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Development of Creative Tourism Village in West Bandung Regency with Regional Innovation Capacity Concept

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Abstract

The purpose of this study is to develop a creative tourism village model based on Regional Innovation Capacity which is expected to contribute to the development and management of tourism village policies. Methods: The Methode of this research is Regional Innovation Capacity (KID) that was developed from the theory of National Innovation Capacity (KIN). The survey was conducted on respondents consisting of policy makers, tourist attraction managers, partner managers, visitors, and creative economy actors. Data processing is done by exponential regression. The innovation-based creative tourism village model developed with KID as the Y variable and the X variable which consists of 37 variables, namely 15 Innovation Public Infrastructure variables, 17 Industrial Cluster variables, and 5 Public Infrastructure Relations between Innovation and Industrial Clusters variables. Finding/Results: The results of partial exponential regression processing with a significance of 5% indicate that: (i) KID will increase e^.386 = 1.47 on the X1.3 variable (Process of socializing the financing mechanism for Intellectual Property / Communal Intellectual Property / (Geographical Indications)) in Kabupaten West Bandung) because the proportion of changes in X1.7 is 38.6%; (ii) KID will increase e^.362 = 1.43 in the X2.12 variable (Financing Services (Banks, Venture Capital, Crowd Funding, Sharia Financing) for business/industrial goods and services that can be utilized in Innovative Villages in the West Regency Bandung) because the proportion of changes in X2.12 is 36.2%.

Keywords
Cibodas village; toursim and creative economy; innovation; exponential regression.

I. Introduction

At the beginning of 2020, the world faced the Covid-19 Pandemic which had a huge impact on almost all aspects of human life. The Covid-19 pandemic has spread and spread globally to no less than 218 countries, including Indonesia. Covid-19 has paralyzed political, social, cultural and economic life. One of the economic activities that has experienced the most severe impact is the tourism industry, this is as a result of its implementation in almost all countries (UNWTO, 2020). Even according to (WTTC, 2020) it loses one million workers worldwide every day. The world tourism organization (UNWTO) announced in March 2020 that the impact of the Covid-19 outbreak was being felt throughout the tourism value chain. 80 percent of small and medium enterprises from the tourism sector with millions of livelihoods around the world have been affected by Covid-19.

The Deputy for Destinations and Infrastructure Development at the Ministry of Tourism and Creative Economy on the travel.detik.com page explained that the number of local tourists decreased by 61 percent compared to the previous year. The significant decline in the number of tourists has greatly affected economic conditions because it plays

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an important role in increasing state income, foreign exchange, and employment. The pandemic threatens 13 million workers in the tourism sector and 32.5 million workers indirectly linked to the tourism sector (BPS, 2020).

Source : BPS, 2020

***Figure 1.** The Development of the Number of Tourist Visits 2018-2020*

In order to improve the management of economic resources by utilizing existing natural and human resources, a development from the bottom line is needed. One of them is the Development of Creative Tourism Villages by considering the potentials of sustainable priority sectors. The development of Creative Tourism Villages is one of the right strategies to support the goal of community welfare. This is one of the village's independence strategies in increasing competitiveness so that it can increase productivity and community welfare. The focus of developing this Creative Tourism Village is to develop the potential of the creative economy sector which is the advantage of the village.

This is in line with what was conveyed by the Director of Strategic Studies of the Ministry of Tourism and Creative Economy (Kemenparekraf) that in 2021 it is predicted that there will be several new tourism trends that will occur. (Kumparan, Wednesday (12/30/2020). According to him, tourists tend to choose a tourist destination that implements the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) health protocol. The same thing was conveyed by the Deputy for Tourism Products and Activities Implementation (Kumparan, Wednesday (12/30/2020). Event) Kemenparekraf Rizki Handayani said the pandemic changed the type and management of destinations, including ecotourism activities. He explained that ecotourism products in Indonesia would be in great demand after the Covid-19 pandemic. travel.

The term 'creative economy' was first introduced by John Howkins through his book "The Creative Economy: How People Make Money from Ideas". The character of the creative economy is characterized by economic activity that is based on the exploration and exploitation of creative ideas that have a high selling value. The creative economy is a new era of economics that intensifies information and creativity by relying on ideas and knowledge from human resources as the main production factor in its economic activities. The creative economy has characteristics related to the value chain and added value that contains intellectual property (Santoso, 2020). The realization of creative economy GDP growth in 2019 was 96.23% of the target, the realization of employment reached 110.52% of the target, while the realization of the gross export value was 102.65% of the target. Currently, the Indonesian government has made regulations regarding the creative economy, namely Law Number 24 of 2019 concerning the Creative Economy. It aims to

optimize the creativity of human resources based on cultural heritage, science, and/or technology.

The flagship programs of West Java Province 2018-2023 are as follows: First, increasing access to education for all; Second, decentralization of health services; Third, increasing innovation-based economic growth; Fourth, develop tourism destinations and infrastructure; Fifth, create a champion boarding school; Sixth, improving regional connectivity infrastructure; Seventh, the movement to build villages; Eighth, providing free subsidies for the economically weak groups; and Ninth, increasing public service innovation and regional arrangement. The development of the creative economy is in line with the flagship program of West Java Province, namely innovation-based economic growth and developing West Java destinations and infrastructure.

The Bandung City Government (Pemkot) now has a Regional Regulation (Perda) on the Arrangement and Development of the Creative Economy (Ekraf). With this regulation, the creative industry in the city of Bandung is expected to grow rapidly. Head of the Bandung City Culture and Tourism Office (Disbudpar), Dewi Kaniasari, said that this Perda on the Creative Economy can be a guide in organizing and developing the creative economy. In addition, Regional Regulation number 1 of 2021, which was just passed on January 11, 2021, can be a motivation to further improve the sector, even though the situation is still in the midst of the Covid-19 pandemic. In this Perda on Creative Economy (Creative Economy) there are eight scopes which are regulated first, namely creative economy actors, creative economy structuring, creative economy development, creation center and Creative City, Creative Economy structuring and development committee, funding, Creative Economy information system as well as supervision and control. said Kenny - Dewi Kaniasari's nickname - at Bandung City Hall, Wednesday, January 20, 2021.

One of the regencies that has the potential to develop Creative Tourism Villages is in West Bandung Regency. West Bandung Regency is a regency in West Java Province, as a result of the expansion of Bandung Regency. West Bandung Regency has a vision, namely AKUR (Aspirational, Creative, Superior and Religious), and is based on economic development, optimization of natural resources and the quality of human resources. West Bandung Regency has high creative economic potential, this is proven by the award received by West Bandung Regency from the Asean Tourism Forum (ATF) with its two tourism objects, namely Dusun Bambu which won the Urban Sustainable Product category and Kampung Naga in the Rural Sustainable Product category.

Cibodas Village is one of the vegetable centers in Lembang District, West Bandung Regency which has experienced significant development. This development began in early 1993 since the establishment of the Self-Help Training and Rural Center (P4S) which functions as a forum for the unity of the farmers of Cibodas Village to exchange knowledge about agriculture. In mid-2020, the surrounding community established a cooperative called the Indonesian Agronative Pratama Producer Cooperative (KPAPI). This cooperative cooperates with students from ITB and Polban so that many innovations are carried out, especially in the agricultural sector. In addition, KPAPI cooperates with companies in developing their business including Inagree, Dompet Dhuafa, Bank BJB, Danken, Agree, FMC etc. Other potential sectors in Cibodas Village include dairy farming.

Based on the above background, the identification of the problems of this study are The tourism sector is one of the sectors most affected by Covid-19, even in one day it was stated that tourism lost one million workers worldwide every day and local tourist arrivals decreased by 61% from the previous year. The second is that there is a change in the direction of the strategy to face challenges and opportunities as well as very dynamic environmental changes, especially in tourism development in the post-Covid-19 era, so a

learning organization and transformation is needed in the form of strategy formulation and strategic programs that have an impact on changes in the tourism development process in Indonesia this is the Creative Tourism Village. The third is the Bandung City Regional

Regulation (Perda) regarding the Arrangement and Development of the Creative Economy (Ekraf) Number 1 of 2021 as a guide in determining and developing the creative economy sector. Bandung City is an example of a local government that develops a creative economy, other regions can develop economic and creative policies according to local needs and wisdom. Therefore, it is necessary to determine the Leading Sector of the creative economy in Bandung, for example Fashion, Crafts, or Culinary. Therefore, the purpose of this research is to develop Cibodas Creative Tourism Village in West Bandung Regency by Using Regional Innovation Capacity.

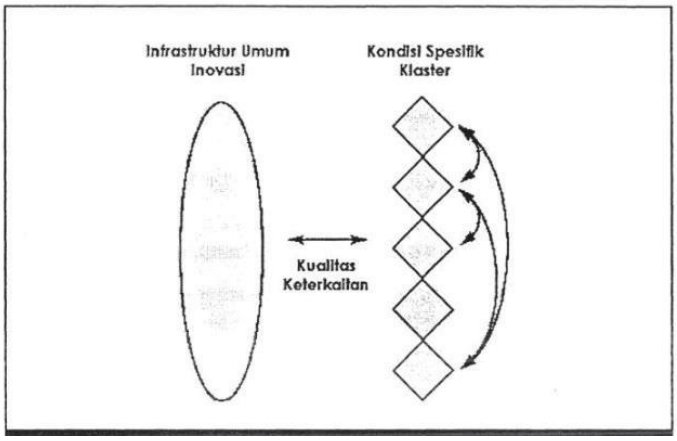
II. Review of Literature

2.1 Creative Tourism Village

The definition of Village as described in Article 1 paragraph (1) of Law Number 6 of 2014 explains "Village is a village and customary village or what is called by another name, hereinafter referred to as Village, is a legal community unit that has territorial boundaries that are authorized to regulate and manage government affairs, the interests of the local community based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the system of government of the Unitary State of the Republic of Indonesia". As proof of its existence, the Elucidation of Article 18 of the 1945 Constitution of the Republic of Indonesia (before the amendment) states that "In the territory of the State of Indonesia there are approximately 250 "Zelfbesturende landschappen" and "Volksgemeenschappen", such as villages in Java and Bali, Nagari in Minangkabau , hamlets and clans in Palembang, and so on. These areas have an original structure and therefore can be considered as special areas. The State of the Republic of Indonesia respects the position of these special regions and all state regulations concerning these areas will remember the rights of origin of the regions. Therefore, its existence must still be recognized and guaranteed its survival in the Unitary State of the Republic of Indonesia.

2.2 Regional Innovation Capacity

Based on Law No. 11 of 2019 Article 1 Paragraph 13 that Innovation is the result of thought, Research, Development, Assessment, and/or Application, which contains elements of novelty and has been applied and provides benefits, economic and or social. In the next article, namely article 34, it is stated that Inventions and Innovations as referred to in Article (1) are intended to be solutions to national problems, combining technical, functional, business, social, cultivation and aesthetic perspectives and contexts, and generating added value from products and or production processes for the welfare of society. Inventions and innovations as referred to in the previous paragraph are generated from basic research, applied research and development, technology transfer, reverse engineering, technology intermediation, and diffusion of science and technology, and or technology commercialization.



Source: Porter, et al., 2001 dalam Widodo et al., 2004.
Figure 2. *Elements of National Innovation Capacity*

The study conducted by Widodo et al. 2004 is based on the fact that R&D productivity depends on location, although inventors can get technology and knowledge sources from all over the world. Motivated by differences in R&D productivity between countries, a study was conducted on the determinants of international patents at the country level. The results of the study indicate that: patents are determined by several economic factors that are influenced by public policies and OECD countries that have experienced convergence in National Innovative Capacity in recent years.

III. Research Method

This study uses the Regional Innovation Capacity (KID) approach which was developed from the National Innovation Capacity (KIN) theory. The KID approach is carried out by adjusting several variables to regional factors and developing the idea of a production function. The National Innovative Capacity Framework seeks to integrate several perspectives on the sources of innovation at the national level. Several theories that are used as a reference in developing the National Innovation Capacity are (i) the theory of growth driven by ideas (Romer, 1990) which is based on the Solow model and the idea of the production function, this theory is the forerunner to the elements of the General Infrastructure of Innovation (F2); (ii) a micro-economic model of national competitive advantage and industrial clusters taken from Porter's (1990) theory, namely the theory used in the Industrial Cluster element (F3); and (iii) literature on National Innovation Systems (Nelson, 1993). Based on this framework, the theory of Romer (1990) and Furman, Porter, & Stern (2000) regarding the concept of National Innovation Capacity is modeled as follows

$$\dot{A}_{j,t} = \delta_{j,t}(X_{j,t}^{\mathrm{INF}}, Y_{j,t}^{\mathrm{CLUS}}, Z_{j,t}^{\mathrm{LINK}}) H_{j,t}^{\mathrm{A}\lambda} A_{j,t}^{\phi}$$

Where :

$Å_{j,t}$	state j's new technology flow in year t
$Ð_{j,t}$	total level of capital and labor resources in the R&D sector (the ideas sector)
$A_{j,t}$	total knowledge (stock of knowledge) held at a time that determines the level of innovation in the future (future ideas production)
Y_S^{CLU}	specific environment for innovation in industrial clusters
Z_K^{LIN}	the strength oft he relationship between the general infrastructure of innovation and industrial clusters
$_{INF}$	
X.	Effective level of resources and policies of common infrastructure for innovation

Based on this equation, a quantitative approach is used using the exponential regression method because the exponential equation is the concept of Innovation Capacity. The KID (Regional Innovation Capacity) analysis method is a derivative of the KIN (National Innovation Capacity) analysis by adjusting several variables to regional characteristics, industrial clusters that develop in the region and the development of production function ideas, as well as regional strategic policies and programs.

The application in this study uses several independent variables as (X) and Regional Innovation Capacity as (Y), emphasizing the identified regional innovation variables and generally related to tourism industry clusters and the creative economy. The four elements that determine Regional Innovation Capacity are baseline data, general innovation infrastructure, industrial clusters, and the linkage between general innovation infrastructure and industrial clusters (Santoso et al., 2004). The general innovation infrastructure consists of innovation resources, knowledge stock, and innovation policies. The industry cluster consists of input conditions, local demand conditions, company strategies and local competition, as well as the availability and quality of local suppliers. The linkage between the general infrastructure of innovation and industrial clusters is the quality of the relationship between the two.

Each variable is given a score to get an overview of the conditions. Statistical processing used in this paper is exponential regression so that the pattern of the dependent variable (criteria) can be predicted through the independent variable (predictor) (Supardi, 2011). In general, the exponential model is formulated as follows (Sudjana, 2003 in Sofita, 2015).

IV. Result and Discussion

West Bandung Regency is a regency in West Java Province, as a result of the expansion of Bandung Regency. West Bandung Regency has a vision that is AKUR (Aspirational, Creative, Superior and Religious), and is based on economic development, optimization of natural resources and the quality of human resources. Based on data from the Central Statistics Agency (BPS), the total population in West Bandung Regency until 2018 was 1,589,900 people, consisting of 809,200 male residents and 780,700 female residents.

The advantages of an economic sector can be seen in terms of growth, the contribution of the sector concerned in the economy in aggregate, and its absorption of labor. The natural resources in West Bandung Regency are quite numerous and varied, ranging from agricultural land, hills/mountains with all the natural wealth contained

therein. If this is processed and utilized, it will become an economic resource that can contribute to increasing people's income and welfare. The superior potential possessed by West Bandung Regency includes Geographical Location, Natural Resources Potential, and the existence of tourist attraction zoning.

Cibodas Village is one of the villages in Lembang District, Bandung. This village has abundant natural potential because of its position in the vicinity of the Lembang Fault. The name Cibodas itself has meanings, namely Ci (Water) and Bodas (White, Pure, Clean) so that Cibodas has the meaning of a life where residents and their environment live with love, compassion, peace, and prosperity both physically and mentally. In general, the Vision of Cibodas Village is PANTES (Productive, Religious, Real, Orderly, Economical, and Healthy) with the tagline By Us, For Us and Ours.

4.1 Cibodas Village Leading Sector

a. Agriculture Sector

Cibodas Village is one of the vegetable centers in Lembang District, West Bandung Regency which has experienced significant development. This development began in early 1993 since the establishment of the Self-Help Training and Rural Center (P4S) which functions as a forum for the unitynof the farmers of Cibodas Village to exchange knowledge about agriculture. Agribusiness system is one solution to the problems faced by the people of Cibodas, especially vegetable farmers. Agriculture in Cibodas Village is a horticultural farm that grows various vegetables and superior commodities such as broccoli, tomatoes, chilies, red peppers, green peppers, lemons and mustard greens.

All of Cibodas Village's superior agricultural products are sold to supermarkets in Jakarta, Bandung, and exported. The agricultural process is carried out starting from the upstream process (planting) to the downstream (packaging to marketing) so it is not surprising that agriculture in Cibodas absorbs the workforce of almost all people in Cibodas Village. This has an impact on socio-economic changes in terms of culture, level of welfare, and politics in Cibodas Village, even this benefit is not only felt by vegetable farmers, but also residents of Cibodas Village who are not farmers, even the employment of other villagers such as Suntenjaya Village and Langensari Village.

In mid-2020, the surrounding community established a cooperative called the Indonesian Agronative Pratama Producer Cooperative (KPAPI). This cooperative cooperates with students from ITB and Polban so that many innovations are carried out, especially in the agricultural sector. In addition, KPAPI cooperates with companies in developing their business including Inagree, Dompet Dhuafa, Bank BJB, Danken, Agree, FMC etc. One of the innovations carried out is the development of plant watering innovations using an automatic system for both watering, fertilizer and nutrition.

b. Livestock Sector

Other potential sectors in Cibodas Village include dairy farming. In Cibodas Village, 1 person can have 4-5 where every day these cow breeders will deposit their cow's milk to TPS which later from each TPS will be deposited to KPSBU. The KPSBU will carry out several checks to ensure that the quality of cow's milk produced by the community in Cibodas Village is fresh. Furthermore, the milk will be taken to the factory for reprocessing. In addition to cattle farming, worm farming is also one of the potential sectors produced by Cibodas Village or the common people call it Kascing (Cat Worm Livestock). This farm is located in Areng Village, Cibodas Village. This worm farm utilizes cow dung as a food source for worms so that it can be said that this farm uses the concept of Zero waste. Currently the selling price of this worm is 25 thousand / kg. Usually these worms are used for cosmetic products, health products, compost, etc. Another

treatment of cow dung produced is biogas. The biogas produced by Cibodas Village has received a certificate from the Minister of Energy and Mineral Resources. Currently, there are 326 Biogas users spread across Cibodas Village, and the largest number is in Areng Village. They use this biogas as an energy source for cooking, turning on patromak lights, etc

c. Tourism Sector

Currently, KPAPI (Indonesian Agronative Producer Cooperative Pratama) is developing three areas to later serve as a chain of educational tourism in the agricultural sector. The three areas are called Farmer Village 1, Farmer Village II, and Farmer Village III. Desa Tani 1 is located in Kampung Areng, Desa Tani II in Batu Loceng, and Desa Tani III in Desa Suntenjaya. The concept of an educational tourism chain that they want to develop is that KPAPI will not only sell vegetable products as the output of their cooperative, but KPAPI wants to provide services in the form of agricultural educational tourism experiences ranging from land cultivation education, planting education, packaging education and also mountain view services which are the main source of tourism one of you is Cibodas Village. This agro edutourism tour package will not only focus on integrated horticulture agriculture, but will also expand to forest agriculture, namely coffee plants and animal husbandry such as sheep, cattle, and dairy cows. The development of tourism objects that have the potential to include rafting tourism objects, camping tourism objects, etc.

In developing agro-edutourism tourism which is one of KPAPI's innovations, there are several obstacles faced. Two major obstacles are licensing and capital issues. This permit is a permit to Perhutani regarding the use of Perhutani land as one of the tourism value chains, namely coffee farming. The second obstacle is related to the capital they need in developing infrastructure and also supporting facilities around tourism objects including the construction of toilets, gazebos, and parks. In addition, the supporting facilities they need include camping tents, rafting equipment, etc.

One of the most potential tourism objects is the Lembang Fault. The Lembang fault extends for ± 22 km, which begins at the foot of Mount Manglayang in eastern Bandung (Palasari) and disappears before the limestone hills of Padalarang in West Bandung. The fault is right between Mount Tangkuban Perahu and the mainland of Bandung so that it forms two blocks, namely north and south. The movement of the Lembang Fault caused the land surface in the north to rise. As a result, the flow of water from the catchment on the south side is blocked at the foot of the fault wall.

4.2 Exponential Regression Analysis Analysis Results

a. Variables on Element F1

According to the Cibodas Village Government, the total population of Cibodas Village in 2016 was 11,206, consisting of 5,656 males and 5,551 females, with a total of 3,547 households. Minister of Law and Human Rights (Menkumham) Yasonna Laoly stated that West Java as one of the important economic pillars contributed greatly in the intellectual property sector as the province with the most brand ownership and geographical indications in Indonesia. In addition, West Java is also an exemplary province in developing regional regulations in the field of intellectual property, including communal intellectual property in the form of dances, traditional clothing and other cultures. Currently, West Java has 58 Communal Intellectual Property of cultural expressions. The registration of intellectual property, including up to Ubi Cilembu which is categorized in Geographical Indications, is a protection of intellectual property itself. West Java Province has already done that with Regional Regulation Number 5 of 2012 concerning Intellectual

Property Protection which has been revised into Regional Regulation Number 10 of 2018. The Intellectual Property of West Bandung Regency recorded at the Ministry of Law and Human Rights is Murbeng Kuntang Coffee IDM000718270, Mount Tangkuban Coffee Brand IDM000298667.

b. Variables on Element F2, F3, dan F4

Data processing with exponential regression of the influence of variable X on variable Y is done using SPSS tools. Variable X used in this study are 37 variables that have been mentioned in the research method and variable Y is Regional Innovation Capacity. Questionnaires were distributed to 100 respondents. Based on the summary table that was processed using SPSS, it was found that the R Square in this study was 0.903 by 90.3% and the adjusted R Square adjusted at 0.817. This shows that 33 independent variables (variable X) contribute jointly to variable Y (KID) of 81.7%.

Table 2. Data Processing Summary Results (SPSS)

Model Summary

Model	R	R Square	Adjusted R Square	d. Error of the Estimate
1	.950[a]	.903	.817	.08460

Source: Results of Data Processing, 2021

Table 3. Table ANOVA Results (SPSS)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.789	37	.075	10.533	.001[b]
	Residual	.301	42	.007		
	Total	3.090	79			

Source : Results of Data Processing, 2021

In the ANOVA table, the significance shows 0.001 or less than 0.05 so that 37 X variable can be used to predict Y variable. This variable is used as a reference in making questions that are distributed to 100 respondents. In the ANOVA table, the significance used in this study is 0.05, so based on the table in the Coefficients below, there are two influential variables, namely Variable X1.3 and Variable X2.12. Variable X1.3, namely the process of socializing the mechanism for financing Intellectual Property / Communal Intellectual Property / (Geographical Indications) in West Bandung Regency with a significance level of 0.003 and Variable X2.12 is financing services (Banks, Venture Capital, Crowd Funding, Islamic financing) for businesses/industries of goods and services that can be utilized in Innovative Villages in West Bandung Regency with a significance level of 0.038.

1. In the ANOVA table with a significance of 0.001, or less than 5%, this exponential regression can be interpreted that 37 variables X together will affect the KID variable by

2.90%. The KID value for the partial test with a significance of 5% will experience the highest increase due to the X variable as follows:

2. The process of socializing the mechanism for financing Intellectual Property / Communal Intellectual Property / (Geographical Indications) in West Bandung Regency (X1.3) with a significance level of 0.003 then KID will increase *e*.386 = 1,47.
3. Financing services (Banks, Venture Capital, Crowd Funding, Sharia financing) for business/industrial goods and services that can be utilized in Innovative Villages in West Bandung Regency (X2.12) with a significance level of 0.038, the KID will increase by *e*.362 = 1,43.

If interpreted with Elasticity:

1. KID will increase by 1.47 in the X1.3 variable (the process of socializing the mechanism for financing Intellectual Property / Communal Intellectual Property / (Geographical Indications) in West Bandung Regency) due to the percentage change in X1.3 of 38.6%
2. KID will increase by 1.43 on the X2.12 variable (Financing services (Banks, Venture Capital, Crowd Funding, Sharia financing) for business/industrial goods and services that can be utilized in Innovative Villages in West Bandung Regency) due to the percentage change in X2.12 by 36.2%

Table 4. Table Coefficients Results (SPSS)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
	(Constant)	1.798	.127		14.182	<.001
	X1.1	-.089	.155	-.205	-.574	.569
	X1.2	-.035	.144	-.077	-.242	.810
	X1.3	.386	.124	.867	3.102	.003
	X1.4	-.058	.081	-.108	-.717	.477
	X1.5	.112	.140	.203	.798	.429
	X1.6	-.016	.118	-.026	-.139	.890
	X1.7	-.132	.108	-.276	-1.228	.226
	X1.8	-.147	.216	-.262	-.679	.501
	X1.9	.528	.316	1.028	1.670	.102
	X1.10	-.061	.223	-.109	-.275	.784
	11	-.088	.192	-.183	-.457	.650

12	.105	.124	.170	.846	.402
13	.217	.146	.390	1.486	.145
14	-.256	.175	-.458	-1.460	.152

Table 5. Table Coefficients Results (SPSS) (Advanced)

X1.15	.067	.240	.108	.279	.782
X2.1	.018	.190	.033	.094	.926
X2.2	-.262	.195	-.502	-1.347	.185
X2.3	.132	.202	.157	.654	.517
X2.4	-.170	.173	-.259	-.986	.330
X2.5	-.268	.198	-.521	-1.354	.183
X2.6	-.070	.096	-.093	-.727	.471
X2.7	.264	.213	.448	1.241	.221
X2.8	.092	.316	.135	.292	.772
X2.9	.110	.136	.165	.809	.423
X2.10	-.114	.208	-.147	-.548	.587
X2.11	.155	.168	.284	.926	.360
X2.12	.362	.169	.681	2.147	.038
X2.13	-.175	.112	-.326	-1.571	.124
X2.14	.096	.293	.116	.329	.744
X2.15	-.167	.088	-.288	-1.896	.065
X2.16	.144	.129	.245	1.120	.269
X2.17	-.018	.194	-.033	-.091	.928
X3.1	-.218	.181	-.343	-1.206	.234
X3.2	.062	.302	.093	.206	.838
X3.3	.405	.463	.609	.875	.387
X3.4	.278	.260	.430	1.068	.292
X3.5	.115	.238	.205	.483	.632

Source: Results of Data Processing, 2021

The results of the final multiple exponential regression model can be seen as follows

LnY =1798-089*Lnx*1.1-035*Lnx*1.2+386*Lnx*1.3-058*Lnx*1.4-112*Lnx*1.5-016*Lnx*1.6-132*Lnx*1.7- 147*Lnx*1.8+528*Lnx*1.9-061*Lnx*1.10-088 *Lnx*1.11+105 *Lnx*1.12+217 *Lnx*.13-256 *Lnx*1.14+067 *Lnx*1.15 +018 *Lnx*2.1 -262 *Lnx*2.2 +132 *Lnx*2.3 -170 *Lnx*2.4 -268 *Lnx*2.5 -070 *Lnx*2.6 +264

*Lnx*2.7 +092 *Lnx*2.8 +110 *Lnx*2.9 -114 *Lnx*2.10 +155 *Lnx*2.11 +362 *Lnx*2.12 -175 *Lnx*2.13 +096

*Lnx*2.14 -167 *Lnx*2.15 +144 *Lnx*2.16 -018 *Lnx*2.17 – 218 *Lnx*3.1 +062 *Lnx*3.2 +405 *Lnx*3.3

+278 *Lnx*3.4 +115 *Lnx*3.5

Based on this function, we return the 37 operational variables above to their initial form as follows.

$e^{\square\square\square} = \square .1798 * \square - .089LNX1.1 * \square - .035LNX1.2 * \square .386LNX1.3 * \square - .058LNX1.4 * \square - .112LNX1.5 * \square - .016LNX1.6 *$

$\square .132LNX1.7 * \square - .147LNX1.8 * \square .528LNX1.9 * \square - .061LNX1.10 * \square - .088LNX1.11 * \square .105LNX1.12 * \square .217LNX1.13 *$

$\square - .256LNX1.14 * \square .067LNX1.15 * \square .018LNX2.1 * \square - .262LNX2.2 * \square .132LNX2.3 * \square - .170LNX2.4 * \square - .268LNX2.5 *$

$\square - .070LNX2.6 * \square .264LNX2.7 * \square .092LNX2.8 * \square .110LNX2.9 * \square - .114LNX2.10 * \square .155LNX2.11 * \square .362LNX2.12 *$

$\square - .175LNX2.13 * \square .096LNX2.14 * \square - .167LNX2.15 * \square .144LNX2.16 * \square - .018LNX2.17 *$

$\square - .218LNX3.1 \square .062LNX3.2 \square .405LNX3.3 \square .278LNX3.4 \square .115LNX3.5$

V. Conclusion

The tourism village development model with the concept of Regional Innovation Capacity in Cibodas Village is obtained with the Y variable being the innovation capacity and the X variable being 37 variables from the Innovation General Infrastructure Element, the Tourism Industry Cluster Environment Element and the Creative Economy, and the Linkage Element between Innovation Public Infrastructure and the Tourism Industry Cluster. and Creative Economy. Thirty-seven X variables together affect Regional Innovation Capacity in Cibodas Village, West Bandung Regency, Banten Province and can be used to predict KID of 81.7%.

The exponential regression interpretation is as follows :

1. The process of socializing the mechanism for financing Intellectual Property / Communal Intellectual Property / (Geographical Indications) in West Bandung Regency (X1.3) with a significance level of 0.003 then KID will increase $e^{.386}$ = 1,47.
2. Financing services (Banks, Venture Capital, Crowd Funding, Sharia financing) for business/industrial goods and services that can be utilized in Innovative Villages in West Bandung Regency (X2.12) with a significance level of 0.038, the KID will increase by $e^{.362}$ = 1,43.

If interpreted with Elasticity:

1. KID will increase by 1.47 in the X1.3 variable (the process of socializing the mechanism for financing Intellectual Property / Communal Intellectual Property / (Geographical Indications) in West Bandung Regency) due to the percentage change in X1.3 of 38.6%
2. KID will increase by 1.43 on the X2.12 variable (Financing services (Banks, Venture Capital, Crowd Funding, Sharia financing) for business/industrial goods and services that can be utilized in Innovative Villages in West Bandung Regency) due to the percentage change in X2.12 by 36.2%

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