

Efforts to Improve Indonesia's Creative Economy: Analysis of Sustainable Development Goals Number 8 Decent Work and Economic Growth

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ABSTRACT

This writing aims to find out and explain the Strategy for achieving Sustainable Development Goals (SDGs) to Increase the Creative Economy in Indonesia. According to the Indonesian Ministry of Tourism and Creative Economy, Indonesia ranks third after America and South Korea in terms of the Creative Economy, with 8 million creative economy entrepreneurs in Indonesia. The method used in this research is qualitative or uses a descriptive approach. The discussion originates from the results of library studies or literature studies through book sources and scientific articles from several journals related to previous research by the topic discussion. Society will indirectly see how Indonesia's creative economy is currently developing and how the government is also making efforts to overcome obstacles to improve the creative economy sector in Indonesia. The SDGs Program hopes to increase the creative economy in Indonesia and provide decent jobs in the creative economy sector and growth economy.

Keywords: Creative Economy, SDGs, Economic Growth

INTRODUCTION

The economy has a vital role in society because it is related to the production, distribution and consumption of goods and services needed by society. Strong economic growth can positively impact society through binding, welfare, and poverty alleviation. Improving competitiveness and economic productivity is essential in the national economy. In the 21st century, there are many challenges and obstacles in dealing with world economic problems related to employment and unemployment. Developed countries are identified with prosperous and prosperous economic standards. Economic development starting from the Industrial Revolution to the Digital Age as it is now and the emergence of the concept of the Creative Economy, which gave birth to the creative industry. The creative economy is vital in the current digital era because it can create added value and significantly contribute to economic growth.

Today, the Creative Economy is one of the economic sectors developed by many countries worldwide. In its development, the creative economy significantly impacts a country's national economy. A creative economy has a broad dimension in its implementation, collaborating with innovation and culture. The Creative Economy is the future of the National Economy; the creative industry, which implements the creative economy, is a sector that is not limited because it is based on imagination and creativity. Economic development is expected to encourage a country to realize economic prosperity for the community. The creative economy is expected to be a breakthrough and offer new opportunities for improving the economy of the middle and lower classes. Therefore, Indonesia, in this case, has included the Creative Economy in the first dictum of Presidential Instruction No. 6 of 2009 concerning Creative Economy Development and is still stretching, continuing to grow.

According to the data report from the Focus Economy Outlook 2020, the creative economy contributed IDR 1100 trillion to the Gross Domestic Product GDP throughout 2020. This great potential can be utilized to alleviate poverty and reduce unemployment. With the Creative Economy, the number of unemployed people will decrease along with job growth; the Creative Economy focuses on humans with a creative, innovative spirit and the use of technology (Ghufron & Rahmatullah, 2019). To overcome the problem of unemployment and economic problems in the world, there are economic pillars, SDGs, and sustainable development goals, including Indonesia, to improve the welfare of society, one of which is in the economic field. One of the strategies in its application in the SDGs Education is in goal 8, "Encourage inclusive and sustainable economic growth, productive and comprehensive employment opportunities, and decent work for all." thus, this program can improve the economy of society and welfare. This research is expected to benefit the community by finding out what the efforts of the SDGs program are to improve the economy, especially the creative economy.

METHODS

This research uses a qualitative study approach or a descriptive approach from the basis of the discussion, namely from the results of literature studies of several sources of books and scientific articles related to topics relevant and in accordance with the topic of discussion. The qualitative purpose is to explore (Prasetyo & Janah, 2019). The technique used in this research is a literature study. A literature study is carried out to collect literature sources (Dharmalaksana, 2020) based on data from previous research published and reputable results analysed and as supporting material. After the data is collected, conclusions are obtained to answer the discussion results.

RESULTS AND DISCUSSION

A. The Development of Indonesia's Creative Economy

The creative economy has a vital role in Indonesia; the creative economy focuses on the creation of goods and services with expertise, creativity, and intellectual property. Creative Economy is Indonesia's hope and sector in global competition. Creative economy provides an excellent opportunity for the birth of new business ventures to alleviate global poverty (Syahbudi, 2021). The creative economy absorbs nearly seventeen million creatives, which is believed to continue to increase (Syahbudi, 2021). For this reason, the creative economy is essential for Indonesia (Sidauruk et al., 2019).

The creative industry is an essential element in building the Indonesian economy. According to the minister of tourism and creative Economy, Sandiaga Salahuddin Uno, Indonesia is listed as the third largest country in the creative Economy after America and South Korea. Sandiaga Uno at the WCCE World Conference on Creative Economy 2022, which is a side event of the G20, revealed that the creative industry is proliferating and creating opportunities to achieve the target of President Jokowi, namely in supporting the creation of Four Million Four Thousand Jobs by 2024.

Indonesia's creative industry has competitiveness in the creative industry. Indonesia's competitiveness can be identified according to seven main dimensions:

creative resources, supporting resources, industry, funding, institutions, marketing, infrastructure and technology (Pahlevi, 2017). According to (Nugroho, 2019), creative economy-based industries can be developed more broadly on a cultural basis; Indonesia has a rich and enormous culture. Therefore, Indonesia has excellent opportunities to become the centre of the world's creative economy. Developing the creative economy needs encouragement to develop Indonesia's creative economy facilities and support for creative economy actors.

Given the great potential and opportunities for the national Economy, Indonesia's Creative Economy can be upgraded to a more advanced stage. The government must also be ready to facilitate and develop programs to support the development of the creative economy. Along with the digital era, of course, creative economic opportunities related to digital will be significant. Based on that, the creative economy community also has the exact role of business in the creative field, which will generate economic opportunities and jobs. Then, the integration, interconnection, and participation of government, private sector, and community can create a creative industry.

Research conducted by (Haya Tambunan, 2022) shows that the creative workforce and exports of creative economy products affect economic growth in Indonesia. If the addition occurs significantly, it can create jobs and economic growth. Creative workforce and the same effect on economic growth. In realizing the creative economy, Indonesia formed BEKRAF, a creative economy agency that merged with the Ministry of Tourism. Kemenparekraf days to facilitate Indonesia's creative Economy (Pascaseseno, 2014) Kemenparekraf more than ten years established but has not contributed sectorally in terms of the growth of the creative industry (Perdana & Utami, 2022) creative economy gave birth to a creative industry that is very prospective for the national economy this can undoubtedly meet the target of Sustainable Development Goals number 8 Namely Economic Growth and Decent Work.

According to (Rahmi, 2019), the creative industry positively impacts the economy and welfare of creative industry players. The Creative Economy is currently one of the contributors to the Gross Domestic Product GDP with a contribution value of 7.8% with leading sub-sectors in Culinary, Fashion and Work. The value of Creative Economy Product Exports in 2021 reached US \$ 23.9 billion, proliferating from 2020 of only US \$ 18 billion and the target in 2022 is US \$ 25 billion. Maximizing the Creative Economy's potential in the Sustainable Development Goals Program will be the basis for improving the economy and growing decent work in which Indonesia actively participates. Increased Economic Growth and Jobs for the Indonesian People will spur the achievement of SDGs, one of which is to improve living standards and reduce inequality in Indonesia.

B. Sustainable Development Goals Economy

The SDGs concept was born from the 2012 Rio De Janeiro Conference on Sustainable Development by the United Nations to obtain universal goals that balance the three dimensions of sustainable development: the environment, society and economy. The SDGs have three main foundations, namely humans, plants, welfare, peace and partnerships, with goals in 2030 by prioritizing ending poverty, achieving

equality, and overcoming climate change (Is Hartono and Raharjo, 2016). SDGs are a refinement of the MDGs, which ended in 2015 (Wahyuningsih, 2017). SDGs are needed as a new development framework that includes all changes after 2015 or after the MDGs are completed. SDGs take the theme "Changing our world: 2030 Agenda for Sustainable Development (Panuluh & Fitri, 2016).

One of the SDGs has an economic development pillar and other pillars such as social development, environmental, legal, and governance development. The economic development pillar of the SDGs is the achievement of quality economic growth through sustainable employment and business opportunities, innovation, inclusive industry, adequate infrastructure, and affordable clean energy supported by partnerships. One of the economic pillars is SDGs Number 8, Economic Growth and Decent Work; one of the indicators of this goal is the increasing proportion of employment, domestic material consumption, and reduced unemployment (Alfariza et al., 2023) with the creative economy can undoubtedly create jobs, domestic consumption and reduce unemployment. With the creative economy, the number of unemployed will be reduced, and employment will increase (Ghufron, 2019).

This SDGs program contains 169 global targets for the next 15 years, from 2016 to 2030, to solve poverty problems, protect the environment, improve the quality of education, and reduce inequality. SDGs have four pillars, namely the social development pillar, the economic development pillar, the environmental development pillar, and the pillar of legal development and governance. The Sustainable Development Goals (SDGs) have 17 goals, namely (1) Overcoming and ending poverty that occurs everywhere (2) Ending hunger and meeting food needs in improving nutrition sources (3) ensuring a healthy and prosperous life for all ages (4) Quality education, fair, equitable, (4) Quality education, fairness, equity, and lifelong learning opportunities for all (5) Gender equality (6) Ensure clean water for all (7) Modern and affordable access for all (8) Sustainable economic development, productive and inclusive employment, and ensure decent work for all (9) Build resilient infrastructure, promote inclusive industry and innovation (10) Reduce intra- and inter-country disparities (11) Make cities and neighborhoods inclusive, safe, resilient, and sustainable, Secure, resilient and sustainable cities and settlements (12) Ensure sustainable patterns of production and consumption (13) Take urgent action to address climate change and deal with its impacts (14) Conserve and sustainably use marine and ocean resources for sustainable development (15) Protect, restore and enhance the sustainable use of forests, Stop desertification, reverse land degradation, and halt biological extinction (16) Promote inclusive and peaceful societies, access to justice for all, effective and accountable institutions, and inclusiveness at all levels (17) Strengthen the means of implementation and revitalize the global partnership for sustainable development.

According to (Israhtono and Raharjo, 2016), SDGs are more global in collaborating with the program; SDGs are made in detail with international negotiations with low and middle-income countries. The creative economy can affect the achievement of sustainable development in Indonesia. The economy is used as one of the footholds and SDGs Point Number 8, namely decent work and economic growth, economic improvement and decent work, has ten main targets to increase inclusive and

sustainable economic growth, productive and comprehensive employment opportunities and decent work for all.

C. Efforts to Improve Creative Economy in Indonesia Analyzing the Achievement of SDGs

In the Industrial Revolution 4.0 Era and the Digital Economy Era like today, developing the creative economy is an opportunity and challenge for Indonesia to build a creative economic system that creates a sizeable creative industry that can contribute to the national economy. Now, the creative industry has been growing in Indonesia considering the number of Creative Economy sub-sectors of 14 subsectors.0 is an industry that must use digital technology (Poerwanto & Shambodho, 2020) followed by the development of MSMEs in the field of creative crafts, the estimated creative industry contributes 15 million workers and an export value of US \$ 20 billion (Poerwanto & Shambodho, 2020) with the presence of *Sustainable Development Goals* (SDGs) is expected to solve labour problems and massively reduce unemployment in Indonesia. Indonesia is still experiencing several problems in developing the creative economy, causing several sub-creative economy sectors not to be maximized.

According to (Susilo, 2017), the results of his research are: 1. The creative economy is an integral part of the national and regional economy, so all parties must work together in advance of the creative economy. 2. In development, the creative industry is still faced with several problems that require the participation of the government, the private sector and the community 3. The successful development of the creative industry can improve the national economy, prevent urbanization, increase competitiveness, and reduce unemployment and inequality 4. The development of the industry continues to pay attention and requires government and private support and government programs to run the Creative Economy.

To achieve the goals and strategies of the Sustainable Development Goals (SDGs) and solve employment and employment problems in Indonesia, there are several obstacles to the implementation of SDGs nationally 1) Lack of understanding and awareness in achieving the Sustainable Development Goals in the community or government agencies 2) Geography, which causes unavoidable economic inequality 3) Funding issues, many targets certainly require and are large enough for the realization of the SDGs Program (Arianto, 2019) Of course not only the government, but non-governmental organizations, private sector, and the community itself in achieving the Sustainable Development Goals.

Launching the SDGs Website, *Bappenas* Indonesia has committed to creating decent work and playing an important role in employment and labour issues in the Sustainable Development Goals. Integrating the Sustainable Development Goals into the RPJM (Medium et al. Plan) with Bappenas as the coordinator of implementing the SDGs across sectors. Goal number 8 Decent work and economic growth has several targets in the economic field, namely:

1. Maintain Economic Growth per capita in line with national conditions and, in particular, at least 7 per cent gross domestic product growth per year in the least developed countries
2. Achieve higher economic productivity levels through diversification, technological

- upgrading and innovation, focusing on high-value, labour-intensive sectors.
3. Promote development policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation and encourage the formalization and support of micro, medium and small enterprises, including access to financial services.
 4. Progressively improve 2030 global resource efficiency in consumption and production and decouple from environmental degradation *by the 10-Year Framework on Sustainable Consumption and Production* with developed countries taking the lead.
 5. By 2030, achieve permanent and productive employment, decent work for all women and men, including persons with disabilities, and equal pay for work of equal value.
 6. By 2020, Substantially Reduce the proportion of young people not in employment, education or training.
 7. Take urgent action to eradicate forced labour, end slavery and the sale of human beings, secure the prohibition and worst forms of child labour, including the recruitment and use of child soldiers, and by 2025 end all forms of child labour.
 8. Protect labor rights and promote a safe and secure working environment for all workers, including migrant workers, especially female migrant workers, and those working in hazardous occupations.
 9. By 2030, Develop and Implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
 10. Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

Based on the results of research (Saputra et al., 2022), the title "*Lampung Tourism and Creative Economy Development*" carried out with an innovative approach through the Lampung Tourism and Creative Economy Office to collaborate with all stakeholders and elements of the development of tourist destinations and the creative economy into cities and provinces of Lampung must be an essential element of government collaboration for sustainable development. Based on this, policies in developing the creative economy to achieve the SDGs' goals to improve the Economy and decent work. Regions and Provinces can emulate policy policies from the Creative Economy Development strategy to achieve the MDGs. Given that some regions have not maximized the potential of the Creative Economy

To overcome these problems, it is highly recommended that several regions participate in the success of the SDGs Program to achieve goals, especially in SDG number 8, Economic Growth and Decent Work, by developing a creative economy. Because with a developed economy and inclusive employment, gaps, unemployment, and social welfare in the economy.

D. Creative Economy Barriers

According to (Nurhayati et al., 2022), many fundamental issues hinder the Creative Economy. First, product standardization still needs to be improved; second, mastery of technology for creative industry players; third, limited funding and capital make the expansion of the creative economy subsector less. Efforts need to be made to

solve the challenges of the creative industry; the era of technology demands creative industry players to master technology. Social media can help promote the creative economy. Besides that, Indonesia's creative economy faces another challenge in developing creative human resources. In addition, developing the world's creative economy creates competition between products, cultural expansion, and low public appreciation of the creative profession.

The digital era is a challenge and opportunity in the Creative Economy, one of which is branding creative economy products. Digital branding strategies have proven effective in improving branding and performance of the creative economy during the pandemic (Putri, 2022). In facing the challenges of creative economic obstacles, collaboration between stakeholders and the use of technology and information for creative actors is needed. However, there are challenges in developing the creative economy; it is considered a bright future because it is based on culture and creativity and has an enormous scope. Creative industries and economies are expected to contribute and play a role in the progress of the Indonesian economy.

E. Government efforts to boost the Creative Economy

To improve Indonesia's creative Economy, Indonesia, through the Ministry of Tourism and Creative Economy in 2022. The program is Marketing, Creative Economy, Destinations, Tourism Products, industry and investment. in this case, the author discusses two things

1.) Marketing

In the marketing program, several campaigns are carried out by the Ministry of Tourism and Creative Economy, such as the #di Indonesia aja campaign, #It's Time For Bali #beli local creatives and promotion of tourist villages. The campaign is one of the tools used to invite public participation in the promoted program. The #beli local creatives program has a positive realization and significantly impacts creative industry players (Agustin et al., 2020) by collaborating with 6 *E-Commerce* and two expedition services. The #diindonesiaaaa program aims to attract prospective domestic tourists who want to travel to a place not far from them (Herlina, 2022). Then Desa Wisata is a government initiative to create rural area development based on the tourism industry. Village tourism in its development is a process of exploring the potential that exists in the village both from elements of natural beauty, society and culture (Rianto et al., 2021), and there are still many campaigns of the Ministry of Tourism and Creative Economy in realizing the tourism industry and creative economy.

2.) Creative Economy

In the creative economy program there are many programs carried out by the Ministry of Tourism and Creative Economy, such as IPR facilities, Creative Economy Infrastructure Banper, BEKUP, BBI, GAMEPRIME, BIP, AKI, BEGERAK, Creative from Home, BEDAKAN, SCENE. The progress of the creative industry requires protection. One form is IPR. Only 17% of the total 16.7 million creative industry actors register Intellectual Property Rights. This is due to several factors: Low public awareness, lack of information, assumptions of high costs, and long wait times (Ganefi, 2019). Then, the BEDAKAN Program is a facilitation and mentoring program for business actors aiming to educate and improve the economy of creative industry players with visual identity,

packaging design, and packaging printing assistance (Witari, 2022). Then there is Gernas BBI, proudly made in Indonesia. Launched for the first time on May 14, 2020, it is a major campaign to promote MSME products and is also a derivative of PP No. 23 of 2020 concerning National Economic Recovery. BIP Government Intensive Assistance Kemenparekraf There are two schemes: regular BIP and BIP Business Safety Net. Aki Apresiasi kreasi Indonesia is the development of the creative economy exhibition capacity of creative economy actors in the culinary sub-sectors, crafts, fashion, film and music games applications in 16 cities and districts in Indonesia.

CONCLUSION

The creative economy has a crucial role in Indonesia; it focuses on the creation of goods and services with expertise, creativity, and intellectual property. Creative Economy is Indonesia's hope and sector in global competition. The creative economy provides excellent opportunities for the birth of new business ventures to alleviate global poverty. Almost seventeen million workers are absorbed by the Creative Economy, and the figure is believed to continue to increase. For this reason, a creative economy is essential for Indonesia. The Creative Economy is one of the fastest-growing parts of GDP, Employment, and Export revenue. The creative industry is an essential element in building the Indonesian economy. According to the minister of tourism and creative Economy, Sandiaga Salahuddin Uno, Indonesia is listed as the third largest country in the creative Economy after America and South Korea. Sandiaga Uno, in the WCCE World Conference on Creative Economy 2022, which is a side event of the G20, revealed that the creative industry is proliferating and creating opportunities to achieve the target of President Jokowi, namely in supporting the creation of Four Million Four Thousand Jobs in 2024 Creative Industries Indonesia has competitiveness in the creative industry. as for Indonesia's competitiveness can be identified according to seven main dimensions, namely creative resources, supporting resources, industry, funding, institutions, marketing, infrastructure and technology. Creative economy-based industries can be developed more broadly on a cultural basis; Indonesia has a rich and enormous culture. Therefore, Indonesia has excellent opportunities to become the centre of the world's creative economy. Developing the creative economy needs encouragement in Indonesia's creative economy development efforts facilities and support for creative economy actors.

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