

Analyses of Economy and Creative Economic Potentials in Bogor Regency

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Abstract

Located between the feet of the Mount Gede and the Mount Salak, Bogor Regency is a region blessed with abundant natural potentials which can be turned into tourism objects to attract both local and overseas tourists. Such advantages cannot be found in many regions. Therefore, it is necessary for local governments to recognize and to map any benefits that the region has and to identify any sector which should receive immediate attention so that they can be the driving locomotive the development of the region. The purpose of this study is to analyze the economy, economic structure, the leading sector, creative economic potential, and strategies for developing the creative economy of Bogor regency. In terms of method, this research used secondary data with analysis of economic growth, economic structure and sectoral contribution to GRDP, LQ analysis, and Shift Share analysis. To recognize potentials of creative economy and development strategy in the future, SWOT analysis with a seven-dimensional creative economy approach was applied. The research found that the growth of Bogor Regency is the highest compared to other cities/regencies in West Java... Based on the LQ analysis, there are four business fields which have been the leading sector, or the base sector with an LQ value > 1. Shift Share (SS) analysis of Bogor Regency towards West Java province over the 2015-2019 period found that the value, the overall growth of Bogor Regency is relatively higher than that of the West Java Province. Positive Differential Shift (DS) value indicates fairly high comparative advantage. The Proportional Shift (PS) value also shows proportional composition of industrial sectors growing faster than the province of West Java. Based on the seven dimensions of the creative economy used in this research, through a SWOT analysis, it needs to be developed as a whole. Of the seven dimensions, there are two dimensions that are of priority and concern. The first is the issue of human resource development and the second is the issue of financing or capital.

Keywords

economy; creative; economy



I. Introduction

One of the important factors in regional development planning is to develop the economy of the region so that it has high competitiveness, which is required to drive other sectors to keep growing. In economic development, a variety of special criteria are needed in identifying the basic or leading sectors. Therefore, it is necessary to have an optimal linkage between planning, budgeting, and implementation as an effort to maximize people's participation in economic development activities so that all of these goals focus on the potential of each in an area.

In looking at the development of an economic growth, the government refers to the development of the economic sectors forming the GRDP which shows how big the contribution of these sectors is to economic growth. An important indicator to find out economic conditions of a region or a province in a certain period is the data on gross regional domestic product (Wahyu, 2012).

Over the period of 2015-2019, Bogor Regency recorded significant growth, in which the manufacturing sectors contributed greatly to GRDP, followed by Wholesale and Retail Trade and the Construction sectors. Bogor Regency has potentials which can be developed into leading sectors. In addition to the creative economy of the tourism sub-sector, Bogor is also famous for its cuisines. The development of creative economic activities has positive impacts on the economy. The potential is even greater due to changes in people's lifestyles, cultural wealth, and natural resources. For this reason, development strategy of creative economy is needed so that it becomes a leading sector in increasing regional economic growth which will ultimately improve people's welfare.

Currently, there are still few studies and mapping on the creative economy in Bogor Regency. Therefore, the purpose of this study is to identify leading sectors and the factors that influence and hinder the development of the creative economy in Bogor Regency

II. Review of Literature

2.1. Economic Development, Growth and Structure

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. The relationship between inflation and economic growth is one of the debatable issue and the most important macroeconomic discussions among macro economists, policy-makers and monetary authorities in all countries (Wollie, 2018).

Economic development is usually associated with economic growth in developing countries. Economic development is not interested only in the problem of real national income, but also in the modernization of economic activities, including any effort to overhaul the traditional agricultural sector, the problem of economic growth acceleration, and how to increase the level of per capita income continuously (Sadono Sukirno, 2006: 243).

One of the implementations of the economic development is regional development. As an archipelagic country with a large area, Indonesia requires the development of alternative areas for the implementation of development (Bagdja Muljarijadi, 2011). According to Prathama (2014), economic development has a broader meaning than economic growth does. While the concept of economic growth refers more to quantitative changes, economic development includes a qualitative dimension.

According to Romer (1993), that economic growth is determined more by the production system, instead of anything from outside the system. As technological progress is endogenous by nature, growth is part of the decision of economic actors to invest in knowledge. The role of capital is greater than just part of income if the capital means not only physical capital but involves human capital.

Regional economic growth is the increase of income of in overall communities in the region, namely the increase in all added values. Regional income describes the remuneration for production factors operating in the area (land, capital, labor, and technology), which can roughly describe the prosperity of the area. The prosperity of a region is determined by not

only the amount of added value created in the region but also by the amount of transfer payments, namely parts of income that inflows or outflows the region (Tarigan, 2014).

The role of each sector of the economy can be seen from the economic structure of a country. Hollis Chenery came up with the theory about changes in economic structure, quoted by Amir Mahmud (2016), explaining that changes in economic structure in developing countries are transforming from traditional agriculture to the industrial sector as the main driver of growth. Chenery's research shows that per capita income has changed consumption patterns from food and necessities to manufactured products and services, accumulation of physical capital and human resources, urban and industrial development, slower rate of population growth, small family size, economic sector dominated by non-primary sector, especially the industrial sector (Amir Mahmud, 2016:).

2.2. Creative Economy

Nurmilah (2016:98) states that the creative economy is an economic concept that intensifies information and creativity. The creative economy relies on ideas and stock of knowledge of human resources (HR) as the main production factor in its economic activities

According to John Howkins, quoted by Serfiyani (2016) defines creative economy as an economic activity that turns creativity, culture, cultural heritage and the environment as the foundation of the future.

The scope of the creative industry consists of 16 sub-sectors of the creative economy, namely: Applications & Games; Architecture; Design interior; Visual communication design; Product Design; Fashion; Film, Animation and Video; Photography; Crafts; Culinary; Music; Publishing; Advertising; Performing Arts; Art; and Television and Radio (BEKRAF, 2016)

2.3. LQ Analysis

LQ analysis in certain industries/sectors compares the share of certain industries/sectors to the total workforce/output at the regional/local level with the shares of the same industry/sector to the total workforce/output at the national level (the wider area, which is called the reference area), in which if the share of the regional industry/ sector is greater than the share of the national industry/sector, the excess portion of the output/labor can explain the magnitude of the exports that occurred (Bagdja Muljarijadi, 2016:56).

2.4. Shift Share Analysis

Shift-share analysis is a very useful technique in analyzing changes in the regional economy compared to the economy of the wider region (reference area) over a period of time. The purpose of this analysis is to determine work performance or productivity of the regional economy by comparing it to the wider region (Bagdja Muljarijadi, 2016:5).

2.5. Previous Research

Firmansyah (2019)

“Analysis of Leading Economic Sector in Bogor Regency” The research found that several locations in Bogor Regency have packaged MICE products, including, among others, Cisarua chosen to hold meetings such as Batu Layang, North Monument, South Monument, Kopo, Cilember, Megamendung, Tamansari (Pasireurih and Tamansari), Tenjolaya (Mount Malang), and Kiarasari in Sukajaya, Ciasihan in Pamijahan, and Bantar Karet in Nanggung. Meanwhile, the incentives for travel can be in Iwul in the Parung area, Jampang in Kemang, or Malasari in Nanggung.

Sesilia Kusuma, Sutomo Wim Palar, Agnes L. Ch. P. Lapian (2014)

“Analysis of Economic Structure and Economic Growth in the Ternate City” The analysis of LQ calculations found sectors that have an LQ value > 1, namely the electricity, gas, and clean water sectors; the construction sector; the trade sector; the transportation sector; the corporate services sector; and the services sector as well as sectors that have an LQ value < 1, namely the agricultural sector, the mining sector and the industrial sector. The Shift Share (SS) calculation found that there are five sectors, namely the economic sectors that have competitive advantages, namely the agricultural sector, the trade sector, the industrial sector, the transportation sector, the corporate service sector, and other service sectors.

Metasari Kartika (2018) in his research concludes that the creative economy of the culinary sub-sector in Pontianak City has the potential to be developed so that it can contribute to the regional economy. This is actually due to the facts that: (1) Pontianak City is classified as an urban area and, as the capital of West Kalimantan Province, it has a culinary tourism attraction for, in particular, residents of West Kalimantan; (2) there are still many local culinary delights that can be created and served with traditional and modern touches; (3) It is easy to run business in the culinary sub-sector since there is no requirement for the age and educational backgrounds and the success of this culinary sub-sector is more determined by the creativity in creating and presenting tastes.

III. Research Methods

The research used secondary data to review the economic data of Bogor Regency by using GRDP data of Bogor Regency and West Java province. Among the data obtained from BPS and other documents were as follows:

1. Gross Regional Domestic Product of Bogor Regency by Business Field 2015 – 2019
2. Gross Regional Domestic Product of West Java Province by Business Field 2015 – 2019
3. Bogor Regency Economic Indicators 2015 – 2019
4. Pocket Book of West Java Province GRDP, Regency/Bogor GRDP, Java Province GRDP, and Indonesia's GRDP, 2015-2019
5. Strategic Plan (RENSTRA) 2016 – 2021, Bogor Regency Government
6. Bogor Regency's Regional Development Work Plan, 2017
7. Other sources and references related to research.

3.1. LQ (Location Quotient) Analysis

LQ analysis in certain industries/sectors compares the contribution (share) of certain industries/sectors to the total workforce/output at the regional/local level to the contribution of the same industry/sector to the total workforce/output at the national level (the wider area, which is called the reference area), according to which, if the contribution of the regional industry/sector is greater than the contribution of the national industry/sector, the excess portion of the output/labor can explain the magnitude of the exports (Bagdja Muljarijadi, 2016:56). This statement can be formulated as follows:

$$LQ = \frac{V_i/V_t}{Y_i/Y_t}$$

In which:

LQ = Location Quotient Index

V_i = GRDP i Sector in Bogor Regency

V_t = Total GRDP of Bogor Regency

Y_i = GRDP of i Sector in the West Java Province

Y_t = Total GRDP of West Java Province

The value shown in this LQ formula will have the following meanings:

- If the value of $LQ_i > 1$, then the i sector in the region is more specialized than the same sector in the reference area, or, in other words, the sector is capable of exporting its products/labor (base sector)
- If the value of $LQ_i < 1$, then the i sector in the region is less specialized than the same sector in the reference area, or, in other words, the sector is unable to export its products/labor (non-basic sector)
- If the value of $LQ_i = 1$, then the i sector in the region has the same level of specialization with the same sector in the reference area, or, in other words, the sector can meet the needs of its own region

3.2. Shift Share Analysis

Shift-share analysis is a very useful technique in analyzing changes in the regional economy compared to the economy of the wider region (reference area) over a period of time. The purpose of this Shift Share analysis is to identify the performance or productivity of the regional economy by comparing it with the wider region (Bagdja Muljarijadi, 2016:5). Bagdja Muljarijadi (2016: 59-60) added that this analysis provides data on economic performance in three inter-related fields, namely:

- a) Economic growth which is measured by analyzing changes in aggregate employment by sector compared to changes in the same sector in the reference economy.
- b) Proportional shift, which measures relative changes, growing faster or slower, of a sector in the region compared to those in the larger (national) economy.
- c) Differential shift, which is used to identify sectoral competitiveness of a region compared to that of the reference economy

3.3. SWOT analysis

SWOT analysis is a systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that can maximize Strengths and Opportunities, but simultaneously minimize Weaknesses and Threats. The strategic decision-making process is always related to the development of the company's missions, goals, strategies and policies. Thus, strategic planning (strategic planner) must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions (Rangkuti, 2017). Furthermore, Rangkuti (2017: 20), states that the SWOT analysis compares the external factors, namely Opportunities and Threats, to internal factors, namely Strengths and weaknesses.

IV. Result and Discussion

Table 1. Results of Location Quotient (LQ) Analysis in Bogor Regency in 2015-2019

Category	LQ ANALYSIS						
	2015	2016	2017	2018	2019	Average	Information
Agriculture, Forestry and Fisheries	0.668	0.660	0.664	0.662	0.651	0.661	Non Base
Mining and excavation	1.266	1.240	1.251	1.332	1.342	1,286	Base
Processing industry	1.262	1.274	1.267	1.257	1.267	1,265	Base
Electricity and Gas Supply	0.361	0.371	0.424	0.426	0.438	0.404	Non Base
Water Supply, Waste Management, Waste and Recycling	1.434	1.442	1.442	1.444	1.484	1.449	Base

Construction	1.100	1.107	1.137	1.163	1.172	1.136	Base
Wholesale and Retail Trade; Car and Motorcycle Repair	0.809	0.807	0.803	0.797	0.786	0.800	Non Base
Transportation and Warehousing	0.656	0.654	0.668	0.682	0.698	0.672	Non Base
Provision of Accommodation and Food and Drink	0.990	0.983	0.979	0.964	0.938	0.971	Non Base
Information and Communication	0.649	0.648	0.644	0.641	0.635	0.644	Non Base
Financial Services	0.208	0.207	0.208	0.212	0.221	0.211	Non Base
Real Estate	0.729	0.726	0.722	0.718	0.712	0.721	Non Base
Company Services	0.489	0.488	0.487	0.475	0.471	0.482	Non Base
Government Administration, Defense and Mandatory Social Security	0.796	0.795	0.791	0.786	0.755	0.785	Non Base
Education Services	0.708	0.706	0.702	0.699	0.696	0.702	Non Base
Health Services and Social Activities	0.715	0.718	0.718	0.714	0.689	0.711	Non Base
Other Services	0.879	0.878	0.872	0.881	0.882	0.878	Non Base

Based on Table 1, out of 17 sectors, Bogor Regency has 4 basic or leading sectors. In 2015-2019 the sector that has the highest average LQ value is Water Supply, Waste Management, Waste and Recycling sector with a value of 1.46, followed by the Mining and Excavation sector with a value of 1.30 and the Manufacturing Industry sector with a value of 1.28. The construction sector is the last. The four leading sectors have potentials to meet not only the needs of their own regions but also the needs of other regions.

4.1. Shift Share Analysis

The economic growth in the West Java Province in 2015-2019 showed a positive value of 24 percent. The Proportional Shift and Differential Shift values have positive and negative values for each sector. This can be seen in the following table:

Table 2. Results of Shift Share Analysis of Bogor Regency GDP in 2015-2019

Category	KPN	KPP	KPPW	PE	PB
Agriculture, Forestry and Fisheries	0.24	-0.11	-0.01	0.12	-0.11
Mining and excavation	0.24	-0.33	0.07	-0.02	-0.26
Processing industry	0.24	-0.01	0.03	0.25	0.02
Electricity and Gas Supply	0.24	-0.33	0.22	0.12	-0.12
Water Supply, Waste Management, Waste and Recycling	0.24	0.00	0.07	0.30	0.06
Construction	0.24	0.05	0.11	0.40	0.16
Wholesale and Retail Trade; Car and Motorcycle Repair	0.24	-0.01	-0.01	0.21	-0.02
Transportation and Warehousing	0.24	0.03	0.11	0.37	0.13
Provision of Accommodation and Food and Drink	0.24	0.14	-0.05	0.33	0.09
Information and Communication	0.24	0.29	0.00	0.52	0.29
Financial Services	0.24	0.00	0.10	0.34	0.10
Real Estate	0.24	0.16	-0.01	0.39	0.16
Company Services	0.24	0.16	-0.03	0.37	0.13
Government Administration, Defense and Mandatory Social Security	0.24	-0.08	-0.04	0.11	-0.12
Education Services	0.24	0.06	0.00	0.30	0.07
Health Services and Social Activities	0.24	0.17	-0.02	0.38	0.14
Other Services	0.24	0.13	0.03	0.40	0.16

4.2. Sectoral Changes and Shifts

Table 2 above shows findings of the Shift Share analysis as follows:

1. Agriculture, Forestry and Fisheries Sectors; Wholesale and Retail Trade, Car and Motorcycle Repair; and Government Administration, Defense, and Mandatory Social Security showed negative values on the proportional shift and differential shift. It means that the growth of these sectors is slower than the growth of each sector in West Java as a whole. Overall, the net shift (PB) found that these sectors experienced a decline or negative value in both Bogor Regency and West Java.
2. Mining and Excavation Sector, Processing industry, and Electricity and Gas Procurement show a negative value on the proportional shift and a positive value on the differential shift. It means that growth in these sectors is slower than the growth of each sector in West Java as a whole. However, the overall net shift (PB) of the Mining and Electricity Procurement sector experienced a setback because it was negative, while the Manufacturing Industry sector showed a progressive shift because it was positive.
3. Sectors that have positive values in the proportional shift and differential shift include the Water Supply, Waste Management, Waste and Recycling Sector; Construction Sector; Transportation and Warehousing Sector; Information and Communication Sector; Financial Services Sector; and Education Services Sector, among others. It means that these sectors are faster than the growth of each overall sector in West Java, and there is a sectoral shift in Bogor Regency as a result of the rapidly growing sector growth in West Java. It means that the sector that has a positive value in Bogor Regency also has a competitive advantage. The net shift of these sectors shows positive values as they experience progressive increases in Bogor Regency and West Java
4. Accommodation and Food and Drink Provision Sector; Real Estate; Company Services; and Health Services and Social Activities show positive values on the proportional shift and negative values on the differential shift. This means that the growth of these sectors is faster than the growth of each sector in West Java as a whole, but these sectors did not have a competitive advantage. Overall, its terms of the net shift (PB), the Provision of Accommodation and Food and Drink; Real Estate; and Health Services Sectors in Bogor Regency showed positive values, meaning these sectors experienced progressive shifts.

4.2. SWOT analysis

Based on data and information collected from various documents, the followings are analyses of the Strengths, Weaknesses, Opportunities, and Threats of the creative economy potential of Bogor Regency.

Table 3. Matrix of Strength-Opportunities Strategy, Weaknesses-Opportunities Strategy
Seven Dimensions of Bogor Regency's Creative Economy

Dimension	ST	WO
Human Resources	Empowering HR with productive age group, having a relatively high HDI and creative talents to receive training in entrepreneurship, management, production, marketing and promotion as well as the use of ICT to be able to produce strong prospective businessmen and creative economic actors in Bogor Regency	Providing and facilitating training centers and creative economy-related educational curricula such as fashion, information technology, animation, film and video and others related to the creative economy

Natural and Cultural Resources	Increasing the number of events and promotions to introduce the original culture of Bogor Regency locally, nationally and internationally	The original cultural heritage of Bogor Regency must be maintained and preserved by providing facilities and incentives.
Industrial Competitiveness	Improving competitiveness and creativity level in the seven dimensions of the creative economy, especially in human resources and financing dimensions, especially in the IKM/SME sector	Improving competitiveness in the seven dimensions of the creative economy, by providing infrastructure and facilities, as well as human resource training and accesses to capitals for creative economic actors
Financing	The active role of the central and local governments to help finance and increase investment in the creative economy, especially for creative economy SMIs/SMEs	Increasing access to capital, not only from banks but also from non-bank financial institutions
Marketing	Improving marketing through not only physical promotions like exhibitions and festivals, but also the use of ICT, e-Marketing via the internet, e-Commerce and other applications as well as developing destination content based on religion, nature and artificiality	Increasing the number of information and access to creative economy markets by utilizing information technology and information, internet, e-commerce and other information channels
Infrastructure and Technology	Utilizing existing infrastructures and technologies for the development of creative economy by developing destination content and building tourist villages	Improving the quality of human resources towards the use of Information Technology and Technology
Regulatory and Institutional	Optimally empowering creative economy institutions and creative communities to make breakthroughs in the seven dimensions of the creative economy, namely the human resources, culture, industrial competitiveness, marketing, financing, infrastructure and technology, as well as regulations and institutions that are fully supported by the government	Boosting acceleration of institutional work programs and creative economy communities at the regional level that support the central government's creative economy-related work programs. Encouraging SMIs/SMEs to have a legal entity and the formation of a creative economy committee

Source: Processed

Table 4. Matrix Strategy *Strength-Threats*, Strategy *Weaknesses-Threats*
Seven Dimensions of the Creative Economy in Bogor Regency

Dimension	ST	WT
Human Resources	Inviting and promoting, providing trainings and facilitating creative economic activities for human resources of productive age as well as creative talents so that they can become creative economy actors	Providing planned, systematic and continuous training programs and adding curriculum for creative economy lessons in formal and informal educational institutions, increasing the number of events and promotions, and creating a database of creative economy actors, especially SMIs/SMEs creative economy
Natural and Cultural Resources	Collaboration between indigenous people and urban communities who have the potential and creative talents to increase creativities in the cultural field, while maintaining cultural authenticities	Providing facilities and training as well as introducing cultural heritage by involving urban communities
Industry Competitiveness	Providing and preparing facilities and infrastructures, especially in the production process, starting from the provisions of raw materials to the production process into final goods	Continuously improving competitiveness in the seven dimensions of the creative economy, while competitiveness is still weak, needing protection through laws or regulations that favor local goods and services
Financing	The active roles of the central and local governments help facilitate access to capital from banks, especially for SMI/SME start-ups in creative economy	Facilitating access to capital and financing as well as increasing creative economy capital and financing channels
Marketing	the active roles of the South Tangerang Municipality's government to encourage SMIs/SMEs in creative economy to promote, to conduct market research and product innovation	opening access to market information, marketing and promotion training and use of online marketing channels
Infrastructure and Technology	Encouraging creative economy actors to take advantage of the use of technology Information and Communication	Improving the skills of creative economy actors in the use of ICT and optimally utilizing infrastructure
Regulatory and Institutional	Strengthening regulations regarding the protection of intellectual property rights for industries and creative economy players	Disseminating IPR issues to institutions, communities, industries and creative economy players

Source: *Processed*

Based on the strategic analysis of SWOT above on the seven dimensions of the creative economy, the researcher opines that the development of human resources shall be the main priority. The second priority is the financing. The Bogor Regency Government has been quite active in helping creative economy SMIs/SMEs in terms of capital. In addition, the potentials of Bogor Regency which has received a potential city award for the investment category are the strengths that Bogor Regency has, which shall be supported by the active roles of the government through BEKRAF to seek breakthroughs to overcome problems and obstacles to financing the creative economy.

V. Conclusion

Based on the economic analysis, the economic growth of Bogor Regency in 2015-2019 showed an increasing trend, compared to the economic growth of the West Java province. The economic structure of Bogor Regency is mostly controlled by business groups in the service sector (tertiary), which consist of large trading business fields and car and motorcycle repairs; transportation and warehousing; food and beverage accommodation provision; information and communication; financial services; real estate; and corporate services.

Based on the LQ (Location Quotient) analysis of the GRDP data of Bogor Regency in 2015-2019, there are 4 (four) business fields which have been the leading sectors, or the base sector with an LQ value > 1 . The four leading sectors are Water Supply, Waste Management, Waste Management, and Recycling with a value of 1.46, followed by the Mining and Excavation sector with a value of 1.30, and the Manufacturing Industry sector with a value of 1.28. The construction sector is the last leading sector.

The analysis of the Shift Share of Bogor Regency to the West Java Province for the 2015-2019 period shows that the overall growth of Bogor Regency is relatively higher than that of the West Java Province. The positive Differential Shift (DS) value indicates that several sectors have quite high comparative advantages, except the Agriculture, Forestry and Plantation sectors; Construction; Financial Services and Insurance; Health Services and Social Activities; among others.

Mining and Excavator Sector; Processing industry sector; and Electricity and Gas Procurement Sector show negative values on the proportional shift and positive values on the differential shift. It means that growth in this sector is slower than the growth of each sector in West Java as a whole.

Based on the SWOT analysis, the development of creative economy in Bogor Regency can be carried out by utilizing existing infrastructure and technologies by developing religious, natural and artificial-based destination contents as well as development of tourist villages.

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