Determination Role and Triple Helix Policy Formulation in a Creative City Development at Region of Malang Raya

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Abstract

Malang City, Malang regency, and Batu is more known as Region Malang, is regional has economic potential in the tourism sector, agriculture, and mining. This potential should be optimized for enhanced sustainable regional competitiveness, with one alternatives is through the development creative city concept. Creative city is an urban concept intend to accumulate creative resources by connecting the creative economy and tourism potential through of collaboration Triple Helix. Triple Helix is a combination of development consisting stakeholders of Local Government, entrepreneur creative industries, universities and academia aimed to be able increase creativity, open mind to new creation, and innovation that leads to competitiveness and the development of local entrepreneurship. Consider potential grow creative industries in the area of Malang is the culinary industry of fruit chips and animation industry, two types has chosen of industry as an object of research studies. Target of this research focused on the role and output determination is the Triple Helix policy. This study used qualitative methods with tools such as SWOT analysis, root cause analysis, evaluation analysis, analytical hierarchy process (AHP), and analysis of interactive models to explore the role of the Triple Helix determination. Results of the qualitative analysis showed the role of businesses consist of: (i) increase the added value of primary products into secondary products; (ii) increase local revenues; (iii) expand employment; (iv) provide educational tours; (v) souvenir business; and (vi) strengthen the brand image Malang Raya. The role of Sixth mapped through a SWOT analysis to identify existed condition of the industry, then perform root cause analysis to parse constraints being experienced business entrepreneurs. Preliminary conclusions based on the analysis of the root of the problem, the development of the role of the creative industries is not optimal due to various kinds of weaknesses that hinder the performance of the creative industry, which is based on the following issues: (i) the design of formal and informal institutions; (ii) employment; (iii) production technology; (iv) governance (management) business; (v) access to markets; and (vi) infrastructure. This weakness which gave the determination role for government and academic universities in the application are complementary. Government basic role is summarized in the five criteria then tested through the study of Analytical Hierarchy Process (AHP) to sort the priority policy. The order of priority of the role of government is to: (i) the integration and promotion; (ii) socio-cultural; (iii) technology and employment; (iv) regulation; and (v) the economy. While the role of university academics, traced through an interactive model analysis and evaluation analysis to complement the government role. From the analysis, resulted in the role of higher education with the basic functions for: (i)
entrepreneurship education development; (ii) development by mentoring and consulting services; (iii) appropriate technology; (iv) business management training (production, marketing, and finance); (v) implementation basic product; and (vi) increase research and development (RnD)

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