



Analysis of Development in the Creative Industry with the Existence of the Craft Sector in Pearl Jewelry in the City of Mataram

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ABSTRACT

In this case the objective of the research is to be able to find out if there is a separate alternative in the strategy that is owned by the existing development of the creative industry which will be carried out at the pearl jewelry company PT Karyanian which is located at the Matatan location. In this study, the quantitative descriptive method will be used so that later the results of the data can be clearly seen and read, in addition, this description is also used as an explanatory sentence for each result, where the data that will be collected uses the literature review method, so that the data is data. The data will be sourced from journals, literature, social media sources and also use data analysis as a data validity. The results of the analysis show that in the strategic industry for creative ideas in the city of Matara itself, there are internal and external factors as measured by SWOT analysis so that these factors have a positive effect.

Keywords: *Creative Industry, Creative Ideas, Strategy*

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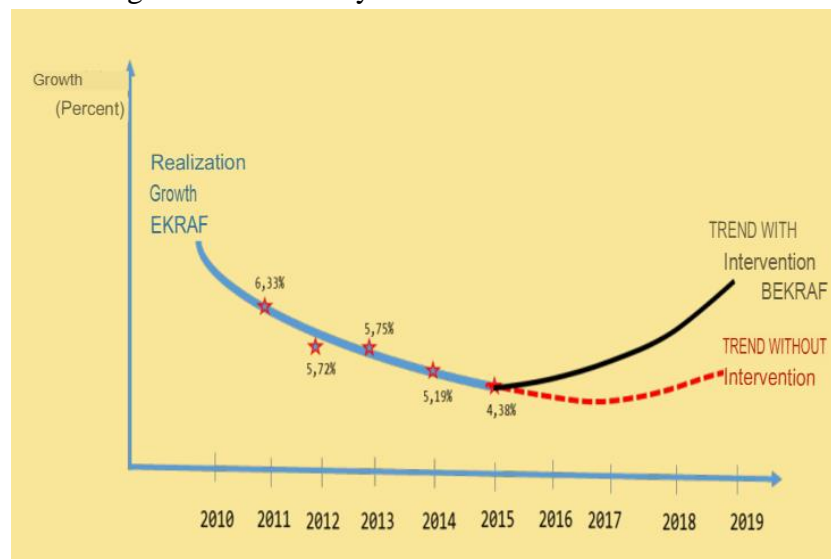
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INTRODUCTION

Global competition has become a very common thing in every region because the regions themselves have provisions in presenting output which they will analyze efficiently (Mohamed dkk., 2020). Each region must be able to determine the output they will have because this will enable them to survive. The existence of this efficiency creates an idea of thought that arises creatively so that indirectly this creates a separate creative idea (Pena dkk., 2019). Global competition continues to make ideas emerge to

be able to build a business and business so that regions can still have output that will be valuable in terms of efficiency (Wu dkk., 2020). It is known that the existence of a creative economy is one thing that is very synonymous with the existence of a creative industry which indeed at this time the creative industry itself can be said to be a business that provides a very significant contribution to the changes that will arise to change the conditions that are owned by the regional economy itself (Hemming dkk., 2019). In the existence of a creative industry, it can be said that its existence cannot be separated because creative ideas are indeed owned by people who are very identical with brilliant ideas (Bombelli dkk., 2020). According to the opinion expressed by UNCTAd (2010) regarding the existence of a creative industry itself, he gave a statement that this creative industry is more numerous and can be seen clearly in the existence of a contribution that it has to create conditions of change in the economy that it has, both for the region or the country later.



Because this will later make the country experience a very significant increase in the value of the exports that they do, for that there is also an absorption of the workforce which will also be carried out in large numbers so that this makes the country one of the product contributors. domestic on gross or can be abbreviated as (PDRB).

Not only that, in the future the existence of this creative industry activity will also create support from an income that will be owned by the Commerce department (Jamali & Rasti-Barzoki, 2019). In this case the Ministry of Trade has noted that in recent years the contribution made by the creative industry itself to GDP has reached an average value where this value has reached 6.3% itself or it can be said that it is equivalent to 152.5 trillion rupiah. if in the form of the presentation it is converted into rupiah so that this creative industry is able to directly absorb the need for a workforce that is really needed where it has absorbed as many as 5.4 million workers with ownership of a participation rate of 5.8% alone (Jena dkk., 2020). If this is seen from an export perspective, it can be said that this creative industry has carried out export activities of 10.6% annually.

The existence of an activity in developing a creative industry potential has reasons where there is an influence that involves a positive impact on its own as a result of existing life both in terms of social, business climate even in the presence of an increase economically this of course will give an image and impact for the region or region that will be involved in the use of this creative business idea. Because there is one driving activity that is able to provide positive activities that provide and show things related to products and services (Berdugo dkk., 2019). This can be an important point in attracting newcomers who want to come, see, know, feel, even the desire to be able to own something that can be traded again (Scholten dkk., 2020). This is no less important than the existence of an influence exerted by this creative industry later, of course it will be able to also influence and attract newcomers in the presence of tourist activities later (He dkk., 2020). The creative industry is not only an industry that must be created in a new way from that place, but the creative industry can also imitate, see from other people where later it will then be reworked with its characteristics.

In Indonesia, it has one of the cities where in its area there are pearls with a very large quantity, the city that owns these pearls is the city of Mataram which is located in NTB where it is one of the pearl-producing cities with a very good industrial potential. it can be said that Mataran is capable of having a very good creative industry if it is able to manage the pearls into creative ideas so that it can attract tourists who want to visit the area (Talavera dkk., 2019). The creative industry in the city of Mataram has very good prospects which can be seen in a pearl jewelry craft that already has distribution in craft centers in Sejkarbela, Mataram city (Salari dkk., 2021). This provides a separate role for the potential possessed by the international traditional market so that it can provide and also include the existence of a local wisdom which can indeed influence the presence of a factor of production in it.

In Indonesia, it has one of the cities where in its area there are pearls with a very large quantity, the city that owns these pearls is the city of Mataram which is located in NTB where it is one of the pearl-producing cities with a very good industrial potential. it can be said that Mataran is capable of having a very good creative industry if it is able to manage pearls into creative ideas so that it can attract tourists who want to visit the area (Castelo-Branco dkk., 2019). The creative industry in the city of Mataram has very good prospects which can be seen in a pearl jewelry craft that has already been distributed in craft centers in Sejkarbela, Mataram city (Fernie & Yan, 2019). This provides a separate role for the potential possessed by the international traditional market so that it can provide and also includes the existence of a local wisdom which can indeed influence the presence of a factor of production in it.

The existence of a very tight competition gives its own impact whether it will be obtained from domestic competitors or foreign competitors so that these things require the existence of an implementation of a business concept that is built in a relevant manner (Brouwer dkk., 2020). Everything that exists in the industrial world, of course, has some problems that will occur, whether it's a small influence that can later lead to something big (Faramarzi dkk., 2020). Strategies continue to be carried out by

government and private institutions to be able to do their maximum in empowering the efforts that can be carried out to be able to function optimally for industrial development, this will coordinate both as something of coaching and empowerment there will be less effective and efficient in industrial world.

In the various problems that can arise and also those that have arisen from the problems above, a strategy in developing this work industry is really needed to be able to provide guidance and also data collection in the field of this creative industry. All efforts have been made to empower industrial activities, but it should be noted that these efforts have not been carried out optimally because there are indicators of problems, namely the overlap of each institution, which results in inefficiency in coordination in financing and empowerment.

In this research itself, the desire to be able to know the existence of a research objective consisting of:

1. Analyze the potential and existence of the pearl jewelery sector in the city of Mataram.
2. Knowing the factors that influence the development of creative industries in the pearl jewelry craft sector.
3. Identify opportunities and challenges in the development of the creative industry in the pearl jewelery sector in the city of Mataram.
4. Analyze the role of creative industries in the local economy of Mataram City.
5. Knowing the strategic structure of the creative industry development sector of pearl jewelery in the city of Mataram.

This objective aims to gain a comprehensive understanding of the creative industry of the pearl jewelery sector in the city of Mataram as well as provide input and recommendations that can be used to enhance the development of the sector.

RESEARCH METHODOLOGY

Types of research

In research that analyzes the existence of an industrial strategy in the creative industry business in the city of Mataram on the creative idea of making pearl jewelry, the research method that will be used later is a quantitative descriptive method where the research will involve a number that is used for the results and will also be translated through description (Roy dkk., 2019). this description is used in the form of words which will be complementary to accompany the DNA and also make an image obtained from an analysis and also numbers that can later be described, this will certainly be very helpful in elaboration research result.

Method of collecting data

In this case there is a data collection activity that will later be carried out to be able to collect the results from the literature review so that later there will be a search for activities in the form of literature and also literature studies related to something related to the creative industry, the work sector, the use of pearl jewelry and also how is the development of the industry in the city of Mataram, this is done to be able to collect

everything related to the importance of data from relevant sources (Halsey, 2019). These relevant sources come from journals, books and even previous research reports which can be sources of data.

In addition (P. Chen dkk., 2021), this data collection also uses an analysis of secondary data to collect various data sources where the data sources consist of statistical bodies and also local governments and industry associations and also institutions that are in it so that the data that will be used later is one of the data sources that are already very relevant to be made in the data source requirements.

There are two methods that are used to be able to create a combination that can make the data more comprehensive in obtaining and obtaining the results of data sources that maximally discuss the existence of a development in the creative industry sector with the work that is in pearl jewelry contained in this dark city.

Research variable

In this case there will be several research variables that will be used later to be able to analyze a problem that will be discussed where the research variables consist of the internal environment (Aguiar-Quintana dkk., 2021), where this internal environment will later become an activity that will directly relate to internal activities in the creative industry which there besides that it will also include the presence of strengths and weaknesses in the creative industry owned by the city of Mataram in running pearl jewelry (Baek dkk., 2019). In the presence of research on the use of variables that use the internal environment, it will be seen from the indicators on the variables, namely the strengths and weaknesses that are explored from the existence of an HR management and also production, be it marketing or organization.

The second variable will use the existence of a variable by determining its external environment so that later in this external environment it will relate to the macro and meso environmental scope of the existence of a craft business in pearl jewelry through the use of opportunity variables and also threats that will be seen from The economic, social, cultural and technological sectors are in competition.

Analytical technique

There is a data test result that will be carried out, then the results will then be analyzed to be able to use several approaches so that the results can be read to the fullest, which include (Cappa dkk., 2021):

1. Descriptive analysis

For this matter, according to the opinion expressed by (Arikunto, 2000: 213) regarding the existence of a descriptive analysis, this is the existence of a description in the matter being studied so that these results will later describe or describe the existence of an object research activity that only exists when the research is being carried out (Griffith dkk., 2019). taking place so that you can find out the facts that are currently in the industry in this Mataram city..

2. SWOT analysis

In this case, the existence of a SWOT analysis is an identification regarding the existence of several factors which are indeed systematically used to be able to

formulate the existence of driving factors and also inhibiting the existence of a growth or development that exists within the creative industry sector in work that is located on the mattaran (Al-Shawabka dkk., 2020), namely pearl jewelry (Matheson, 2019). In this case later the analysis that will be used will be based on a logic that maximizes a strength related to (S), namely strength and also the existence of an (O) opportunity as well as some analysis that talks about a weakness, namely (W) weakness and there is also a threat, namely (T) Treats (H. Y. Chen dkk., 2019). In this case, it can be said as an analysis of the existence of a situation where later this analysis will compare the existence of an opportunity that exists from external factors and internal factors from threats and strengths.

RESULT AND DISCUSION

Creative Industry

The definition expressed by DCMS or what can be called Creative Digital Industries National says that in the creative industry is an activity that takes advantage of the existence of creativity in it so that this can create new creations in skills and also talents that are indeed possessed by a person himself. For the definition expressed by Muhammad Adam, he said that in the existence of a creative industry, he said that this is a form of privilege possessed by a person due to the existence of a special feature which will later be used to make a work that comes from his talent. The existence of a creative industry is able to bring opportunities and vacancies for workers around. So that this can be said to be the newest opening of vacancies for people who need work.

The creative industry is something that has its own characteristics in which these characteristics consist of:

1. The existence of a creative cycle activity starting from the production process or even to how the goods will be distributed later, this is provided by the use of capital and also the creativity that is in it due to the existence of a separate intellectual for the main reason for inputting it.
2. In this section, there are a series of activities that are more based on in-depth knowledge and focus on an art that will have potential in all of the artistic services that are owned.
3. There is a product that can be touched directly either for intellectual needs.
4. There is a cross-theoretical nature within the various sectors of art, services and industry as well

It can be said that a creative industry is an industry in which there are various new ideas and also comes from the existence of a very creative human resource so that this can be said to be one of the activities that creates new patterns of employment. There is an opinion expressed by the Ministry of Commerce of the Republic of Indonesia itself where in the book the development of this industry can directly fulfill a vision of the creative economy in 2025 so that this creative industry can also be grouped into 14 sub-sectors for the existence of a development, namely: Advertising, Goods Market Monday, Crafts, Architecture, Design, Fashion, Publishing or printing, Development

research, Video, Music, Culinary, Computer services and software, Interactive Games, Performing.

The creative economy itself is a potential activity that does have support in its implementation where this support consists of the existence of a very creative knowledge, workers who have the ability, strength in their work so that this will provide a separate support from the process that will be used to be able to come up with a creative idea.

Craft Industry

This craft has its own meaning in the results disclosed by UNESCO/ITC where in its definition it means that an industrial activity results in the existence of a new product where this product is not outdated as the product made is a creative idea that appears and arises. from the person himself from here this craft activity is an activity which in its creativity has a connection with ideas and also creations that will be produced and distributed directly from the craftsmen themselves. In this case the initial design to the final finishing of the product will be carried out directly by the craftsmen either manually or using a machine which will later be used as an additional tool to contribute in it.

These craft materials are usually made from nature where they are made of leather, rattan, bamboo, wood or log so that this directly utilizes existing natural resources. However, this craft product has drawbacks in the production process, because there are limitations possessed by the workforce where the strength and speed of human power is very different from machine power, this makes the production process in relatively smaller quantities compared to production processes that use machine experts. . The existence of a volume produced by the production process in this industry itself will depend on how much volume the craftsman has so that the craftsmen indirectly have an industrial group to be able to handle the production process.

The raw materials that will be used in the creative industry production process have several uses of raw materials which include: Made of ceramic or earth, The use of metals such as gold and silver, Using natural fibers such as natural fibers, The use of stones - rocks used such as precious stones, Textiles, Wood.

Development Strategy

In the development itself, of course, it can't just happen right away, because in this case you have to have several target markets that can be used so that the need for an industrial process will continue. According to the opinion expressed by (Hill, 2022) this reveals that in it there is a strategy which is an activity that does have a scope of activities that will be directly related to the company so that the allocation of existing resources in this company will be interrelated with one another. However, to define the existence of a strategy itself is one way in which this is related to manufacturing activities in marketing and also all of them already have goals in everything that is developed for their perspective.

There is an opinion expressed by one expert, namely (Rangkuti, 2009: 4) where he said that this strategy itself has several strategies in it that distinguish between strategies from one another. In this case, it can be seen from:

Distinctive Competence

In this case the existence of a concept of action that will be carried out by this company is used in order to make good use of how its advantages are better compared to its competitors so that the company can have a value as to how these strengths and weaknesses can be seen. So that in this case a Distinctive Competence is a company activity that will specifically show the existence of: Expertise in the field of labor, The capabilities of the resource.

In the ownership owned by the company will make the company more superior to be able to become a competitor so that its expertise in human resources will be highly visible to become a better company in marketing strategy.

Competative Advantage

This is a strategy in choice that the company does in order to be able to directly create activities in the struggle for market opportunities, where the struggle for market opportunities consists of: Cost leadership, Diferensiasi and Focus.

The company can directly gain the advantage that it will get from the existence of a competition that does have a very high value compared to its competitors so that it can provide a selling price that can be said to be cheaper than usual. It can be seen from the lower selling price that can be directly achieved by the company if in it it can take advantage of the existence of an economic scale and also efficiency for products which in the use of technology will provide convenience and also access by having lower raw materials Indirectly, in this case, it can also provide company value to be able to carry out a differentiation strategy in creating perceptions of a certain value for its consumers so that market segmentation and targets can be expected in this regard.

Handicraft Creative Industry Development in Mataram

It is known that in this case it includes an analysis of factors, both internal factors and an analysis of external factors, which is related to the existence of a creative industry in the jewelery sector, which is in the city of Mataram which has a creative industry in the sector of handmade crafts. from pearls. Within the creative industry sector in Mataram, there are internal factors which are derived from the company environment itself where this lies in the strengths and weaknesses as follows. The development of the handicraft creative industry in Mataram holds significant potential for economic growth, cultural preservation, and community empowerment. Mataram, with its rich cultural heritage and skilled artisans, is well-positioned to harness the opportunities presented by the handicraft sector.

The strength possessed by the industrial sector in creative ideas in Mataram consists of:

- a. The handmade process will be carried out according to market tastes
- b. The existence of a network that has marketing in out of the area that is currently being built
- c. There is a stable condition in the financial continues to increase

- d. The existence of a condition that makes a good reputation so that in this service the marketing and production process continues to increase

Not only that, there are several weaknesses that are owned by the creative industry in the city of Mataram, namely as follows:

- a. In the manufacture of this production process itself does not use machines at all so that it cannot serve larger desires or production
- b. It doesn't have a special design in it, so this makes the creative industry only produce when there is a desire from a prospective buyer.
- c. In the existence of a production plan, this still does not have a maximum value so that it cannot determine the existence of needs based on planning
- d. The existence of a very large business capital which can result in a high risk.

Opportunities that are owned by this industry itself, namely there are several positive opportunities in it which consist of:

- a. There is a buying interest within a large customer for the fulfillment of style needs
- b. Get support directly from the government
- c. There is a continuous increase in demand
- d. Get direct support from tourism
- e. The existence of auto conservation activities

Some of the things that make a threat to this industry, namely:

- a. There are several countries that are competitors to the main competitors
- b. Continue to get competition from the manufacturing industry
- c. There is an increase in the price of raw materials
- d. There are lots of new business sectors that make craftsmen run
- e. Professions

No	Strengths and weaknesses	Weight	Rating	Score
Strength				
1.	Hand made process to taste markets	0,14	4	0,56
2.	Network marketing to outside the region already awakened	0,13	3	0,39
3.	Stable financial condition and increased	0,14	4	0,56
4.	Reputation that calcs in good service in marketing. production and speed in shipping	0,13	3	0,39
5.	Unique and inherited skills	0,14	4	0,56
Total Power		0,68	18	2,46
Disadvantages				
1.	Do not use the machine for large volume orders so slow production process	0,08	2	0,16
2.	No special design which can be used as the main commodity	0,08	2	0,16
3.	Production system planning has not the maximum is still determined	0,08	2	0,16
	Large business capital has high risk	0,08	2	0,16
Total Weakness		0,32	8	0,16
Total Value Of Internal Factor Evaluation		1	10	1,82

Internal Factor Evaluation

From the table above it can be said that it can be seen that the strength factor of this company gets a total value of 2.46 and also gets a weakness value of 0.64 so that it can be said that the strength factor of the existence of this industry is greater than the existence of a value weaknesses in the industry..

No	Opportunities and threats	Weight	Rating	Score
Opportunities				
1.	Great customer buying interest for the sake of style/style	0,12	3	0,36
2.	Government support in product introduction through exhibitions	0,12	3	0,36
3.	Increase in demand in recent years	0,12	3	0,36
4.	Tourism support	0,12	3	0,36
5.	Preservation and cultivation of pearls the sea continues to grow	0,12	3	0,36
Total Odds		0,60	15	1,80
Threats				
1.	The rise of Japan and Hong Kong; as the main competitor	0,08	2	0,16
2.	Competitors from the industry manufacturer;	0,12	3	0,36
3.	Rising raw material prices	0,12	3	0,36
4.	Many new business sectors make employees choose other professions	0,08	2	0,16
Total Threat		0,4	10	1,04
Total Efe value		1	5	0,76

Eksternal Factor Evaluation

From the results of the table which shows that an opportunity factor owned by the existing industry has an opportunity factor worth 1.80 where from the results on the threat factor it only has a value of 1.04, this makes the opportunity factor of the industry bigger. compared to the existing threat factors.

CONCLUSION

From the existence of this research, several conclusions can be drawn in the analysis of a strategy provided by the existing industrial development in the city of Mataram in accordance with the SWOT analysis, in which case there are several factors, both internally and externally, which influence the existence of an activity that will affect on the creative ideas of pearl artisans, from this it can be concluded that:

1. Internal factors, in the presence of an internal factor itself it can be said that this consists of a force that does have a process where there will be marketing out of the Mataram area so that this financial condition has a stable and increasing value besides that it has a its own reputation in terms of good service and marketing as well as production which does have speed on the delivery of goods, apart from that there is a weakness including not using the use of machines so that the resulting production process has a very limited value in this case orders often reach high volumes cannot be handled by human hands, there is a situation where there is a lack of production systems.
2. For the external factors themselves, this includes the existence of a request that is owned by the customer where this customer requires jewelry to be able to fulfill a certain level of their style, the support also provided by the government to this industry besides that there is an increase every year in sales. The threat that it has itself is that there are countries that want to become competitors of this creative industry, not only that there are lots of factory industries that manage this activity using machines, and also new business sectors keep popping up..
3. So that it can be decided that in the use of the strategy carried out by the development of the creative industry in the pearl craft sector in the city of Mataram includes an activity focusing on how later this stable growth can continue to focus on penetrating a market itself.

In conclusion, the analysis of development in the creative industry with the existence of the craft sector in pearl jewelry in the city of Mataram reveals several key findings. The study aimed to understand the dynamics and potential for growth in the creative industry, particularly in the craft sector focused on pearl jewelry.

Firstly, the research highlights the significant role of the craft sector in contributing to the overall development of the creative industry in Mataram. The craft sector, specifically in pearl jewelry, serves as a catalyst for creativity, innovation, and economic growth. The presence of skilled craftsmen, their expertise in pearl jewelry production techniques, and the unique designs they create have established Mataram as a hub for the craft sector in this particular industry.

Secondly, the analysis sheds light on the challenges faced by the craft sector and the broader creative industry in Mataram. These challenges include limited access to capital and funding, inadequate infrastructure, lack of marketing and promotional support, and the need for capacity building and skills development among artisans. Addressing these challenges is crucial to unlock the full potential of the creative industry and to foster its sustainable growth.

Moreover, the research emphasizes the importance of collaboration and partnerships among various stakeholders in the creative industry ecosystem. Collaboration between craftsmen, designers, government agencies, and industry associations can enhance knowledge exchange, promote innovation, and create synergies that lead to the development of new products and market opportunities.

Furthermore, the study underscores the need for supportive policies and initiatives from the local government to nurture the creative industry and the craft sector in Mataram. Policy interventions such as providing financial incentives, improving infrastructure, facilitating access to markets, and offering training and capacity-building programs can play a pivotal role in stimulating growth and ensuring the long-term sustainability of the industry.

Overall, the analysis highlights the immense potential of the creative industry and the craft sector in pearl jewelry in Mataram. Through strategic interventions, including collaborative efforts, supportive policies, and addressing the challenges faced, Mataram can further enhance its position as a vibrant and thriving hub for the creative industry. This, in turn, will contribute to economic development, job creation, cultural preservation, and the overall prosperity of the city and its residents.

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