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Development of a Creative Economy Model as an Alternative in Poverty Alleviation

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ABSTRACT This aims build creative model be in alleviation.

This is based on four stages, namely the determination of creative economic vision, problem identification, application of the Triple Helix concept and Identification of performance indicators. This model is supported by People, the main (industry, resources, financial institutions), is by main namely (creative and curriculum, press freedom and academic, innovative research multidisciplinary, educational and training institutions, research and development institutions), business elements (entrepreneurship, business coaching & mentoring, financing marketing business creative and (incentives, awards for creative people and conservation, a conducive business climate , educational direction). Keywords: Poverty, Creative Economy and The Triple Helix BACKGROUND Poverty is a problem faced by every country.

Poverty has a very broad impact on various aspects of people's lives and disrupts the economic growth of a region. Subsidies become an important slogan for countries that adhere the state The that subsidies act as tangible evidence of the government's responsibility in the welfare of its people.

Without realizing provision subsidies, as direct cash assistance to the community has resulted in emergence a attitude people try, lack of motivation to move and a sense of indulgence. The is assistance conditions for repayment which has an impact on

indulgence and the of for assistance the opportunity. It's easy for people to get help so they feel like trying and struggling with hard work to fade.

Starting in 2015 the Indonesian government has provided village financial assistance and each village can obtain Rp. 1 billion per year. If the village does not have a pattern and attitude of independence in managing these funds, it will have an impact on the increasing number of people who depend on government assistance.

Therefore, in order to anticipate these impacts, there needs to be a creative model The is as a guide for the community to manage village assistance funds that can add value. Creative economic design can be a guide for people to produce creative products that can traded Thus, will business opportunities and ultimately will increase income and community welfare.

Theoretical Study Basic Concept of Creative Economy Howkins 1 introduced term economy in his book The Creative Economy: How People Make Money from Ideas. Creative economy is a concept in new era intensifies and creativity by relying on ideas and knowledge from human resources as the main factors of production. This concept usually supported the of a industry becomes embodiment.

time, economic development reached the level of the creative economy after some time before, the world was faced with the concept of information economy in which information became the main thing in economic development. The creative economy cannot be separated from the creative industry. Indian Journal of Public Health Research & Development, December 2018, Vol. 9, No.

12 281 Broadly speaking, the creative industry is divided into two, (1) products to such film, games, and (2) Creative Services to other industries, such as design, advertising, and (Simatupang, 2012). are components the industry (intellectual namely business, and culture. The creative economic benefits include (1) economic contribution, such as increasing Gross Domestic Product, creating and exports, Social such as improving quality of life, equal distribution of and social (3) emergence innovation creativity, example the emergence of ideas and ideas and the creation of value, (4) renewable resources, for example knowledge- based green (5) creation a climate, example creation business fields, the of sectors, impacting efforts, The of national image and identity, such as increasing tourism, national icons, building culture, cultural heritage and local values.

Creative Economy Model There several of economic development, of is Helix introduced Etzkowitz Leydersdorff 2. This emphasizes role close between three actors, namely government, industry and universities or ABG. (academics) become leaders a

knowledge-based while (National Innovation emphasizes importance the role of companies in innovation.

Regulating ABG relations Triple is the of and at network 2 . relationship that in Triple generally from problem solving efforts and produces strategies when facing problems in innovation, not determined by a particular Through interaction there will be changes in actors **and the roles they play** 2. Thus, the triple helix pattern of innovation is dynamic as time changes.

This model was later developed by Pangestu (2008) 3. He that success developing industries be by People as the main foundation of individuals or creative human resources. Then it must be supported by (2) the five main pillars, (1) (a of engaged creative (2) (Enabler to realize individual creativity **in the form of** real work), (3) (Input than creativity and knowledge needed in creative processes, such as natural and (4) (social such as norms, values, and laws, including industry associations, professional associations and other creative communities, (5) intermediary (financial institution).

it must accommodated (3) main (actors), (1) circles and Entrepreneurship-oriented curriculum, press freedom and academic, multidisciplinary innovative research, education and training institutions, research and development), elements business (Entrepreneurship, coaching mentoring, financing marketing business creative community) and (3) government tah (incentives, appreciation of creative and conservation people, conducive business climate, educational direction).

Strategies for Creative Economy Development The economic strategy presented Simatupang consists several stages, (1) of problem, an activity to identify the problem of what is being faced and the gaps that occur. (2) The maturation of the creative industry is the activity of awareness and understanding of the need for a creative economy, commitment to capacity building and empowerment in the capitalization of (3) creative ecosystems such as creative products, creative businesses and creative people.

Concept of Creative Economy Development The of economic as stated by Simatupang (2012) explains that it is fitting that the creative economy must be a joint and comprehensive effort from various levels with **the ultimate goal of the creative economy** able to penetrate the international market. creative at city must supported by adequate capacity and resources as well as creative inter-city The economy the city level must be able to penetrate the provincial level and so on in stages. 282 **Indian Journal of Public Health Research & Development**, December 2018, Vol. 9, No.

12 **Creative economy is a** business activity that must always innovate, through business

and innovation, entrepreneurial talents will grow. Entrepreneurs can develop creative workers and trained creative communities. Creative workers consist of skilled individuals, while creative communities can be **in the form of** developing creative markets.

Empowerment **of the Creative Economy** For the sustainability of creative economic development, it is necessary to empower the creative activities. creative empowerment model needs to take several steps, namely (1) talented (2) talent search (3) mechanisms the development creative and developing mechanisms for developing creative entrepreneurs. Poverty Poverty can be absolute poverty or relative poverty. Poverty can also be interpreted narrowly or broadly.

But the point is that poverty is an unsatisfactory condition or an undesirable condition that has indicators that cause According Bapenas 4 as quoted Yudhoyono Harniati poverty a situation condition by person group of people who are unable **to carry out their** lives to a level considered humane. The factor poverty Indonesia to (2004) 5 in (2005) 6 are: limited adequacy quality food; limited and low of services; limited and low services; limited and business (5) protection business assets, wage (6) housing sanitation services; (7) limited access to clean water; (8) lack of certainty of ownership and ownership of land; (9) environmental and resources, as well as limited **public access to natural** resources; weak of (11) participation; the of population caused the of family (13) governance inefficiency ineffectiveness public services, widespread corruption and low social security for the community.

One the of in poverty is in 2002 the government formed the KPK (poverty committee) Presidential No. of in form reducing by: Increasing the income of the poor so that the poor have opportunities, management capabilities and protection to obtain better results, in various economic, socio-cultural, political, and activities; Reducing expenditure the in basic **such as health, education,** health, and infrastructure that facilitate and support socio-economic activities.

The in poverty Indonesia holds BLT The program one of Oil Subsidy Compensation Programs The is by the government to help the poor after an increase in fuel prices which results in an increase in living costs. Residents belonging to poor families are considered eligible to receive Rp. 1.2 million in cash per family per (Rp. per and were first in in 10-11 under rule of King Charles II.

However, subsidies only developed or in 20th From on programs have become a method commonly used by the in financial 7 . According to Dartanto 7 some of the basic principles in the application of subsidies include: A useful assistance provided by the government to groups or individuals who are **usually in the form of** cash payments

or tax deductions. Given with the intention to reduce some of the burden focus the or for community.

Subsidies from So, tax collected by the government will return to the people through the provision of subsidies. Research Methods This is library which the collection of data and information in the form of scientific references or theories related to the concept of creative economy which aims to create a creative economic model. The method used is a qualitative method.

Research Results Creative Economy Model The Economy of Indian Journal of Public Health Research & Development, December 2018, Vol. 9, No. 12 283 City basically consists of 4 stages, namely the stage of determining creative vision, Problem Identification, Application the Helix Concept Identification performance This model is shown in Figure 1.

Figure 1` Creative Economy Model of Lhokseumawe City Figure explains in to a economy in the city of Lhokseumawe several stages are passed, namely: (1) of Vision Mission the Creative Economy This is important, setting vision, mission, goals, objectives and strategies for achieving the goals. (2) Analysis of problems and identities Problem analysis is a step to identify the problems being faced related to the development of the creative economy, including the quality and quantity of human resources, climate, institutions.

In addition, it is also necessary to identify facilities and infrastructure availability, city or village identity, creative capital policies, creative communities, creative workers, creative entrepreneurs and creative education. (3) Application of the Triple Helix Concept The of the industry according to The Triple Helix concept is to be supported by People the foundation individuals creative resources.

it be by the main namely industry collection of companies engaged in the creative economy), technology to individual creativity the of work), resources other than creativity and individual knowledge needed in creative processes, such as natural resources and land, (4) institutions (social order such as norms, values, and laws, including industry associations, professional associations other communities, (5) financial intermediary institutions (financial intermediary institution).

it be by Three umbrella namely intellectual (Creative Entrepreneurship- oriented curriculum, press freedom and academic, multidisciplinary innovative research, education and training institutions, research and development institutions), (2) elements of business (Entrepreneurship, business & financing marketing business creative and

government (incentives, of 284 **Indian Journal of Public Health Research & Development**, December 2018, Vol. 9, No.

12 creative and conservation people, conducive business climate, educational direction). (4) Identification of Achievement Indicators Identification performance is activity of seeing **the impact of the** implementation **of the creative economy**. Performance indicators can be in the of; growth a scale (2) development a scale (3) the of Regency City industry, the development of digital creative, (5) the development of communities, publication creative industries in the media. CONCLUSION Lhokseumawe city still has villages that are vulnerable to poverty.

Lhokseumawe City also has creative talents that are very potential in the development of economy. Creative Model of Lhokseumawe City basically consists of 4 stages, namely the stage of determining the creative economic vision, (2) Problem Identification, (3) Application of the Triple Concept Identification performance indicators.

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