

# MAPPING THE CREATIVE ECONOMY IN THE PERSPECTIVE OF SMEs EMPOWERMENT IN WEST BANDUNG REGENCY

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## Abstract

SMEs in West Bandung Regency have the potential for both natural resources and human resources. However, there are still many potential sub-sectors in the creative economy in West Bandung Regency that are not utilized, this is due to the unknown location and type of business. The purpose of the study is to describe the Profile and Mapping of the Creative Economy of SMEs in West Bandung Regency. The research method used in this study is a quantitative method using a type of social mapping method. Data collection techniques used are primary data and secondary data. The secondary data used is the Secondary Data Analysis (ADS) approach. Based on the research results, West Bandung Regency has 16 sub-districts with various types of creative economy businesses. Mapping was carried out on 16 creative economy sub-sectors in all sub-districts. Of the total 16 sub-sectors, there are only 14 sub-sectors. Two sub-sectors that are not owned in the West Bandung Regency area are Animation, Film and Video and Advertising Sub-sectors. The largest number of creative economy is the performing arts sub-sector, almost all sub-districts have this sub-sector. The largest performing arts sub-sector is in the Lembang sub-sector with 1369 creative economy business actors or 64% and the least in Gununghalu sub-district as many as 4 creative economy business actors or 1%. The mapping of the creative economy that has been carried out will certainly show that there are business actors in each region that have different sub-sectors, both in the number of business actors and in the number of sub-sectors. So with this the government needs to be able to empowerment the community, especially business actors who have potential to be able to develop. With the efforts made to increase the creativity of business actors, it is hoped that there will be economic growth for both business actors and the development of economic areas in West Bandung Regency

*Keywords: Mapping, Creative Economy, SMEs*

## 1. Introduction

The evolution of the economy gave rise to the term creative economy which gave its own color. The word "creative" means that some goods/services production activities if there is a touch of creativity will add to the value of the output of these goods/services. Metasari K, et al (2020) The factor of abundant natural resources cannot always be relied on for the welfare of the region and the economic growth of an area, because in fact natural resources, such as: oil, natural gas, and so on, will decrease in capacity over time. In addition, the agarraris and manufacturing industries are growing and competitive, so they need to be supported by the polish of innovation and human creativity into creative ideas and ideas so that they become a creative industry. Handayani Tri, et al (2020)

The development of creative industries in the country will bring many benefits. (Aldy Purnomo, 2016). Besides changing economic patterns, technological innovation and creativity, science has also shifted economic orientation, from an agricultural economy to an industrial economy, a service economy, an information economy (e-commerce) and finally to a creative economy. Suryana (2013) This is what makes the creative economy can play a role as a driving component of economic growth, employment, trade and innovation. Shows the significant development of the creative industry where the industry grows an average of 9% per year. This figure is far above the country's average economic growth of 2%-3%. Its contribution to national income reaches 8.2% or US\$ 12.6

billion and is the second largest source after the financial sector. Mellita, et al (2018). The same thing also found the positive influence of the creative economy on employment. This is shown especially from the increasing number of workers working in the creative economy every year. Firdausy et al, (2017).

Today SMEs are colored by a wave of creative economy. The creative economy is an economic activity that is driven by the creative industry that prioritizes the role of intellectual property. The creative industry itself is driven by entrepreneurs (entrepreneurs), namely people who have creative and innovative abilities (Tadjuddin, 2019). Creativity is an important resource in creating competitiveness for all organizations that care about growth and change. (Hadiyati, 2012). Innovation is an idea, item, event, method, which is felt or observed as a new thing for a person or group of people (society). (Retno Dwi, 2012) West Bandung Regency has natural resources and potential human resources. However, its existence is not fully utilized. The existence of SMEs in West Bandung Regency with quite a large number is unknown, both the place and type of business. Even though the SMEs businesses in the area are the types of businesses that can provide benefits both by SMEs themselves and for economic growth in West Bandung Regency.

Based on the problems faced by SMEs in West Bandung Regency, researchers are interested in conducting research on mapping the creative economy in West Bandung Regency.

## 2. Method

The research method used is a qualitative method, according to Sugiyono (2015: 24) qualitative method: Defined as a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to an experiment) where the researcher is the key instrument, the technique data collection is done by triangulation (combined), data analysis is inductive/qualitative and qualitative research results emphasize meaning rather than generalization.

### a. Types of research

To find out how the creative economy mapping in West Bandung Regency, the

mapping method used is the social mapping method. Social mapping is defined as a systematic process of describing society and involving the collection of data and information about the community, including profiles and social problems that exist in the community (Suharto, 2020). Referring to Netting, Kettner and McMurtry (1993), social mapping can also be referred to as social profiling or "profile making of a community". Social mapping can be seen as one of the approaches in Community Development which Twelvetrees (1991:1) defines as "the process of assisting ordinary people to improve their own communities by undertaking collective actions." As an approach, social mapping is heavily influenced by social research science and geography. One form or final result of social mapping is usually a map of the area that has been formatted in such a way as to produce an image of the concentration of community characteristics or social problems. In this study, the final result of this mapping is a map of the creative economy in West Bandung Regency. Data collection techniques are carried out based on

### a. Primary data

Interviews with relevant agencies or departments, namely the Industry and Tourism Office of West Bandung Regency as well as literature on the creative economy with studies conducted. b. Secondary Data This is done through searching journals, documents, media clippings, and the like related to the research problem (Sugiyono, 2014).

### b. Secondary Data

Analysis is an analysis of research strategies, so that ADS uses or utilizes secondary data, namely data that already exists. In this case, the ADS researcher does not collect the data himself, either by interviewing, distributing questionnaires or checklists, conducting tests, using a rating scale or a scale such as the Likert scale, or observation. The secondary data can be in the form of research data, it can also be in the form of institutional administrative documentary data. (Amirin, 2015).

Data analysis technique Descriptive data analysis technique is an analytical technique used to analyze data by describing or describing the data that has been collected soberly without any intention of making generalizations from the research results. Included in the descriptive statistical data analysis techniques include the presentation of data in the form of graphs, tables, percentages, frequencies, diagrams, graphs, mean, mode. (Ariodimasya, 2015)

### 3. Result and Discussion

West Bandung Regency Profile Based on the Regional Medium-Term Development Plan (RPJMD) of West Bandung Regency 2018-2023, West Bandung Regency is a district in West Java Province, Indonesia, as a result of the expansion of Bandung Regency. The district is bordered by Purwakarta and Subang regencies in the west and north, Bandung regencies and Cimahi City in the east, Bandung City in the south, and Cianjur Regency in the west and east.

West Bandung Regency inherits about 1,400,000 residents from 42.9% of the old area of Bandung Regency. The administrative center of West Bandung Regency is located in Ngamprah District, which is located on the Bandung-Jakarta route.

Geographical location Based on the data, the area of West Bandung Regency is 1,305.77 KM<sup>2</sup>, located between 60° 41' to 70° 19' south latitude and 107° 22' to 108° 05' east longitude. Has an average height of 110 M and a maximum of 2.2429 M above sea level. The slope of the area varies between 0 – 8%, 8 – 15% to above 45%, with the following regional boundaries: In the west : borders with Cianjur district. North : borders with Purwakarta and Subang districts. The east sapling is bordered by Bandung Regency and Cimahi City. To the south: bordering the south of Badung Regency and Cianjur Regency. West Bandung Regency covers 15 (fifteen) sub-districts consisting of:

Padalarang, Cikalongwetan, Cililin, Parongpong, Cipatat, Cisarua, Batujajar, Ngamprah, Gununghalu, Cipongkor, Cipeundeuy, Lembang, Sindangkerta, Cihampelas and Rongga. Existing land use In terms of land use in West Bandung Regency, land use for agricultural cultivation is the largest land use, namely 66,500,294 HA, while the protected area is 50,150,928 HA, non-agricultural cultivation is 12,159,151 HA and others covering an area of 1,768,654 ha.

The area of the protected area in the West Bandung Regency area is related to the issue of the North Bandung area, besides that, judging from the physical condition, the geographical position of the West Bandung Regency is considered less favorable, this is because it consists many basins are hilly and in certain areas very prone to disasters.

#### Demographic Location

The population of West Bandung Regency is 1,408,550 people with the proportion based on gender consisting of 705,679 men and 702,871 women. The densest population distribution is in the Ngamprah sub-district, while the lowest is in the Gununghalu sub-district. The number of KBB workforce reaches 447,314 people and is divided into several types of livelihoods such as in the agricultural sector and farm laborers with the highest percentage reaching 33.87%. Industry sector 1653%, trade sector 15.51%, service sector 9.51% and others 24.59%.

In terms of distribution patterns, the population of the Ngamprah sub-district is a relatively dense sub-district compared to other sub-districts in the West Bandung Regency area with a density level of Gunung Halu sub-district with a density level of only 450.42 people/km<sup>2</sup>.

#### Mapping of the Creative Economy of Small and Medium Enterprises in West Bandung Regency

Based on the number of business actors in several sub-districts in the West Bandung

Regency area, it can be seen that the number of creative economy actors consisting of 16

sub-sectors in the sub-district area can be seen as follows

Table.1. Number of Creative Economy Business Actors In West Bandung Regency

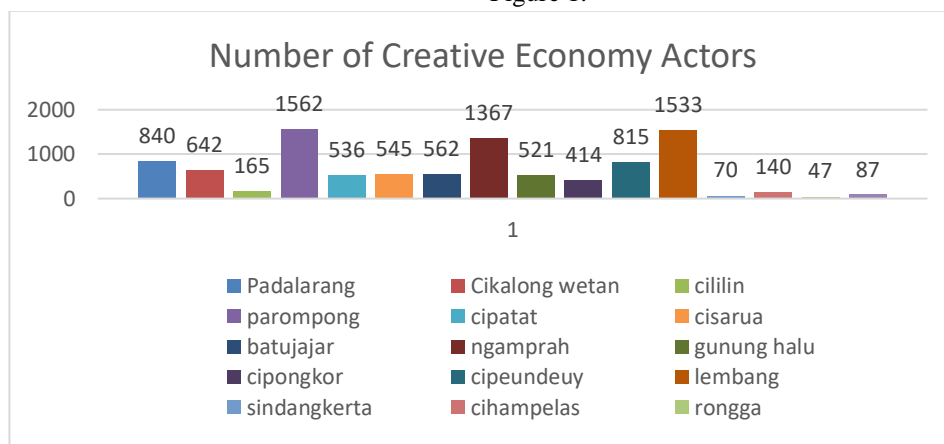
No	Districts	Jumlah Pelaku
1	Padalarang	840
2	Cikalong wetan	642
3	Cililin	165
4	Parongpong	1562
5	Cipatat	536
6	Cisarua	545
7	Batujajar	562
8	Ngamprah	1367
9	Gunung halu	521
10	Cipongkor	414
11	Cipeundeuy	815
12	Lembang	1533
13	Sindangkerta	70
14	Cihampelas	140
15	Rongga	47
16	Saguling	87
	Jumlah	9846

Souce: *Ekonomi Kreatif Dinas Pariwisata dan Kebudayaan KBB 2021*

Based on table data .1, the number of creative economy actors in West Bandung Regency is 9846 business actors. With the highest number of creative economy actors in Parongpong District with a total of 1562 creative economy actors and the least

number in Rongga District as many as 47 business actors. For more details, based on the bar chart, it can be seen that creative economy actors in the West Bandung Regency area are as follows:

Figure 1.



Souce: *Ekonomi Kreatif Dinas Pariwisata dan Kebudayaan KBB 2021*

Based on the picture above, it can be seen that the number of creative economic actors in several sub-districts of West Bandung Regency with the highest number is in Parompong sub-district with 1562 creative economy actors, then Lembang sub-district as many as 1365 and Ngamprah sub-district as many as 1533. In the highest order, it can also

be seen that the least number of creative economies is in the sub-districts of Cavity as many as 47, Sindangkerta 70 and Saguling as many as 87. This shows that there is a gap between one region and another. As a result, there are differences in the number of creative economy actors.

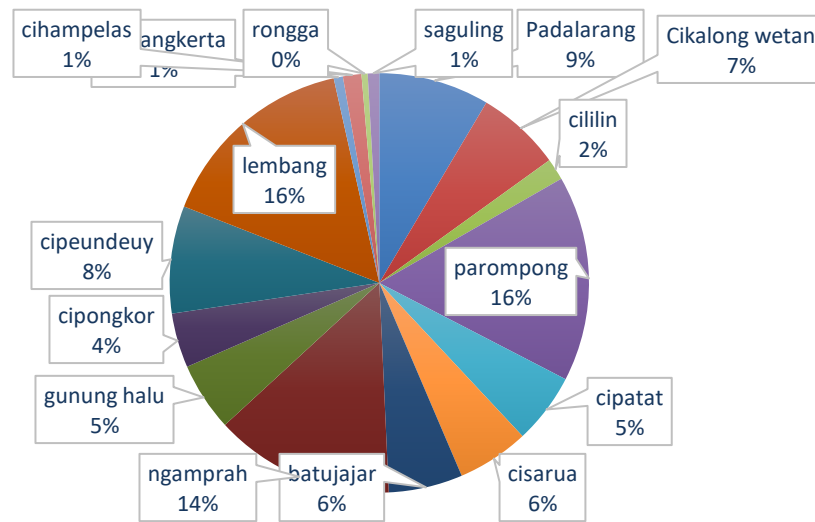


Figure.2.  
Number of Creative Economy West Bandung Regency

Based on the percentage, the highest number of business actors is 16% with the sub-districts being Parompong and Lembang sub-districts. While the District with a total of 14% is the District Ngamprah. Then with a total of 9% Padalarang District, 8% Cipeundeuy District, 7% Cikalong Wetan District, 6% Batuajar District and Cisarua District, 5% Gunung Halu and Cipatat Districts, 4% Cipongkor District, 2% Cililin District, 1% Sindangkerta District, Cihampelas District, Saguling District, and

0% is the smallest number, namely Rongga District. Based on the number of business actors in the sub-districts in the West Bandung Regency area, it can be seen that the number of creative economy actors consisting of 16 sub-sectors, this is also in accordance with Peraturan Presiden Nomor 72 Tahun 2015 Perubahan Atas Peraturan Presiden Nomor 6 Tahun 2015 Tentang Badan Ekonomi Kreatif, article 2 contains as many as 16 sub-sectors of creative economy actors as follows

Table.2  
Number of Creative Economy Actors Consisting of Sub-sectors  
In the District of West Bandung Regency

Number	District	App and Game	Architecture	Design Interior	DKV	Design Produk	Fashion	Film, Animasi, Video	Photography	Craft	Culinary	Music	Publishing	Advertising	Performing Arts	Art	TV and Radio	Total	Total Sub Sector
1	Padalarang	1	18			1	36			52	123	27	3		577	1	1	840	11
2	Cikalong wetan		4				38		1	36	150	6	4		402		1	642	10
3	Cililin									16	77	17			55			165	5
4	Parompong	2	58				20			233	191	134	6		918			1562	9
5	Cipatat		30				17		1	17	40	122	1		306	2		536	8
6	Cisarua		3				32			57	206	64	2		181			545	8
7	Batujajar						2				24	45			490		1	562	7
8	Ngamprah						60		1	30	108	77			1091			1367	7
9	Gunung halu		5				103			43	351	3	6		4		6	521	9
10	Cipongkor		5				62			40	218	17	1		71			414	8
11	Cipeundeuy						1			1	4	107			701	1		815	7
12	Lembang		1				4			16	82	61			1369			1533	7
13	Sindangkerta										6	57			7			70	4
14	Cihampelas						9		64	4	47	5			9	2		140	8
15	Rongga		1	1			5		1	1	6	1			30		1	47	10
16	Saguling amount	3	125	1	2	1	391	0	68	546	1635	754	23	0	6281	6	10	9846	6
	Rank	11	6	14	12	13	5	15	7	4	2	3	8	16	1	10	9		

Source: Ekonomi Kreatif Dinas Pariwisata dan Kebudayaan KBB 2021

Based on the table above, it can be seen that in the West Bandung Regency area, there are 16 sub-districts that have creative economy business actors with a number of different sub-sectors. However, of the 16 sub-sectors, not all areas in each sub-district have 16 sub-sectors. Overall, of the 16 sub-sectors, there are only 14 sub-sectors located in the West Bandung Regency area. For more details, it can be seen that the largest number of sub-sectors is the performing arts sub-sector with a total of 6281 creative economy actors. Where with this number, almost all districts have business actors in the performing arts sector. The largest number of performing arts creative economy actors is in Lembang District with a total of 1,369 performing arts

Based on this, with a total of 14 sub-sectors in the West Bandung Regency area, not all sub-districts have 14 sub-sectors, each sub-district has a different number. To be more detailed, the order of the most is Padalarang District with 11 sub-sectors, then Cikalong Wetan, Cipatat and Saguling sub-sectors with 9 sub-sectors, Parompong and Gununghalu districts with 8 sub-sectors, Cisarua, Cipongkor, Cipeundeuy and Cihampelas sub-sectors with 7 sub-sectors, Ngamprah and Lembang sub-districts with 7 sub-sectors. 6 sub-sectors, Batujajar and Saguling sub-sectors are 5 sub-sectors, Cililin sub-sectors

business actors and at least 4 performing arts business actors. For the second place, the most sub-sectors are Culinary with a total of 1635 and the most sub-districts in the culinary sub-sector are Gununghalu sub-district with 351 and the least is in Saguling sub-district with 2 culinary business actors, the third place in the sub-sector is the Music sub-sector with a total of 754 with the highest number being Parompong sub-district with 134 and the least number is in the District of Rongga as many as 1 music business actor. While the number of sub-sectors that are the least or even none at all in almost all sub-districts is the Advertising and Animation Films and Video Sub-sector which totals 0.

are 4 sub-sectors and Sindangkerta sub-districts are 3 sub-sectors. Although the number of each sub-district has a number of sub-sectors that have different numbers, this does not mean that the number of business actors is small. This can be seen even though Sindangkerta District has a small number of sub-sectors, but has a number of business actors as much as 70. However, when compared to Rongga District which has quite a lot of sub-sectors, namely 9, the number of business actors in each sub-sector is on average 1, with a total of 1 a total of 47 business actors. So, when viewed as a whole,

the sub-districts in the West Bandung Regency area, the number of the two sub-

districts is the least number of business actors.

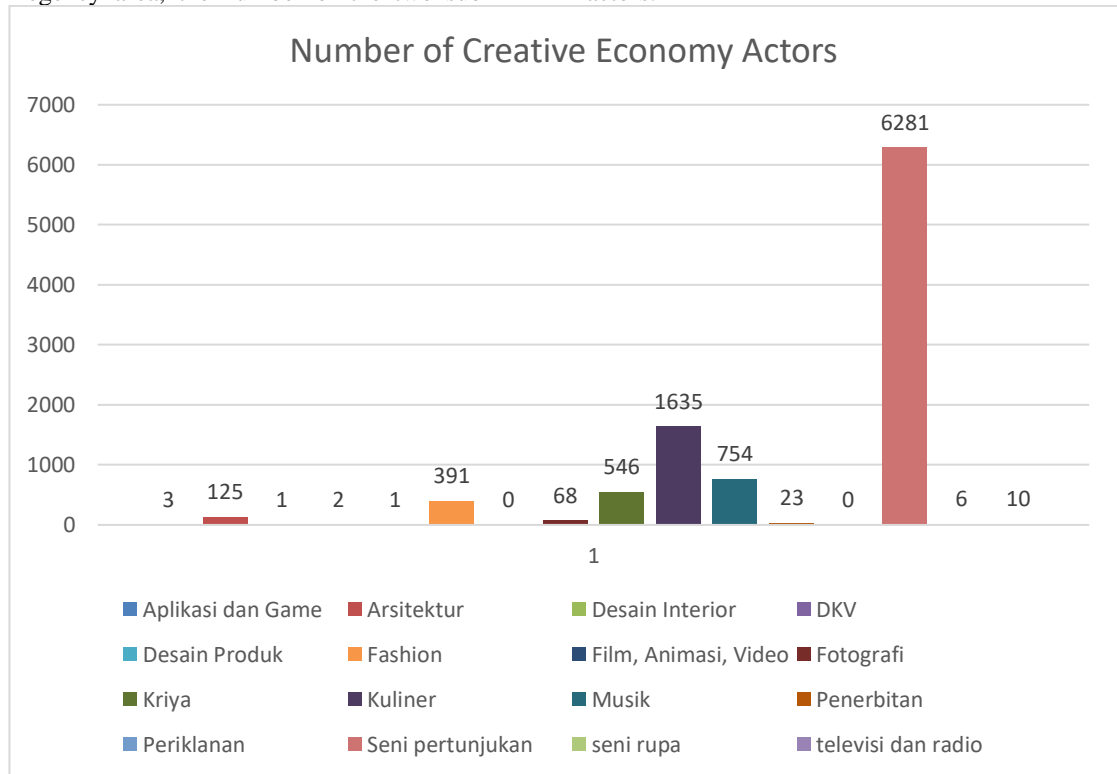


Figure 3  
Number of Creative Economy Actors

Based on the picture above, it can be seen that the largest number of creative economy sub-sectors is in the performing arts sub-sector with a total of 6281, then the fashion sub-

sector is 1635, fashion is 754 and craft is 546. Of the 16 sub-sectors, two sub-sectors are absent in all 16 districts, namely the film sub-sector, animation and video and advertising

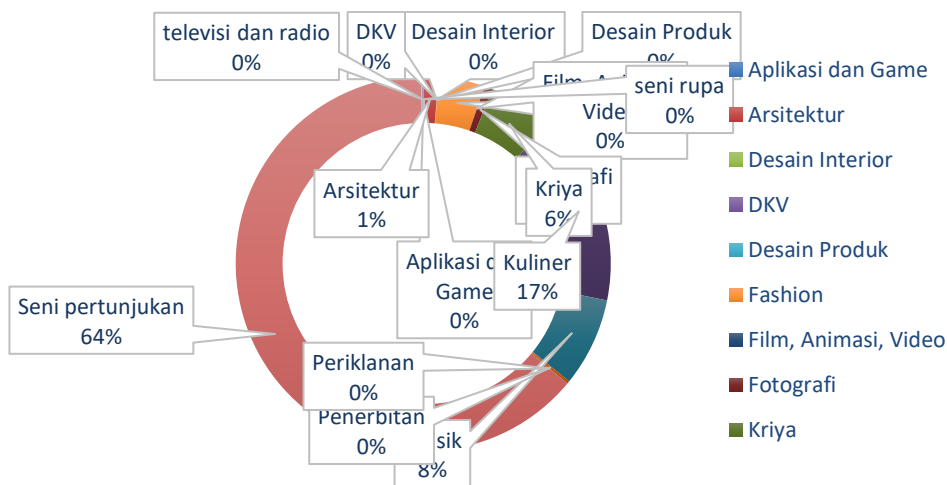


Figure 4  
Percentage of Number of Creative Economy Actor

Based on the number of sub-sectors located in several sub-districts in the West Bandung Regency area, the highest number is performing arts with a percentage of 64%, culinary 17%, music 8% and crafts 6% of the total number of sub-sectors in the West Bandung Regency area.

In more detail, the researcher will describe the sub-sector of the sub-districts in the West Bandung Regency area as follows:

#### 1. Padalarang District

Based on tabel .2. it can be seen that the number of creative economy actors in Padalarang District with the most creative economy actors is the performing arts sub-sector with a total of 577, the culinary sub-sector 123 and the craft sub-sector 52. Of the 16 sub-sectors there are 5 sub-sectors that are not found in the Padalarang district, namely Interior Design, DKV, Film, Animation and Video, Photography and Advertising.

#### 2. Cikalong Wetan District

Based on table .2. it can be seen that the number of creative economy actors in Cikalong Wetan District with the most creative economy actors is the performing arts sub-sector with a total of 402, the culinary sub-sector 150 and the fashion sub-sector 38. Of the 16 sub-sectors there are 7 sub-sectors that are not in Cikalong Wetan sub-district, namely APP and Games Developer, Interior Design, Visual Communication Design, Product Design, Animation Film and Video, Fine Arts and Advertising.

#### 3. Cililin District

Based on table .2. it can be seen that the number of creative economy actors in Cililin District with the most creative economy actors is the culinary sub-sector with a total of 77, the performing arts sub-sector 55 and the music sub-sector 17. Of the 16 sub-sectors there are 12 sub-sectors that are not in Cililin sub-district, namely APP and Games Developers, Architects, Interior Design, Visual Communication Design, Product Design, Fashion, Film & Animation and Video, Photography, Publishing, Fine Arts, Television & Radio and Advertising.

#### 4. Parongpong District

Based on table .2. it can be seen that

the number of creative economy actors in Parongpong District with the most creative economy actors is the Performing Arts sub-sector with a total of 918, the craft sub-sector 233 and the culinary sub-sector 17. Of the 16 sub-sectors there are 8 sub-sectors that are not found in Parongpong district, namely Interior Design, DKV, Product Design, Film & Animation and Video, Photography, Fine Arts, Television & Radio and Advertising.

#### 5. Cipatat District

Based on table .2. it can be seen that the number of creative economic actors in Cipatat District with the most creative economy actors is the performing arts sub-sector with a total of 306, the music sub-sector 122 and the culinary sub-sector 40. Of the 16 sub-sectors there are 7 sub-sectors that are not found in the Cipatat district, namely APP and Games Developer, Interior Design, Visual Communication Design, Product Design, Film & Animation and Video, Television & Radio and Advertising.

#### 6. Cisarua District

Based on table .2. it can be seen that the number of creative economy actors in Cisarua District with the most creative economy actors is the culinary sub-sector with a total of 206, the performing arts sub-sector is 181 and the music sub-sector is 64. Of the 16 sub-sectors there are 9 sub-sectors that are not found in the Cisarua district, namely APP and Games Developer, Interior Design, Visual Communication Design, Product Design, Film & Animation and Video, Photography, Fine Arts, Television & Radio and Advertising.

#### 7. Batujajar District

Based on table .2. it can be seen that the number of creative economy actors in Batujajar District with the most creative economy actors is the Performing Arts sub-sector with 490, the music sub-sector 45 and the culinary sub-sector 24. Of the 16 sub-sectors there are 11 sub-sectors that are not in Batujajar sub-district, namely APP and Games Developers, Architects, Interior Design, Visual Communication Design, Product Design, Film & Animation and Video, Photography, Publishing, Fine Arts, Television & Radio and Advertising.



#### 8. Ngamprah District

Based on table.2. it can be seen that the number of creative economy actors in Ngamprah District with the most creative economy actors is the performing arts sub-sector with a total of 1091, the culinary sub-sector 108 and the music sub-sector 77. Of the 16 sub-sectors there are 10 sub-sectors that are not in the Ngamprah district, namely APP and Games Developers, Architects, Interior Design, Visual Communication Design, Product Design, Film & Animation and Video, Publishing, Fine Arts, Television & Radio and Advertising.

#### 9. Gununghalu District

Based on table .2. it can be seen that the number of creative economy actors in Gununghalu District with the most creative economy actors is the culinary sub-sector with a total of 351, the fashion sub-sector is 103 and the craft sub-sector is 43. Of the 16 sub-sectors there are 8 sub-sectors that are not in Gununghalu sub-district, namely APP and Games Developer, Interior Design, DKV, Product Design, Film & Animation and Video, Photography, Fine Arts, and Advertising.

#### 10. Cipongkor District

Based on table . 2. it can be seen that the number of creative economy actors in Cipongkor District with the most creative economy actors is the culinary sub-sector with a total of 218, the performing arts sub-sector 71 and the fashion sub-sector 62. Of the 16 sub-sectors there are 9 sub-sectors that are not in the Cipongkor district, namely APP and Games Developer, Interior Design , Visual Communication Design, Product Design, Film & Animation and Video, Photography, Fine Arts, Television & Radio and Advertising

#### 11. . Cipeundeuy District

Based on table.2. it can be seen that the number of creative economy actors in Cipeundeuy District with the most creative economy actors is the performing arts sub-sector with a total of 701, music sub-sector 107 and culinary sub-sector 4. Of the 16 sub-sectors there are 10 sub-sectors that are not in Cipeundeuy district, namely APP and Games Developer, Architecture, Interior Design, Visual Communication Design, Product

Design, Film & Animation and Video, Photography, Publishing, Television & Radio and Advertising.

#### 12. Lembang District

Based on table .2. it can be seen that the number of creative economy actors in Lembang District with the most creative economy actors is the performing arts sub-sector with a total of 1369, culinary sub-sector 82 and music sub-sector 61. Of the 16 sub-sectors there are 10 sub-sectors that are not in Lembang sub-district, namely APP and Games Developer, Interior Design , Visual Communication Design, Product Design, Film & Animation and Video, Photography, Publishing, Fine Arts, Television & Radio and Advertising

#### 13. Sindangkerta District

Based on table .2 it can be seen that the number of creative economy actors in Sindangkerta District with the most creative economy actors is the music sub-sector with a total of 57, the performing arts sub-sector 7 and the culinary sub-sector 7. Of the 16 sub-sectors there are 13 sub-sectors that are not in Cipeundeuy sub-district, namely APP and Games Developer, Architecture, Interior Design, Visual Communications, Product Design, Fashion, Craft, Film & Animation and Video, Photography, Publishing, Fine Arts, Television & Radio and Advertising

#### 14. Cihampelas District

Based on table.2. it can be seen that the number of creative economy actors in Cihampelas District with the most creative economy actors is the Photography sub-sector with 64, the culinary sub-sector 47 and the performing arts and fashion sub-sector 9. Of the 16 sub-sectors there are 9 sub-sectors that are not in the Cihampelas district, namely APP and Games Developer, Architecture, Interior Design, Visual Communication Design, Product Design, Film & Animation and Video, Publishing, Television & Radio and Advertising.

#### 15. Rongga District

Based on table .2. it can be seen that the number of creative economy actors in Rongga Sub-district with the most creative economy actors is the performing arts sub-

sector with a total of 30, the culinary sub-sector 6 and the fashion sub-sector 5. Of the 16 sub-sectors there are 7 sub-sectors that are not in Rongga sub-district, namely APP and Games Developer, DKV, Product Design, Film & Animation and Video, Photography, Publishing and Advertising.

#### 16. Saguling District

Based on table 2. it can be seen that the number of creative economy actors in Saguling District with the most creative economy actors is the performing arts sub-sector with a total of 70, the music sub-sector is 11 and the culinary, fashion and DKV sub-sectors are 2. APP and Games Developer, Architecture, Interior Design, Product Design, Craft, Film & Animation and Video, Photography, Publishing, Fine Arts, Television & Radio and Advertising.

Based on the results of the research that the researcher has done, the researcher can analyze that the activities with the largest distribution of sub-sectors are in the Parongpong sub-district area of 1562 sub-sectors. This is because Parongpong is a border area between Bandung and Cimahi so that this makes the Parongpong sub-district area has a lot of diversity in the sub-sector in the creative economy.

Where the community strives to continue to think in fulfilling their life needs and also see strategic conditions. This was also conveyed by Suryana (2013: 35) "Creative Economy is essentially an economic activity that prioritizes creative thinking to create something new and different that has commercial value and character". In addition, Parongpong is a sub-district that has a lot of tourism diversity, starting from Cihideung village which is a village with a variety of flowers, then horse tours in Cavalry, and other tourist attractions such as Sukawana tea plantations, and which currently has a mini zoo, and various places. other tours. In addition, there is also an Indonesian Adventist University in Parongpong, this of course will also affect the condition of the surrounding community which makes them more creative.

Human resources are one of the factors that can affect their creativity. This is in accordance with the results of Cemporaningsih research (2020) that "Tourism development through the creative economy in each region will be encouraged to be more creative and innovative in increasing the added value and competitiveness of various products". Thus, this causes the creativity of the people in the Parongpong sub-district to develop more. In addition to Parongpong sub-district, Lembang sub-sector is also the second largest sub-sector, which is 1533 sub-sectors after Parongpong sub-district, this is because apart from Lembang sub-district which borders the cities of Bandung and Subang. Lembang sub-district is also the sub-district with the most villages in West Bandung Regency, which is as many as 16 villages. So this causes the Lembang sub-district to become the sub-district that has the second largest creative economy sub-sector, because with the highest number of villages it will affect the creativity of its people.

Moreover, Lembang sub-district is an area that has a fairly high tourism potential. The needs of the community, causing people to be more creative to be able to meet their needs. The number of tourists who come to the Lembang sub-district, makes the Lembang sub-district community an opportunity. Moreover, Lembang sub-district has the first largest performance sub-sector in West Bandung Regency. Apart from being a tourist area, Lembang sub-district also has many artists. Because in Lembang sub-district has artists ranging from angklung artists, wayang golek artists who are artists of all time and have today's artists who are more involved with young people who display in various tourist attractions. This is also in accordance with what was conveyed by Wahyudi (2017) "Growing the creative economy cannot be separated from local culture, culture must be the basis of its development. In the context of local culture there is what is called local wisdom which becomes a meaningful value, among others, translated into physical form in the form of local creative products. In addition

to Parongpong and Lembang sub-districts which have the most sub-sectors in West Bandung Regency, there is also a sub-district that has the least sub-sector, namely Rongga District, which only has a total of 47 sub-sectors. Although, Rongga sub-district has the least number of sub-sectors, but Rongga sub-district has 7 creative economies spread across several sub-sectors and the most in the performing arts sub-sector. This is due to the uneven numbers even tending to be in other sub-sectors only 1 and 2 of the creative economy due to the fact that the Rongga sub-district is geographically far from the city border. So that the development of the creative economy in the Rongga sub-district is less developed. However, of the 47 creative economies, 30 of the performing arts sub-sector creative economy shows that Rongga sub-district has quite prominent cultural arts. People in Rongga sub-district instill performing arts as a cultural heritage that needs to be preserved. Unlike in other sub-districts such as in Gununghalu sub-district which only has 4 performing arts, although in this sub-district also the location is not much different from Gununghalu sub-district, what has developed in Gununghalu sub-district is almost 351 creative economies. Regional differences in various regions are influenced by the geographical location and habits of the people. However, this is a regional diversity that has its own characteristics. The differences that exist in each sub-district are also heavily influenced by various factors, apart from the community, geographical location, habits and many other factors that cause each sub-district to have differences in the conditions of creativity.

Seeing the condition of West Bandung Regency with a potential area where abundant resources both natural resources and human resources. So in the future West Bandung Regency has regional prospects that will develop along with the number of creative business actors. Where the community continues to strive to be able to develop according to their capabilities and natural resources. For this reason, efforts should be

made between the government and the people themselves to continue to collaborate in improving the economy. This is certainly a challenge for the West Bandung Regency government in the economic growth of its people. Judging from the number of potential business actors, it is certainly necessary to be able to increase creativity for the community. Because the creativity of the community without being accompanied by an understanding of knowledge will certainly be very difficult to develop. Because in creativity is not only for the fulfillment of needs that are enjoyed by themselves but also can be enjoyed by others. The same thing was conveyed in the development of the creative economy (2025) that creativity can be described as a capacity or ability to produce or create something unique, fresh, and generally acceptable. For this reason, it is necessary to innovate the community in various ways that the government can do, be it training, technical guidance and assistance. This is an effort to empower the community in an effort to increase the fulfillment of the economic needs of the community. The mapping of the creative economy that has been carried out will certainly show that there are business actors in each region that have different sub-sectors, both in the number of business actors and in the number of sub-sectors. So with this the government needs to be able to empowerment the community, especially business actors who have potential to be able to develop. With the efforts made to increase the creativity of business actors, it is hoped that there will be economic growth for both business actors and the development of economic areas in West Bandung Regency.

#### **4. Conclusion**

Based on the results of the study, the researchers can provide the following conclusions:

a. West Bandung Regency is an expansion area of Bandung Regency which has 16 Districts. The total number of creative economy actors in West Bandung Regency is 9846. Based on this number, the largest number of creative economies is in

Parongpong sub-district and the least is in Rongga sub-district.

b. Mapping the creative economy of MSMEs in the West Bandung Regency area, from 16 sub-sectors there are only 14 sub-sectors. This is the strength of West Bandung Regency in relation to the sub-sector. The weakness of the 16 sub-sectors is that there are 2 sub-sectors that are not found in the West Bandung Regency area, namely Animation, Film and Video and Advertising. The highest number of sub-sectors is the performing arts, almost all sub-districts have the highest performing arts sub-sector in Lembang district as much as 1369 or 64% and the least is in Gununghalu district as much as 4 or 1%

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## 6. Biographies

Siti Patimah was born on October 7, 1970 in Bandung, Indonesia. Graduated with a Bachelor of Economics majoring in

Accounting from Pasundan University in 1994, Graduated with a Master's Degree in Business Policy Administration from Pasundan University in 2002. She is currently pursuing her Doctoral Degree in Social Sciences, Pasundan University. Namely a Permanent Lecturer at the Business Administration Study Program, Faculty of Social and Political Sciences, Pasundan University. Teaching Basic Accounting Courses, Advanced Accounting, Cost Accounting, Introduction to Economics and Indonesian Economic Systems. In addition, he is also active in research activities starting in 2011 conducting research in several government and private institutions, research grants funded from Kemenristek Dikti grants

in 2017 and 2018. In addition, routine research is funded every semester which is an expertise fund. architecture from 2014 to present. In addition to research, the activities carried out are also community service which is part of research activities. Service activities are also carried out in various agencies, and business actors and SMEs in the West Java region. Service activities carried out to obtain grant funds every year starting from 2008 to 2020, ranging from mono-year PKM grants to Science and Technology Grants for Export Products and Science and Technology for Regional Leading Products and multi-year Hi-Links. In addition, service activities are carried out every semester which is funded by the government starting from 2008 until now.