

Digitalization of Creative Economy Subsectors in Southern Sumatra (A Macro Quantitative Analysis Approach – Digital Entrepreneurship Academy Survey)

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ABSTRACT

This research is entitled Digitalization of the Creative Economy Sub-Sector in Southern Sumatra (A Macro Quantitative Analysis Approach – Digital Entrepreneurship Academy Survey). Given that Jambi Province's digital economic growth continues to increase, especially after the Covid-19 Pandemic. Apart from the tourism sector, handicrafts, culinary and fashion products also have great potential to be developed, especially after the Covid-19 pandemic. This is because craft, culinary, and fashion are the leading creative economic sectors in Jambi Province, especially the capital of Jambi Province, namely Jambi City. The city of Jambi is a location for the growth of MSMEs and the creative economy accompanied by a concentration center for demand for goods and services so that economic activity continues to develop. Until now, Jambi Province has 84,358 creative economy businesses. Apart from Jambi Province, another province in the Southern Sumatra region that has quite high potential in the creative economy sub-sector is Bangka Belitung Province with its capital city of Pangkal Pinang. Based on data obtained from (DP, 2021), culinary, craft, and fashion are the top three categories of the creative economy sub-sector in Pangkal Pinang City, Bangka Belitung Province.

Keywords: Digitalization, Creative Economy, Digital Entrepreneurship Academy, Jambi, Pangkal Pinang.