

## **THE INFLUENCE OF CREATIVE ECONOMIC DEVELOPMENT ON THE TOURISM ATTRACTION OF SEMARANG CITY**

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### **ABSTRACT**

*The tourism sector plays a key role in increasing investment, foreign exchange earnings, local revenue, and employment. The sector is also responsible for creating and expanding formal and non-formal jobs and enterprises across the country. This study is intended to determine how the influence of Creative Economy Development on Tourism Attraction of Semarang City. In this study the authors used a survey method with descriptive and associative approaches in collecting data the authors also held a questionnaire by taking the population of visitors to the creative economy of Semarang City and using sample selection through the sample random sampling method with an error rate of 10%. Based on the results of the calculations obtained from the Influence Test Results, Creative Economic Development has a significant influence on the Tourism Attraction of Semarang City.*

*Keywords: creative economy, tourism attraction, semarang*

### **INTRODUCTION**

With the ability to adjust to various changes, tourism is one of the industries that has experienced significant changes. Especially Indonesia, a country that has many cultures and beautiful nature regulatory.

Increased tourism in a country indicates significant economic progress. This can be seen from the competitive buying and selling, which can boost the economic growth of the local population. As a result, tourism

can be one of the country's biggest income earners.

The tourism sector plays a key role in increasing investment, foreign exchange earnings, local revenue, and employment. The sector is also responsible for creating and expanding formal and non-formal jobs and enterprises across the country. This shows that tourism has the capacity to boost the Indonesian economy, with an average contribution of 4.16% to GDP from 2015 to 2017.

One indicator of Indonesia's tourism recovery is that foreign tourist arrivals to Indonesia in April 2024 reached 1.07 million, up 2.41% month-on-month (m-to-m) and 23.23% month-on-month (y-on-y). The most foreign tourists came from Malaysia (15.99%), Australia (11.99%), and China (8.06%) (Badan Pusat Statistik, 2022).

Along with the development of tourism in a country, economic growth is formed. Economic growth is a process of changing economic conditions that occurs in a country continuously to create a better situation within a certain period, but it is still necessary to increase high creativity and innovation so that it can create economic growth properly. To realize this creativity and innovation, awareness is needed in interpreting the creative economy.

The creative economy with the world of tourism has a close relationship and has great potential because the creative economy itself can attract tourists, because the attractiveness that appears by the tourist area does not only show in terms of natural potential and local wisdom, but can be seen from the side of the

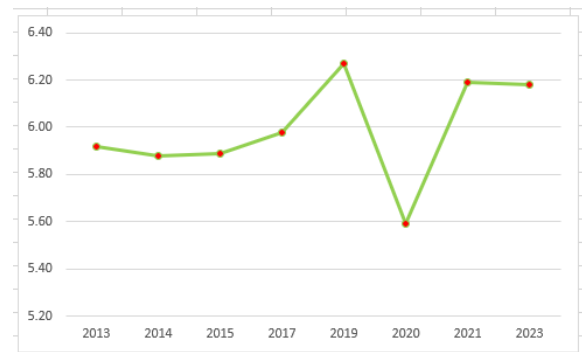
creative economy, one of the results of the potential of the creative economy is products that can develop tourism so as to improve the welfare of the community. To create a creative economy, it requires the role of government agencies, the private sector, and the community of creative economy actors. The creative economy is the creation of added value based on ideas born from the creativity of human resources and based on the utilization of science, including cultural heritage and technology (BEKRAF, 2020).

The creation of tourist attractions through creative economy products and services can be the main attraction in a destination where tourists can enjoy various creative economy products. The products and services created by the creative economy are truly diverse because the creative economy has subsectors which are parts related to the creative industry. Creative economy subsectors involve the production, distribution, and consumption of various products and services that have added value intellectually and aesthetically.

In recent years, the creative economy subsector in Indonesia has grown rapidly. The Indonesian

government has determined that this sector has great potential to drive economic growth and create new jobs in the region. The creative economy subsector has helped the economic growth of several cities in Indonesia; one of them is the city of Semarang, where the development of the creative economy subsector has experienced significant progress in recent years. As the capital city of Central Java Province, Semarang City has great potential in the creative industry, and its people have participated in creative economic activities.

Semarang City's Inclusive Economic Development Index has fluctuated over the past ten years as shown in the graph below. As a result, there needs to be greater efforts to ensure that the development direction of Semarang City will reduce income inequality, reduce poverty levels, and provide people with more access and opportunities. For the sustainable development of the city, other key priorities must also be considered.



**Figure 1 Inclusive Economic Development Index**

Semarang City is one of the places that has great creative economic potential, with many creative economy sectors and 17 creative economy categories Prajanti et al., (2021). Semarang is a city that not only represents culture and history, but also represents the future by acting as the center of Indonesia's creative economy. Semarang is emerging as an ideal place for creative industry players, which can combine cultural sustainability with rapid economic growth. Overall, the growth of the creative economy subsector in Semarang shows strong potential and competitiveness. With government support and the entrepreneurial spirit of local creative industry players, this has created an

an enabling environment for growth and innovation within the sector.

According to the Semarang city creative economy committee, the number of creative economy actors in 2020-2023 are as follows:

No	Sub Sektor Ekonomi Kreatif	Jumlah Pelaku pertahun			
		2020	2021	2022	2023
1	Kuliner	4,890	5,691	7,562	6,762
2	Musik	335	672	799	679
3	Kriya	220	127	536	598
4	Seni Pertunjukan	98	114	193	256
5	Fashion	90	81	217	322
6	Penerbitan	68	78	89	70
7	Desain Produk	45	30	105	94
8	Televisi dan Radio	23	30	33	28
9	Desain Interior	9	17	18	15
10	Desain Komunikasi Visual	20	17	25	25
11	Fotografi	30	17	20	28
12	Arsitektur	20	16	16	15
13	Periklanan	10	13	42	22
14	Aplikasi	8	12	76	56
15	Seni Rupa	47	11	15	20
16	Film, Animasi & Video	10	10	18	16
17	Pengembangan Permainan	9	10	14	14
		5,932	6,946	9,778	9,020

**Figure 2 Number of Creative Economy Actors in Semarang City in 2020-2023**

According to the figure above, the six main subsectors of Semarang City's creative economy are culinary, music, craft, performing arts, fashion, and publishing. In addition, there are other subsectors that need to be developed, such as interior design, visual communication design, architecture, applications, fine arts, television and radio, advertising, photography, and game developers.

The Semarang City Creative Economy Committee reported the number of visits to ECRAFT activities

over three years from 2020 to 2023 as follows:

**Table 1 Number of Creative Economy Visits in Semarang City 2020-2023**

Year of visit	Number of visits
2020	19,889
2021	14,566
2022	32,978
2023	28,344

With what has been revealed, the creative economy in the city of Semarang is still very much in need of development because it is still experiencing a decline in terms of attractiveness caused by the Creative Economy. Meanwhile, one of those responsible for developing the creative economy in the city of Semarang is the Semarang City Culture and Tourism Office.

Some previous research related to the creative economy and tourist attraction has been conducted by Ninggar Febriani et al., (2021) with the results of his research that in the Old Town Semarang area, creative industry galleries can be a tourist attraction. However, it is necessary to make efforts to develop existing sectors, promotions, and facilities.

Then research conducted by Hidayat et al., (2020) with the results that the level of utilization of the creative economy sector in tourist destinations can be maximally utilized by the local community even though it is still not fully realized in accordance with the expectations and economic provisions in the village so there is still a lot of homework that requires the competence of young people in the field of utilizing creative economic potential.

The purpose of this study was to determine the development of the creative economy and tourist attraction in Semarang City and to determine the effect of the development of the creative economy on tourist attraction in Semarang City.

## **LITERATURE REVIEW**

### **Creative Economy Development**

Development is the process of making new materials or equipment using engineering science. For new processes or systems, production and services are significantly improved; before the start of commercial production, what is already produced is significantly improved Pancawati et al., (2023)

The Creative Economy is defined as the creation of added value from creativity protected by intellectual property and derived from the management of culture, science, and technology. In the creative economy, added value is not only created economically, but also socially, culturally, and environmentally (BEKRAF, 2020).

### **Tourist attraction**

An attraction is any place that has uniqueness, beauty, convenience, and tangible value from the diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists. Thus, attractiveness plays an important role in making tourists' decisions about the places they will visit Pancawati et al., (2023).

Tourism attraction is the main focus of driving tourism in a destination. Tourism attraction as the main driver that motivates tourists to visit a place Ninggar Febriani et al., (2021).

## **RESEARCH METHOD**

The author uses quantitative methods in this research. The purpose

of using this method is to collect data and make thorough observations of certain elements that are closely related to the problem under study Sugiyono (2022). By using this method, the authors hope to obtain data that will help them compile a research report.

In this study the authors used a survey method with a descriptive and associative approach in collecting data the authors also conducted questionnaires, tests, interviews, and so on.

The author in the process of obtaining relevant data from the Semarang City Culture and Tourism Office, then the author uses a questionnaire assisted by other research instruments, namely by literature study to obtain researcher reference sources.

The research population in the preparation of this study is the visitors of Semarang City Creative Economy activities in 2022 as many as 32,978 visitors. While researchers use sample random sampling method in selecting the sample. Based on the results of calculations using the Slovin formula, it was obtained as many as 100 visitors who will be sampled in this study.

Researchers in conducting data testing and data analysis through validity tests, data reliability tests, normality tests, coefficient of determination and hypothesis testing using SPSS version 26 software.

## **RESULT AND DISCUSSION**

### **Result**

This test is carried out so that the data that has been obtained can be accounted for and used as a reference in analysing the research results and making decisions.

The results of this calculation are assisted using Microsoft Excel software and assisted by the Statistical Product and Service Solution (SPSS) version 26 application as a tool for testing instruments including normality tests, validity tests, reliability tests and other instrument tests needed in this study. The following are the results of testing the validity and reliability of the data in tabular form below:

### **Validity Test**

Based on the test results, there are 8 questions given to 100 respondents of creative economy tourists in the city of Semarang, it can be seen that the value of  $N = 100$  minus 2 becomes 98, so the

r-table is 0.263, therefore the variable instrument of Creative Economic Development (X) in each indicator that the author makes a questionnaire can represent the object under study, and all questions of the variable Creative Economic Development (X) are valid because all statements show r-value greater than r-table.

Based on the test results there are 10 questions given to 100 respondents of creative economy tourists in the city of Semarang, in this case the value of  $N = 100$  minus 2 becomes 98 then the r table is 0.263.

Therefore, it can be concluded that the variable instrument of Tourism Attraction (Y) in each indicator that the author makes a questionnaire can represent the object under study, and all questions of the variable of Tourism Attraction (Y) are valid because all statements show r-value greater than r-table. Then the two variables X (Creative Economic Development) and Y (Tourism Attraction) with a significance level of 10% or 0.263 are declared valid because all statements show r-value greater than r-table.

### **Reliability Test**

Based on the test results, the results

of the reliability test of variable X 'Creative Economy development' are very high with a value of 0.801 and on variable Y 'tourist attraction' is very high with a value of 0.853. Then the two variables are declared reliable.

### **Normality Test of Data**

The Data Normality Test in this study uses Kolmogorov Smirnov to determine whether the Creative Economy Development Variable and the Tourism Attraction Variable are normally distributed or not with a significance value of more than 0.05. From the test results obtained the normality test value in this study with a value of 0.200 and because 0.200 is greater than 0.05, the Creative Economy Development variable and the Tourism Attraction variable with residuals are normally distributed.

### **Correlation Coefficient Analysis**

Based on the test results, the results of the correlation coefficient test using Pearson product moment are 0.727 which is in the interval between 0.80 - 0.100 so that the level of influence is very strong. then the level of correlation between the creative economic development variable and

the tourist attraction variable is very strong.

From the test obtained the coefficient of determination R Square of 0.529. This means that the development of the creative economy affects the tourist attraction in Semarang City by 52.9% while the remaining 47.1% is influenced by other factors not examined by the author.

Then to be able to see the magnitude of the influence of the development of the Creative Economy on tourist attraction for the future can be predicted using regression analysis, as for the results of regression analysis is as follows:

$$Y = 13,380 + 0,883X$$

The results of the regression analysis using a simple linear regression of X at zero, the value of Y is 13.380 in the sense that if there is no creative economic development, the tourist attraction variable has a value of 13.380. While 0.884X means that if every one-unit increase in the tourist attraction variable will increase the value of the Y variable of Creative Economy development by 13,380, meaning that Creative Economy Development provides the cause of

increasing the tourist attraction of Semarang City.

### **Hypothesis Test**

The basis for making the t test decision in this study is the value of t count obtained from the t test results compared to the t table obtained from the 10% degree of freedom with a value of 2,365.

If the value of t count is greater than t table then the hypothesis H2 is accepted and H1 is rejected from the results of the calculation of t count of 10.482 above compared to t table (df = 98) which is 2.365 10% significance level so count > t table and seen from the significance value of ,000 < 0.05 then H2 is accepted and H1 is rejected. With this states that the hypothesis of Creative Economy development on tourist attraction is proven. This means that there is an influence of Creative Economy development on the tourist attraction of Semarang City.

### **Discussion**

#### **Creative Economy of Semarang City**

Creative economy means generating additional value through creativity that is protected by intellectual property and supported by



the development of technology, culture, and science.

In addition, the tourism sector and the creative economy have a close relationship and have enormous potential, because this sector has the ability to attract tourists through the use of the creative economy. Tourism areas can show the attractiveness in terms of creative economy, apart from the potential of nature and local wisdom. Semarang City is one of the places that has great creative economy potential. The city has many creative economy sectors with 17 creative economy categories.

In this study, a total of 100 respondents responded 'Agree' that the creative economic development of Semarang City is good. With details of the percentage of strongly disagreeing by 0.09%, disagreeing by 1.46%, neutral by 18.98%, agreeing by 42.50%, strongly agreeing by 36.97%, it can be concluded that the creative economy of Semarang City is good. by 42.50%, strongly agree by 36.97%, it can be concluded that visitors to the creative economy of Semarang city agree with the development of the creative economy of Semarang city.

### **Semarang City Tourism Attractions**

Tourism attraction is the power possessed by a tourist product as the main supporting element in generating motivation and attracting tourists to visit the tourist attractions. One of the areas that has a tourist attraction is Semarang City.

In this study, a total of 100 respondents responded 'Agree' that the creative economic development of Semarang City is good. With details of the percentage of strongly disagree by 0.14%, disagree by 0.61%, neutral by 11.27%, agree by 46.17%, strongly agree by 46.17%, it can be concluded that the creative economy of Semarang City is good.

46.17% strongly agree by 46.17%, it can be concluded that visitors to the creative economy of the city of Semarang agree with the development of the creative economy of the city of Semarang into a tourist attraction for the city of Semarang.

### **The Influence of Creative Economy on Tourism Attraction of Semarang City**

Based on the results of the calculations obtained from the Influence / Relationship Test Results of

Variable X on Variable Y. Creative Economic Development has a significant influence on the Tourism Attraction of Semarang City.

This is clarified from the analysis of the correlation coefficient of 0.727 which is in the interval between 0.80 - 0.100 so that the level of influence is very strong then from the regression analysis obtained a value of  $Y = 13,380 + 0.884$  with the explanation that every addition of 1 value of Instagram Social Media, the value of Tourism Attraction increases by 0.884.

Furthermore, the results of the analysis of the coefficient of determination obtained a value of 0.529 or 52.9% which can be interpreted that the effect of Creative Economic Development on Tourism Attraction is 52.9%, while 47.1% is influenced by other variables not examined, and the results of the hypothesis test using the t test obtained the t value of 10.482 then the results are compared with the t table which has a value of 2.365 (with an error rate of 10%) because the t value of 10.482 is greater than the t table which has a value of 2.365 and seen from the significance value of ,000 smaller than 0.05, it can be concluded

that the hypothesis H0 is rejected and accepts the alternative hypothesis Ha.

Which means that there is an influence of Creative Economic Development on Tourism Attraction in Semarang City. Which means that there is an influence of creative economic development on the tourist attraction of Semarang City.

## CONCLUSION

Based on the results of data analysis and discussion, the authors obtained conclusions that can be drawn from research on the influence of Creative Economy Development on the tourist attraction of Semarang City as follows:

(1) Creative Economic Development of Semarang city seen from the overall results of data through questionnaires directly and seen from the interpretation of the score on the interval data Creative Economic Development has a value of 3002, where the value of 3002 is close to the neutral category, then the results obtained The creative economic development of Semarang City is categorized as Neutral which means that its development is still in doubt and

still needs to be developed better.

(2) Semarang City Tourism Attraction seen from the overall results of data through questionnaires directly seen from the interpretation of scores on the interval data of Tourism Potential Development has a value of 4149, where the value of 4149 is in the good category value, then the results obtained Semarang City Tourism Attraction is categorized as Good, which means that tourism attraction is good enough in its development.

(3) Based on the results of the calculations obtained from the Influence / Relationship Test Results of Variable X on Variable Y. Creative Economic Development has a significant influence on the Tourism Attraction of Semarang City of 0.529 or 52.9% which means that the influence of Creative Economic Development on Tourism Attraction is 52.9%, while 47.1% is influenced by other variables that are not studied.

### **Suggestions**

Based on the results of the research, discussion, and conclusions above, the authors will provide the following suggestions: (1) Creative Economy Development in Semarang

City will be easily realized if there is synergy from all parties. Collaboration and partnership from Penta Helix (Academics, Government, Private, Community) and Media are expected to grow and mobilize the elements of Creative Economy in Semarang City.

(2) The results of this study state that there is an influence of the development of the Creative Economy on tourist attraction, so that the opportunity for the development of the Creative Economy is very large, such as optimizing the supporting infrastructure of creative hubs for creative economic actors in the form of open spaces for meetings of creative economic actors, as well as the need for increased development of innovative business models and increased access to financing for the developing creative economy.

(3) To be able to maximize the creative economic development of Semarang City, there may be several variables that can be examined by future researchers such as the influence of the Penta Helix, the provision of Creative hubs, the submission of IPRs on the work of ECRAFT actors and the development of innovative business models.

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