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PROCEEDINGS



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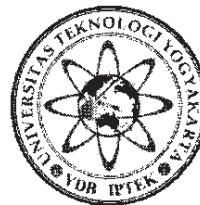
POVERTY, TECHNOLOGY, AND POLICY:
Threats and Opportunities of Character Education

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ACKNOWLEDGEMENT

Assalamu Alaikum Warahmatullahi Wabarakatuh

Ladies and Gentlemen,

I am thankful that many participants attend this conference. I am also grateful to all professors for sharing their knowledge and ideas. With the inputs of the speakers and participants, we will be growing as a university that has exceptional inputs to the development of this country. Therefore, this conference on education is placed to become a routine activity at University of Technology Yogyakarta.

University of Technology Yogyakarta always opens any opportunities to create new findings and recommendations to scientific society. I am very happy to welcome all teachers, professionals and students who like to discuss any scientific issues.

Today the Faculty of Education is conducting an International Conference on Education. The conference is discussing how poverty, technology, and policy become threats and opportunities of character education. I am very pleased to find great enthusiasm which has been shown by all speakers and participants.

I never think that there will be an end of discussion on education. Therefore I hope this conference will be continued with valuable progress. Indeed, University of Technology Yogyakarta definitely considers all educational issues important concerns.

Again, thank you for participating, and my special thankful appreciation goes to the Dean of Faculty of Education of University of Technology Yogyakarta and his staff for conducting this precious conference.

Wassalamu Alaikum Warahmatullahi Wabarakatuh

Yogyakarta, May 9, 2015
Yours Sincerely,


Prof. Bambang Hartadi, Ph. D., MM., CA., CPA
Rektor of University of Technology Yogyakarta

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EKONOMI KREATIF DAN PERAN PENDIDIKAN: APLIKASI METODE *WHITE-GUNASEKARAN-ROY*

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ABSTRAK

It is realized that creativity has become one of the most powerful source of competitive advantage in modern economies. Today, Indonesia has become a growing state of tertiary level (based service) to quaternary level (knowledge-based). Therefore, the successful nurturing creativity and innovation of economic actors will provide a competitive advantage for the industry and the country. By using the White-Gunasekaran-Roy (2014), this study was conducted to elucidate the factors that affect (the performance of) the creative industries in Indonesia 2004-2010. Analysis ordinary least squares (OLS) found that there is a positive correlation between education and the creative industries, although not significant. The number of Internet users has been very positive and significant influence on the creative industries in Indonesia. This is in accordance with the era of information technology.

Keywords: Creative Economy, Methods White-Gunasekaran-Roy, Performance

PENDAHULUAN

Kata kunci *ekonomi kreatif* adalah kata *kreatif* itu sendiri. Bahwa manusia mampu menghasilkan karya kreatif dalam pekerjaannya tentu bukanlah sebuah gagasan baru. Potts et al. (2008: 171) mendefinisikan industri kreatif sebagai set agen di pasar yang ditandai dengan adopsi ide-ide baru dalam jaringan sosial untuk produksi dan konsumsi. Markusen et al. (2008) mendefinisikan ekonomi kreatif sebagai koleksi industri yang berputar di sekitar *cluster* kreatif, tenaga kerja kreatif, dan komunitas kreatif. Venturelli (2000) bahkan berpendapat bahwa sebuah bangsa tanpa tenaga kerja kreatif, tidak dapat memiliki sebuah basis pengetahuan yang cukup untuk bertahan hidup dalam ekonomi berbasis pengetahuan.

Kehadiran ekonomi yang berbasis pengetahuan dan teknologi dalam tiga dekade terakhir (Yigitcanlar et al., 2008), diperjelas oleh Peters (2010) bahwa bangunan ekonomi tersebut berdiri di atas tiga pilar: *learning economy*, *creative economy*, dan *open knowledge economy*. Dalam operasi perusahaan pasar global, kapasitas untuk mengembangkan solusi kreatif untuk pengembangan desain dan pasar produk merupakan faktor kunci bagi keberhasilan bisnis (*The New England Council*, 2001; Bakhshi dan McVittie, 2009). Kreativitas berhubungan erat dengan inovasi dan hubungan simbiosis antara keduanya (Julier, 2009; *Innovation & Business Skills Australia*, 2008). Penciptaan dan difusi dari pengetahuan baru mendorong inovasi yang pada gilirannya mendorong pertumbuhan ekonomi (Wolfe dan Bramwell, 2008). Howkins (2002) mendefinisikan ekonomi kreatif sebagai "bagaimana orang membuat uang dari ide-ide" serta menciptakan sensasi global dan menarik perhatian pada manfaat dari kegiatan ekonomi kreatif.

Studi Florida (2002) memperkirakan bahwa ada 15 juta super kreatif dan 23,3 juta profesional kreatif di Amerika Serikat, dengan total 38,3 juta pekerja kreatif, sama dengan kira-kira 30 persen dari total tenaga kerja AS. Kelas super-kreatif termasuk komputer dan matematika, arsitektur dan rekayasa, *life*, ilmu fisika dan sosial, pendidikan, pelatihan dan perpustakaan, seni, desain dan hiburan, serta pekerjaan seputar olahraga dan media. Pekerjaan profesional kreatif termasuk manajemen, bisnis dan operasi keuangan, pekerjaan hukum, praktisi kesehatan, operasional teknis dan penjualan *high-end*, serta operasi penjualan lain (Florida, 2002 & 2005).

Indonesia sebagai negara yang sedang menuju transisi dari tersier ke ekonomi kuaterner. Ekonomi kreatif Indonesia harus tetap gesit dalam rangka memenuhi tuntutan pasar abad kedua puluh satu. Pembentukan dan pertumbuhan ekonomi (industri) kreatif penting bagi kepentingan