

**MAPPING THE CREATIVE, CULINARY, AND FASHION INDUSTRIES YOGYAKARTA INDONESIA IN  
COMPETITIVE ADVANTAGE IMPROVEMENT, SUPPORTING TOURISM AND WELCOMING ASEAN  
ECONOMIC COMMUNITY**

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**ABSTRACT**

The mapping of Indonesian creative, culinary, and fashion industries become a great potential as tourist attractions. As such industries were supporting the economy growth there were few empirical studies that have been conducted in the area. The purpose of this study was to conduct mapping of creative, culinary and fashion industries in Yogyakarta Indonesia to support tourism strategy and welcoming the asean economic community. The upcoming creative economy development in 2025 is a manifestation of optimism and overflow aspiration to support Indonesia's vision becoming a developed country. There would be ideals, imagination and dreams for the community with high quality of life, prosperity and creativity. Creative economy in the world today is believed to contribute significantly to the economy growth. By the use of questionnaire surveys to carry out mapping the industries for the tourism attractions the result shows that the creative,culinary and fashion industries in Yogyakarta are still scattered in various regions and some districts of the city. Though the basic policies of the government established toward food trader (culinary) and fashion they have not been adhered throughly by the industries.

**Keywords:** Creative, Culinary, Fashion Industries, Competitive Advantage, Indonesia

**1.Introduction**

1.1 Study backdrop

Creative industry is a special phenomenon that has been believed to answer the challenges of the basic problems of short and medium term in low post-crisis economic growth averagely only 4.5% per year,(9-10)% unemployment, (16-17)% high poverty rates, and low competitiveness of the industry. Referring to the determination and direction of the national industrial policy in 2005 - 2025 that comprises national industrialization, the development strategy of the national industry and government facilities as well as law Industry no. 5 of 1984 Indonesia creative economy development in 2025 would be a manifestation of optimism and overflow aspiration to support Indonesia's vision is becoming a developed country, in which there are ideals, imagination and dreams for the community with high quality of life, prosperity and creative. Creative economy, in many countries in the world today, is believed to contribute significantly to the economy of the nation.

1.2. Literature review

1.2.1 The role of mapping

Mapping has been known an activity to perceive the potential benefit in the territory. Study by Cojanu *et al.*, (2011) found that by mapping they identified a crucial potential in terms of not only capitalization of different types of capital (territorial, human, cultural), but also in terms of achieving mutual reinforcement of links between advanced and less advanced industries. The activity of mapping conducted by Tempia *et al.*, (2010) identified critical control points for health screening along the routes, which may enable the establishment of a livestock certification system in nomadic pastoral environments in southern Somalia. Odura *et al.*, (2014) did the mamping and found that Ghana displays a number of features of democratic institutionalization and is considered a success story of democratic transformation in Africa. They examined the quality of Ghana's political transformation and the nature of its institutions. They concluded that in the short- to medium-term Ghana's democratic politics and development will continue to be informed and shaped by a competitive client list electoral politics. In the medium-to long-term, however, with the increasingly competitive nature of elections and the continuous expansion of the public space, the character of the political

settlement in Ghana will create the incentive structure for the ruling coalition to adopt sustainable policies and strategies towards inclusive development.

### 1.2.2. The concept of creative industry and their development in Indonesia

Creative industries have been believed to be increasingly important of modern post-industrial knowledge-based economies. Not only they are able to create job opportunity but also playing an important role in fostering cultural diversity. Commonly there is no generally accepted definition of the “creative industries” and many empirical definitions focus on a wide range of sectors (Boggs, 2009). According to Coy (2000) define creative industries as “production of virtual value that based on individual creativity and ideas and emphasized creative industries as a regional development strategy”. While Howkins (2002) referred to activity of production in goods or services that is seen creative. On the other words creative industries can be defined an economic activity that is associated with creating or using knowledge to produce goods and services. In Indonesia creative industry also called the culture industry or creative economic created from their use and skills possessed by each individual in order to create jobs and also can create new livelihoods.

As seen in table.1 is the growth of creative industries from varied sector. Though not all the sectors are able to grow certain creative industries like culinarry, handicraft, and advertising have increased yearly. Most of the entrepreneurs are known as small and medium enterprise (SME).

Table.1 The growth of creative industries in Indonesia period 2011 - 2015

No.	Industries	2011	2012	2013	2014	2015
1.	Food and beverage	5,24 %	5,31 %	5,14 %	5,32 %	5,61 %
2.	Textil and cloth	1,38 %	1,35 %	-	-	-
3.	Leather and feet fashion	0,28%	0,25 %	0,26 %	0,27 %	0,27 %
4.	Wooden, bamboo, and rattan industries	0,76 %	0,70 %	0,70%	0,72 %	0,67 %
5.	Furniture	0,28 %	0,26 %	0,26 %	0,27 %	0,27 %
6.	Handicraft	-	15,54%	17,77%	20,18%	21,72%
7.	Advertising	15 %	20 %	-	-	-

Resource : Statistic central bureu (2016)

### Creative industries in Yogyakarta Indonesia

Creative industries in Yogyakarta play important parts in enhancing tourism growth that give economic impact in the community.They have been concerned by the government (Desperindagkop) through various exhibition and mall showrooms. Bamboo calligraphy, woven handicraft, batik, woven cloth, and others. However among them batik with various models and designs have been developed and distributing whether local or national that mostly concentrated in capital cities.

### The objectives of the study

Indonesian tourism promotion board especially Yogyakarta will map the creative industries can be a mainstay and great potential as a tourist attraction in Indonesia. As such, the creative industries of culture Indonesian society that will support the development of the tourism industry in the midst of competition with other tourist destinations both ASEAN regional and international levels. Hence the objectives of the study is to carry out mapping and designing creative industries culinary and Fashion in Yogyakarta that in the future will be used to build the blue-print basic government policy related to food trade (culinary) and related fashion travel Yogyakarta in order to to perform web implementation of creative industries (culinary and fashion) travel related Yogyakarta to support tourism strategy Indonesia in facing asean community.

### RESEARCH METHODOLOGY

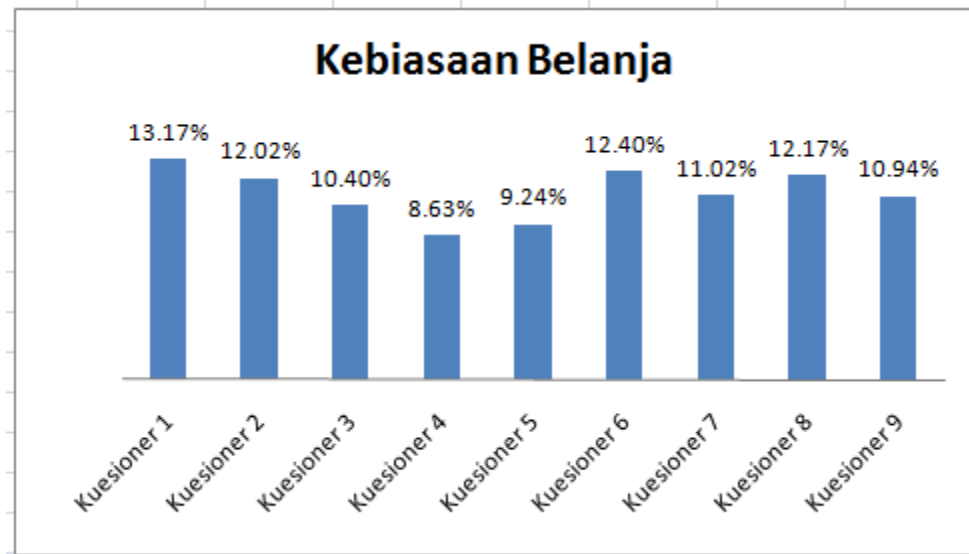
Since the study was conducted on creative industry to identify the mapping of the sector the study was primarily qualitative in nature in order to propose a mapping creative industry in the area of research. Data were generated via in-depth qualitative interviews with owners/managers in the proposed creative industries.The interviews were semi-structured, based on an interview guide dealing with creative, fashion, and culinary sector. Descriptive analysis was conducted to sort and identify the respondents in area of research.

### RESULT OF THE STUDY

As seen in figure.1, researchers have conducted a survey through questionnaires to the 44 respondents related to the behaviour of their shopping. The survey found that they were 13 % shopping without any plan. Meaning that someone

were buying clothes, shirts, pants and other equipments without a plan. While shopping habits without thinking found 8.63 % means that the shopping was done while having sight seeing within the mall or other fashion stores and they purchased the fashion products for the color, design, and its fabric texture and pattern.

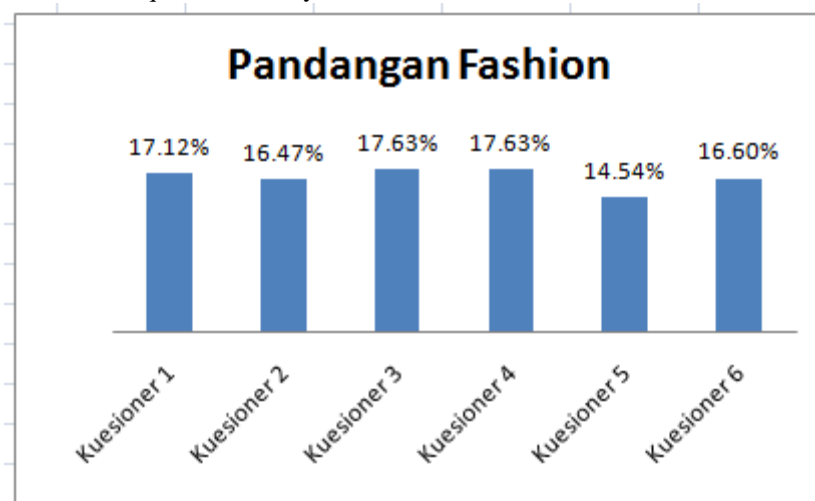
Figure.1 Result of qualitatif survey of shopping behaviour



Source : survey (2016)

Shown in the figure.2 found that from survey on the view of fashion of 44 people, they were three dominant questions being responded referring view of fashion. First purchasing a new fashion for having information from friends were 17,12 %, second purchasing the least fashion among their colleagues were 17.63% and the last purchasing a new fashion due to the brand were 17.63 %. From the information above, it can be concluded that, from interviews all the respondents purchased the fashion because of new merk.

Figure.2 Result of qualitatif survey of fashion view

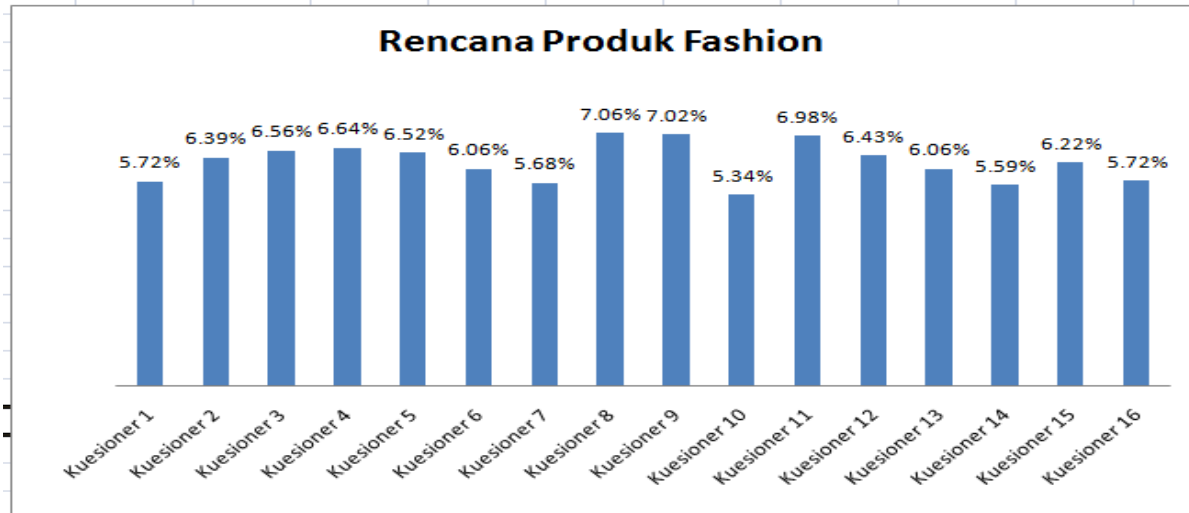


Source : survey (2016)

Shown in figure.3 from questionnaires distributed to 44 respondents it was found that people were interested in buying fashion for big promotion at 7,06 % discount. Additionally the existances of the crowd around the shop were not able

to attract them to purchase goods. It was proved that 5,34 % of 44 respondents were responded to purchase goods due to the discount promotion not for the crowd of buyers around the shops.

Figure.3 Result of qualitatif survey of product fashion plan

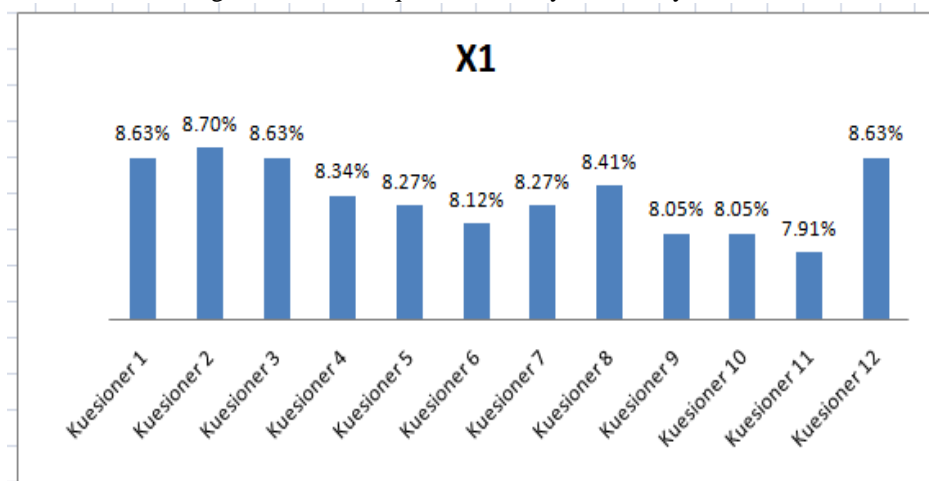


Source

: survey (2016)

From figure.4, the results of a survey of 31 respondents about food products (culinary), it was indicated that 8.63 % of the customers purchased on food and beverage regarding their knowledge placed the highest points. Meaning that available menu in the restaurant become main attraction to have culinary in the restaurant. While the accuracy of the waiters in providing food and beverage to the consumers placed 7.91% meaning that a culinary business would be succeeded if they have accurate quick service. The customers tended to be reluctant of waiting the order. They would rather choose quick services.

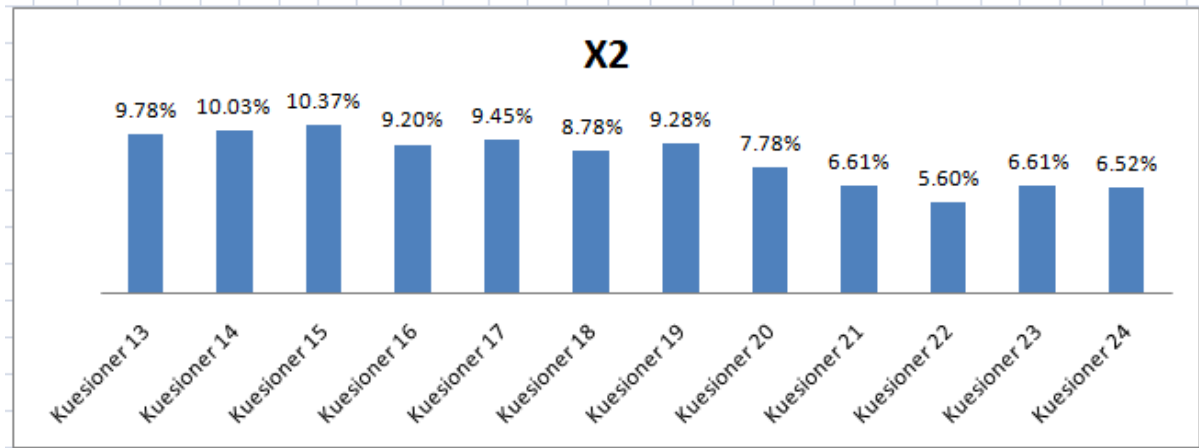
Figure.4 Result of qualitatif survey of culinary



Source : survey (2016)

It was indicated from figure.5. that the results of the survey on 31 respondents can be summarized that there are two questionnaires concluded 10,37 % cleanliness of utensils (such as spoons, plates, stalls etc.) become a priority to choose food. 10,03 % indicated that the cleanliness become the main factor of people's choice in searching for food. From this information explained that people should pay attention to cleanliness and food presentation. Whereas 5,60 % use creditcard to get the discount. From the discussion above it was informed that, the cleanliness of utensils (such as spoons, plates, shanties to the attention of people who like to open a culinary business.

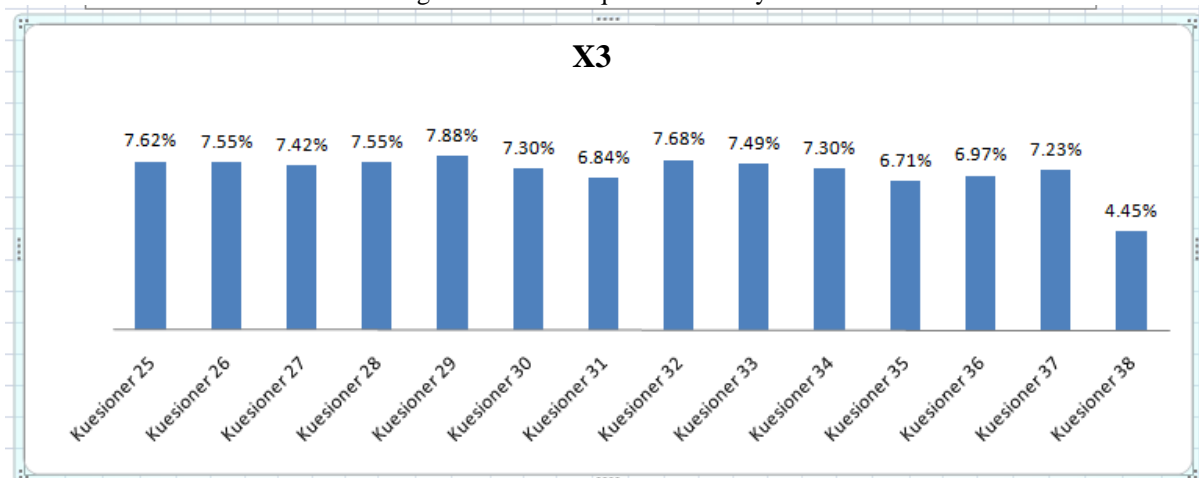
Figure.5 Result of qualitatif survey of culinary promotion strategy



Source : survey (2016)

Seen in figure.6 from 31 respondents of 14 questionnaires knowledge of employees regarding food and beverages placed at 7.88 % means that the waiter obliged to understand about the 'menu' which will be on sale. While the existence of an additional facility of payment processing tools (eg credit card) including the subject matter considered not important.

Figure.6 Result of qualitatif survey of services



Source : survey (2016)

### CONCLUDING REMARKS

The creative industry of culinary and fashion in Yogyakarta, still scattered in various regions and some districts of Yogyakarta. The basic policy of the government food trader (culinary and fashion) has not adhered to either by the perpetrator. The government should pay attention to the creative industry (fashion and culinary) and special attention related business location, map out related strategic places for businesses clustered according to their field widened specific area, and pay attention to the capital related creative industries.

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