

**THE DEVELOPMENT OF INDONESIA CREATIVE ECONOMY AND  
ITS RELATION WITH ECONOMIC PERFORMANCE IN THE PERIOD  
OF 2010 – 2019**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana**

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**Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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**FACULTY OF BUSINESS AND ECONOMIC  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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**Yogyakarta, June 16, 2021**



**UNIVERSITAS ATMA JAYA YOGYAKARTA**  
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**Letter of Statement**

**No. 656/J/I**

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## **AUTHENTICITY ACKNOWLEDGEMENT**

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**THE DEVELOPMENT OF INDONESIA CREATIVE ECONOMY AND  
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OF 2010 – 2019**

**Is really, my own thinking and writing, I fully knowledge that my writings  
does not contain other's or part(s) of others' writings, except for those that  
have been cited and mentioned in the references.**

**Dona Febriani**



**Yogyakarta, June 16, 2021**

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### **THE DEVELOPMENT OF INDONESIA CREATIVE ECONOMY AND ITS RELATION WITH ECONOMIC PERFORMANCE IN THE PERIOD OF 2010 – 2019**

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**ABSTRACT**

The main purpose of this research is to know about the relation between creative economy development with economic performance in Indonesia. Creative economy development is measured with its GDP, number of workforce, and value of export, while economic performance is measured by Indonesia annual GDP. Secondary data from various sources are used to analyze the relation between these two variables.

The results show that GDP of creative economy, number of creative economy workforce, and value of creative economy export in Indonesia have positive relationship with economic performance. According to Pearson correlation coefficient, method used in this research, creative economy development has strong positive association with economic performance. The result of this research can help the investor to make consideration on investing in Indonesia growing creative economy sector.

**Keyword:** Creative economy, creative industry, GDP, workforce, export value, economic performance