Analysis of crafts (Kriya) creative industries: a case study of policy development in Banten Indonesia

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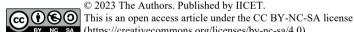
Article Info

ABSTRACT

This study analyzes the development of a leading sector in the creative industry in Banten Province, namely Kriya or Craft. The study used a qualitative descriptive method by conducting a survey of creative industry players in Banten province. Primary data is obtained by interviews and questionnaires while secondary data is obtained from relevant data, literature, and other sources. Data analysis using SWOT to determine the factors of strength, weakness, opportunities, and threats based on the selected indicators. After the measurement of strength, weakness, threat, and opportunity were obtained then entered into the EFAS and IFAS Matrix table by scoring each identified factor. The results of the study showing the position of the Craft Industry based on local potential in Banten Province depend on cell 5a (2.04; 2.47) so that the strategy taken is a stable growth (Growth) strategy, namely concentration through horizontal assistance. Provincial governments can integrate horizontal strategies in the development of the creative economy through 1) Regional policy for sustainable craft creative industry development; 2) Optimizing HR capacity and assets; 3) Improving market access for crafts (kriya) products; 4) Conducting training that focuses on continuity and on target; 5) Improving the mindset of creative industry player; 6) Developing a pattern of partnership cooperation.

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Introduction

The creative economy is the future hope for the Indonesian economy through its creative industries. In contrast to other sectors that rely heavily on the exploitation of natural resources, the strength of the creative economy rests more on the superiority of human resources, creativity, and innovativeness. Artwork, architecture, books, technological innovation, and animation come from creative ideas of human thought. The value of non-oil and gas exports of Banten Province from January 2002-June 2022 increased for ten categories of goods (HS 2 digits) in June 2022 reaching US$804.01 million, while for other categories of goods it was US$363.65 million. The largest non-oil and gas export value in June 2022 came from the footwear category (HS 64) which reached US$258.13 million, followed by plastics and plastic goods (HS 39), and iron and steel (HS 72) with an export value of US$121.43 million and US$75.84 million (BPS, 2022).

According to Sofyan and Setyadi (2019), the Kriya creative industry sector in Banten Province is the most dominant sector in Banten Province besides fashion and culinary. The Kriya creative industry sector is driving the increase in GRDP in Banten province. The development of creative industries in Banten Province in 2010/2015 compared to other provinces can be seen in table 1.

Tabel 1. Exporting of FOB of the Craft Subsector by Origin Province (2010-2015)

Origin Province	FOB (Million US$)						% Change '15 thd '14
	2010	2011	2012	2013	2014	2015	
East java	992,1	1 091,1	1 054,6	1 077,2	2 808,1	3 575,4	27,33
West Java	1 277,5	1 352,4	1 425,0	1 374,7	1 384,9	1 333,4	-3,72
Central Java	868,0	769,4	700,1	694,5	777,1	800,1	2,95
Jakarta	343,9	378,7	387,9	349,6	542,1	787,5	45,26
Banten	309,4	343,7	340,7	325,2	314,1	340,5	8,38

Sources: BPS-Bekraf (2016)

Sofyan and Setyadi (2019) finding show that the greatest potential of the creative industry in Banten Province is the Craft/Kriya sector. Sofyan and Setyadi (2019) confirmed the findings of the potential of the creative industry in the Craft sector with Central Bureau of Statistics (BPS) data and found that the metal and textile sub-sectors and the textile industry were the largest in terms of the creative economy. The purpose of this research is analysis the strategic plan development to leading creative industries in Banten Province, especially the metal and textile and textile products sub-sector.

Method

The research location was conducted in 8 (eight) districts/cities in Banten Province from November 2018 until April 2019. The research approach used mixed methods or combination research. According to Brannen (1992), combination research is a research approach that combines qualitative research with quantitative research in one study. The data was collected and consisted of primary and secondary data. Primary data were obtained through questionnaires and interviews (interviews) with the creative industries players of Metal and Textile and Textile Products in accordance with the results conducted by Sofyan and Setyadi, (2019), Regional and districts/cities of the Department of Industry, Cooperatives and SMEs of Banten Province, Regional Planning and Development Agency of Banten Province. While secondary data is obtained from books, documents, publications, research reports from agencies, agencies and other supporting data sources

Respondents were determined by the purposive sampling technique. In this study, all respondents at the same time became informants because, in addition to filling out questionnaires, respondents also extracted information through interview techniques. The Kriya creative industry development strategy is used to identify which factors have more potential and SWOT analysis to systematically identify various factors to formulate a floating strategy (Rangkuti, 2001). To facilitate the implementation of SWOT analysis SWOT matrix construction is needed by combining factors of strengths, weaknesses, opportunities, and threats. The company's strategic factors are arranged in a SWOT matrix which can produce four possible alternative strategy cells (Rangkuti, 2001).

Results and Discussions

Analysis Craft Creative Industries Development
The SWOT analysis of the development of the creative economy of the Craft in Banten Province was carried out after the factors of strength, weakness, opportunity, and threat were identified based on selected indicators through structured interviews in the form of questionnaires and direct observation to the object of study. After the strengths, weaknesses, opportunities, and threats are obtained, and then they are added to the EFAS Matrix table and IFAS Matrix table by scoring each of the identified factors.

External Strategic Factors Analysis
EFAS matrix analysis is an analytical tool to measure the development of the creative economy in Banten Province to respond to existing external conditions, related to opportunities and threats that occurred in the past, present and in future. Furthermore, the indicators of opportunities and threats are weighted based on the level of importance of each indicator and are ranked according to the level of importance and strategy of each indicator. EFAS factor identified the opportunity and threat is given a maximum weight of 0.5 each, so the number of opportunities and threats is 1.0. The selection of weights is based on the level of importance of the problems encountered in the interview. The weight of each problem is multiplied by the rating. For

opportunities, the rating of the problem ranges from 4-1 according to whether or not the problem is significant, while the threat rating ranges from 1-4. The final result is obtained by multiplying the weights by rating, so we get the position of external factors consisting of opportunities and threats that influence the development of the creative economy in Banten Province. More details can be seen in Table 2.

Table 2. EFAS Craft Creative Industries in Banten

No		Wight	Rating	Weight x Rating
Opportunity				
1	Raw Materials Availability	0,15	3,00	0,45
2	Substitute Product Availability	0,03	3,00	0,09
3	Broader Market Potential	0,10	3,00	0,45
4	Raw material price fluctuation	0,05	3,00	0,15
5	Trainings enrichment	0,10	4,00	0,40
6	Labor regeneration	0,02	4,00	0,08
	TOTAL	0,50		1,62
Threat				
1	Easily Imitated Products	0,05	1,00	0,05
2	Marketing Coverage Area	0,20	2,00	0,40
3	Increasing Consumption	0,15	2,00	0,30
4	Modernization Technology used	0,10	1,00	0,10
	TOTAL	0,50		0,85
Opoortunities +Threat				**2,47**

Sources : Data processed

Internal Strategic Factors Analysis

IFAS matrix analysis is an analytical tool to measure the development of the creative economy in Banten Province to respond to existing internal conditions, related to strengths and weaknesses that occurred in the past, present, and future. Furthermore, the strengths and weaknesses of the indicators are weighted based on the level of importance of each indicator and are ranked according to the level of importance and strategy of each indicator. Each strength and weakness identified is given a maximum weight of 0.5 each, so the sum between strengths and weaknesses is 1.0. The selection of weights is based on the level of importance of the problems encountered at the time of the interview and the results of filling out the questionnaire.

The weight of each problem is multiplied by the rating. For strengths, the rating of the problem ranges from 4-1 according to the importance or not of the problem, while rating for weaknesses range from 1-4. The final result is obtained by multiplying the weight by rating so that an internal factor position consisting of strengths and weaknesses affecting investment development is obtained. in Banten Province. For more details, see Table 2.

Table 2. IFAS Craft Creative Industries in Banten

No	Strength	Weight	Rating	Weight x Rating
1	Skilled labor availability for product processing	0,20	2,00	0,40
2	Number of Labor	0,10	2,00	0,20
3	Marketing Coverage area	0,05	3,00	0,15
4	Number of players on the same product	0,05	4,00	0,20
5	Access to obtain raw materials	0,10	3,00	0,30
	TOTAL	0,50		1,25
	Mentoring to craft players	0,15	1,00	0,15
	Weak on Marketing strategy	0,08	2,00	0,16
	Skilled labor	0,10	1,00	0,10
	Less capital support	0,07	2,00	0,14
	Craft community development	0,02	3,00	0,06
	Technological barrier	0,02	3,00	0,06
	Paten, etc.	0,06	2,00	0,12
	TOTAL	0,50		0,79
Strength + Weakness				**2,04**

Sources: Data Processed

Internal-Eksternal Matriks Analysis (IE)

Internal and External (IE) matrix are a combination of the two EFAS and IFAS matrices containing 9 (nine) cells. The results of this IE matrix will illustrate the position of Kriya creative economic development in Banten Province, so that in the preparation of alternative creative economic development strategies tailored to the conditions in Banten Province. The purpose of using this IE matrix analysis is to obtain an appropriate strategy at the Banten Province level in more detail based on the selected indicators.

Internal Factor

1. Growth	2. Growth	3. Decrease
Vertical Integration	Horizontal integration **2,04**	*Turn-around*
4. Stability	5a. Growth	6. Decrease
Rest-Warning	Horizon Integration	*Captive* organization
	5b. Stability	*Selling-out*
	Profit stagnant	
7. Growth	8. Growth	9. Decrease
Diversification Concentration	Conglomeration	*Bankruptcy*
		Liquidation

Figure 1. IE Metrics Analysis Craft Creative Industries

The position of Kriya creative industries development in Banten province is in cell 5a (2.04; 2.47), which means that the strategy taken is a stable growth strategy and concentration through horizontal integration. Good economic supportive conditions in the province of Banten, such as employment, the marketing coverage of access to the ease of raw materials, which are internal factors and external factors, namely the still market potency, the price of raw materials and the price of supporting materials, the provision of training conducted by related agencies in addition improvements that must be done so that the opportunity for creative economic development can be more developed in Banten Province.

Conclusions

In integrating the strategies that can be carried out by the Banten Provincial Government in growing integration through horizontal strategies in terms of creative economic development are: Providing regional policy to increasing share the Craft Creative Industries sector development through financial, human resources, protection, and market access, mentoring and coaching of craft producers; Optimizing the available capacity, both assets owned and human resources through increased productivity, education, and training, improvement of physical infrastructure such as roads, training centers, promotion centers, and others that he developed with the development of the creative economy; Increasing open market access for creative economy products by introducing further (promotion strategy) about the advantages and uniqueness provided and access to online international (C to B, B to B) market; promoting and restoring cultural values and added value to the local and regional segmented market through art performances that do not exist in other regions; Conducts coaching into group craft producers' continuity and provided technical guidance on creative economy negotiators, both marketing, product development, financial management, and IPR registration.; developing a partnership between capital owners and creative economy practitioners and players.

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