



Research Paper

A Mapping Study of the Culinary Creative Industry for the Promotion of Culinary Tourism in Kendari City

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Abstract

Creative economy development in Indonesia has become a government priority. One of the fields seen to develop the most creativity and innovation is the culinary field. This research aims to map the potential of the culinary creative industry in Kendari City and compile a data base of the potential of the culinary creative industry in Kendari City. This research was conducted on business actors who are included in the culinary creative industry group in Kendari City. Based on data analysis using interactive qualitative obtained the results of the culinary creative industry in Kendari city consists of services and goods. Supporting factors for the culinary creative industry in Kendari City consist of (1) entrepreneurial spirit, (2) creativity, (3) culinary as a life style, (4) government programs in culinary development, (5) social media promotion. The inhibiting factors of the culinary industry consist of (1) business capital, (2) licensing, (3) location and space. The potential for the development of the culinary creative industry is (1) the potential of sago food and (2) the development of a community of culinary actors in the city of kendari.

Keywords: *Creative economy, culinary industry, culinary community*

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I. Pendahuluan

The development of Indonesia's creative industry shows a significant increase every year so that this sector must be developed seriously. According to Presidential Instruction Number 6 of 2009, the creative economy (ekraf) is an economic activity based on the creativity, skills, and talents of individuals to create creative power and individual inventiveness that has economic value and affects the welfare of the Indonesian people. The creative economy is one of the sectors that is the new hope for the Indonesian economy. Unlike other sectors that are highly dependent on the exploitation of natural resources, the strength of the creative economy rests more on the excellence of human resources. Works of art, architecture, books, technological innovations, and animation, come from the creative ideas of human thought.

Based on the results of the Creative Economy Survey (2016), it can be seen that the creative economy is able to contribute significantly to national economic growth. In 2015, this sector contributed 852 trillion rupiah to national GDP (7.38%), absorbed 15.9 million workers (13.90%), and export value of US\$19.4 billion (12.88%). Based on subsectors, Culinary is the subsector with the highest contribution to GDP, which is 41.69%. then fashion 18.15%, and craft 15.70%. in 2015 the total working population was 114,819,199 million people. This proves that the creative economy has the potential to grow in the future.

The development of the creative economy in Indonesia has become a government priority. The government has launched a creative economy development program in 2025. One of the fields seen to develop the most creativity and innovation is the culinary field. Cultural pluralism which has implications for the diversity of food types in fact increasingly encourages people to develop culinary businesses in various regions in the archipelago. The existence of regional autonomy requires each region to always develop its economic potential. Kendari City as a developing city also needs to identify the potential of the existing creative industry. The creative economy in the city of Kendari has an important meaning in

economic activities because it is able to sustain the economic resilience of the community, advancing the development of the economy.

However, the creative economy sector in Kendari City, including the culinary sub-sector creative industry, has not been optimally developed. This can be seen from the 5 provinces that contributed the largest creative economy GDP in 2016 came from outside Sulawesi, namely Yogyakarta 16.2%, Bali 12.57%, West Java 11.81%, East Java 9.37%, and North Sumatra 4.77%. The provinces that contributed the largest creative economy export value were West Java 33.56%, East Java 20.85%, Banten 15.66%, Central Java 14.02%, and Jakarta 10.50% (Bekraf Outlook 2017).

Culinary is currently the main engine of Indonesia's creative industry, and is the sub-sector that contributes the most to the creative economy's GDP. Culinary is even proclaimed as one of the leading sub-sectors by Bekraf. Not only that, culinary opportunities to continue to innovate and produce new food variants are also getting bigger. By looking at this phenomenon, it is necessary to conduct research on the potential of the creative industry with a focus on the culinary sub-sector to find out the existing conditions in the culinary creative industry and map the potential of the culinary creative industry in Kendari City in the form of a culinary industry database in Kendari City as a document material for Kendari City Government policies related to the development of the culinary creative industry in the future.

II. Literature Review

2.1. Mapping and Potential

Social mapping is now commonly used as an approach in handling social problems. When traced literally, the word "mapping" refers to the process, method, and act of making a map, while the word "social" is simply interpreted with regard to society. Terminologically, (Suharto, 2005) explains that social mapping is a systemic process of describing the community and involves collecting data and information about the community, including the profile (history) and social problems that exist in the community.

The definition of potential is something that can be used as a material or source that will be managed either through efforts made by humans or through machine power where in the process potential can also be interpreted as a resource that is around us. (Kartasapoetra, 1987: 56).

2.2. Creative Economy

According to Howkins, a new economy has emerged related to the development of creative industries controlled by intellectual property laws such as copyright, brands, royalties and designs. The creative economy is a concept that places creativity and knowledge as the main assets in driving the economy. Humans are encouraged to develop innovative businesses and no longer rely on the main economic sectors such as agriculture and mining.

2.3. Characteristics of Creative Industries

Based on the results of a creative industry mapping study conducted by the Indonesian Ministry of Trade (2007: 38), the creative industry has the following general characteristics:

- 1) Fluctuations in value-added growth occur in almost all creative industry subsectors.
- 2) Fluctuations in the growth of added value are followed by fluctuations in the growth of the number of companies.
- 3) Fluctuations in labor absorption growth are high, but not as high as fluctuations in company growth.
- 4) Having a relatively constant level of technology and capital productivity. This means that the technology used is not high technology and is not a capital intensive industry.

2.4. Previous Research

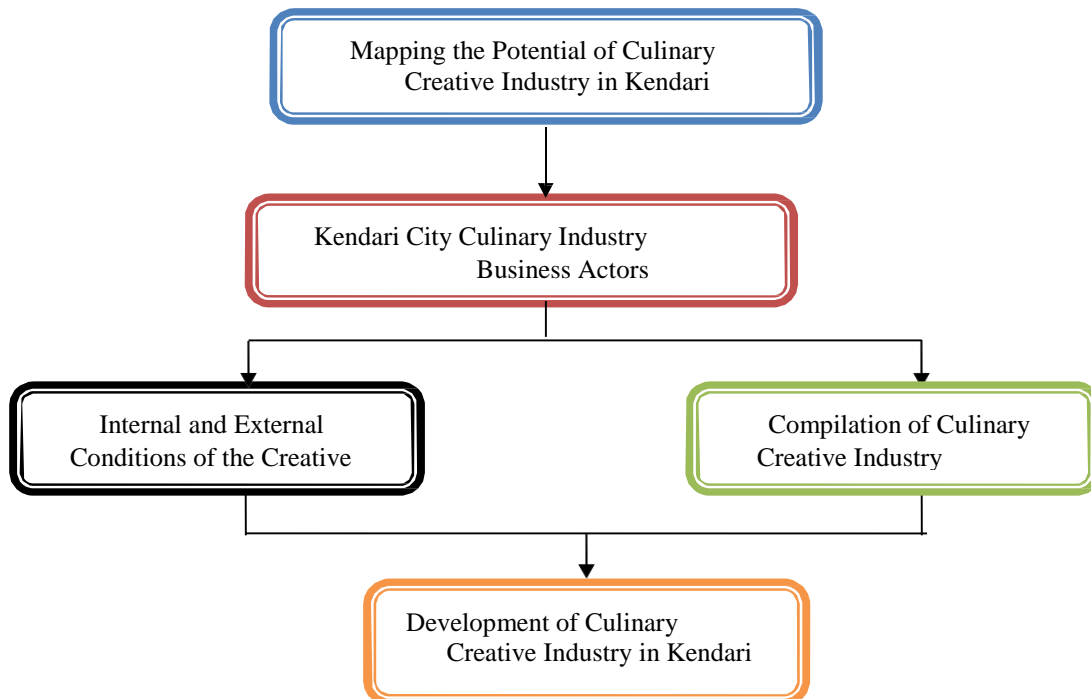
1. Research by Dr. Poppy S. Winanti, MPP, Dr. Maharani Hapsari, MA. Drs. Riza Noer Arfani, MA (2014) with the title "Development of Food-Based Creative Industries for Local Economic Development in the Java Economic Corridor". This study aims to trace the development of creative industries in the field of food / beverage and its implications for the regional economy. This research is also intended to provide an overview of the development of creative industries on the island of Java. This research was conducted in the Java Economic Corridor which focused on three cities, namely, Yogyakarta, Bandung, and Malang. The data collection method was a field survey through in-depth interviews and the organization of focused group discussions (FGDs). The results of this research consist of; (1) compiling an initial database on the potential of the creative culinary industry in Yogyakarta, Bandung, and Malang as well as an initial database on central and local government policies in the three cities, especially related to the development of creative industries, tourism, and the development of food / beverage export potential. (2) Develop an academic paper as a basis for the preparation of regulations and policies that

support the main program of MP3EI in order to develop the economic potential of the region in the Java Economic Corridor.

2. Research by Nasir and Yuslinaini (2017) with the title *Analysis of Creative Industry Mapping of Craft Subsectors and the Impact of Improving Community Welfare in Aceh Besar Regency*. This study aims to map the development of the craft Creative Industry and its impact on increasing community equality in Aceh Besar district. The sample of this research starts with 4 (four). This research uses a qualitative approach with descriptive research type. The data analysis techniques used are qualitative and quantitative descriptive methods using simple statistical formulas and SWOT analysis to determine product competitiveness strategies with a qualitative matrix SWOT Matrix. The results showed that the handicraft industry subsector in 4 (four) sub-districts in Aceh Besar District has a strategic role in improving community welfare and reducing unemployment. This can be seen from the absorption of labor in the handicraft industry in each sub-district in the Aceh Besar district.

3. Research by the Ministry of Trade of the Republic of Indonesia with the title *Indonesian Creative Industry Study in 2009*, this study aims to map the creative industry and profile the economic contribution of the creative industry and its groups in Indonesia based on 4 measurement indicators, namely based on gross domestic product value, employment, company activity, and impact on other sectors. The methodology used in this creative industry mapping study includes the following stages: literature study, focus group discussion, creating a model grid, collecting and processing data and analysis. The research objects in this study are companies included in the creative industry group, namely companies with the following business fields: (1) Advertising; (2) Architecture; (3) Art and Antiques Market; (4) Crafts; (5) Design; (6) Fashion; (7) Film, Video, and Photography; (8) Interactive Games; (9) Music; (10) Performing Arts; (11) Publishing and Printing; (12) Computer and Software Services; (13) Television and Radio; and (14) Research and Development.

2.5. Framework



III. Research Methods

The object of this research is business actors who are included in the culinary creative industry group in Kendari City. In the interview process, one representative from each culinary business unit was selected who knew about the profile and problems that occurred in each culinary business unit. They are people who know about the history and work processes of the organization/business unit. The data analysis technique used is interactive qualitative. In this interactive model, the data reduction and data presentation components are carried out simultaneously with the collection after the data is collected.

IV. Research Results and Discussion

The scope of the culinary subsector in Indonesia is divided into two main categories; (1) foodservice and (2) culinary products. These specialty food products are growing more and more nowadays.

4.1. Culinary Services Industry

The culinary services subsector refers to culinary business actors who produce ready-to-eat culinary in a day and have their own business premises such as stalls, restaurants, cafes or food stalls. The following is data on the number of restaurant culinary services in Kendari City. The results of this study indicate that there are 76 restaurants in Kendari City. The distribution of restaurants is mostly located in Mandonga Sub-district, namely 22 restaurants, Kadia Sub-district with 17 restaurants, West Kendari Sub-district with 11 restaurants, Kambu Sub-district with 11 restaurants, Poasia Sub-district with 7 restaurants, while Wua-Wua Sub-district and Baruga Sub-district with 4 restaurants each.

For the restaurant trade business in Kendari City, there are 39 restaurants with the number of distribution in Kadia Sub-district, namely 24 restaurants, Mandonga Sub-district with 9 restaurants, Kambu Sub-district with 2 restaurants, West Kendari Sub-district with 2 restaurants, and Poasia Sub-district with 2 restaurants. There are 31 coffee shops in Kendari City. The most coffee shops are in Mandonga Sub-district with 18 coffee shops, Kambu Sub-district with 6 coffee shops, Kadia Sub-district with 4 coffee shops, Poasia Sub-district with 2 coffee shops, and West Kendari Sub-district with only 1 coffee shop. The number of coto and sop saudara stalls in Kendari City is 17 stalls. The largest distribution of coto and sop saudara stalls is in Mandonga Sub-district with 8 stalls, in Kadia Sub-district with 4 stalls, Poasia Sub-district with 2 stalls, Kendari Sub-district with 2 stalls, and in West Kendari Sub-district there is only 1 stall. There are 58 sea saris. The distribution of seafood is most abundant in West Kendari Sub-district, with 23 seafood stalls, 21 seafood stalls in Mandonga Sub-district, 13 seafood stalls in Kadia Sub-district, and 1 seafood stall in Kendari Sub-district.

4.2. Culinary Products Industry

The specialty food industry is a food industry that uses certain packaging to wrap the food product and include information related to the product. The packaged food industry can also survive and can be consumed within a certain period of time.

The results of this study indicate that the number of shredded meatballs, meatballs, and dumplings industries is 33. The distribution of the existence of this industry is in Kambu District with a total of 9, Abeli District with 6, Baruga District with 5, in West Kendari District with 3, in Wua-Wua District with 2, Kendari District with 2, in Mandonga District with 2, Puuwatu District with 2 and Kadia District also with 2. In the shredded meatballs, meatballs, and dumplings industry can absorb 173 workers. There are only 3 tofu and tempeh industries in Kendari City. The existence of this industry is in Mandonga Sub-district as much as 2 and in Kambu Sub-district there is 1 tofu and tempeh industry. The labor absorbed is 7 people. There are only 3 noodle industries in Kendari City. There is 1 noodle industry in Kendari Sub-district, 1 in Mandonga Sub-district and also 1 noodle industry in Kambu Sub-district. The labor absorbed in this industry is 10 workers. There are 83 dry and wet cake industries. The distribution of this industry is in West Kendari Sub-district with 17, Kambu Sub-district with 10, Kambu Sub-district with 10, Wua-wua Sub-district with 8, Poasia Sub-district with 8, Puuwatu Sub-district with 8, Abeli Sub-district with 7, Mandonga Sub-district with 6, Baruga Sub-district with 5, and Abeli Sub-district with 4 dry and wet cake industries. The labor absorbed in this industry is 233 workers. There are 41 bakery industries in Kendari City. The distribution of this industry is in Wua-wua Sub-district with 11, Poasia Sub-district with 8, Mandonga Sub-district with 6, Kadia Sub-district with 5, West Kendari Sub-district with 4, Kambu Sub-district with 2, Baruga Sub-district with 3, and Puuwatu Sub-district with 2. The bread industry is able to absorb 206 workers.

There are 39 chip/cracker industries in Kendari City. The distribution of this industry is, Wua-wua Sub-district totaling 8, West Kendari Sub-district totaling 6, Baruga Sub-district totaling 5, Poasia Sub-district totaling 5, Kadia Sub-district totaling 4, Kendari Sub-district totaling 3, Mandonga Sub-district totaling 3, Kambu Sub-district totaling 2, Puuwatu Sub-district totaling 2 and Abeli Sub-district there is only 1 chip/cracker industry. The labor absorbed by this industry is 115 workers. There are 5 cashew and various nut industries in Kendari City. These industries are located in Mandonga Sub-district with a total of 2, in Wua-wua Sub-district with a total of 2, and in Puuwatu Sub-district with a total of 1. These industries are able to absorb 23 workers. For the packaged beverage industry, there are 13 industries in Kendari City. The distribution of the existence of this industry is in Puuwatu Sub-district totaling 3, Poasia Sub-district totaling 3, Wua-wua Sub-district totaling 3, West Kendari Sub-district totaling 2,

Baruga Sub-district totaling 1 and Kadia Sub-district also totaling 1. The workforce that can be absorbed by this industry is 35 workers.

There are 3 paralin chocolate industries in Kendari City. The existence of this industry can be found in Wua-Wua Sub-district, Poasia Sub-district, and Kadia Sub-district. This industry is able to absorb 5 workers. For ground coffee, there are 6 coffee processing industries. The distribution of this industry is most prevalent in Kambu Sub-district, namely 4 coffee industries, in West Kendari Sub-district there is 1 industry and likewise in Baruga Sub-district there is also 1 processed coffee industry. The workforce that can be absorbed by this industry is 14 workers. There are 15 food processing/preservation industries in Kendari City. The distribution of the existence of this industry, namely, in Poasia Sub-district totaling 3, Baruga Sub-district totaling 3, Kadia Sub-district totaling 2, West Kendari Sub-district totaling 2, Kambu Sub-district totaling 2, Abeli Sub-district totaling 1, Kendari Sub-district totaling 1, and Wua-wua Sub-district also totaling 1. This food processing/preservation industry is able to absorb 66 workers.

4.3. Factors Affecting the Development of the Culinary Industry

Based on interviews, several factors are suspected to influence the development of the culinary industry in Kendari City.

4.3.1. Supporting Factors

1) Entrepreneurial spirit of culinary industry players

Based on the results of this study, it can be said that there are quite a lot of culinary industry business actors in Kendari City. This is directly proportional to the growth of the entrepreneurial spirit in society, especially among young people. It is proven that the increasing number of culinary entrepreneurs both selling offline and online.

2) Creativity of culinary industry business actors

Creativity can be given to a product that has ideas or innovations from its owner that differentiate it from other culinary products, such as, the presence of various local food processing packaging industries sago by making chips, giving rise to new flavors and packaging forms are also packaged more attractively. The creativity of the marketing system of culinary business actors in Kendari city has partly used social media for promotion and building relationships with consumers. Some culinary industry businesses have also joined e-commerce applications such as Saguku products that have sold in several market places.

3) Culinary as life style and leisure

Currently, some Indonesians spend more time and income on traveling (leisure economy). According to Google, the number of travel ticket searchers has increased by 30% per year. Culinary tourism is considered a new way of traveling to get to know an area by tasting typical food from that area. Food is considered as one of the representations and products of the region. Food is no longer just a primary need to fill the stomach but a means of entertainment to meet with family, relatives, friends and colleagues. This phenomenon became increasingly trendy with the advent of social media. Social media users often show themselves by uploading the activities they do, including the food they consume.

4) Government programs in culinary development

The government plays a role in assisting the culinary subsector by providing facilitation, such as business training, access to capital, and business establishment assistance. The government will also participate in promoting Southeast Sulawesi Province's diverse culinary offerings in domestic and foreign markets.

5) Social media promotion

Social media is an effective promotional tool because the network-based nature of social media and can be accessed by anyone makes this media easy and inexpensive in carrying out promotional activities. Social media is able to build relationships with consumers. Business actors can interact directly with consumers, so that business actors can get input to improve the quality of the culinary produced. Response is also needed in order to directly measure the success of the products that have been produced. One of the success supports in marketing is promotional activities.

4.3.2. Inhibiting Factors

1) Business capital

Business opportunities are hampered due to the availability of capital to develop the business. Limited capital is the most important obstacle for business actors. Not only for new players, capital is also a problem for old players in the culinary business world. This is related to the desire to expand the business but is limited due to insufficient capital. Small-scale businesses usually have a smaller budget than large companies in running their business. This is because the source of the capital budget usually only comes from the business owner. The source of the business owner's own funds can also vary, such as loans or

business loans. Therefore, SME entrepreneurs must manage the budget as efficiently as possible for smooth business operations.

2) Licensing

Some culinary industry players see several things that must be improved and managed more seriously. One of them is the need for access to business licensing through one door, making it easier and more effective. New culinary entrepreneurs should get guidance from the government, from business training, licensing information, to legal assistance in the business establishment process. The convoluted licensing process is an obstacle to the development of culinary businesses. Complicated procedures, many rules and long document filing. In addition, the number of licenses is increasing which must be fulfilled.

3) Location and space

The absence of a place to open a business is also an obstacle. Apart from the location that is difficult to obtain, the price of renting a place is also expensive, which is difficult for business actors to pay.

4.4. Potential for Culinary Development

4.4.1. Sago Food Potential

The tourism industry is not only about natural beauty but is integrated with other tourism supporting fields, one of which is culinary. The term culinary tourism is even more popular and has become a special attraction for each region to develop its culinary creative industry. The term culinary tourism is the penchant of tourists to try the typical food of the region. Kendari City, which is famous for sago agricultural products, can be a potential that can be developed. Sago culinary is quite promising, plus this type of food has a historical attachment so that it is not only a matter of taste offered but the story of Kendari City and the philosophy of life of the Tolaki people is interpreted through sago culinary, this is of course a potential that should be seen as an opportunity for the development of the culinary creative industry.

4.4.2. Culinary Community

The culinary community in Kendari City is the Triple K Community. This community has existed since 2015, an association of culinary business actors. Currently, community members reach 167 culinary brands. The number of culinary brands is able to enrich the types of culinary in Kendari City. Not only serving traditional food, this community also has contemporary food brands, unique culinary delights that can attract millennials. This community can be said to be an independent community. They are able to get cooperation from government and non-government institutions. They have collaborated with Bank Sultra in the mitrapreneur program. The Triple K community also often cooperates with the Southeast Sulawesi Provincial Government and Kendari City Government in participating in Halo Sultra and Kendari City's Anniversary.

4.5. Culinary Industry Contribution

4.5.1. Based on Regional Original Revenue (PAD)

Reflecting on national GDP data, Kendari City's culinary industry can also support Local Original Revenue (PAD) if development and encouragement are carried out to advance the potential of the culinary industry in Kendari City, both the culinary service sector (food service) and the culinary goods sector (specialty food). For the culinary sector itself, PAD can be obtained through PB1 tax, which is a service fee tax, around 10% charged to consumers. PB1 tax is a tax that is received and goes directly to the regional treasury. Thus, the greater the number of culinary businesses, the more PB1 tax will be received. Data results, in Kendari City there are 221 culinary service businesses (food service). If the local government maximizes the development of the culinary industry, culinary business actors will increase, thus encouraging an increase in the amount of tax received. Not only PB1, the culinary industry can also encourage an increase in billboard tax and entertainment tax. In promoting food and beverage businesses, media is needed. Billboards can be an alternative in conducting promotions. In addition, the culinary industry can also provide entertainment facilities.

4.5.2. Employment-Based

According to Bekraf data (2018), the food and beverage industry contributes the largest labor absorption after fashion. There are around 3.7 million workers or contributing up to 31.48% of the total national workforce in the creative industry. Based on this data, the culinary industry can provide opportunities and employment opportunities for the people of Indonesia. The culinary industry in Kendari City is also able to encourage the improvement of people's lives through the opening of jobs and expanding

employment opportunities, thereby reducing the unemployment rate in Kendari City. The absorption of the working population is caused by the demand for labor. Therefore, to get a high number of labor demand from the culinary sector, it is necessary to develop and strengthen the potential of the culinary industry, thereby advancing the culinary business and bringing up a diversity of new types of culinary that further enrich the culinary industry in Kendari City.

4.5.3. Based on Household Consumption

According to Bekraf data, culinary products managed to contribute 42.42% to total household consumption in the creative industry. This is because culinary is basically a primary human need, namely eating and food. Currently, culinary is also considered a new lifestyle trend, where cafes and restaurants become a place to gather with friends and family. Many cafes and restaurants in Kendari City offer unique interiors and decorations to give the impression of beauty and comfort for their consumers. In addition to offering food flavors, culinary businesses also give a comfortable impression, so that they often attract a lot of consumption. Consumption of culinary products can also increase due to the trend of food tourism. Many tourists today are interested in exploring the typical food in an area. This is based on trying the regional food, tourists get cultural knowledge and experience.

V. Conclusion

The culinary industry in this study is divided into two, namely the culinary service industry (food service) and the goods industry (specialty food). Kendari City is an urban area where the scope of the culinary industry is mostly found in food stalls, restaurants, and cafes. Meanwhile, the specialty food industry is mostly a processed household production industry. In the culinary service industry (food service) there are 79 restaurants, 39 restaurants, 31 coffee shops, 17 coto and sop saudara, and 58 seafood. As for the category of industrial goods (specialty food), there are 33 shredded meatballs, meatballs and dumplings industries, 3 tofu and tempeh industries, 83 dry and wet cake industries, 41 bread industries, 3 noodle making industries, 39 chips / cracker industries, 5 cashew and various nut industries, 13 packaged beverage industries, 3 paralin chocolate industries, 6 processed coffee industries, and 15 food processing / preservation industries in Kendari City.

Factors that are thought to affect the culinary industry, for supporting factors, namely the entrepreneurial spirit of culinary industry players, the creativity of culinary industry business actors, culinary as a life style and leisure, government programs in culinary development and social media promotion. Meanwhile, the inhibiting factors are business capital, licensing, and location/business space.

The potential for culinary development in Kendari City is in the form of sago food potential by creating food diversification products such as those made by Saguku Products. Another potential is the development of a culinary community, empowering the culinary community will enliven the culinary industry and can encourage an increase in economic turnover in Kendari City. In the industrial era 4.0, there are three technologies that can be used in the food and beverage industry, namely Artificial Intelligence (AI), Augmented Reality/Virtual Reality, and Big Data, but the application of culinary industry business development in Kendari by the perpetrators, the most common is the use of social media in expanding markets and businesses.

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