

# Effect of Design or Style Trend Change to the Creative Industries Business

Murharsito

Nahdlatul Ulama' Academy of Economy, Jepara, Indonesia

## **Abstract**

*This paper tries to investigate the effect of design/style trend change to creative industries business, and also to study where the creative industries entrepreneurs learn of that new trend. Using the qualitative approach, the samples were 22 entrepreneurs from 3 selected creative industries, namely printing, architecture and music from Semarang city. From the investigation revealed that the trend change has no serious impact on creative industries business than other influence like the economic change. The creative industries entrepreneurs learn the latest trend from two sources, first from mass media, like books, magazines and internet, and second from what they called community.*

*Keywords: creative industries, trend, change, source*

## **1. Introduction**

The discourse about creative economy become more popular in the recent period, creative economy is believed as the new wave in the world trend economic. UNCTAD (2008) define the creative economy as:

- The creative economy is an evolving concept based on creative assets potentially generating economic growth and development;
- It can foster income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development;
- It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives;
- It is a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy;
- It is a feasible development option calling for innovative multidisciplinary policy responses and interministerial action;
- At the heart of the creative economy are the creative industries.

Today, creative industries are among the most dynamic sectors in world trade. Over the period 2000-2005, international trade in creative goods and services experienced an unprecedented average annual growth rate of 8.7 per cent. The value of world exports of creative goods and services reached \$ 424.4 billion in 2005, representing 3.4 per cent of total world

trade, according to UNCTAD. Nowadays in the most advanced countries, the creative industries are emerging as a strategic choice for reinvigorating economic growth, employment and social cohesion. Another important conclusion is that developing-country exports of related creative goods (including computers, cameras, television sets, and broadcasting and audiovisual equipment) increased rapidly over the period 1996-2005 from \$ 51 billion to \$ 274 billion.

Creative economy emphasizes on nonmaterial production based on the creativity, design is one of the creative economy output. Design is important as the value chain determinant for the creative industries. In order to compete in an often-crowded marketplace, companies look to designers to style their products so that they are attractive and relevant to the target consumer at the time of release and for the duration of the product's shelf life. Rusten and Bryson (2005) said that firm may take strategy to develop design informed or design rich product to increase the value added, it calls design product strategy, similar to this firm can develop fashion rich products that are designed to be exclusive and only available in special location.

The work of the industrial designer was considered, specifically that of the product designer who works in industries, in the development of products or processes that lead to innovation and differentiation from competitors. Pereira and Noveiro (2007) associated design to innovation, as it aims to