



PERAN SENI DAN PROSES KREATIF DALAM KEWIRAUSAHAAN INDUSTRI KREATIF DI KOTA SEMARANG

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Abstract

This paper tries to investigate the role of art and the creative process in the creative industries' entrepreneurs using a qualitative approach. The samples were 22 entrepreneurs from 3 industries, namely printing, architecture and music. From the investigation revealed that art were very helpful for the creative industries entrepreneurs, because it stimulates a creation of new ideas. The skill in the art also has many advantages. Meanwhile the creative process consists of many stages and phases, the role of emotion and sense in this process is very significant. But sensitivity can be trained by education too. The reference seeking also important to enhance sensitivity, surprisingly internet become the very important source in that process.

Key words: art, creative industries, emotion, sensitivity, reference

PENDAHULUAN

Perbincangan mengenai ekonomi kreatif semakin mengemuka akhir-akhir ini. Ekonomi kreatif dipercaya sebagai gelombang baru dalam tren ekonomi dunia setelah era bioteknologi, informasi dan komunikasi. Sebagai gelombang baru dalam wacana pemikiran dunia praktis menimbulkan berbagai pro dan kontra dari berbagai kalangan dan organisasi.

UNCTAD (2008) mendefinisikan ekonomi kreatif sebagai :