

Creative Entrepreneur Development

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Creative entrepreneur development in the vocational school creative industry and art sector for city tourism support

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Indonesia's economic construction, especially the creative economy can be realised through the creative industries. Cultural diversity is a strong capital base, sustained by technological progress. Vocational school can play a role in economic development, with the development of the creative industry, where it has special interest in arts and culture. Organised learning practices produce quality products in accordance with market needs and education tour purposes. In the development of vocational arts and cultural-based characteristics of the arts and creative industries, results of creative products are to enhance the creative economy. Starting from the expected, becoming an institutional vocational school as a tourist destination city for being able to produce creative industries.

Key word: *creative industries, city tour*



1. Introduction

The spirit of diversity of art and culture are those who live in a state of unity and oneness. This provides capital in building the Indonesian nation in the era of the creative industries. The development of arts and culture-based industries directly build creative human resources (HR) with high creativity. Today's tourism development, the town competition as a tourist destination, has a wide variety of ways to brand the city. Art, that is a part of culture and human life results in a form of creation of beauty for man himself.

Vocational school creative and art industries, are performing arts, visual arts, and crafts, and films, and are expected to produce work products and services, to support tourism. Treats of the performing arts on learning outcomes make the target destination of travel educational tours of the city, so that would make an icon or a brand of the city. From the description above, problems can be formulated, in how to develop creative industries in vocational school of creative industries and art to become a city destination tourist?

2. Literature Review

2.1 Travel Destinations

The uniqueness of cultural arts and traditions is an important factor, but not enough to make it as a tourist destination that is highly competitive, if not supported by the city government policy. In tourism, a tourism cycle has a structure consisting of elements of transportation, accommodation, restaurants, tourist attraction / attraction, tourism, tourist guiding, and souvenir / memories. In each object or location of the various elements of tourism they are actually interdependent. A tourist attraction or destination should cover five important elements, namely; things that attract the attention of tourists, the necessary facilities, infrastructure, transportation, hospitality or willingness to receive guests.

¹ Term creative city is now often defined as a city with a high presence - or the potential to attract - the creative class. In order to attract the creative class, the city must foster cultural climate, promote diversity, and offer cultural entertainment. This interpretation is complementary role ¹ better understanding of the interconnection between the infrastructure and image,



"consumption-oriented culture" creative city and human capital as well as the creative community, "production-oriented creative" creative city.

Particularly the need to consider how cultural assets and creative city and cultural producers are part of local arts ecology. Creativity in a city is higher correlated with the number of graduates who are creative and graduates in the creative work of a number of creative students. This shows two things. First, the creativity of the city is more likely to affect the labor market conditions than the provision of higher education. Second, as seen previously, the geography of the provision of higher education of creative courses and creative work does not completely overlap [1].

2.2 Build Brand Art and Culture Vocational School

The most important capital is social capital, which is a set of social organisations, ranging from the norm, the network, to the belief that drive the capabilities of the community. According to the French sociologist Pierre Bourdieu social capital can streamline physical capital and economic capital in order to achieve better conditions. Kinship, engagement, trust, and tolerance becomes an important parameter in Indonesian social capital [2]. Vocational school modalities commonly expressed on the national labor force from year to year showed significant improvements. The vocational school quality improvement strategy with synergy in the utilisation of facilities, cooperation networks, and working.

According to Hermawan Kartajaya, positioning supported by strong differentiation will generate a strong brand integrity. This strong brand integrity in turn will generate a strong brand image. And in the end, a strong brand image would strengthen the positioning predetermined. When the above process can go smoothly, it will create a "self-reinforcing mechanism" or "continuous strengthening process". Therefore its brand has become a kind of guarantee of quality for its customers [3].

2.3 Creative industry

Creative economy is the government appointment to a new sector, sourced from the Kemenparekraf Performance Report for 2012, the creative economy sector has strategic value



for Indonesia. The value of the contribution is significant, the creation of a positive business climate, raising the image and identity of the nation, using renewable resources, encourages innovation, and provide a positive social impact. The creative industry is very necessary and continues to be developed as it contributes a very significant economy and creates a positive business climate to build the nation's image and identity.

In the Indonesian Creative Economy Development in 2025, is the creation of conditions of creative people with an adequate quantity and quality, and targets a pillar reinforcement of human resources in the community with the mindset and creative moodset supported by talented and creative workers. Creative business is all kinds of businesses that use the alias idea of creativity as key commodities. So it was not a business based on product or based on service but could be a combination both or not of both [4].

The branding program is required in the creative industries, because the creative industry is the fastest pace of innovation that leads to new products and processes. Innovations improve the efficient use of resources and productivity, and increase added value and profit growth. Innovation and productivity are driven by the skills and talents of the workforce and the workers' capacity to use technology to upgrade products and service offerings. Therefore, an important aspect of innovation is solving problems that respond to the needs and demands of specific consumers [5].

3. Research Methods

The method used is descriptive research method. Data collection techniques used are to look for a theory literature references relevant to the case or the problems found. The literature study was obtained from various sources, journals, books, articles, papers, previous studies, literature relating to the creative industries. Analysis using the SWOT analysis is to look at the strengths, weaknesses, opportunities and threats. By using SWOT analysis techniques include internal factors and external factors of Vocational school creative industries and art in developing creative industries sector to make travel education in the city of Surabaya.



4. Discussion

4.1 Present condition

Discourse of the creative industries to be part of a serious talk in the world of economics, politics, and culture, because it is believed to be one of the important buffers in economic growth. Especially when associated with the tourism industry, where products are crafts, performing arts, food, historic tourist sites and locations that are created to support it continues to grow. Creative industries in a region require a creative group to develop ideas and creative products based on the strength of the intellectual, cultural arts, technology according to the times, which appears on the basic needs of a changing society.

Creative industries based on local culture can also help continuing culture, without damage, to support the culture itself. The creative industries have the intellectual and cultural terms, which were developed through studies of potential, either by the manager or the perpetrators, as well as to the products being produced. In the form of performance art, a variety of performances and dance productions, both traditional and contemporary, theater, music, started to become a necessity. In the tourism sector, noteworthy performances and culinary arts, providing art and traditional foods are an important option in the world of tourism [6].



Table 1. Criteria Type and Creative Industries

No.	Department of Commerce Indonesia	Criteria
1	a. Craft (produced without machine by craftsmen)	Culture: Whole ancestral objects such as buildings, architecture, and other objects along the circuit traditions inherited and become a community identity
2	b. Culinary	Food traditions inherited and become a community identity
3	c. Video, Film, Photography	Art: Natural expressed in visual and performing appropriate documentation and cultural applicable, or to be accepted by society
4	d. Music	
	e. Performing Arts	
	f. Art Goods Markets	
5	g. Publishing and Printing	Media: Means of delivering information and communication and technological innovation and knowledge. Being a community learning tool
6	h. TV and Radio	
7	i. Interactive Games	
	j. Information Technology	
8	k. Design (graphic, interior, product, industry, marketing, backwards, corporate identity consulting services)	Decemberain: Expression art, science and culture be processed into functional products for all practical purposes.
9	m. Architecture	
	n. Advertising	

4.2 SWOT analysis

By using a SWOT analysis it will become increasingly clear of the direction to get to the destination that has been planned. The first training for teachers is in companies, development of production units / teaching factory, and professional certification agency (P1). The second, preparing students for a professional in the field of expertise to be ready to work and prepare



students to become entrepreneurs (employers). The third, responsive to the demands of economic development locally, nationally, regionally, and internationally. The fourth, the alignment between the vocational and the world of work in the dimension of quantity, quality, location, and time. The fifth, able to guarantee to obtain a decent job.

4.3 External demands

Vocational School creative industries and art are expected to have the capability and capacity to confront external demands following an accompanying Action Plan: 1) A long-term national development plan; 2) A development blueprint for national education; 3) The master plan for the acceleration and expansion of Indonesia's economic development; 4) The diversity of the needs of society, particularly the world of work; 5) Technological advances; 6) The development of creative industries; and 6) The demands of globalisation [7].

Cultural shifts from traditional to modern society affect public attention to the existence of art as culture is created in society as a global culture that tends to refer to western culture. Shifting these values poses a threat to the traditional arts industry. The development of technology and information becomes one of the factors that leads to social and cultural shifts as described previously. In addition to businesses where art is necessary to compensate for technological development. The government's role in maintaining the existence of traditional art is one of the keys to solving this problem. Assistance is in the form of promotion and the development of businesses in managing the business [8].

4.4 New innovation

Marriage of art and science is making a complete picture of each community really successful. To ensure the next generation is a generation of creators, schools should be encouraged to expand their focus beyond science, technology and mathematics to incorporate art, design and creative subjects in a broad curriculum. Our economy needs creative problem solvers for the challenges of the future and they must invest today in the training of artists, designers and engineers of tomorrow [9].

Vocational school creative industries and art is to become smart schools (creative, innovative,



initiative, fast, accurate, and responsive) in developing the program, and has advantages compared with other vocational schools. The program is aligned with the needs of learners and the diverse needs of society and the world of work in various sectors. To develop programs based on local advantages, based on the characteristics and culture of Indonesia, because it has a rich culture that is diverse and abundant.

Entrepreneurship training teaches production management, marketing management, human resource management, management of equipment and supplies, financial management, and accounting. The ability to produce goods and services that are based on local advantages to lift the local superior products can be marketed to other regions and even to foreign countries. These products have a comparatively high competitiveness because of the uniqueness and privileges that are not owned by other regions and other countries. The results of the product are able to treat the tourists who visit the school.

5. Conclusion

Vocational School creative industries and art are designed to hold a dual function, namely to meet the needs of society, particularly the world of work and are able to produce for the purposes of an educational tour. Other than that, be able to prepare students for work, and to become entrepreneurs. In accordance with the characteristics of vocational development and creative industry. Which is based on art and culture, the product produced is a creative product, to enhance the creative economy. Starting from that, all schools are expected to make the institution a tourist destination city.



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