



**International Journal of Education, Social Studies,  
And Management (IJESSM)**

**e-ISSN : 2775-4154**

**Volume 6, Issue 1, February 2026**

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, October**).

**Focus :** Education, Social, Economy, Management, and Culture.

**LINK :** <http://lppipublishing.com/index.php/ijessm>

## **Analysis of Creative Economy Development Model in Supporting Economic Growth**

**Aminah Lubis<sup>1</sup>, Mutiara Shifa<sup>2</sup>, Rezario Febrianta Chandra<sup>3</sup>,  
Munazar Rafsanjani Muarif<sup>4</sup>, Donny Dharmawan<sup>5</sup>**

<sup>1</sup>*Institut Agama Islam Padang Lawas, Indonesia*

<sup>2</sup>*Universitas Teuku Umar, Indonesia*

<sup>3</sup>*STIE Pembangunan Tanjungpinang, Indonesia*

<sup>4</sup>*Universitas Muhammadiyah Manado, Indonesia*

<sup>5</sup>*Universitas Krisnadwipayana, Indonesia*

### **ABSTRACT**

#### **ARTICLE INFO**

*Article history:*

Received

07 December 2025

Revised


01 January 2026

Accepted

24 January 2026

**Keywords**

**Corresponding**

**Author :** 

The creative economy is a vital new growth engine in the digital age, transforming ideas into economic and social wealth. The goal of the creative economy is to drive economic growth, create new jobs, improve social welfare, and enhance national competitiveness by utilizing ideas, creativity, and innovation as key resources, while simultaneously preserving culture and strengthening national branding. The purpose of this study was to analyze creative economy development model in supporting economic growth. This research is answered using a research method approach with a theoretical model explanation. This theoretical model is supported by sources copied from published media such as books, journals, and related sources. The research results show that the strategy for implementing a creative economy development model in supporting economic growth involves synergizing human resources, innovation, and nation branding.

*Creative Economy, Development Model, Economic Growth*

[aminahlubisstaibr91@gmail.com](mailto:aminahlubisstaibr91@gmail.com)

## **INTRODUCTION**

Today's creative economy is an economic sector that relies on human ideas, innovation, and creativity as its primary assets to create added value, jobs, and economic growth. It encompasses 17 subsectors such as design, fashion, culinary, film, music, and applications. These sectors are growing rapidly in Indonesia and making significant contributions to gross domestic product and employment, supported by digital technology and awareness of intellectual property (Mariani et al., 2023). Overall, the creative economy is a vital new growth engine in the digital age, transforming ideas into economic and social wealth. The goal of the creative economy is to drive economic

growth, create new jobs, improve social welfare, and enhance national competitiveness by using ideas, creativity, and innovation as key resources, while simultaneously preserving culture and strengthening national branding. This is achieved by creating added value from creative products or services, diversifying the economy, and reducing dependence on traditional sectors (Aysa, 2020). The essence of the creative economy is the utilization of individual creativity, expertise, and talent to produce high-value products and services driven by ideas, knowledge, and innovation, rather than simply natural resources, making it a crucial sector in the modern economy that creates jobs and growth.

The creative economy supports the economy by driving economic growth through innovation, job creation, economic diversification, and increased global competitiveness. It utilizes creativity, expertise, and ideas as key assets to create added value for products and services in various sectors such as design, digital, culinary, and art, as well as helping preserve local culture (Riswanto et al., 2023). Design is the process of planning and designing an object, system, or visual communication with the aim of creating something functional, aesthetic, and effective in conveying a message or solving a problem. It involves elements such as line, shape, color, and composition to create beautiful and meaningful works. Design encompasses a wide range of fields, from graphic design such as logos, social media, and advertising to product and architectural design, using visual principles to produce engaging and communicative works. Digital refers to the use of binary code-based technology (0 and 1) to store, process, and transmit information, replacing analog systems, characterized by hardware and software that change the way we communicate, work, learn, and interact instantly and efficiently. Culinary refers to everything related to the kitchen, cooking, and the art of enjoying food, often including the exploration of regional, traditional, or contemporary specialties such as Mie Gomak, Soto Udang Kesawan, UcoK Durian, or Bika Ambon Gelato, becoming an important part of culture and tourism experiences. Art is an expression of human creativity that expresses beauty, emotions, and ideas through various forms such as visuals such as painting and sculpture, audio or music, performances such as dance and theater, and literature, functioning as communication, symbols, or satisfaction of individual and social aesthetic needs, and includes expertise in creating high-value works. Preserving local culture means studying, practicing, and promoting local traditions, languages, arts, and wisdom to keep them alive and prevent extinction. This involves direct involvement in cultural practices such as dance and music, using digital media, integrating them into education, and fostering pride and steadfastness in one's

own culture. This helps maintain national identity and strengthen community cohesion, as demonstrated through festivals, creative content, and government policies.

The creative economy is inextricably linked to human resources and nation branding. Human resources are the people who work within an organization to achieve its goals, encompassing their skills, intelligence, and physical potential. They are also the most important asset because they are able to drive the organization, innovate, and develop themselves, both at the micro level (employees) and the macro level (the working-age population of a country). Human resources are managed through human resource management to recruit, train, develop, and retain employees to optimize productivity and achieve organizational goals (Tambunan et al., 2024). Nation branding is a strategy for systematically managing a country's image to build positive perceptions, increase competitiveness, and achieve national goals such as economic, political, and social through the promotion of its values, culture, products, and unique identity in the eyes of the international community, using marketing techniques and public diplomacy to strengthen the country's reputation and attractiveness (Fan, 2010).

The purpose of this study was to analyze creative economy development model in supporting economic growth.

## **RESEARCH METHOD**

This research is answered using a research method approach with a theoretical model explanation. Research methods with theoretical model explanations involve selecting appropriate research methods, such as qualitative, quantitative, and case studies, to test or build theoretical models to explain phenomena. The theory serves as a conceptual framework to understand the 'why' behind the data, while the model describes the 'how' of behavior or relationships structurally (Kurdhi et al., 2023). Research can use existing theories to guide data collection, or be deductive, building new theories from data, or inductive, such as grounded theory, where theory provides the basis for identifying variables and hypotheses or interpreting deeper meanings.

This theoretical model is supported by sources copied from published media such as books, journals, and related sources. Sources copied research often in the form of backup copies or secondary data are copies of files, records, or information collected and compiled during a research project. This data is a duplicate of the results of systematic collection, measurements, or experiments aimed at ensuring the security of primary data and facilitating analysis or verification (Kurdhi et al., 2023).

## RESULT AND DISCUSSION

### Creative Economy

The creative economy emerged from a global economic shift that relies on ideas, creativity, and knowledge as primary resources, not just natural resources or heavy industry. This is driven by globalization and information technology, which facilitate the creation and distribution of cultural and digital-based products. It aims to create prosperity, new jobs, and build national competitiveness and identity with renewable resources (Ratnawita et al., 2023). The creative economy is an economic system that relies on the ideas, creativity, skills, and knowledge of individuals or groups to create added economic value through the production of unique goods and services. This sector encompasses sectors such as design, film, music, fashion, culinary arts, technology, and handicrafts, driving innovation, job creation, and the development of national culture and identity (Amsari and Anggara, 2023). This sector utilizes creative and intellectual assets as primary production factors, with digital technology expanding the reach and efficiency of distribution of creative products. The main drivers of the emergence of the creative economy are:

1. Global Economic Transformation

Global economic transformation is a fundamental shift in the structure, practices, and policies of the global economy, driven by digitalization, sustainability or the green economy, and innovation. It aims to create inclusive and highly competitive growth with a focus on high added value, digital talent, and international collaboration. Indonesia plays an active role by developing digital special economic zones, strengthening the halal industry, encouraging downstreaming, and participating in global forums such as the World Economic Forum to attract sustainable investment and build digital human resource capabilities, in line with the global agenda towards an inclusive digital and green economy.

2. The Central Role of Human Resources

The central role of human resources is as a key strategic asset that drives all organizational functions, determines success, and drives innovation through skills, creativity, and productivity, making them the driving force behind achieving company goals. They are not merely a workforce, but also a living resource that manages capital, technology, and other resources. Without quality human resources, an organization cannot achieve success, as they are the determinants of efficiency, effectiveness, and adaptation to change.

3. The Development of Digital Technology

The development of digital technology is the process of transformation from analog to digital systems, where information is processed as numeric codes (0s and 1s) by electronic devices such as computers and the internet, enabling fast and efficient data processing, storage, and communication to facilitate various human activities, from business to daily life. This involves innovations in hardware, software, and platforms such as the internet, social media, and cloud computing, transforming the way we work, learn, and interact.

4. Renewable Resources

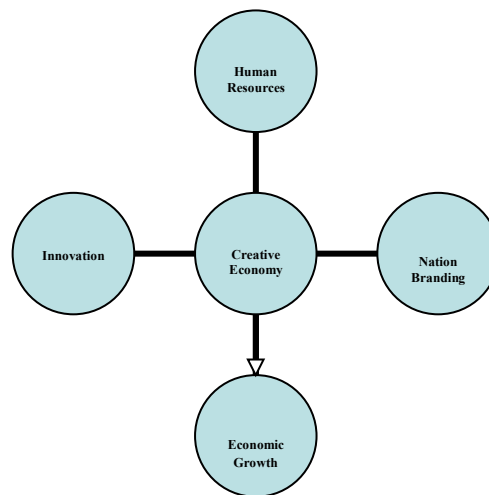
Renewable resources are natural resources that can be naturally renewed in a relatively short time, such as solar, wind, water or hydro, geothermal, and biomass or plants and organic waste, as distinct from non-renewable resources such as fossil fuels. Their utilization is crucial for reducing greenhouse gas emissions and dependence on limited fossil fuels, as well as supporting sustainable development with lower emissions and a smaller environmental impact.

5. The Need for Increased Competitiveness

The need for increased competitiveness encompasses various fundamental aspects such as product or service innovation, operational efficiency through technology, human resource development, such as critical and digital skills, strengthening branding and marketing, and improving infrastructure, such as logistics and energy, to drive economic growth, especially for micro, small, and medium enterprises (MSMEs), so they can compete in domestic and global markets. The government and the private sector need to work together to create supportive regulations, provide access to capital, and provide guidance to enable local businesses to advance and adapt to fierce competition.

**Analysis of Creative Economy Development Model in Supporting Economic Growth**

The following is a creative economy development model in supporting economic growth:



**Figure 1.**  
**Development Model**

The strategy for implementing a creative economy development model in supporting economic growth involves synergizing human resources, innovation, and nation branding.

1. Human Resources

Human resources are productive individuals who are the most important assets in an organization, acting as drivers, planners, and implementers to achieve goals. These include skills, knowledge, and competencies managed through recruitment, training, development, and compensation to ensure optimal performance and employee well-being (Hamzah et al., 2025). At the macro level, human resources refer to the entire working-age population of a country, while at the micro level, they refer to the people who work in an organization (Pandiangan et al., 2023). Human resources are the primary capital and driving force of the creative economy. This economy relies on human ideas, talent, and creativity to create value-added products and services. Creative human resources must possess competency, innovation, and technological adaptability, supported by continuous training and development to increase competitiveness in creative economy subsectors such as design, film, music, culinary arts, and others (Pandiangan et al., 2025; Tambunan et al., 2025). The following are the important roles of human resources in the creative economy:

a) Value Creators

Value creators in the creative economy are individuals, groups, or business entities that use creativity, expertise, talent, and intellectual property such as ideas or knowledge as primary production factors to produce products or services with added economic value. Human

resources generate new ideas, technologies, and methods that become intellectual property, transforming creativity into an economic asset.

b) Drivers and Determinants

Humans are the planners, implementers, and primary drivers of the creative production process, not merely instruments. The main drivers of the creative economy are creativity and innovation, supported by the younger generation, digital technology, and local cultural richness. Creative entrepreneurs, scholars, and the government play a crucial role in building a collaborative ecosystem to encourage growth, job creation, and improved welfare through various subsectors such as design, film, culinary arts, applications, and the arts.

c) Innovation and Entrepreneurship

Encouraging the creation of new jobs through innovation and product creation, improving welfare. Innovation and Entrepreneurship in the creative economy is the process of utilizing ideas, talents, and creativity to create economic value through new or improved products or services, or innovations. These are then commercialized by entrepreneurs or creative creators in knowledge-based, arts, and culture industries to drive sustainable economic growth and create jobs. Essentially, it's about transforming imagination into profitable businesses with a touch of novelty and differentiation.

2. Innovation

Innovation is the process of creating or implementing something new, such as an idea, method, product, or process, that provides added value and is superior to existing ones. It differs from mere invention because it involves practical implementation to solve problems or meet needs, such as improved mobile phone features or new business models. It can occur in various fields, from technology to education to public services. The goal of innovation is to create added value through innovation, such as improving quality, efficiency, and customer satisfaction, as well as creating new markets and competitive advantages. This is achieved by applying new ideas, technology, and knowledge to meet changing needs and ensure business sustainability amidst intense competition (Pandiangan et al., 2024). Creative economy innovation is the application of ideas, expertise, and talent to create new, value-added products or services, integrating local culture with digital technology and global trends. It encompasses various sectors such as culinary, fashion, design, music, film, and digital applications to drive economic growth, job creation, and global competitiveness, with a focus on sustainability and

national identity (Amsari and Anggara, 2023). The main objectives of innovation in the creative economy are:

- a) Creating Competitive Advantage  
Developing unique products and services to compete in global and local markets by combining creativity and technology.
- b) Driving Economic Growth  
Increasing productivity, creating new business opportunities, and expanding a country's economic structure.
- c) Creating Job Opportunities  
Creating new jobs in line with the development of the creative industry and market demand.

### 3. Nation Branding

Nation branding is a strategy for managing perceptions and building a positive image of a country in the eyes of the world, much like a trademark, by highlighting its distinctive characteristics such as culture, economy, and politics to increase competitiveness, tourism, investment, and global influence, often using soft power such as pop culture to attract international interest (Dinnie, 2015). The goal is to create a memorable and profitable identity, such as Germany with efficiency or South Korea with the Korean Wave (Hallyu). Nation branding of the creative economy is a strategy to build a positive image and competitive advantage of a country through creative subsectors such as culinary, fashion, film, and music to increase competitiveness, attract investment, tourism, talent, and encourage exports, by utilizing local cultural identity as a soft power force and creating a unique identity in the eyes of the world. Nation branding Indonesia is a strategic effort to build a positive image, reputation, and strong identity of Indonesia in the eyes of the international community by highlighting the uniqueness of culture, tourism such as Wonderful Indonesia, culinary, nature, and noble values of the nation, aiming to increase competitiveness, attract investment, tourists, and strengthen the country's soft power in the global arena. This is more than just promotion, but rather the formation of a comprehensive perception that involves various stakeholders (Fan, 2010).

## CONCLUSION

The research results show that the strategy for implementing a creative economy development model in supporting economic growth involves synergizing human resources, innovation, and nation branding.



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