



EXAMINING THE BUSINESS ORGANIZATION OF CREATIVE INDUSTRY IN AN EMERGING MARKET

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ABSTRACT

The creative economy as one of the drivers of economic activity in West Java Province, Indonesia, is indicated by the creative economy Regional GDP which contributes an average of 11.14 percent to the economy of the province during the period 2010-2016. Because of this potential, the creative economy becomes one of the economic development's priorities in West Java. However, the specific data regarding the business organization within this industry is still incomplete yet. The result of this study is important to be used as the consideration for creating the policy as well as the development program. This study gathered data from 950 business organizations by distributing online questionnaires. As the result, this study found several data regarding the business classification, location category, legality category, status of the organization, and license type. It is found that 62 percent of the organizations are categorized as formal organizations, although 83 percent of all population are still classified as home industry and 74 percent are located inside the business owner's house.

Keywords: *Creative Industry; Creative Economy; Business Organization; Emerging Market*