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Number : 2588/UW-FEB/PD-10/IX/2021
Subject : Invitation as WICE 2021 Speaker
Attachment : 1 (one) Set

To
Dr. Putu Ngurah Suyatna Yasa, S.E., M.Si
Warmadewa University
in-
Place

With respect,

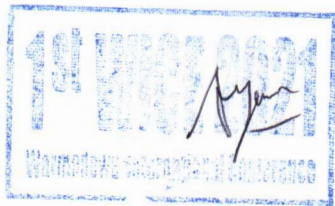
Together with the arrival of this letter we from the Webinar Committee of 1st Warmadewa International Conference on Economy (WICE) 2021 Faculty of Economics and Business, Warmadewa University would like to invite Dr. Putu Ngurah Suyatna Yasa as a Keynote Speaker at the activities that we will carry out at:

Date : Friday, December 10th 2021, 09.00-12.30 (Gmt +8)
Saturday, December 11th 2021, 09.00-13.00 (Gmt +8)
Place : Zoom Online Meeting
Agenda of Activities : 1. WICE International Seminar 2021
2. Call for Papers WICE 2021

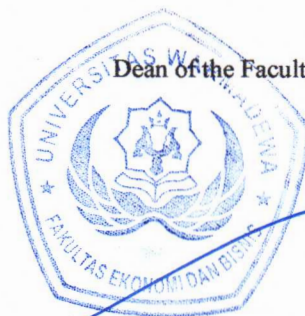
For this reason, we ask for the willingness of Dr. Putu Ngurah Suyatna Yasa to attend the event and we ask for confirmation of your attendance at the event through the following contact person: Mr. I Putu Iwan Pramana Putra – (+6285244132889) no later than November 10th, 2021.

Thank you for considering this opportunity. We look forward to hearing from you

Denpasar, October 22th, 2021
Sincerely
Chairman of WICE committee 2021,



Putu Ayu Sita Laksmi, B.Bus, M.Sc



Dean of the Faculty of Economics and Business

Dr. I Made Sara, S.E., MP.

RUNDOWN

Friday, 10 December 2021: Opening, Keynote and Seminar

Time	Program	Speaker(s)
08.30-09.00	Registration of participants	
09.00-09.10	Opening	MC
09.10-09.20	Singing the song Indonesia Raya anthem, Mars Warmadewa, Sapta Bayu song	Committee
09.20-09.30	Welcoming participants	Moderator
09.30-09.40	Opening	Dr. H. Sandiaga Salahuddin Uno, B.BA, MBA (Ministry of Tourism and Creative Economy, Republic of Indonesia)
09.40-09.50	Opening	Prof. Dr. Ir. Tjokorda Oka Artha Ardana Sukawati, M.Si (Deputy Governor of Bali)
09.50-10.00	Welcoming	Dr. Drs. A.A. Gd. Oka Wisnumurti, M.Si (Head of KORPRI welfare foundation of Bali Province)
10.20-10.40	Exposure of material with theme <i>Improving welfare figures in the face of Covid-19 Pandemics</i>	Prof. Abhishek Singh Bhati GAICD (James Cook University, Singapore)
10.40-11.00	Exposure of material with theme <i>How to improve tourism quality</i>	Dr. Mohd Raziff Jamaluddin (Universiti Teknologi of Mara)
11.00-11.20	Discussion	Moderator
11.20-11.40	Exposure of material with theme <i>Maximizing the environment sustainability</i>	Dr. Gina B. Alcoriza (San Jose Campus, Philippines)

11.40-12.00	Exposure of material with theme <i>Increase the role of tourist villages</i>	Prof. Dr. I Nyoman Dharma Putra, M.Litt (Udayana University)
12.00-12.20	Discussion	Participants
12.20-12.40	Exposure of material with theme <i>Orange Management Economy</i>	Dr. Putu Ngurah Suyatna Yasa, SE., M.Si (Warmadewa University)
12.40-13.00	Exposure of material with theme <i>Tourism Supply Chain</i>	Prof. Dr. Md. Mamun Habib (Independent University, Bangladesh)
13.00-13.20	Discussion	Participants
13.20-end	Closing	

Saturday, 11 December 2021: Panel discussion and Closing ceremony

Time	Program	Speaker(s)
08.30-09.00	Registration of participants	
09.00-09.10	Opening	MC
09.10-11.30	Presentation	Participants
11.30-End	Closing	

CERTIFICATE

OF APRECIATION



THIS CERTIFICATE IS PROUDLY PRESENTED TO :

Dr. Putu Ngurah Suyatna Yasa, S.E., M.Si

*As Speaker of The 1st ECONOMY INTERNATIONAL CONFERENCE
"Welcoming a New Era for Economic Change in Developing The Tourism
Industry" Denpasar, 10-11 December 2021*



Universitas Warmadewa
Fakultas Ekonomi dan Bisnis
Dekan

Dr. Made Sara, S.E., M.P.

NIK: 230340024

INTERNATIONAL SEMINAR

THE EXISTENCE OF ORANGE ECONOMIC TO BOOST THE ECONOMIC GROWTH IN BALI



DR. PUTU NGURAH SUYATNA YASA

ECONOMIC AND BUSSINES FACULTY OF WARMADEWA UNIVERSITY

PRELIMINARY



NEW ECONOMIC PARADIGM IN THE WORLD



1

A change in the economic paradigm that is supported by agriculture and industry to an information-based economy.

2

It has led human civilization into a new arena of social interaction that has never been imagined previously.

3

That the current economic life of mankind has entered a new orbit which called the orange economy or creative economy.

Why orange?



Because, the color

orange

has often been associated with

culture,

creativity

and

identity

Asian cultures use orange too:

In Confucianism, it is the
color of *transformation;*

in Buddhism, it identifies

monks

(**Buddha** himself picked the color);



in Hinduism, it is the color

of the Sadhus

(holy men wandering around the world),

and the

orange chakra

located in the belly



represents the creative power center of the individual.

Orange is also the
color most often
associated with **fire**,



and **there are countless**
metaphors about

the creative fire



and
the fires of passion.

Because

the cultural and creative

economy

lacks a brand identity,
we decided to label it the

Orange Economy.



DISCUSSION



DEFINITION OF THE ORANGE ECONOMY/CREATIVE ECONOMY



The Orange Economy is the group of linked activities through which ideas are transformed into cultural goods and services whose value is determined by intellectual property.



The orange universe includes: i) The Cultural Economy and the Creative industries ; and ii) creativity supporting activities.



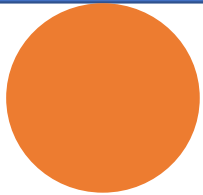
The Cultural Economy is composed of all traditional artistic activities, all activities related To the preservation and transmission of cultural heritage, and the Conventional Cultural Industries.



Creativity supporting activities Creative research, development and innovation: Orange R+D+i, Technical skills development for creative, Governance and Intellectual Property Rights, and Professional creative education.

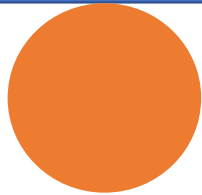
FACTS ABOUT THE ORANGE ECONOMY IN THE WORLD

1



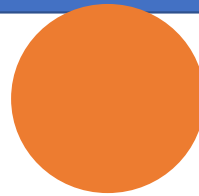
**Involves
more than
3,226
million
workers**

2



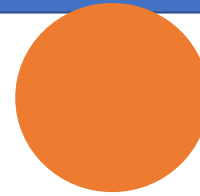
**Has an
economic
value of more
than 4.29
trillion
dollars.**

3



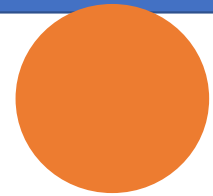
**Ninth largest
exporter of
goods and
services \$22.2
trillion dollars**

4



**Contributes
6.1% to the
world
economy**

5



**Fourth largest
economy with
\$70.4 trillion
dollars**

ORANGE ECONOMY IN INDONESIA



The GDP of the creative economy created in 2016 was 922.59 trillion rupiah



The creative economy contributes 7.44% to the total of national economy



Creative Economy GDP grew by 4.95% in 2016

Business distribution of creative economy in Indonesia in 2016



Portrait of Creative Economy in Indonesia. Photos by Bekraf.

ORANGE ECONOMY IN BALI



- The island of Bali with an area of 5,657 sq km spread over nine regencies, and has a population of 4.3 million people. Bali have three main elements that become one unit, namely: nature, humans and culture.

- With the natural characteristics of Bali, Balinese people's life and culture which are integrated into a system of community life based on the values of customs, religion, tradition, art, culture and local wisdom.

- The structure and fundamentals of the Balinese economy are still dominated by the tourism sector and its supporters, namely 56.78%, but is very vulnerable to the influence of external factors including Covid-19.

- To strengthen the structure and fundamentals of the Balinese economy, one of the important sectors that must be developed and empowered is the creative industry based on local wisdom (orange economy). The number of this industry in Bali in 2018 was 15,198 units, with a contribution of more than 6% per year.

ORANGE ECONOMIC PROBLEMS IN BALI



In an effort to increase their productivity, most of them have the following problems: capital difficulties, difficulty finding skilled workers, limited product marketing areas, low competitiveness, limited raw materials, limited mastery and use of technology in production and not having a business license.



Problems in marketing are tight competition with relatively similar products; lack of promotion through the media, print and electronic media or the internet (the dominant promotion thus far is word of mouth); difficulty in obtaining raw materials; and low ability of human resources to conduct promotions.



The SMIs in Bali predominantly expects the presence of the government to provide assistance in access to capital at low interest rates. Bureaucracy in applying for credit is still complicated, education and training programs and technological assistance.

SOLUTIONS AS RECOMMENDATIONS



- The effort to increase the productivity of SMIs should be made by increasing the quantity and quality of products. Such an effort can be done by increasing market access, which thus far is still locally based, including encouraging export efforts by producing premium products.

- To increase the quantity and quality of production, the role of input factors, namely, business capital, skilled labor, availability of raw materials, technology (production and marketing technologies), business licensing and patent rights, need to be improved. These factors are at the same time the main problems faced by SMIs in increasing their productivity.

- Access to capital can be done by empowering financial institutions owned by traditional villages in Bali, namely, the Village Credit Institutions (LPD), which are integrated with the Bali Regional Development Bank; however, the relatively high interest rate is an obstacle for IKM as well as having a business license.

The model for improving the quality of human resources for SMIs is through the establishment of an SMIs clinic in each district in Bali as a leading institution in efforts to improve HR skills. Local governments also need to provide information technology assistance, that is, free internet access in online promotion. Promotion can be done through a special e-market application by empowering traditional villages.

THANK YOU VERY MUCH



INTERNATIONAL SEMINAR 2021

THE EXISTENCE OF ORANGE ECONOMIC (CREATIVE ECONOMIC) TO BOOST THE ECONOMIC GROWTH IN BALI

DR. PUTU NGURAH SUYATNA YASA, S.E.,M.Si

ECONOMIC AND BUSSINES FACULTY OF WARMADEWA UNIVERSITY

PRELIMINARY

New Economic Paradigm In The World

There is a shift in wave orientation economics in human history. Starting from change from the agricultural era to the industrialization era, After that, the information era was formed which followed with technological discoveries information. This wave has shifted bringing new and increasing civilizations developed for humans.

The current economic civilization has undergone a change from an economic life supported by agriculture and industry to an information-based economy, especially the impact of the very rapid development of communication technology.

This condition has led human civilization into a new arena of social interaction that has never been imagined before. That the current economic life of mankind has entered a new orbit which he calls the orbit of the creative economy (creativity based economy or called orange economy), in this orbit the demands for excellence in creation and innovation are more dominant.

Industrialization creates a pattern of work, cheaper production patterns and distribution patterns and more efficient. There are developments such as: new discoveries in the field of information technology and communication such as the internet, email, Google PlayStore, and so on are increasingly pushing humans become more active and productive in discover new technologies. Impacts that arise as a result of phenomena the change in these waves is the emergence of power competition or market competition is getting bigger. This condition requires companies to find a way in order to keep costs as cheap as possible and as efficiently as possible to maintain its existence.

Developed countries are starting to realize that currently they couldn't just rely on it industrial sector as an economic resource in country but they need to be more rely on human resources creative because human creativity comes from His thinking power is the basic capital for creating innovation in the face of power competition or market competition is getting bigger.

So in the 1990s the era began a new economy that prioritizes information and creativity and popularly known as Economics Creative driven by the industrial sector called the Creative industry .

LITERATURE REVIEW

Definition of Orange Economic

The Orange Economy is the group of linked activities through which ideas are transformed into cultural goods and services whose value is determined by intellectual property. The orange universe includes: i) The Cultural Economy and the Creative industries which share the Conventional Cultural Industries; and ii) creativity supporting activities (Restrepo and Marquez, 2013).

The term creative economy developed from the concept of capital based on creativity that can be has the potential to increase economic growth in an area. According to President Susilo Bambang Yudhoyono in Pascasuseno (2014), "The creative economy is a wave economy 4th which is the continuation of the economy third wave with orientation on creativity, culture and cultural heritage and environment".

The Cultural Economy is composed of all traditional artistic activities, all activities related To the preservation and trancreative industry sion of cultural heritage, and the Conventional Cultural Industries. Creativity supporting activities Creative research, development and innovation: Orange R+D+i, Technical skills development for creative activities, Governance and Intellectual Property Rights, and Professional creative education. The Creative Industries combine the Conventional Cultural Industries and Functional Creations, New Media and Software.

The orange economy is a concept for realize economic development creativity-based sustainability. Utilization resources that are not only renewable, even unlimited, namely ideas, thoughts, talents or talent and creativity. Economic value of a product or service in the creative era is no longer determined by raw materials or production systems like in the industrial era, but more so utilization of creativity and creation of innovation through increasingly technological developments proceed. Industry can no longer compete in the market globally by relying solely on price or product quality alone, but must compete based on innovation, creativity and imagination.

Quoting from the Creative Economy Blueprint 2025, the creative economy is a creation of added value (economic, social, cultural, and environment) based on ideas born of creativity human resources (creative people) and based utilization of knowledge, including heritage, culture and technology. Creativity is not limited on arts and culture-based works, however can also be based on science and technology, engineering and telecommunications science. There are 3 main things that are the basis of creative economy, including creativity, innovation and discovery.

Creativity Can be described as a capacity or the ability to produce or create something unique, fresh, and generally acceptable. Can also produce a new or practical idea as a solution to something problem, or do something different from what already exists (thinking out of the box). Someone who has creativity and can maximize that ability, you can create and produce something useful for himself and others.

Innovation A transformation of an idea or ideas based on creativity by utilizing discoveries that are already there to produce a better product or process, added value and useful. As examples of innovation, try looking at some innovation on youtube.com videos with keyword

"lifehack". In that video shown how a product is already exists, then innovate and you can produce something of greater selling value higher and more useful.

Discovery (Invention) This term puts more emphasis on create something that has never existed previously and can be recognized as work which has a unique function or not previously known. Making Android and iOS based applications too is one example of such a discovery very technology and information based makes it easier for people to do it daily activities.

The creative economy is one concept for economic development in Indonesia. Which, Indonesia can develop model the ideas and talents of the people to be able to innovate and create something. Mindset creativity which is very necessary to keep growing develop and survive in the future come.

Why Orange?

The question is why the chosen color is orange? This question is closely related to the use of orange color related to culture, creativity and identity in people's lives in general.

In Asian culture the color orange is widely used as a symbol, including in Confucianism, as a color that shows the spirit of transformation. In Hinduism, the orange color indicates the color of Sadhu, which is a holy person who wandering the world and as the color of the chakra located below the navel as a symbol of the creative power in every human being.

In Buddhism, the orange color is also a symbol of a holy person. Orange is also the color of fire which shows the strength of creativity and unlimited of ability. because creativity and culture do not have branding, activities that come from these two factors are called economic orange.

ANALYSIS METHOD

The analysis used in writing this paper is descriptive analysis, namely by providing a description based on the results of previous studies related to the orange economy or creative economy. The data used is secondary data to support writing papers, both sourced from previous research results and from related agencies such as the Central Statistics Agency and also downloaded from research results via the internet.

DISCUSSION

The creative industry itself is actually a concept that has appeared before the emergence of the concept of the creative economy. Recorded The term "creative industry " has appeared in 1994 in the "Creative Nation" Report issued by Australia. But this term really is began to rise in 1997 when the Department of Culture, Media, and Sport (DCMS) United Kingdom founded the Creative Industries Task Force. Definition of the creative industry according to Creative Industries Task Force, is "Creative Industries as those industries which have their origin in individual creativity, skill & talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content".

The Indonesian government itself has identified the scope of the creative industry as covering 15 sub-sectors, including:

- 1) Advertising (advertising) Creative activities related to advertising services, namely one-way communication using certain media and targets. Covers the process of creation, operation and distribution of the resulting advertising, for example starting from market research, after which an advertising communication plan, outdoor advertising media, production of advertising materials, promotion and relations with the public are made. Apart from that, advertising displays can take the form of print (newspaper and magazine) and electronic (television and radio) media advertisements, installation of various posters and pictures, distribution of leaflets, pamphlets, circulars, brochures and advertising media, as well as rental of columns for advertisements on websites. -websites, both micro class websites and macro class websites.
- 2) Architecture Creative activities related to overall building design, both from the macro level (town planning, urban design, landscape architecture) to the micro level (construction details). For example, city park architecture, construction cost planning, preservation of historical heritage buildings, construction supervision, city planning, consultation on engineering and engineering activities such as civil buildings and mechanical and electrical engineering;
- 3) Art Goods Market Creative activities related to the trade in original, unique and rare goods which have high artistic and historical aesthetic value through auctions, galleries, shops, supermarkets and the internet, including music, printing, crafts, auto goods -mobile, and movies. Such as vintage items and items left by famous people.
- 4) Crafts (craft) Creative activities related to the creation, production and distribution of products made or produced by craftcreative industry n. Usually starting from the initial design to the product completion process. These include handicrafts made from precious stones, precious stones, natural and artificial fibers, leather, rattan, bamboo, wood, metal (gold, silver, copper, bronze and iron), glass, porcelain, cloth, marble, clay and chalk. Craft products are generally only produced in relatively small quantities (not mass production);
- 5) Design Creative activities related to the creation of graphic design, interior design, product design, industrial design, corporate identity consultation and marketing research services as well as packaging production and packing services. Making apartment designs, flat house designs for example.
- 6) Fashion (fashion) Creative activities related to the creation of clothing designs, footwear designs and other fashion accessory designs, the production of fashion clothing and accessories, and can also be related to the distribution of fashion products;
- 7) Video, Film and Photography Creative activities related to creation video production, film, and photography services, as well distribution of video recordings and films. Included in including script writing, film dubbing, cinematography, soap operas, and exhibitions or festivals film;
- 8) Interactive Game Creative activities related to creation, production, and distribution of computer games or Android and IOS or video entertainment, dexterity and education. The interactive games subsector is not dominated as mere entertainment, but also as a tool help with learning or education;

- 9) Music Creative activities in the form of activities with creation or composition, performance, reproduction, and distribution of sound recordings;
- 10) Performing Arts (showbiz) Creative activities related to business content development, show production. For example, puppet shows, ballet, dance traditional, contemporary dance, drama, music traditional, theater music, opera, including music ethnic, design and manufacture of performance clothing, stage layout and lighting;
- 11) Publishing and Printing Creative activities related to writing content and publication of books, journals, newspapers, magazines, tabloids, and digital content and activities news agencies and news seekers. This subsector too includes the issuance of stamps, stamps, money paper, blank checks, demand deposits, share certificates, bonds, shares and other securities, passports, tickets airplanes, and other special publications. Also includes publishing photographs, engravings and postcards, forms, posters, reproductions, printing paintings, and other printed goods, including microfilm recording;
- 12) Computer Services and Software (software) or Information Technology creative activities related to development of information technology, incl computer services, data processing, database development, device development software, system integration, system design and analysis, software architectural design, infrastructure design software and hardware, as well as portal design including maintenance;
- 13) Television & Radio (broadcasting) Creative activities related to business creation, production and packaging of television shows (such as games, quizzes, reality shows, infotainment, and others), broadcasting, and content trancreative industry sion television and radio programs, including station activities relay (transmitter) for radio and television broadcasts;
- 14) Research and Development (Research and Development) creative activities related to innovative businesses offers scientific and technological discoveries, as well take the applied benefits of science and This technology is used to improve products and creation of new products, new processes, new materials, tools new, new methods, and new technology that can meet market needs. Including those related to the humanities, such as research and the development of language, literature and arts as well business and management consulting services;
- 15) Culinary Creative activities with innovative efforts offering interesting culinary products, starting from presentation, how to make it, to with the composition of the food or drink served. Like the son of the President of Indonesia, Joko Widodo is Gibran who created a business catering by combining innovation sectors and creations into food and drinks.

Orange Economic in The World

Fact About Orange Economic in The World, Orange economy plays an important role in the world economy, the following facts show that:

- 1) Orange economy is able to absorb more than 3,226 million workers.
- 2) Has an economic value of more than 4.29 trillion dollars.
- 3) Has an export value of more than 22.2 trillion dollars, making it the ninth largest export value in the world.
- 4) Contributed 6.1% to the world economy.

5) is the fourth largest contributor to the world economy, amounting to 70.4 trillion dollars. The creative economy is also a locomotive driving economic growth in both developed and developing countries. The creative economy able to develop rapidly from small scale to large scale and internationally. The characteristics of the creative economy are also closely related to creativity based on the culture of each region and country, so it is very possible for it to develop sustainably.

Orange Economic in Indonesia

In Indonesia, the orange economy, which is incorporated in the creative industry based on local wisdom, is able to make a significant contribution to the Indonesian economy, which amounted to 922.59 in 2011 and increased to 1,211 trillion rupiahS to GDP in 2020. The existence of this industry has contributed 7, 44% of the national economy. In 2011 the number of creative industries in Indonesia was 8.2 million and is currently increasing significantly. The export value of the creative industry was 22.07 billion dollars in 2019 and absorbed a workforce of 10.01 million people.

The creative economy has now become one driving force in the growth sector and economic development in Indonesia. There are some new facts that create the concept of the creative economy need to maintain its existence in Indonesia. Among others:

- 1) Changes in Market and Community Patterns With improving infrastructure and education and health facilities in ASEAN countries, human living standards too increases, resulting in a corner Human perspective on things is also increasing develop. Globalization and internationalization has created a “stratum” where it is not It is even more relevant if there are differences between developed countries and developing countries. Currently, every country is competing for trading "self-identity" to other countries with the hope of more income from the sale of that "self-identity". As an example Currently in Indonesia the program is being promoted creative like a tourist village, this is expected that with more and more tourists both native and non-native visit a tourist village, then you will increase the coffers of income micro scope (local community income) as well as macro contribution (GRDP). In the context of bilateral trade or multilateral, the longer the society like goods or services that are not only able to provide functional satisfaction only, but can also give himself something identity and make himself acceptable and appreciated by the surrounding community. Industry fashion, information and communication industries can be an interesting example for describes this condition. In the fashion industry, the results of goods such as alluring clothes, pants, shoes, sandals, functional, and not monotonous towards something style. Then people will be interested in it buy that product. This is where the creative side comes in play a role, because the fashion industry must be able to absorb social phenomena in society and pour it into the concept products that will be released to the market. Products of the information industry and communications such as Tulisbuku.com, bukalapak.com, an application found on Google PlayStore are some examples of the concept success that combines creativity, social phenomena, and adding product value which produce. With motivation and actualization and appropriate action, then the product information and communication can be “juggled” by having better added value. Become a person with a background higher education is a form success, to be able to improve your lifestyle yourself and others. In the right proportions, people who lack education high levels also have social motivation, motivation self-actualization and self-confidence motivation together to be able to produce something beneficial.
- 2) Creative Industries: Era of Renewal Nowadays it cannot be denied that As time goes by, the taste factor increasingly dominates human behavior in consuming something goods or services. Consumer demand can be changing the industry's approach. Current models the

industry's approach is consumer-oriented (demand driven). In this model, the product created is not there are too many but there are variations which varies over time. Time The specific thing here is the distance between launching one product with other new products depending on company policy. But with time right, then society can accept the update that product.

- 3) Indonesia is Large market, It is common information that Indonesia ranks 4th in terms of aspects large population in the world. This matter also provide information that Indonesia is a country with market potential which is very big if you can maximize it domestic production. Large population, in line with cultural and cultural diversity of Indonesian society. Cultural promotions in Indonesia is sometimes faced with difficulties looking for audiences, both natives and tourists abroad. One of the reasons it is difficult to find viewers, is a very traditional dish.
- 4) Educational Institution: Creative Human Creator Indonesia It can be realized that the learning system and a curriculum that is just rote, no will have an impact on what is produced a student in the world of work and the world the real one. The real struggle is how a person can process it creativity and maximizing potential creativity in dealing with and solve a problem. If that person is not creative enough, then there is that person can't solve the problem and he can be eliminated by the person who has it enough creativity.
- 5) Intellectual Property Rights: How are you? Current economic conditions are influenced by globalization climate. One of the programs from globalization is Intellectual Property Rights (HKI), which is the result of intellect capitalized humans. The concept is someone who has ideas and thoughts, can protect or protect the idea and not allow others to use it without permission from the inventor or its creator.

The Real Condition of Orange Economic in Bali

The island of Bali with an area of 5,657 sq km spread over nine regencies, and has a population of 4.3 million people. There are at least three main elements that become one unit that must be understood comprehensively about Bali, namely: nature, humans and culture. With the natural characteristics of Bali, Balinese people's life and culture which are integrated into a system of community life based on the values of customs, religion, tradition, art, culture and local wisdom, Bali has become a small island that has uniqueness, and is grand and beautiful, sacred place that has attracted worldwide attention as a world-famous tourist destination.

The structure and fundamentals of the Balinese economy are still dominated by the tourism sector and its supporters, namely 56.78%, The tourism sector has a dominant contribution to the Bali economy, but is very vulnerable to the influence of external factors including Covid-19 which has caused Bali's economic growth to experience the lowest contraction among all provinces in Indonesia.

To strengthen the structure and fundamentals of the Balinese economy, one of the important sectors that must be developed and empowered is the creative industry based on local wisdom (orange economy). The number of this industry in Bali in 2018 was 15,198 units, with a contribution of more than 6% per year, occupies the second largest position in Bali Province after the wholesale and retail business fields.

Descriptive Analysis of Comparative Product Potential Between Districts

In Bali shows that the product potential of each district shows similarities in terms of product classification, however the types of products in each product group are different in each district/city in Bali Province according to input potential and consumption needs. This is

related to the main needs which are requests for the Balinese people in general. Based on the classification of product types as seen the main products for creative industry in each district include: food/drinks, building materials, products supporting traditional ceremonies, household furniture, accessories/crafts, and clothing. There are two categories of products that are always produced by creative industry in each district, namely: types of food/drinks and products supporting traditional ceremonies, this is because these two products are essential (basic) needs for people throughout Bali which are always needed every day. Meanwhile, craft products and accessories are produced by districts which are known for their artistic products, such as: Klungkung, Gianyar, Bangli, Tabanan and Karangasem. This means that these five districts have the potential for craft products with their own characteristics, for example Gianyar is known for its statues, wood carvings, silver and gold accessories. Likewise, Klungkung is known for its traditional weaving and songket crafts, while Karangasem is known for its handicraft products made from ate and bamboo as raw materials.

Descriptive Analysis of Problems and Barriers to Creative industry in Bali Province

In procuring inputs, the main difficulty is procuring business capital. This can be seen from the main source of capital in production activities being one's own capital, the amount of which is relatively small, namely on average under Rp. 25 million. They also experience difficulties in procuring business capital because most do not have a business license as one of the requirements for applying for credit from a financial institution, apart from that, the interest rate is still relatively high, and the process of seeking credit is also felt to be complicated. Difficulty in finding credit is also related to having a business license considering that the majority of Creative industry do not have a business license, so it is impossible to get banking credit with low interest such as KUR, apart from that, they also lack information and knowledge about credit. The next problem is the difficulty of finding skilled workers who match the skills needed by Creative industry. As is known, the largest number of graduates entering the job market are high school/vocational school students who generally do not have special skills.

In the production process, the problem faced by Creative industry is inadequate production technology, as is the result of a survey that has been carried out in all districts/cities in Bali, that the production technology generally used is traditional technology with very limited production capacity, furthermore using mixed technology. between traditional and machine, especially for certain processes that cannot be done using traditional methods, such as cutting wood as raw material for making sculptures in the craft industry. The difficulty in procuring production technology is closely related to the small initial investment, which on average is relatively small, namely predominantly under Rp. 25 million, even though the price of equipment with high production technology is relatively high. To provide adequate technology requires high investment. The second problem in the production process is the ability of the workforce whose average skills are limited. This occurs because the dominant HR input factor is from a high school/vocational school educational background without specific skills according to the needs of Creative industry. Apart from that, the number of creative industry workers who have participated in training activities related to their production activities is also very limited. In general, creative industry human resources are rarely sent to take part in training, so the skills they have are self-taught.

The next problem experienced by Creative industry is limited output both in quantity and quality, this is related to capital input, the number of workers used which is dominantly included in the small industry category with a workforce of between 5-19 people, next is the skill of the workforce and relatively limited technology. Apart from that, the ability to market

products is also relatively low, predominantly Creative industry in Bali market their products in the local Bali market, only a small portion are exported either outside Bali or abroad. This marketing ability can also be seen from the marketing methods they use, generally they use door to door or word of mouth (WOM) marketing methods. Marketing using modern technology-based methods is still very limited in number, apart from weak technological mastery, online marketing also requires relatively high costs.

From the survey results, the perception was obtained that predominantly Creative industry in Bali expect the presence of the government to provide assistance with access to capital with low interest because the current lowest interest rate of 6% is still relatively high, as well as bureaucracy in credit applications which is still a complaint for Creative industry. The next hope is an education and training program related to the skills needed for production activities to increase the quantity and quality of products, apart from that there is also technological assistance in the form of work equipment and information technology for wider market access, including promotion. Another hope is that currently business competition is high, because the products produced are generally the same for all districts/cities in Bali, namely the main types of food and drink, traditional Balinese ceremony materials, building materials and accessories. For this reason, the relevant agencies need to map the demand and supply for each creative industry product in all districts in Bali, so that a balance can be adjusted between demand and supply factors to avoid unhealthy competition and killing creative industry business actors. Regional companies in collaboration with R&D institutions at the Provincial Regency level can collaborate to map the demand side for creative industry products, as well as map the supply capabilities of producers (creative industry) including the types of products in each Regency.

In an effort to increase their productivity, most of the creative industries in Bali state that they have the following problems: capital difficulties, skilled workers, limited product marketing areas, low competitiveness, limited raw materials, limited mastery and use of technology in production and not having a business license.

Problems in marketing experienced by most creative industries in Bali are tight competition with relatively similar products; lack of promotion through the media, print and electronic media or the internet (the dominant promotion thus far is word of mouth); difficulty in obtaining raw materials; and low ability of human resources to conduct promotions.

The creative industries in Bali predominantly expects the presence of the government to provide assistance in access to capital at low interest rates. Bureaucracy in applying for credit is still complicated, and education and training programs related to skills needed for production activities. Technological assistance in the form of work equipment and information technology for wider market access is included in promotional activities.

SOLUSSION AS RECOMMENDATION

1. Given that the main problem faced by Creative industry in Bali is the low economies of scale of business, an effort to increase economies of scale should be made by increasing the quantity and quality of products. Such an effort can be done by increasing market access, which thus far is still locally based, including encouraging export efforts by producing premium products.
2. To increase the quantity and quality of production, the role of input factors, namely, business capital, skilled labour, availability of raw materials, technology (production and marketing technologies), business licensing and patent rights, need to be improved. These factors are at the same time the main problems faced by Creative industry in increasing their productivity.

3. Access to capital can be done by empowering financial institutions owned by traditional villages in Bali, namely, the Village Credit Institutions (LPD), which are integrated with the Bali Regional Development Bank (BPD); however, the relatively high interest rate is an obstacle for creative industry as well as having a business license. For this reason, a loan effort through the LPD is required with an interest rate that is relatively lower than the current one. LPDs in all traditional villages in Bali can be used as a special institution for lending and saving funds for all Creative industry in Bali.
4. The model for improving the quality of human resources for Creative industry is through the establishment of the Creative industry clinic in each district in Bali as a leading institution in efforts to improve HR skills. Training efforts are directed from the upstream to the downstream, that is, from the process of providing input, the production process to marketing the product includes packaging, depending on the urgency of the training required.
5. A model that can be built to overcome input and marketing problems is to form and empower village-owned enterprises (BUMDES) that are integrated with regional companies. The role of BUMDES is a channel for input from regional companies established by the provincial government of Bali, in addition to being collectors and marketers for products produced by Creative industry. This role includes establishing partnerships with various institutions and medium/large businesses, such as supermarkets and modern souvenir markets that already exist at home and abroad.
6. Revitalisation and empowerment, as well as structuring traditional souvenir markets and village markets, are important to be continued as the spearhead of marketing in each village that can be managed by BUMDES, as one of the BUMDES business units. Traditional markets must be managed with a touch of modern and technology-based arrangements while still prioritising the local wisdom of each district.
7. Local governments need to provide information technology assistance for Creative industry in Bali, that is, free internet access, to increase the ability of Creative industry in online promotion. Promotion can be done through a special e-market application as a media for promotion and marketing of Creative industry products in Bali by empowering traditional villages.
8. Local governments also need to assist in the licensing process for Creative industry, most of which currently do not have business permits, as an effort to expand marketing and apply for business loans.
9. The education curriculum in Bali needs to be endeavoured to add entrepreneurial materials from the lowest level of education to tertiary education, guided by teachers/lecturers who are competent in the field from upstream to downstream.

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