing industry in supporting the GRDP of Kediri City, followed by other key sectors like wholesale and retail trade, information and communication, construction, and accommodation services. These findings underscore the multifaceted nature of Kediri's economy and the significant role of diverse industries in its growth.

3. MIXED-METHODS DATA ANALYSIS

Research on the creative economy has uncovered interesting findings regarding the sector's important role in economic growth and social development. In this discussion, we will discuss some of the key findings that highlight the potential and benefits of the creative economy, as well as provide a deeper understanding of its role in shaping a dynamic and diverse future. Daubaraite and Startiene explain that the creative economy has a significant influence on a country's economy [22].

The first influence is that the creative economy can reduce the unemployment rate in a country. Economic growth is also affected by creativity and innovation, as it is related to the components of labor force, capital and human capital [23]. Creative economic growth can create new jobs and expand job opportunities in sectors such as art, design, fashion, film, music and technology. By encouraging innovation and new product development, the creative economy can attract investors and increase overall economic growth. Infrastructure support, supportive policies, and adequate education in these fields are important to harness the potential of the creative economy in reducing unemployment and achieving sustainable growth.

The second influence is economic growth provides added value to the contribution to the Gross Domestic Product (GDP). The more developed the creative economy can encourage growth in contribution to GDP. The value generated by the creative economy is the result of continuous innovation. Economic growth coupled with technological innovation will boost the productivity of economic enterprises and increase people's welfare [24].

The third influence is that the creative economy can encourage a country's export growth. Improving the quality and quantity of creative economy products produced can increase exports of creative economy products. The creative economy under study has made efforts in that direction. A panel data analysis is then applied to investigate the role of relatedness and the clustering of creative industries in wider economic growth, showing that, to favor growth, the creative industries require the presence of other sectors with a high degree of proximity/relatedness [25].

The fourth influence is that the creative economy provides opportunities for the community to participate in the process of developing the creative economy. One of the most important aspects is the opportunity

provided by the creative economy to the public to be involved in the development and growth process of this sector. Communities are given opportunities to participate in creative activities, production and distribution of creative products and services. Partnerships between government sectors, businesses, academics, civil society and the media are prerequisites to encourage the growth of innovation in the creative industry [26].

The fifth influence is that the creative economy brings an impact on increasing social and cultural development in society by fostering the growth of diverse artistic expressions, including visual arts, performing arts, literature and design, thereby enriching the cultural fabric of communities. It also encourages collaboration and cross-disciplinary exchanges, leading to innovative solutions and fresh perspectives on social issues. Moreover, by nurturing the creative talents of individuals and providing platforms for their work to be showcased, the creative economy empowers individuals and promotes inclusivity in society.

The sixth influence is the results of increased output generated by the creative economy bring an impact on improving the quality of life of the community by enhancing economic strengthening. The creative economy generates new job opportunities, stimulates entrepreneurship, and attracts investments, thus contributing to the overall economic well-being of the community. As a result, the community's standard of living improves, offering access to better resources, infrastructure, and services, which further uplifts the overall quality of life.

The seventh influence is that the essence of the creative economy lies in the community's ability to provide added value to products, which in turn creates more opportunities for young people with creative ideas to flourish. This dynamic process not only fuels the development of innovative concepts but also generates an increase in job opportunities specifically targeted towards the youth. By harnessing the creative potential of their young population, communities can foster an environment conducive to entrepreneurship and self-employment, empowering young individuals to transform their ideas into viable businesses. Moreover, the ability to add value through creativity not only opens doors for employment but also stimulates economic growth and enhances competitiveness on local, regional, and even global scales. The creative economy thus serves as a catalyst for both the personal and economic growth of young people, creating a brighter future for them and their communities.

The eighth influence is that the creative economy affects the socio-economic community because it contributes to economic activities, it will have an impact on increasing the social status of the community. By nurturing and supporting creative industries, it generates employment opportunities and drives economic growth. This, in turn, has a positive impact on the social status of the community, as individuals and businesses thrive, leading to increased prosperity and improved living standards. Moreover, the creative economy fosters a sense of cultural identity and community pride, creating a vibrant and cohesive social environment. With its multifaceted influence, the creative economy not only bolsters the local economy but also uplifts the social well-being and cohesion of the community as a whole.

Creative economy practitioners need the internet because the internet provides broad global access to promote and distribute their works. With low internet costs, creative economy practitioner can access information, communicate with customers or business partners, promote their work, and sell products or services more efficiently [27].

The data presented in the study regarding the Gross Regional Domestic Product (GRDP) of Kediri City from 2016 to 2020 provides valuable insights into the economic landscape and the major contributors to economic growth in the region. Here is an interpretation and analysis of the data.

The data indicates that the processing industry plays a significant role in supporting the GRDP of Kediri City, consistently contributing above 81% annually. This sector is followed by wholesale and retail trade, including car and motorcycle repair services, with an average contribution of 9% annually. The dominance of the processing industry suggests a strong reliance on this sector for economic growth in Kediri City. The high percentage distribution highlights the importance of this industry in driving the city's economy. The data also reveals specific trends and changes in various business fields over the years. For example, the information and communication sector showed a gradual increase in its contribution to the GRDP, reaching 2.08% in 2020, compared to 1.67% in 2018. Such trends may indicate a growing importance of the information and communication sector in supporting economic activities and potentially signify advancements in technology or increased demand for related services in the market. Changes in the percentage distribution

of GRDP across different business fields can be influenced by various factors, including shifts in market demand, changes in consumer preferences, advancements in technology, and policy interventions. For instance, a decline in the contribution of certain sectors may signal the need for policy adjustments or strategic interventions to revitalize those industries or explore new economic opportunities.

Understanding these trends can help policymakers, businesses, and stakeholders make informed decisions to promote economic growth, address challenges, and capitalize on emerging opportunities in Kediri City. The data underscores the importance of diversifying the economic base of Kediri City beyond the dominant industries to enhance resilience and sustainability. Exploring and promoting sectors with growth potential can help mitigate risks associated with over-reliance on specific industries. Strategies that focus on developing the creative economy, fostering innovation, and leveraging the strengths of various sectors can contribute to economic diversification and long-term growth in Kediri City.

V. CONCLUSION

To maintain the sustainability of the creative economy in a small town like Kediri, there are several practitioners to consider: Training and education are very important in enhancing the competencies and expertise of individuals involved in the creative economy. It is imperative for local governments to collaborate with educational institutions at the local level to offer pertinent training programs and courses tailored to the needs of the creative economy sector. This collaborative effort aims to cultivate a skilled workforce and support the development of the industry.

By providing accessible and relevant training opportunities, it encourages the growth and advancement of the creative economy while equipping its practitioner with the necessary skills and knowledge to thrive in their respective fields; Building networks and fostering collaboration among creative economy practitioners is of utmost importance as it enables mutual support and the ability to address shared challenges collectively. In this regard, local governments play a vital role by facilitating meetings, events, and activities that promote collaboration and facilitate the exchange of ideas among creative economy practitioners. These initiatives create opportunities for networking, knowledge sharing, and potential partnerships, ultimately fostering a vibrant and interconnected creative ecosystem.

Increasing the visibility of products and services from the Kediri creative economy sector can be achieved through effective marketing and promotion strategies. Local governments can actively support this process by assisting in the development of local brands and organizing art and creative exhibitions that showcase the diverse offerings of the creative economy sector. Additionally, leveraging social media platforms and online channels can play a significant role in reaching wider audiences and promoting local products to both domestic and international markets. These efforts collectively contribute to the growth and recognition of the Kediri creative economy, stimulating economic activity and attracting attention to the unique talents and offerings within the region.

In order to support the growth and sustainability of the creative economy, it is crucial to provide creative economy practitioners with access to capital and financial resources. Local governments can play a significant role in this by establishing financial assistance programs specifically tailored for the creative economy sector. These programs can offer grants, subsidies, or low-interest loans to support the establishment and expansion of creative businesses. Furthermore, local governments can collaborate with local banks and financial institutions to encourage them to create specialized financial products and services that cater to the unique needs of creative economy actors.

By developing access to capital and financial resources, local governments empower creative entrepreneurs and enhance the overall resilience and competitiveness of the creative economy sector. Creative to bind the potential of the creative economy, local governments can leverage tourism by promoting creative tourism as a compelling attraction for visitors. This can be achieved by developing tourism destinations that highlight art, culture, and creativity, such as art districts, creative villages, or cultural heritage sites. Additionally, local governments can organize art events, exhibitions, and cultural festivals that showcase the rich artistic and cultural offerings of the region, enticing tourists to explore and engage with the local creative scene. By integrating the creative economy into the tourism sector, local governments can stimulate economic growth, generate employment opportunities, and foster cultural exchange, ultimately positioning the region as a vibrant and distinctive destination for both domestic and international tourists.

Kediri City's creative economy is characterized by a rich cultural heritage and a vibrant community of artisans and entrepreneurs. The city's unique aspects include its traditional crafts, culinary arts, fashion, and visual communication design, all of which are deeply rooted in local culture and history. These sectors not only contribute significantly to the city's economy but also preserve and promote Kediri's cultural identity. The creative economy strategies developed for Kediri are tailored to leverage these unique local strengths, ensuring that they resonate with the community and maximize their impact.

Funding Statement

The authors did not receive funding from any source for this research.

Author Contributions

MM, MA, and RRF contributed to the design and implementation of the research, to the analysis of the results, to the writing and revising of the manuscript.

Conflict of Interests

The authors declare no conflict of interest.

REFERENCES

1. Fadhillah, A., Pandin, M. G. R., & Koesbardiati, T. (2023). Analyzing Forest and Land Fire Disaster Prevention Programs in Riau, Indonesia. *Qubahan Academic Journal*, 3(4), 198–205.
2. Isnaini, R., Pandin, M. G. R., Waloejo, C. S., & Sunyowati, D. (2022). Landslide and Moving Ground Disasters in Sumurup Village, Trenggalek District, East Java, Indonesia: A Case Study. *IOP Conference Series: Earth and Environmental Science*.
3. Prakoeswa, C. R. S., Endaryanto, A., Martanto, T. W., Wahyuhadi, J., Rochmah, T. N., & Pandin, M. G. R. (2021). Mapping survey of community satisfaction at an academic hospital in Surabaya. *Malaysian Journal of Medicine and Health Sciences*, 17(4), 119–122.
4. Pramukti, I., Strong, C., & Chen, I. H. (2022). Corrigendum to: The Motors of COVID-19 Vaccination Acceptance Scale (MoVac-COVID19S): Measurement Invariant Evidence for Its Nine-Item Version in Taiwan, Indonesia, and Malaysia [Corrigendum](Psychol Res Behav Manag. 2022;15:1617-1625). *Psychology Research and Behavior Management*, 15(6), 1915.
5. Rahim, R., Kurniasih, N., Daengs Gs, A., Saddhono, K., Riasti, B. K., Rangka, I. B., Kurniawan, D. E., Permana, E. P., Anam, F., Listiawan, T., Rumambo Pandin, M. G., Gumono, G., Yensy, N. A. B., Chandra Wardhana, D. E., Mustika, W. P., & Rindawati, S. (2019). Random and match game for education purposes with model learning technology system architecture. *Journal of Physics: Conference Series*, 1179(1).
6. Kustiyahningsih, Y., Rahmanita, E., Purbandini, & Kholifah, N. (2022). Salt Farmer measurement performance system facing Covid-19 pandemic used interval type-2 FAHP Method. *Journal of Physics: Conference Series*.
7. Tjahjadi, B., Soewarno, N., Adibah Wan Ismail, W., Kustiningsih, N., & Nasihatun Nafidah, L. (2023). Community behavioral change and management of COVID-19 Pandemic: Evidence from Indonesia. *Journal of King Saud University - Science*, 35(2), 102451.
8. Central Bureau of Statistics for Kediri Regency. (2021). Kediri Regency Gross Regional Domestic Product According to Business Fields 2016-2020. BPS Kediri Regency.
9. Alam, M. D. S., Pandin, M. G. R., Muzayanah, U., Muawanah, S., & Huda, K. (2023). The Impact of Leadership, Stakeholder Roles, and Tourist Actor Competence on Tourism Destination in Indonesia. *Qubahan Academic Journal*, 3(4), 188–197.
10. Sugiharti, L., Purwono, R., Primanthi, M. R., & Padilla, M. A. E. (2017). Indonesian productivity growth: Evidence from the manufacturing sector in Indonesia. *Pertanika Journal of Social Science and Humanities*, 25(11), 29–44.
11. Iftitah, M., & Kusumawardani, D. (2022). Effect of Globalization on Unemployment in ASEAN. *Jurnal Ilmu Ekonomi Terapan*, 7(2), 144–168. <https://doi.org/10.20473/jiet.v7i2.31140>.
12. Kediri City Central Statistics Agency. (2021). Kediri City Gross Regional Domestic Product According to Business Fields 2016-2020. Kediri City Central Statistics Agency.
13. Wasiaturrahma, D. and N. C. (2022). Endogenous Growth Fpractitioner In Four Categories Of Countries Based On HDI. *Jurnal DIMENSI*, 11(3).
14. Handoyo RD, Erlando A, Astutik NT. Analysis of twin deficits hypothesis in Indonesia and its impact on financial crisis. *Heliyon*. 2020 Jan;6(1):e03248. doi: 10.1016/j.heliyon.2020.e03248
15. Howkins, J. (2001). *The Creative Economy, How People Make Money from Ideas*. London: Penguin Books.
16. Prasetyo, galih adi. (2019). The Effect of Telecommunication Infrastructure Development on Economic Growth in ASEAN. *JIET (Jurnal Ilmu Ekonomi Terapan)*, 4(1), JIET (Jurnal Ilmu Ekon. Ter.
17. Ratnasari, R. T., Gunawan, S., Septiarini, D. F., Rusmita, S. A., & Kirana, K. C. (2020). Customer satisfaction between perceptions of environment destination brand and behavioural intention. *International Journal of Innovation, Creativity and Change*, 10(12), 472–487.
18. Praharjo, A., & Parwati, K. Y. (2021). The Role of Customer Knowledge Management on The SMEs Business Performance. *Journal*

- of Theoretical and Applied Management. *Journal of Theoretical and Applied Management (Jurnal Manajemen Teori Dan Terapan)*, 14(1), 34–49.
19. Creswell, J.W. and Creswell, J.D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). CA: Sage Publications.
 20. Sugiono. (2021). *Penelitian Kuantitatif dan Kualitatif*. (Qualitative and Quantitative Research. Bandung: Alfabeta.
 21. Madiun City Central Statistics Agency. (2021). Madiun City Central Statistics Agency. Madiun City Central Statistics Agency.
 22. Daubaraite, Ugne, Startiene, G. (2015). Creative Industries Impact on National Economy in Regard to sub-sectors. *20th International Scientific Conference Economics and Management*.
 23. Lashkarizadeh, M. (2021). The Role of Creative Economy in Economic Growth in Selected Countries. *Journal of Iranian Social Development Studies*, 13(2), 265-278.
 24. Surya, B., Menne, F., Sabhan, H., Suriani, S., Abubakar, H., & Idris, M. (2021). Economic growth, increasing productivity of SMEs, and open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 20.
 25. Innocenti, N., & Lazzeretti, L. (2019). Do the creative industries support growth and innovation in the wider economy? Industry relatedness and employment growth in Italy. *Industry and Innovation*, 26(10), 1152–1173.
 26. Herawaty, T., & Raharja, S. U. J. (2019). Analysis of partnership to achieve competitive advantage: A study on creative industries in Bandung City, Indonesia. *Review of Integrative Business and Economics Research*, 8, 61–70.
 27. Prihantono, G. (2022). The Internet Costs' Role in Indonesia's Creative Industry Competitiveness. *JEJAK*, 15(2), 412–426.