
Optimizing the Creative Industry Through the Development of the Triple Helix Model

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ABSTRACT

Purpose: The purpose of this research is to optimize the creative industry through the development of a triple helix model that connects universities, industry, and government.

Design/methodology/approach: The method used is an ethnographic approach starting from the collection of literature sources and supported by field data.

Findings: The results showed that batik entrepreneurs in Lumajang district, apart from preserving culture, were also used to improve the economy of the surrounding community. The batik culture is in the form of regional motifs such as the batik motif of the great banana, sand, and semeru mountain which are applied to the cloth with the batik process which will later be used as uniforms for the Lumajang Regency Government. Increasing the capacity of batik craftsmen also needs improvement through training activities.

Research limitations/implications: This research is limited to bamboo craftsmen in Papring Banyuwangi.

Practical implications: This research can be used as input for stakeholders to be used as a reference in optimizing the creative industry.

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I. INTRODUCTION

The creative industry has begun to be focused on by the state as one of the pillars of the Indonesian economy. This industry is expected to be another alternative for the current industrial development (Agustina, Winarno, Pratikto, Narmaditya, & Filianti, 2020). The creative industry continues to grow and is different from the many similar products on the market. This is because the products it produces are the result of creativity that gives birth to uniqueness and innovation, which in turn become the pioneers of imaging.

The growth of innovation and creativity that many have created from this industry, makes this industry worthy of special attention by the government (Comunian & England, 2020). The growing creative industry in Indonesia shows that the Indonesian economy is also able to innovate and compete with other countries. Global developments also affect the economy.

The creative industry can be interpreted as a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main production factor. This concept will usually be supported by the existence of the creative industry which is its embodiment. Over time, economic development has reached the level of the creative economy after some time before, the world is faced with the concept of an information economy where information is the main thing in economic development.

Although relatively new, the creative industry is quite able to improve the economy of the Indonesian people. Thus, this industry becomes the government's attention so that it continues to grow and develop. Given the large population of productive age in Indonesia, the development of this industry in Indonesia has quite a lot of potential. It is proven that there are many creativity produced by the millennial generation who participate in supporting the Indonesian economy from the creativity they produce.

A survey conducted in 2018 stated that Indonesia's creative industry had contributed 852 trillion Rupiah, equivalent to 7.3 percent of the country's total Gross Domestic Product (GDP). Products from the creative industry do appear and look different from other similar products in the business world. This is because the resulting product is the result of creativity that presents something innovative, authentic, unique, and could be a pioneer in its field.

Innovation and creativity created from this industry should receive special attention from the government. The government should provide assistance, ranging from capital to product marketing, so that this industry continues to grow and does not just stop because of these difficulties. This is necessary because the growing creative industry in Indonesia will show that the Indonesian economy is able to compete with other countries. It automatically becomes an indication that the Indonesian economy is one step ahead of its competitors in the same field.

The Triple Helix concept integrates the roles of academia, business and government into creative, innovation and technology activities for the creative industry. Creativity and innovation have a close relationship that supports innovation performance (Sousa, Pellissier, & Monteiro, 2012). The importance of government, university and industry policies and practices interact intelligently, effectively and efficiently (Carayannis & Campbell, 2006, 2009).

The role of intellectuals is to spread and implement science, art and technology and to form constructive values for the development of creative industries in society. Intellectuals are related to new creation activities that have bargaining power to the market and the formation of creative people. Academics as part of intellectuals have 3 roles, namely, the role of education aimed at encouraging the birth of future creative generations that support creation, innovation and work in the creative industry. The role of research is carried out to provide input on creative industry development policy models and required instruments, manage the renewal of ideas, creative processes that will produce new products and services and produce technology that supports efficient working and use of resources and makes a national creative industry that is competitive. The role of community service is carried out to form a society with social institutions/orders that support the growth of the national creative industry. Realizing the importance of innovation performance in the creative industry, it is necessary to measure the performance of innovation that is appropriate for business actors in the creative industry.

Intellectual actors are not only academics but also include culturalists, artists, writers, pioneers, figures in the arts, culture and sciences who have a role in providing creative ideas, innovations in the creative industry.

The business world, becomes a liaison in the context of economic exchange and the transformation of creativity into economic value. The role of the business world as business actors, investors and creators of new technology, as well as consumers of the creative industry has a role, among others, as creators, namely the centre of excellence of creators of products, services and creative culture, new markets that can absorb the products produced, and job creation. for creative individuals or other supporting individuals. The business world also plays a role as a community builder and creative entrepreneur, namely as a motor that forms a space for thinking, honing creative ideas in doing creative industry business, business coaching or business management training in the creative industry.

The Government has a major role in the mechanism for providing incentive programs, controlling a conducive business climate, educative directions as well as for the community and the private sector to support the development of creative industries. In the development of creative industries, the government also acts as a catalyst and facilitator and advocate that provides stimulation, challenges and encouragement, so that innovative ideas move to a higher level of competence. This support can be in the form of the government's commitment to use its political power proportionally and by providing good public administration services in addition to financial assistance, incentives or protection support. The government also acts as a regulator that produces policies related to society, industry, institutions, intermediation and resources and technology. The government can accelerate the development of the creative industry if the government is able to make policies that create a

conducive business climate for the creative industry. The government as an investor must be able to empower state assets to be productive within the scope of the creative industry and be responsible for industrial infrastructure investment.

Bamboo craftsmen are people who are part of the community who make handicrafts from bamboo by cutting bamboo, carving, smoothing, weaving, coloring and shaping into various handicrafts. They make crafts with limited abilities and skills. So that the problem that occurs in the production of bamboo crafts is the lack of expertise of the craftsmen in innovating. There are too many handicraft products made by the Papring community on the market and even better quality. Another problem is the lack of guidance from both government and education elements.

So the alternative that can be done in overcoming this problem is to develop a triple helix model in order to increase optimization in the creative industry of bamboo crafts. The concept of the triple helix model is growing until now in various fields. Theoretically refers to evolutionary economics, sociology, and public policy. The unique contribution of this model to the study of innovation is its attention to the role of universities in the transition to a knowledge-based society (Cai, 2020). The triple helix model has developed significantly and shows that this model has become an important model in economic development (Galvao, Mascarenhas, Marques, Ferreira, & Ratten, 2019). Not only that, the triple helix model is also widely designed in several activities such as student learning and innovation activities (Mandrup & Jensen, 2017), activities in encouraging regional innovation and economic development through universities (Pugh, 2017), and activities in assessing innovation capabilities. and marketing performance in the creative economy (Wijiharjono, 2021).

II. METHODOLOGY

This study uses an ethnographic approach. The ethnographic method (Spradley, 1997) begins by collecting from literature sources and is complemented by field data obtained through observation, participation, and in-depth interviews with selected respondents. Literature sources are obtained from the results of research that has been carried out starting in 2017 on culture in Banyuwangi. The informants were determined based on their involvement and role in the development, namely the owners of MSME Bambu Paring, trainers, cultural observers, and the local government. The validity of the data is done by triangulation of sources. Data analysis is carried out thoroughly and continuously starting from the process of data inventory, identification, classification, and data interpretation. The meaning of the data is carried out comprehensively by looking at the overall relationship of the data.

Efforts in optimizing the creative industry through the production of bamboo handicrafts by innovating products in the form of a combination of bamboo crafts and typical Banyuwangi batik crafts. The final result of the research is an approach with a triple helix model that connects universities, industry, and government.

III. RESULTS AND DISCUSSION

A. Triple Helix Concept Development

The Triple Helix model (Etzkowitz & Leydesdorff, 1995, 1998, 2000; Hartanto et al., 2021; Leydesdorff, 2000, 2018) which has been developed by several researchers will be applied by creating a model for increasing innovation through training activities for MSMEs in bamboo crafts in the Papring environment, namely in the form of blending training. Banyuwangi handicrafts of bamboo and batik. This model will be able to improve the ability of bamboo craftsmen and at the same time preserve the typical Banyuwangi batik.

The Triple Helix model developed in optimizing the creative industry, among others, involves the government, intellectuals in this case are academics in the world of education and the business world or industry in creativity, innovation and technology activities for the creative industry.

B. Intellectual (Academic)

Intellectuals in this case are academics from universities who are actors who play a role in transforming research results in the form of creative industry optimization models. This model is then implemented in training activities, mentoring and assistance with facilities. The training activities include training in bamboo crafts, digital markets and accounting which are carried out by presenting professionals to provide basic training and innovation. Bamboo craft innovations have been arranged in a separate model in the form of a combination of

woven bamboo and typical Banyuwangi batik in the form of handicrafts for home accessories, bags, packaging of batik products and others.

Mentoring activities will be carried out by students for 16 activities in the form of mentoring during training activities and mentoring during product innovation activities. Students will also provide an assessment of the work of the trainees. Students who are involved in this activity implement educational skills to the community who are members of MSMEs in bamboo handicrafts. The activities carried out by these students are equivalent to 20 credits in 1 semester, as a form of implementation of the Independent Learning Campus Merdeka.

The facilities provided are in the form of tools used to smooth bamboo fibers. This tool is made with a special design to suit the needs of the Paping bamboo craft. Other facilities include the creation of a website for digital marketing, accounting programs and facilities in the form of creating a certified trademark.

C. Business World (Industrial)

The world of business or industry in this case is the Micro, Small and Medium Enterprises (MSMEs) of Bamboo Crafts in Paping, Banyuwangi. MSMEs of bamboo paping are handicraft businesses made from bamboo which were developed with the aim of being able to provide income to the surrounding community who do not have a livelihood. The products produced so far are besek, welat, liningan, teruntum and other crafts that can be used as bags, wedding souvenirs, and fruit containers.

The development of innovation and the creation of local products is carried out as an effort to sustain the community's business through the creation of innovative products that are different from other regions (Setiyo, Paramita, & Sulistyan, 2021). So that high creativity is needed so that the creation of these local products can be globally competitive. This is where the concept of the creative economy develops and its existence is needed.

D. Government

The government in this case plays the role of providing incentive programs and making educational directions (Paramita, Rizal, & Taufiq, 2020a, 2020b) which not only provides funds through incentive programs that are channeled to industry or the community but also educative directions that provide the widest opportunity for students. the world of education, academics, lecturers and students play a role in optimizing the creative industry.

The government's role in this model is also in the form of a shop platform facility as a meeting place for academics and the business or industrial world. The suitability of the objectives and programs to be implemented receives funding facilities from the government through universities.

The following in Figure 1 is the development of the Triple Helix model for achieving creative industry optimization.

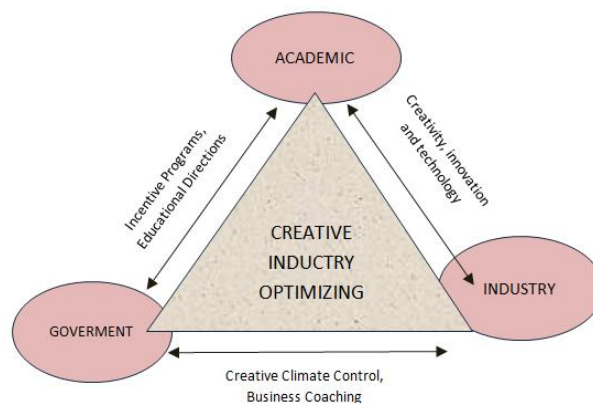


Figure 1. Creative Industry Optimization Model

E. Innovation of the Combination of Bamboo Craft and Batik

The creative industries in Banyuwangi include several creative industries spread across various regions and contribute significantly to the regional economy. One of the creative industries that is developing is bamboo handicrafts, namely crafts that utilize natural products to be used as household products, household accessories, fashion, musical instruments, children's play equipment, and others. The creative industry for bamboo

handicrafts has shown an increasing trend, attracting the market and opening up wide business opportunities. In certain areas, such as Papring, obtaining bamboo raw materials is not difficult, so having this kind of business equipped with ideas and creativity will be able to produce products that are competitive in the global market. Communities in the Papring environment have now started their activities to develop their potential by utilizing the natural potential in their environment, such as the production of handicrafts from bamboo (Sulistyan & Paramita, 2021). This area is indeed planted with various types of bamboo such as the origin of the environment Papring (Panggonane Pring), which is the source of bamboo plants. The types of bamboo in this area include stone bamboo, apus, petung, nineg and various other types. The bamboo crafts that the community began to cultivate did not require supplies from outside the region because the bamboo in this area was sufficient to be used as material for handicraft production.

The resulting bamboo crafts are still very simple and too much in the market. Through this program, innovations on bamboo handicraft products will be carried out, namely by combining bamboo crafts with Banyuwangi's typical batik crafts. This mix and match will not only beautify the results of bamboo handicrafts but also aims to preserve the Banyuwangi batik culture. As stated by Primanata, Harjiyanto, and Irwan (2021), the batik motifs contained in Banyuwangi batik are not only an aesthetic embodiment of decoration, but also have noble values that are embraced by the community. Godho Batik is one of the original batik from Banyuwangi which is suitable to be combined with bamboo crafts. In addition to innovation by combining bamboo and batik crafts, there will also be improvements to the quality of woven bamboo and coloring and other combinations. One of the product outputs is packaging for Godho batik made of woven bamboo. The model for developing the bamboo craft creative industry is as follows:

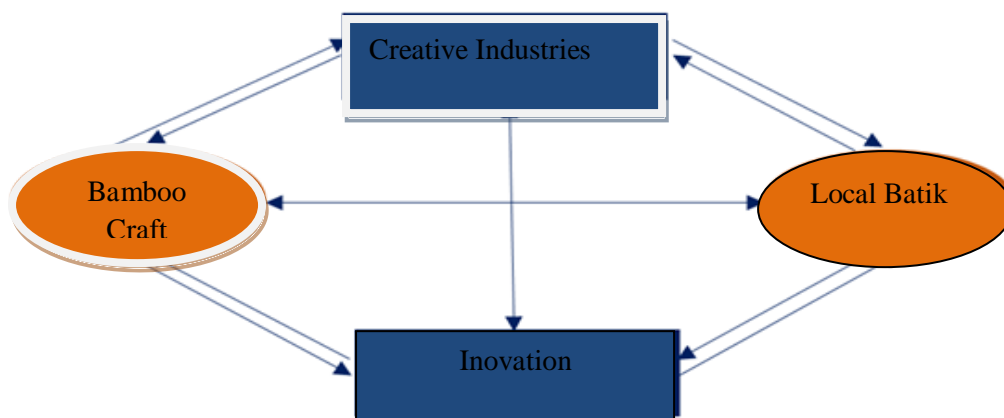


Figure 2. The Development Model of the Bamboo Papring Creative Industry

The creative industry development model "Bamboo Papring" is an implementation of the triple helix creative economy development model, as a form of thinking between intellectuals, namely universities and the business world. The implementation of this model involves the local government in the realm of policy towards MSMEs. Through this development model, it will answer the problems faced by the business world, in this case the SMEs of Papring bamboo handicrafts by innovating bamboo handicraft products in Papring in the form of a design of a combination of bamboo crafts with Banyuwangi Godho batik crafts to preserve culture.

Optimizing the creative industry in the form of a combination of bamboo crafts and typical Banyuwangi batik can increase the selling value of the product. The higher the selling price, the higher the income used for the Kampong Batara traditional school. This optimization activity is carried out by providing training, among others, by combining bamboo and batik handicrafts, various products that can be produced, improving the quality of bamboo crafts, and providing added value to products by adding other accessories besides batik. The training is carried out by someone who has competence in this matter and is carried out for 4 months or according to the period of this activity. The benchmark for the success of this program is the creation of innovative MSME products for bamboo handicrafts in the form of a combination of bamboo crafts and batik crafts that can be marketed and increase sales turnover. The application of the triple helix model in this training is in the form of training conducted by universities for MSME actors in bamboo crafts and support from the local government in the form of capital.

The innovations made for MSME actors in Bamboo Crafts are in the form of digital marketing, so that it will expand market reach. Digital marketing as in the concept proposed by Sulistyana (2017) provides very important results to be carried out in order to expand the market and network to increase the income of business actors. Internet-based or digital marketing will be more effective for organizations than traditional marketing (Marisetti & Sreekanth, 2020). Through this digital marketing, consumers can see various products along with specifications and pictures so that the ordering method can be easier to do, considering that the location of the Papring environment (Bamboo Craft SMEs) in remote areas is not easy to reach and find.

Digital marketing is very effective and cost-effective than previous marketing systems that still use traditional systems. So far, the marketing system that has been carried out uses a mobile system to offer products, word of mouth communication, and offers in each house. This system is very limited to local marketing only, and does not reach a wide market. Many craftsmen complain that the production of bamboo handicrafts and their marketing do not give a balanced result.

Digital marketing is done by creating a special website from bamboo handicrafts. Product descriptions provide clear information to those in need, ranging from prices, specifications, and uses of bamboo handicraft products. Not only that, digital marketing is also carried out by utilizing existing platforms such as Lazada, Tokopedia, and Bukalapak. Marketing is done through social media in the form of offers via Instagram, Facebook, and WhatsApp. Since the implementation of digital marketing, sales have increased and the operational costs of the Kampong Batara traditional school have also increased. Routine customary activities can be carried out frequently, and all operational costs for the Kampong Batara traditional school are met.

IV. CONCLUSION

The Triple Helix model developed in optimizing the creative industry, among others, involves the government, intellectuals in this case are academics in the world of education and the business world or industry in creativity, innovation and technology activities for the creative industry. Intellectual actors in this case are academics from universities consisting of lecturers and students who are actors who play a role in transforming research results in the form of creative industry optimization models.

The business world or industry, in this case the MSMEs of Bamboo handicrafts, needs to develop innovation and create local products as an effort to sustain the community's business through the creation of innovative products that are different from other regions. For this reason, high creativity is needed so that the creation of these local products can be globally competitive.

The government, in this case, plays the role of providing incentive programs and making educative directions which not only provide funds through incentive programs that are channeled to industry or the community but also educative directions that provide the widest opportunity for education, academics, lecturers and students play a role in optimizing the creative industry. .

Through the creative industry development model "Bambu Papring", it will answer the problems faced by the business world in this case is the UMKM of Bamboo Papring handicrafts by innovating bamboo handicraft products in Papring in the form of a design of a combination of bamboo crafts with Banyuwangi Godho batik crafts to preserve culture.

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