

THE ROLE OF THE YOUNGER GENERATION IN DEVELOPMENT CREATIVE ECONOMY IN BEKASI CITY

Indah Pangesti*¹
Arief Nugroho Wibowo²
Edward Alfin³

¹ Pendidikan Bahasa Inggris, Universitas Indraprasta PGRI

² Arsitektur, Universitas Indraprasta PGRI

³ Pendidikan Matematika, Universitas Indraprasta PGRI

*e-mail: esthiecute@gmail.com¹, bonic1998@gmail.com², edwardalfin@gmail.com³

Abstract

The development of the creative economy has become the main focus for various cities seeking to achieve sustainable economic growth. The city of Bekasi, as one of the growth centers in Indonesia, is experiencing significant dynamics in the creative economy sector. This research aims to investigate the important role of the younger generation in encouraging the development of the creative economy in Bekasi City. The research results show that the young generation of Bekasi City has made a very significant contribution in a number of creative economic sectors, especially in the formation and development of start-up businesses. They create innovation and creativity that colors products and services, creating a unique identity that differentiates Bekasi City as a center for the creative economy. However, several significant challenges were identified, such as limited access to capital and funding, as well as shortages of certain knowledge and skills. This highlights the need for government and private sector support to create an environment that supports the growth of creative businesses and meets the needs of the younger generation. A number of strategic opportunities were also identified, including opportunities for cross-sector collaboration and the development of creative business networks. Government and private support can be optimized through policy incentives and regulatory facilitation that supports the growth of the creative economy sector. In conclusion, the younger generation plays an integral role in the development of the creative economy in Bekasi City. An action plan that focuses on solving challenges and exploiting opportunities can help create an environment that supports sustainable growth, have a positive impact on the local economy, and make Bekasi City a highly competitive center of innovation and creativity.

Keywords Young Generation, Creative Economy, Bekasi City, Innovation, Creativity

INTRODUCTION

The development of the creative economy is one of the main keys in realizing sustainable economic growth in various regions. Bekasi City, as one of the fastest growing cities in Indonesia, has great potential to develop the creative economy sector. In this context, the role of the younger generation is very crucial to spur innovation, creativity and sustainable economic growth. The younger generation can think critically about problems, take risks, and create new solutions that are able to overcome the problems facing the nation. The younger generation has the ability to adapt to change, has the ability to take risks, and turn ideas into action (bekasikota.go.id). The creativity of the younger generation is very important in producing new ideas and innovations that can bring about significant change. Global awareness: The younger generation has a deep understanding of global trends and is able to integrate local wisdom with a global perspective

In recent years, the creative economy has become one of the main drivers of economic growth in various parts of the world, including Indonesia and the city of Bekasi. The creative economy involves sectors such as art, design, music, film, information technology, culinary and others. By combining aspects of culture, art and innovation, the creative economy has the potential to create jobs, increase competitiveness and make a significant contribution to a region's gross domestic product (GDP) (Rian Aji N. P, 2017). Bekasi City, as one of the fastest growing cities in Indonesia, has great potential to develop the creative economy sector. Bekasi City has more than 4,600 industries, which are potential businesses for economic development in Bekasi City.

However, optimization and support from the Bekasi City government is needed in providing the necessary facilities to support the implementation and capabilities of the industry being run in order to produce good quality production so that it can compete with international markets. The young generation in Bekasi City has a strategic role in encouraging creative economic growth. They are agents of change who can bring fresh ideas, utilize modern technology, and create an innovative business environment. The courage to take risks, creativity, and the ability to adapt to change are key characteristics possessed by the younger generation, which directly support the development of the creative economy.

The young generation in Bekasi City is aware of the importance of the creative economy and identifies existing business opportunities. They have the courage to take risks, creativity, and the ability to adapt to change, which are important for developing a creative economy. The young generation in Bekasi City has the potential to help optimize the potential of resources available in our area, identify promising business opportunities, and utilize the potential of the local economy towards a global economy.

In an era of turbulent globalization, the millennial generation is faced with the demand to become future leaders who are able to adapt to rapid and complex changes. However, in an effort to meet these demands, the millennial generation must also maintain the integrity of Indonesian culture and local wisdom. Therefore, Indonesian insight is a critical pillar in forming the identity and leadership of the millennial generation in a global context (Kompasiana.com, n.d.).

METHOD

The method used is a descriptive research method with a qualitative approach. The descriptive research method is a method in which a researcher collects data, then analyzes the data critically and concludes based on the facts at the time the research took place. The sampling technique in this research used a purposive sampling technique. "Purposive sampling is a technique for determining samples with certain considerations." Purposive sampling is a sampling technique by determining special characteristics that are in accordance with the research objectives so that they can answer research problems (D. Sugiyono, 2014).

Population and Sample

In qualitative research, the term population is not used, but Spradley calls it a social situation which consists of three elements, namely: place, actors and activity which interact synergistically. The sample problems raised in the research also refer to the criteria for MSMEs operating in the creative economy sector that are within the problem boundaries. The researcher will use as research informants as many as 10 MSME actors operating in the creative economy in the Bekasi City area, West Java Province who match the existing criteria in the problem boundaries.

Data Collection Techniques

Observation is a data collection technique that has specific characteristics when compared to other techniques, namely that observation is not limited to people, but also other natural objects. Observation is used if the research concerns human behavior, work processes, natural phenomena and if the number of respondents observed is not too large (S. Sugiyono, 2015).

Table 1. Interview Indicators

No.	Fokus	Indikator
1	Peran pemuda sebagai agen perubahan dalam mengembangkan ekonomi kreatif	a. Kegiatan yang dilakukan pemuda sebagai agen perubahan dalam ekonomi kreatif. b. Langkah-langkah kegiatan yang dilakukan pemuda sebagai agen perubahan dalam mengembangkan ekonomi kreatif.
2	Peran Pemuda sebagai kontrol sosial dalam mengembangkan ekonomi kreatif	a. Kegiatan yang dilakukan pemuda sebagai kontrol sosial dalam ekonomi kreatif. b. Langkah-langkah kegiatan yang dilakukan pemuda sebagai kekuatan kontrol sosial dalam mengembangkan ekonomi kreatif.
3	Peran Pemuda sebagai kekuatan moral dalam mengembangkan ekonomi kreatif	a. Kegiatan yang dilakukan pemuda sebagai kekuatan moral dalam ekonomi kreatif. b. Langkah-langkah kegiatan yang dilakukan pemuda sebagai kekuatan moral dalam mengembangkan ekonomi kreatif.

This research contains a list of questions that will be carried out by researchers and research subjects. The interview techniques used in this research are structured and unstructured interviews. The instruments used in the interview were interview guide sheets, stationery, recorder and camera (cellphone).

PEDOMAN WAWANCARA	
A. IDENTITAS	
Nama Usaha	:
Nama Pemilik	:
Usia Pemilik	:
Jenis Usaha	:
Alamat Usaha	:
Lama Usaha Berdiri (Dalam tahun)	:
Jumlah Karyawan	:
Sistem pembayaran	:
Akun Instagram Usaha	:
Hari/Tanggal Wawancara	:
Pukul	:
B. TUJUAN WAWANCARA	
Untuk melihat peran generasi muda dalam perkembangan ekonomi kreatif di suatu daerah Provinsi Jawa Barat, studi pada pelaku usaha UKMM di Kota Bekasi.	

Figure 1. Interview Guidelines

RESULTS AND DISCUSSION

There were 10 sources who were successfully interviewed by researchers, namely the young generation who act as creative economy-based MSMEs in Bekasi City and its surroundings. This interview was carried out directly by visiting the locations of creative economy business actors (offline). Then, there was indirect (online) because when several sources were contacted for their availability, when they wanted to be interviewed directly, there were sources who could not be found, therefore, in order not to hinder this research, the researcher carried out several interview processes via WhatsApp.

Table 2. Informant Profile

Informan	Nama Usaha	Nama Narasumber (Usia)	Lama Usaha Berdiri	Jenis Usaha
1	Rekaloka	Andi Yulianita (Tidak disebutkan)	5 Tahun	Fashion
2	Murni's Felt	Murni Ambar (29 Tahun)	4 Tahun	Craft Fashion
3	Resya	Nurlisa Putri Syafira (22 Tahun)	1 Tahun	Kriya Merchandise K-pop
4	Kedai Torang	Gilang Pratama (38 Tahun)	8 Tahun	Makanan Kuliner
5	Iklim Kopi (Kedai Kopi)	Deden Ahmad (42 tahun)	3 Tahun	Kuliner Minuman
6	Kedubes Bekasi	Fithor Faris (42 tahun)	10 Tahun	Ruang Kreatif (Kuliner, Musik, Penerbitan, dan Teater)
7	Eh Isol	Fina Fauziah Rahmawati (23 Tahun)	Sejak 2023	Makanan Kuliner
8	Niki Rugs	Niki Fajar (25 Tahun)	1 Tahun	Kriya Kesenian Kesenian
9	Suego by Makanda	Muhammad Farhan (22 Tahun)	5 Tahun	Makanan Kuliner
10	Taman Belakang Gas	Hendri Tri Atmojo (23 Tahun)	1 Tahun, 7 Bulan	Makanan Kuliner

The interview revealed the Potential of the Young Generation and Their Sources of Income. The nation's children have a lot of talent in the creative industry. Every day fresh creative products and services created by the nation's young generation appear in various fields. This abundance of creative ideas is actually an unlimited resource that has very high economic value. The younger generation must participate in improving the creative economy because only the younger generation is able to make efforts for the economy to have a positive impact. However, there is an obstacle that the younger generation has a stigma that is not good in society's perspective, therefore the generation above us is able to provide support and provide a platform for the younger generation so that they continue to be rich and creative until it spreads to the next younger generation.

Various product innovations can be created by utilizing access to technology and information and then developed with creativity, looking at needs and analyzing the market for products or services that will be offered to the public. This will reduce the risk of loss management for business actors. The process of creating creative products requires special skills that come from a life journey that has become a deep experience for the younger generation in a field, indeed the scale is different, there are generalists and specialists. The latest technology helps business people channel ideas, but that is not an obstacle if the younger generation cannot get this.

Marketing products effectively and managing relationships with consumers must go hand in hand because products and services are offered well and in a friendly manner until the product arrives in the hands of a feeling of satisfaction, making our brand easily recognized by the public, a plus point if business people provide a platform at the place of business. they are for the younger generation a place for discussion and want to channel skills testing so that the young generation in the city of Bekasi does not stop working.

Contribution of the Young Generation

The young generation is very important in driving the creative economy in Bekasi City. They are not only the main actors in starting and managing creative businesses, but also encourage innovation and creativity as the foundation of a sustainable economy (Sari et al., 2019). The younger generation is becoming creative business people, making unique and interesting products, such as creative food, swimming pools and health products. Apart from that, they also develop social businesses, such as leather and others. The younger generation encourages

innovation and creativity as the basis for a sustainable economy. This is necessary to face challenges and create new products or services. The younger generation really uses social media to explore and market their creative products. This helps them reach a wider market and creates greater business opportunities.

Challenges Facing the Young Generation

The younger generation is faced with several challenges in developing creative businesses in Bekasi City. One of the main challenges is limited access to capital. To overcome this, the government and related stakeholders need to increase funding programs that are more easily accessible and business development. Apart from that, increasing access to education and skills training is also needed to help the younger generation overcome limited knowledge and skills. Apart from that, the younger generation is also faced with increasingly complex global challenges, so they need to prepare themselves by improving their quality, developing their abilities and making good use of technology. Nevertheless, the government and related institutions continue to encourage the younger generation to become entrepreneurs and become active MSME actors in strengthening the creative economy in Bekasi City.

Collaboration and Networking Opportunities

Collaboration and networking are very important in the creative economy and business. Collaboration and networking enable businesses to bring together different resources and technologies, resulting in better and more efficient results. Business networks help increase business competitiveness by providing the necessary resources, technology and information. Collaborative networks enable businesses to expand their business networks by providing new business opportunities and wider markets. Collaboration and networking help overcome limitations faced by businesses, such as resources, technology and markets. Increasing Collaboration with other parties can help improve the quality of products and services by combining various expertise and perspectives (simpulkpbu.pu.go.id, n.d.). Dalam studi yang diterbitkan dalam jurnal "Kemitraan Antara Pemerintah dan Swasta dalam Pelayanan Publik", disebutkan bahwa kemitraan antara pemerintah dan swasta dapat menciptakan lingkungan yang kondusif untuk penyelenggaraan pelayanan publik yang berkualitas (Al Azhar et al., 2010).

CONCLUSION

The younger generation has a vital role in developing the creative economy in Bekasi City. Their contributions in creating innovation, building start-ups, and combining local elements with global trends form the basis for sustainable economic growth. Despite facing challenges such as access to capital and limited knowledge, the younger generation has the opportunity to grow through collaboration and support from various parties, including the government, financial institutions and the private sector. Therefore, strategic steps need to be taken to increase access to funding, improve education and skills training, and build closer cooperation between the younger generation, government and the private sector. In this way, Bekasi City can optimize its creative economic potential, create jobs, and become an innovation center that is highly competitive at regional and national levels.

BIBLIOGRAPHY

Al Azhar, M. L. M., Hardjanto, I., & Hadi, M. (2010). Kemitraan Antara Pemerintah Dan Swasta Dalam Pelayanan Publik (Studi Pada Stasiun Pengisian Bahan Bakar Nelayan Kelurahan Ujung Batu Kecamatan Kota Jepara Kabupaten Jepara). *Jurnal Administrasi Publik (Jap)*, 1(5), 1048–1057.

- bekasikota.go.id/. (n.d.). *Dekranasda Wadah Memajukan Potensi Pengrajin Kota Bekasi*. Retrieved December 5, 2023, from <https://www.bekasikota.go.id/detail/dekranasda-wadah-memajukan-potensi-pengrajin-kota-bekasi>
- Kompasiana.com. (n.d.). *Memperkaya Wawasan Nusantara Generasi Milenial Melalui Kearifan Lokal*. Retrieved December 5, 2023, from <https://www.kompasiana.com/niputudeviarikusuma9432/64a3bc0c4addee57ca02d4c2/memperkaya-wawasan-nusantara-generasi-milenial-melalui-kearifan-lokal>
- Rian Aji N. P. (2017). *PUSAT INDUSTRI KREATIF DI KOTA BEKASI DENGAN PENDEKATAN ARSITEKTUR KONTEMPORER* [Universitas Negeri Semarang]. <https://lib.unnes.ac.id/31581/1/5112413025.pdf>
- Sari, R. P. , & Sari, D. P. (2019). (2019). Pemberdayaan Generasi Muda Melalui Pelatihan Kewirausahaan di Kota Bekasi. *Jurnal Pilar Nusa Mandiri*, 15(1), 1-10. http://simpulkpbu.pu.go.id/dist/dok/regulasi_1503723770_KERJASAMA_PEMERINTAH_DAN_SWASTA_KPS_Pand.pdf
- simpulkpbu.pu.go.id. (n.d.). *panduan "Kerjasama Pemerintah dan Swasta."* Retrieved December 5, 2023, from http://simpulkpbu.pu.go.id/dist/dok/regulasi_1503723770_KERJASAMA_PEMERINTAH_DAN_SWASTA_KPS_Pand.pdf
- Sugiyono, D. (2014). *Metode penelitian pendidikan*.
- Sugiyono, S. (2015). *Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D)*. Bandung: Alfabeta. CV.