

ICT CREATIVE INDUSTRY DEVELOPMENT: SINERGIZED APPROACH

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ABSTRACT

ICT creative industries have the potential and good prospect because it has contributed significantly to national economic growth. However, ICT creative industries are yet to be developed well, because each ICT creative industry is varied and walk alone. Therefore, research is needed to develop ICT creative industry by determine the potential and mapping of ICT creative industries in Central Java : Sinergized Approach. This mapping and identify of problems will be easier to develop ICT creative industry so that it can compete at National and International level.

Population in this study are all stakeholders ICT creative industries in Central Java. With purposive sampling obtained 156 respondents, data analysis technique used is descriptive analysis. The data used in this study are primary data and secondary data. Primary data were obtained through questionnaires, focus group discussions and interviews with selected respondents in Central Java who was in the city of Semarang, Salatiga and Kudus. Secondary data include the data of the ICT creative industries obtained from BPS, the Ministry of Commerce, Ministry of Research and Technology, etc.

The results of this research are : a). Mapping the potential of the ICT creative industry are becoming priority for development in Central Java are: Animation, Games, Software application, Comics and Multimedia. b). Mapping the problems of ICT creative industry in Central Java are : the quality of human resources is low and less skilled, limited capital, and limited entrepreneurship spirits. c). Priority programs required for the development of ICT creative industry in Central Java are business incubator, apprenticeship, technical training and business management. This requirement will be fulfilled and to encourage the development of ICT creative industries if mutual synergy between stakeholders of ICT : ICT creative industry players, community, governments, educational institutions, and society.

Keyword : *ICT creative industry, Stakeholders, Sinergized Approach*