

Do Labor and Openness Affect the Performance of the Creative Industries in Indonesia?

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ABSTRACT

The phenomenon of globalization is being faced by modern society and affects to all aspects of human activity. Over the past few decades, globalization has created many advantages for the development of the national economy. Some countries experience structural changes when traditional industries are replaced by service and innovation sectors, this indicates a transition to a knowledge economy where certain roles are played by creativity (Cabelková et al., 2015; Zelazny, 2017). Globalization can improve relations with other countries, especially in exports and imports. Creativity is a complete resource that is based primarily on ideas and cultural characteristics rather than on physical capital. The main source of creativity is invisible because it includes everything everyone has - knowledge, emotions, talents, and spontaneity (Skavronska, 2017). Empirical results show that the development of creative industry potential has led to increased income and employment opportunities in Brazil (Kon, 2016). It has been found that employment opportunities in the creative industry sector affect Ecuador's economy both in the medium and long term. The creative industry employment opportunities are found to be influential in the Ecuadorian economy both in the medium and long term (Quezada, et al., 2018). This research will analyze the effect of globalization and employment opportunities on the economy of the creative industry sector.

Keywords: Creative industry, Labor, Export, Import