

ABSTRACT
ANALYSIS OF FACTORS AFFECTING
CREATIVE ECONOMY GROSS DOMESTIC PRODUCT (GDP)
IN INDONESIA 2011-2020

By:

Fikri Mushlih Asfari
NPM. 173401085

Advisor:

Apip Supriadi
Aso Sukarso

Creative economy has an important role in the Indonesian economy, especially in increasing the total Gross Domestic Product (GDP). It has even been planned to make the creative economy the backbone of the national economy in order to increase progress and prosperity. The creative economy provides considerable income opportunities according to economic principles without destruction and exploitation of natural resources. excessive identify the factors that influence and assess how much the influence of the Human Development Index (HDI), labor, and exports on Gross Domestic Product (GDP) of the creative economy in the period from 2011 until 2020. The data were analyzed descriptively with a quantitative approach and using multiple linear regression equation. Analysis test results using Eviews 10 obtains the results of the human development index, workforce, and exports have a significant effect simultaneously on the GDP of the creative economy. Partially, the human development index has no significant positive effect on the GDP of the creative economy, labor and exports have a positive effect significant to the GDP of the creative economy.

Keywords: Creative Economy, Human Development Index, Labor, Exports, GDP Creative Economy.