



Boosting Income for Magelang's Creative Sector

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Abstract

Production activities that can still survive and achieve large profits today are activities that are competitive and innovative. The current sector that continues to grow, one of the factors that increase economic growth is the creative economy sector, which shows improvement in increasing the income of its people. The creative economy is a strategy implemented by the Indonesian government in advancing the country's economic sector. This study aims to analyze the factors that affect the income of creative economy business actors in Magelang Regency. This study uses multiple linear regression analysis tools. The results showed that labor, gender, and creative economy subsector had a significant effect on the income of creative economy business actors. While capital, length of business, education, skills, and marketing have no significant effect on the income of creative economy business actors. The implication of this research is that it is necessary to increase investment in labor development, training and capacity building in order to increase productivity and efficiency.

Keywords: Income, Business Characteristics, Creative Economy

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INTRODUCTION

Production activities that can still survive and achieve large profits today are activities that are competitive and innovative. The current sector that continues to grow, one of the factors that increase economic growth is the creative economy sector which shows improvement in

increasing the income of its people. The creative economy is a strategy implemented by the Indonesian government in advancing the country's economic sector. (Rahmi, 2018). The concept of the creative economy is an innovation from an economic era that relies on creative ideas, human resource knowledge, and

technology utilization as the main elements of the economic system of production activities (Sugiarto, 2018).

Figure 1 shows a comparison of the contribution of the tourism sector and the creative economy sector to national income, where the contribution of the creative economy is greater than the tourism sector. In the period 2016 - 2019, the GDP of the creative economy sector increased in line with the contribution of the national economy. However, in 2020 the contribution of the creative economy decreased to 1,134.9 trillion due to restrictions on the tourism sector which also had an impact on the creative economy sector.

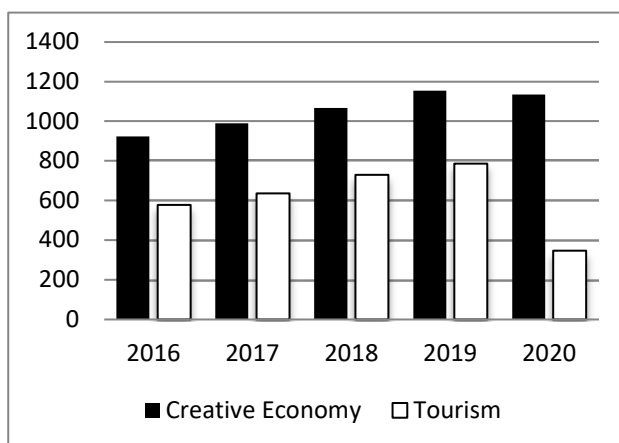


Figure 1. Contribution of Tourism & Creative Economy Sector to National GDP

Source : Kemenparekraf, various years (processed), 2024

Magelang Regency is part of the National Tourism Strategic Area project. The regulations governing the Borobudur National Tourism Strategic Area (KSPN) are based on Presidential Regulation No. 58/2014 which contains the Spatial Plan for Borobudur, Borobudur and Jogjakarta, Dieng, Sangiran-Solo, Karimunjawa-Semarang. Major changes from various fields resulted from the development of tourism

through KSPN. (Christiani and Bhakti, 2022). With the KSPN, it can be used as an opportunity for creative economy businesses to participate and actively support the development of KSPN.

The development of the tourism sector certainly requires driving factors to continue to grow, one of which is the existence of MSME business actors in tourist areas. (Anggarini, 2021). Creative Economy is a form of MSME development. The development of the creative economy is needed in order to increase income, create jobs, and at the same time overcome the problem of poverty in Indonesia.

The cooperation of various actors who play a role in the creative economy is needed in the development of the creative economy. Economic theory contains the technical basis for the production process called the production function. The production function is the relationship between technical inputs and outputs. The production function can be written mathematically using Cobb-Douglass production function analysis.

Cobb-Douglas is a functional form that is widely used to represent the output and input relationship of the production function. (Amalia, 2014). The Cobb-Douglass production function provides an explanation of production output as a result of determining the amount of labor and capital (Panjawa and Sugiharti, 2014). (Panjawa and Sugiharti, 2021). The general form of the Cobb-Douglass production function is :

$$Q = f(K,L) = A.K^{\alpha}.L^{\beta}$$

Where $Q = f(K,L)$ is output (total production output) and A, α, β is Constant. Based on the Cobb-douglass function, capital has an important influence on capital increase. According to Ernawati et al., (2020) and Wijaya & Utama (2016), found the results that the

increase in business income is determined by the greater the business capital, an increase in capital will increase income.

The factor that determines success in increasing income in a business is labor. Maximum labor will increase the high selling value of the production. Improvement in quality and quantity is important for the creative industry sector workforce. (Leksono and Santosa, 2014). The next factor related to running a business is the length of the business. The impact of the length of business is the demand for the amount of production produced.

In the creative sector, the longer the business is run, it will form experience so that it does not rule out the possibility that business actors can meet the needs of their consumers, because in making decisions in any circumstances and conditions, the entrepreneur or trader has knowledge and experience. (Ernawati et al., 2020). Husaini and Fadhlan (2017) say that the length and length of time in entrepreneurship, traders can estimate when the increase in goods will occur from the more experience they have.

The knowledge of a business person in assessing market behavior and consumer behavior can be seen from the level of knowledge of the length of time a business person has been in the field of business being traded. (Alifiana et al., 2021). Length of business can affect income by minimizing failures that occur so as to increase efficiency and production costs can be reduced so that expenses are smaller.

Another factor in managing the creative industry is gender capability. This gender involvement shows how productive a person is in increasing income. Men's productivity has a higher level than women, so men have a higher

chance of earning income when compared to women's income. (Sasmitha and Ayuningsasi, 2017).

Education is one of the indicators of the influence of a person's income, the higher the education is considered to be able to increase one's abilities and improve one's standard of living. Education is considered business income, resulting in differences in opinion (Taufan and Muhammad, 2021). Sometimes a low level of education is used as an excuse for a business to be difficult to develop to increase production capacity.

The lack of skills and knowledge of creative industry business actors causes the industry to develop less and is difficult to adjust to the times. Yuniarti and Suprianto (2020) said that the level of education has an influence on competition and productivity that needs to be improved in the company. Labor is greatly helped by education because education can improve expertise, labor skills, and creativity. (Laili and Setiawan, 2020).

Another factor is skill or skill, where the lack of skill will determine the unsatisfied assessment of consumers of the products produced. The creative industry has special skills in creating its products. MSME skills can be honed skills by means of work internships, training MSME skills in making products that consumers like, and entrepreneurial skills are very important to do with simulations or business case studies to improve these skills in running their business. (Adnyani et al., 2021).

In this case, the creative industry must have its own uniqueness so that it is different from the others, so that the good and neat quality of the product gives a sense of satisfaction and trust in the quality he buys. (Ayu and Saskara, 2020). The creative economy

subsector is a further determinant of income. Creative industries are sometimes only understood as arts and culture when in fact a large number of jobs come from software, computer games and electronic publishing (Lee, 2014). (Lee, 2014).

The development of the creative economy can be seen based on factors that affect business income in accordance with the statement that the contribution of a business's income comes from the role of creative economy actors in Indonesia. (Alifiana et al., 2021). With the opportunities in the creative economy subsector, it has an influence on getting opportunities to grow because it gets a wider market (Purbaningrum, 2020).

Marketing is the next determining factor of income. The easier it is to reach consumers, the easier it will be to increase revenue. Creative industries must understand the expansion of market access and market developments from similar businesses.

At present, technology has developed so that expanding market access will be easier using digital technology, making it easier for consumers to recognize creative industry products. If you want to increase business, which if seen as potential in the future, it is important for creative industry business actors to collaborate more with e-commerce companies. (Lukman et al., 2022).

RESEARCH METHODS

The method used in this research is quantitative research method with explanatory because this research is prepared from a general situation based on theory and conclusions are drawn based on facts and data. In this study, primary data and secondary data were obtained which were used in the research for the

independent variable and the dependent variable. Primary data were obtained directly from informants or creative economy businesses in Magelang district, while secondary data were obtained from the Tourism, Youth, and Sports Office of Magelang district with a population of 512 creative economy businesses.

Primary data collection was conducted from January to April 2024 using interviews, questionnaires, and documentation models taken using random sampling techniques. The determination of the sample size in this study is based on the determination of size according to Krejcie and Morgan (1970). The following formula is proposed by Krejcie-Morgan (1970):

$$n = \frac{X^2 NP(1 - P)}{d^2(N - 1) + X^2 P(1 - P)}$$

Where n is Number of Samples; N is Population Size; X is Chi squared value; P is Population Proportion and d is Absolute precision/alpha/sampling error 10%. Through the above formula, the number of samples to be taken is:

$$n = \frac{X^2 NP(1 - P)}{d^2(N - 1) + X^2 P(1 - P)}$$

$$n = \frac{2,706 \times 512 \times 0,5(1 - 0,5)}{0,1^2 \times (512 - 1) + 2,706 \times 0,5(1 - 0,5)}$$

$$n = 59,86$$

The number of samples taken based on the formula above amounted to a minimum of 60 samples from the total population of creative economy business actors in Magelang district. However, in this study, the total sample amounted to 103.

RESULTS AND DISCUSSION

From the adj R square test results in table 1, it can be seen that the coefficient of determination (R^2) is 0.426747. Changes in labor variables (LAB), capital (CAP), length of business (LOB), Gender (D1), education (D2), skills (D3), Creative Economy Subsector (D4), Marketing (D5) can explain that the income variable (INC) is 42.67 percent while the

remaining 57.33 percent is influenced by other variables. The F-statistic value is 10.49150 with a Prob. (F-statistic) value of 0.000000 (<0.05), it can be concluded that the independent variables simultaneously affect the income variable. While partially labor, gender, and ecraf subsector affect the income variable. While capital, length of business, level of education, and skills, and marketing have no significant effect on income.

Table 1. Multiple Linear Regression Analysis Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	16.15027	0.741223	21.78867	0.0000
LOG(LAB)	0.672963	0.091159	7.382280	0.0000
LOG(CAP)	0.003520	0.048324	0.072835	0.9421
LOG(LOB)	0.126685	0.108177	1.171089	0.2445
D1	0.598685	0.208331	2.873725	0.0050
D2	0.100223	0.206484	0.485379	0.6285
D3	0.239940	0.196583	1.220555	0.2253
D4	-0.359345	0.176958	-2.030679	0.0451
D5	-0.228703	0.211882	-1.079387	0.2831
R-Squared	0.471708			
Adjusted R-Squared	0.426747			
F-statistic	10.49150			
Prob (F-statistic)	0.000000			

Source : Data Processed, 2024

Based on the diagnosis test results for CLRM, it shows that there is no multicollinearity problem, no heteroscedasticity problem, and the residuals are normally distributed.

The results of data analysis show that labor has a significant positive effect on the income of creative economy business actors in Magelang District. This means that the more income in the creative economy sector increases, the higher the income of business owners. Labor is able to help the production process so that consumer demand is met. This has a positive impact if consumer demand is met, income will also

increase. In Cobb Douglas theory, the significance of labor is in line with the theory where the increase in the number of workers will maximize the products offered so that it affects the increase in income received.

This research is in line with Laili and Setiawan (2020), Wijaya and Utama (2016), Artini (2019) which shows that the relationship between labor and income is positive, if consumer demand can be met, income will also increase. meaning that the increase in labor will increase productivity so that it can increase income.

The results of data analysis show that capital has no significant effect on the income of creative economy business actors in Magelang District. Capital does not have a significant effect on income because some actors apply business capital consisting of several capitals, namely financial capital, creativity capital, and the use of raw materials that can be taken for free.

The results of an interview with one business owner who said that his business relies on recycled waste as a creative economy product. This happened to the processed waste business "Sumber Rejeki". Other than that, the large inventory of products at the opening of a business that is not accompanied by consumer interest is a problematic decline in selling prices so that it has an impact on the income of creative economy business actors in Magelang District.

For example, the craft products run by some creative economy business actors still use old products, so it is less interesting for consumers to buy these products. This research is in line with research conducted by Nisa and Sahnun (2021), Alkumairoh and Warsitasari (2022), Noviono and Pelitawati (2019) which shows that capital has no effect on income, meaning that the size of business capital does not necessarily affect the increase in income because the amount of business capital used in stocking goods must be accompanied by affordable prices, consumer interest, and quality of goods.

The results of data analysis show that the length of business does not have a significant influence on the income of creative economy business actors in Magelang Regency. The phenomenon that occurs that the length of business does not have a significant effect on

income is because although creative economy business actors have not established a business for a long period of time, they have many relationships and experience in promoting products in creative economy businesses.

In this case too, some creative economy business actors in the Regency have other businesses that are not classified as a creative economy. For example, one respondent found that the business actor has a business in managing tourist cars in Borobudur. This indicates that the business actor already has a relationship with a wider range of sales of goods and services.

This research is in line with research conducted by Husaini and Fadhlani (2017), Wibowo and Su (2019), Ernida et al., (2021) which shows that length of business has no effect on income because even though new traders do not have experience, they already have knowledge in entrepreneurship. In addition, entrepreneurs with a long-standing business have not been able to optimize sales, so income will not increase either.

The results of data analysis show that gender has a significant positive effect on the income of creative economy entrepreneurs in Magelang District. The difference in the income of creative economy business actors in Magelang District between male and female business actors indicates that men have the ability to build a business, open a network of work relations, and the ability to improve business strategy capabilities.

So that the income received by male business actors is higher than that of female business actors. In running a creative economy production business, the productivity of men in producing output is far more than that of women, this is based on conditions where men

have higher opportunities than women. This research is in line with research conducted by Ayuningsasi and Sasmita (2017) and Nainggolan (2016) which shows that gender has a significant effect on the income earned, the implication is to increase male business actors in building MSME businesses.

The results of data analysis show that the level of education does not have a significant influence on the income of creative economy entrepreneurs in Magelang district. The results of the analysis show that there is no difference between creative economy entrepreneurs in Magelang district who have higher education and secondary education.

The phenomenon that occurs that education does not have a significant effect on income is because education is only one factor of several other factors such as work experience, skills, and broad access networks, so that a combination of these factors is needed to increase income. This indicates that creative economy business actors prioritize training and experience as the key to increasing income.

From the results of the interviews obtained, one of the respondents said that the experience was obtained from training and skills during the business. So that in this concept, creative economy business actors do not fully use the knowledge gained from higher education. This research is in line with research conducted by Nainggolan (2016), Hasanah et al., (2020) which states that the high and low level of education of MSME owners has no effect on the income earned, so that business actors who have high and low levels of education have the same opportunity to increase their business income.

The results of data analysis show that skills do not have a significant effect on the income of

creative economy business actors in Magelang district. The phenomenon that occurs that skills/skills do not have a significant effect on income is because creative economy business actors in Magelang Regency who take part in training and descent are easy to apply in making the production of goods and services in starting a business.

In addition, creative economy entrepreneurs who take part in training tend to have a wide range of relationships because every time they attend training, the majority meet participants with the same profession. In the context of hereditary background, these business actors already have a network of relationships and customers in advance from the previous generation.

If drawn in the context of creative economy business actors who have their own talent business background, it tends to be difficult to develop a business because the initial concept in opening a business is to find customers. This research is supported by Yusuf and Soelaiman (2022) and Amalia (2018) which states that business skills do not have a significant influence on entrepreneurial competence, special competencies encourage product quality defense and a good image from customers, so that income becomes the output in this study.

Training also does not necessarily underlie a significant influence on the income of business actors, so in this case it can be concluded that there are no differences in business background skills in creative economy business actors in Magelang District. The results of data analysis show that the creative economy subsector does not have a significant influence on the income of creative economy businesses in Magelang District. The phenomenon shows that the

creative economy subsector has a significant and negative effect on the income of creative economy entrepreneurs, meaning that the income from the craft subsector is lower than the other subsectors.

The factors that underlie the creative economy subsector in the craft sector are the stages in production. The subsector has stages that take a long time so that the output produced also follows the production results. In addition, with a more complicated scope of production, the price of production in craft goods tends to be more expensive because less creativity and innovation is produced.

This research is in line with research conducted by Leksono and Santosa (2014) which shows that the number of business units in each creative industry subsector has a negative effect on income. This means that there is a difference between the number of business units in the creative industry subsector. The results of data analysis show that marketing does not have a significant influence on the income of creative economy businesses in Magelang District.

The phenomenon shows that creative economy marketing is not significant due to less than optimal marketing strategies to capitalize on differences in reach so that it can lead to similar results in revenue between in-town and out-of-town marketing. Although the marketing reach outside the city is wider, if there is no implementation of strategies tailored to the market characteristics and consumer habits in each region, the sales potential of the income can be neglected. This research is in line with research conducted by Nurhidayah et al., (2021) which shows that marketing does not have a significant effect on MSME income, meaning that each business actor has his own way to increase his business income.

CONCLUSION

Based on the explanation of the research results and discussion in this study, the following conclusions can be drawn to several conclusion. The variable number of workers has a significant effect on the income of creative economy business actors in Magelang District. Capital variables do not have a significant effect on the income of creative economy business actors in Magelang District.

The variable length of business does not have a significant effect on the income of creative economy business actors in Magelang District. The gender dummy variable has a significant effect on the income of creative economy business actors in Magelang District. The dummy variable of education level does not have a significant effect on the income of creative economy business actors in Magelang District.

The skill dummy variable does not have a significant effect on the income of creative economy business actors in Magelang District. The creative economy subsector dummy variable has a significant negative effect on the income of creative economy business actors in Magelang District. The marketing dummy variable does not have a significant effect on the income of creative economy business actors in Magelang District.

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