

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2022, Vol. 3, No. 12, 2546 – 2557

<http://dx.doi.org/10.11594/ijmaber.03.12.08>

Research Article

The Influence of Manpower, Information Technology and Intellectual Property Rights on Creative Economy Growth in Java Island

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Article history:

Submission September 2022

Revised December 2022

Accepted December 2022

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ABSTRACT

The era of the industrial revolution 4.0 was marked by the development of the information economy era accompanied by the proliferation of new discoveries in the fields of technology, information, and communication. In this era, the creative economy is growing. In addition to the use of information technology, the creative economy prioritizes workers who have ideas and creativity, so the protection of intellectual property rights is very important in the growth and development of the creative economy. The purpose of this study is to identify, study, analyze, find and describe the influence of labor, information technology and intellectual property rights on creative economic growth in Java. This study uses secondary data in the form of panel data consisting of 6 provinces in Java for the period 2010-2019. Data analysis used panel data regression. The results of data analysis show that partially or simultaneously labor, information technology and intellectual property rights have a positive and significant influence on the growth of the creative economy in Java. The results of this study are expected to be input for the provincial government in Java to better support and assist creative economy actors to obtain legal protection for intellectual property rights and play a more active role in increasing the quantity and quality of creative and innovative human resources as well as mastering information technology and infrastructure provision. more adequate information technology for the development of the creative economy.

Keywords: *Creative economy, Information technology, Intellectual property rights, Java island, Labor, Panel data regression*

Introduction

The current economic and business development has undergone a paradigm shift,

namely from a resource-based economy to a knowledge and creativity-based economy paradigm. This shift occurred because the

How to cite:

Insana, D. R. M., Yolanda*, & Susilastuti, D. (2022). The Influence of Manpower, Information Technology and Intellectual Property Rights on Creative Economy Growth in Java Island. *International Journal of Multidisciplinary: Applied Business and Education Research*. 3 (12), 2546 – 2557. doi: 10.11594/ijmaber.03.12.08

resource-based economic paradigm, which had been considered quite effective in accelerating economic development and business development, was deemed to have failed to adapt and accommodate various changes in the business environment. Howkins (2001) states that the world's economic life has now entered a new era, namely the orbit of the knowledge economy or the orbit of the creative economy (creativity based economy). In this orbit, the demand for creative excellence and innovation is more dominant. The industrial economy era has developed into an information economy era accompanied by the proliferation of new discoveries in the fields of technology, information, and communication. The information economy era led to the era of the creative economy which is now the prima donna in the economic era.

The industrial revolution 4.0 marked by the development of information and communication technology has changed the new direction of the world economy. Information and communication technology is now widely used to bring economic benefits. Information and communication technology is very helpful in solving various human problems in everyday life and meeting various needs in economic activities.

The momentum for the success of the Friends of Economy Meeting (FCE) which took place on 2-3 September 2019 in Bali and the enactment of a law on the creative economy became very important for the development of the creative economy in Indonesia and the creative economy is increasingly gaining a place in the midst of the development of the industrial revolution. 4.0. The potential for the creative economy including culinary, unique culture, arts, and crafts is quite large, so it takes the participation of various parties, especially young Indonesians in developing this creative economy potential into various business startups that will become a new economic power.

The growth of the creative economy is quite interesting to observe, especially in the era of the industrial revolution 4.0, industrial competition is increasing very sharply and is not limited by space and time. The phenomenon of the digital economy is the trigger for the growth of the creative economy. The use of information

technology has been well implemented in the creative industry, especially the use of the internet in society. From data from the Central Statistics Agency, there were around 143.26 million Internet users in Indonesia in 2017 (52% of the total population), then increased to 175 million internet users (64% of the total population). However, the use of the internet is still not optimal because most of it is only used for e-mail services, looking for info, and social media. Utilization of internet media in creative economy businesses/companies is still relatively small, amounting to 3.90% of all creative economy businesses/companies in Indonesia. The GDP of the creative economy continues to increase every year and contributes to the national GDP between 9%-11%. The GDP of the Creative Economy created in 2018 was 1.105 trillion, while in 2019 it was 1.211 trillion rupiah. The GDP of the Creative Economy grew by 8.75 percent in 2019. The Creative Economy contributed 11.06 percent to the total national economy.

The main capital needed in the creative industry is not large-scale physical capital or large machines, but creative and innovative labor capital, a combination of creativity, expertise and individual talents. The creative economy is the embodiment of added value from a creative idea or innovative idea and is an Original intellectual property rights, derived from human innovation according to skills, knowledge and technology. Creative industries between the period 2002-2006 have absorbed an average of 5.4 million workers with a participation rate of 5.8% and labor productivity reached 19.5 million per worker per year. In 2011 the number of workers increased by 2.75 percent compared to 2010. Then in 2012 it increased by 6.55 percent and there was also an increase in the following two years, namely in 2013 and 2014 by 1.54 and 3 respectively. .54 percent. This creative economy sector has a higher labor productivity than the national labor productivity which only reaches less than 18 million rupiah per worker per year.

In addition, the role of ideas and creativity in the creative economy is very important, so legal protection is needed to protect creative economy business actors from copyright theft and piracy. According to data from BPS and

Bekraf in 2016 creative economy business actors in Indonesia who have Intellectual Property Rights only about 11% of the 8.2 million business actors. Conditions like this are very worrying, so don't be surprised if problems arise in the creative industry, namely the rise of piracy and copyright infringement. The results of Nurani's research (2019) show that the Copyright Law no. 19 of 2002 jo. Copyright Law No. 28 of 2014 has not yet guaranteed protection for the creative industry other than it has not been implemented effectively. This is an obstacle to the growth of Indonesia's creative economy.

From several research results on intellectual property rights and the creative economy, among others are Conscience (2012); Muis (2017); Rongiyati (2018); Suryansyah (2019); Conscience (2019); Khan, Muhammad Danyal, Rao Imran Habib, Attaullah Mehmood, Abdul Basit (2019); and Sudjana (2020) stated that intellectual property rights support and influence the growth of the creative economy. Then the results of research on information technology and the creative economy include Majeed, Muhammad & Malik Amna (2019); Rath, B. N., & Hermawan, D. (2019); Nunes, Alcina, Paula O. Fernandes And Nuno Moutinho (2019) and Bahrini, R., & Qaffas, A. A. (2019) stated that information and communication technology (ICT) has a positive and significant relationship with the growth of the creative economy. Meanwhile, the results of research that state a positive and significant relationship between labor and economic growth include Putri, Phany Ineke (2014); Purnamasari, Sri Ayuni, Rostin, Ernawati (2017); Conteh, Salmatu Bellah Yuan Yijun, Brima Sesay (2021); and Haya, Salwa Fadhilah, Khairina Tambunan (2022).

Seeing the above phenomenon, it is very interesting to conduct research on the influence of creative economy workforce, information technology and intellectual property rights on creative economic growth in Java.

Literature Review

Manpower

According to Mankiw (2010) that the workforce if viewed on a micro basis is everyone who not only contributes work potential but

with work is able to receive rewards in the form of goods or money, then if viewed on a macro basis is everyone who is able to meet the needs of the community as an effort to produce goods and services. Meanwhile, the Central Bureau of Statistics defines labor as the entire population of working age (15 years and over) who have the potential to produce goods and services. According to Todaro and Smith (2011) that good economic growth is characterized by high labor productivity originating from output growth, namely an increase in the quantity and quality of labor, additional capital and technological improvements.

The intellectual property rights (IPR) consist of two categories, namely copyright and industrial property rights. Copyright is an exclusive right for the creator or recipient of the right to publish or reproduce his or her creation or give permission for it without reducing the restrictions according to the applicable laws and regulations. Meanwhile, industrial property rights consist of the following rights: Patents, Trademarks, Industrial Designs, Designs integrated circuit layout, Trade secrets and Plant varieties. Then according to Law Number 7 of 1994 concerning the ratification of the WTO, it is explained that Intellectual Property Rights or commonly referred to as Intellectual Property Rights are rights that are obtained from the results of human thought to be able to produce a product, service, or process that is useful for the community. So it can be concluded that IPR is the right to enjoy economically the results of an intellectual creativity. Objects that are regulated in intellectual property are works produced by human intellectual abilities. Substantively, the notion of Intellectual Property Rights (IPR) can be described as rights to property that arise or are born due to human intellectual abilities. Intellectual Property Rights are categorized as property rights considering that Intellectual Property Rights ultimately produce intellectual works in the form of: knowledge, art, literature and technology, which in realizing it requires the sacrifice of energy, time, money, and thoughts. The existence of these sacrifices makes intellectual works have value.

According to O'Brien (2008), computers have networks that contain information processing components, and software and software. According to McLeod (2007), information technology is a tool used by managers to cope with existing changes. According to Kadir (2014) is a branch of science that investigates and studies the use of electronics, which functions to store, analyze and share all information, including pictures and words. Sutarmanto (2012) argues that information technology can be interpreted as a study, design, development, implementation, support or management of computer-based information systems, especially software applications and computer hardware.

Creative Economy or creative industry according to Howkins (2001) that the creative industry is an industry that has superior characteristics on the side of creativity to produce various creative designs attached to the products or services produced. The Ministry of Trade of the Republic of Indonesia (2008) explains that the creative industry is an industry that originates from the use of individual creativity, skills and talents to create prosperity and employment opportunities through the creation and utilization of the individual's creative and creative power. The creative economy is a concept based on creativity assets that has the potential to generate economic growth and development (Suryana, 2013). Then Simatupang (2017) said that the creative industry is an industry that relies on skills, talents and creativity that has the potential to improve welfare. Meanwhile, the Creative Economy Agency (2018) states that the creative economy is a process of creating, producing and distributing goods and services, which in the process requires creativity and intellectual ability. In the Republic of Indonesia Law No. 24 of 2019 concerning the Creative Economy, it is stated that the definition of the creative economy is the embodiment of added value from intellectual property originating from human creativity based on cultural heritage, science, and/or technology. In the concept of the creative economy, creativity is needed. Creativity is not limited to product creation, but includes the use of raw materials and technological innovation. According to the explanation of UNCTAD

(unctad.org) that the creative economy is an economic concept that prioritizes creativity, the use of ideas, knowledge and technology to develop the economy, especially in the creative industry sector.

Methods

The method used in this study is a quantitative research method with quantitative data in the form of numbers and can be measured. The data sources in this study used secondary data taken from the publications of the Central Statistics Agency, both Central and Provincial in Java Island as well as from related ministries or agencies, including the creative economy, labor, law and human rights as well as the Communications and Information Technology, from 2010 to 2019. Then carried out a literature study from scientific works, books, the internet and other relevant sources.

The data used is panel data which consists of a combination of time data, namely the period 2010 - 2019 and cross section data, namely 6 provinces on the island of Java. The data analysis technique used in this research is to use panel data regression analysis to determine the relationship between the variables of intellectual property rights and information technology with creative economy variables. In economic theory, panel data is a combination of cross-sectional data and time-series data (time series) by Ekananda (2016) and Gujarati (2013). Quantitative data processing in this study using Eviews 10 software.

The equation model of the conceptual framework above is multiple linear regression which can be seen in the following equation:

$$\text{Log } Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_{it}$$

Where :

Y = Creative Economy Growth (Creative Economy GDP)

X1 = Labor (Ratio of Creative Economy Labor to total workforce)

X2 = Information Technology (Information and Communication Technology Development Index)

X3 = Intellectual Property Rights (number of SMEs and Creative Economy players who have rights)

0 = Constant Number (Intercept)
 = coefficient
 eit = Error

The hypothesis of this research is that there is a positive and significant influence of labor, information technology and intellectual property rights on the growth of the creative economy either partially or simultaneously in Java.

Results and Discussion

The illustration of the variable data for creative economy workers is shown in Figure 1. In general, the number of creative economy

workers in Java has increased. The province with the highest number of creative economy workers is West Java (4.9 million), while DI Yogyakarta is the province with the least number of creative economy workers (431 thousand). However, if we look at the ratio of creative creative workers to the total workforce in 2019, Banten Province has the highest ratio of 31.92%, while East Java has the lowest ratio of 15.08%. The contribution of Java's creative creative workforce to the national creative workforce is 76%, while the contribution of Java's creative creative workforce to the national workforce is 11.6%.

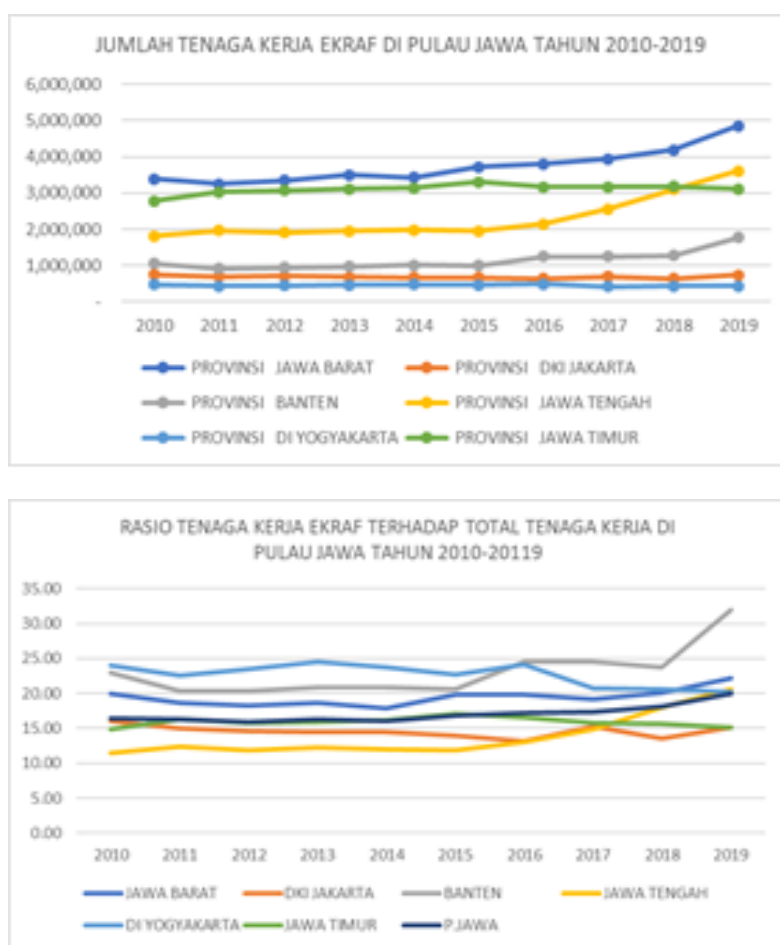


Figure 1. Graph of the Number and Ratio of Creative Economy Workers in Java 2010-2019 Tahun

Furthermore, data on intellectual property rights (IPR) can be seen in Figure 2. It can be seen that almost most of the regions experienced an increase in the number of IPRs. The contribution of Java Island intellectual

property rights to national intellectual property rights was around 3% in 2010 and increased to 24% in 2019. When viewed from each province on Java Island, DKI Jakarta Province is the province with the highest number of

business actors possessing IPR as many as 16,453 or about 43% of the total in Java, then followed by West Java (19%), East Java (14%), Central Java (9%), Banten and DIY around 7%. This shows that the awareness to protect the property rights of creative economy business

actors in Java is still quite small, but nevertheless there is an increasing awareness of creative business actors every year to protect their intellectual property rights, especially in Java and generally in Indonesia.

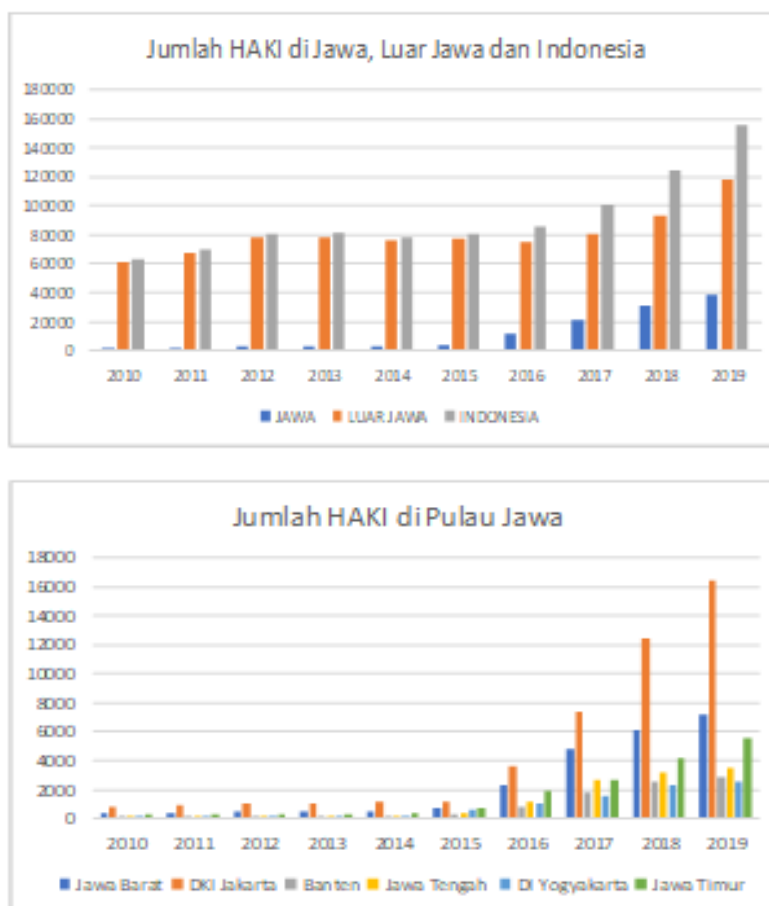


Figure 2. Graph of the Number of Intellectual Property Rights in Java, Outside Java and Indonesia in 2010-2019

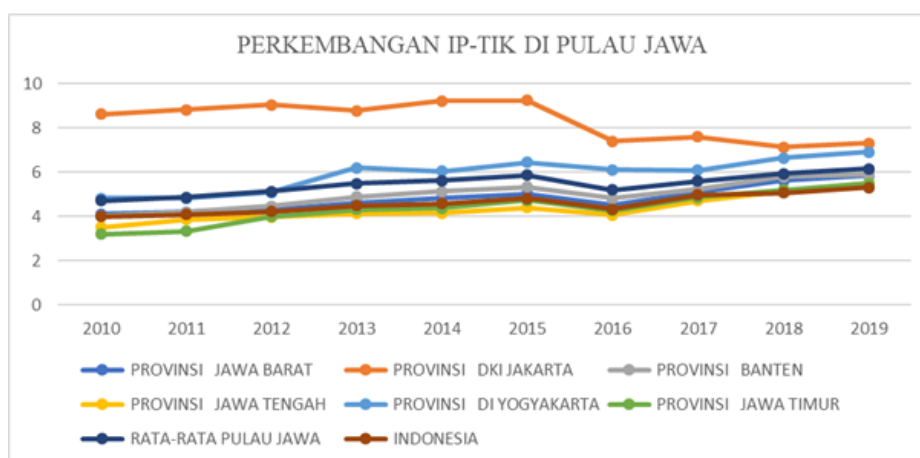


Figure 3. Graph of the Value of the ICT Development Index in Java and Indonesia in 2010-2019

The measurement of information technology variables used is the Information and Communication Technology Development Index (IP-TIK) data. The Central Bureau of Statistics explained that the measurement using IP-TIK will show the potential and progress of ICT development in a region. The IP-ICT scale is used with a scale value between 0-10. The lower the index value indicates the development of ICT in an area is still not optimal and vice versa. It can be seen in Figure 3 that the average ICT

development index in Java for the 2010-2019 period tends to increase, although in 2016 almost all provinces experienced a decline. On average, the value of IP-ICT in Java is still above Indonesia. In 2019, Indonesia's IP-TIK value was 5.32, while the average for Java was 6.16. The province that has the highest IP-TIK score in 2019 is DKI Jakarta Province at 7.31, while the Province which has the lowest IP-TIK score is East Java Province at 5.49.

Subsection 1

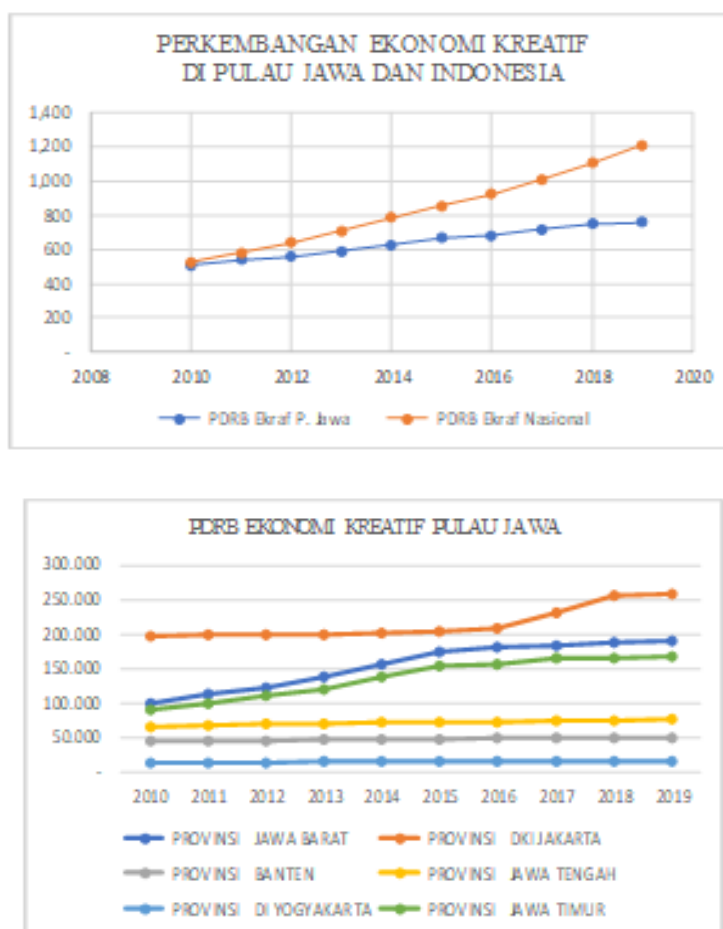


Figure 4. Graph of GRDP and GDP for Java and National Creative Economy Year

The development of the creative economy in Java and Indonesia can be seen in Figure 4. In general it can be seen that the development of the creative economy both in Java and Nationally shows an increasing trend. In 2019 the GRDP of Java Island was around 757 trillion Rupiah or around 62.5% of the GDP of the National creative economy (1,211 Trillion

Rupiah). While Figure 3 shows a graph of provincial GRDP data on the island of Java. In general, the development of GRDP in the provinces on the island of Java continues to increase. In 2019, the highest GRDP was DKI Jakarta Province (257 Trillion Rupiah) and the lowest was DI Yogyakarta Province (15 Trillion Rupiah).

The results of data processing obtained the results of the fallow jarque probability value of 0.585696 or greater than the alpha level of

0.05, it can be said that the data is normally distributed.

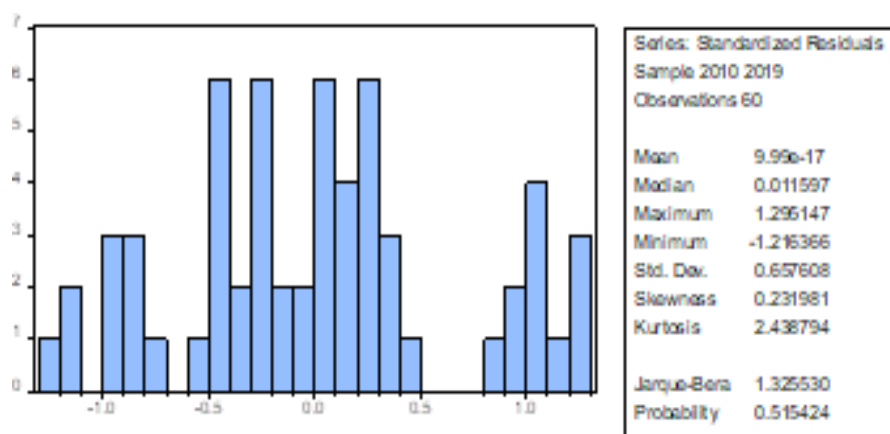


Figure 4. Normality Test Graph

The multicollinearity test shows that the data is free from multicollinearity, because the processing results show a value below 0.8

(Table 1), so it can be concluded that this data does not experience multicollinearity problems.

Table 1. Multicollinearity Test Results

	LOGY	X1	X2	X3
LOGY	1.000000	-0.578265	0.206503	0.591348
X1	-0.578265	1.000000	-0.037382	-0.459415
X2	0.206503	-0.037382	1.000000	0.6653686
X3	0.591348	-0.459415	0.653686	1.000000

From the results of the panel data regression test, the absolute residual dependent variable on the independent variable probability is

shown in Table 2, for X1 of 0.9780, X2 of 0.2997 and X3 of 0.0967. All values above 0.0, this means that there is no heteroscedasticity.

Table 2. Heteroscedasticity Test Results

Dependent Variable: ABSRESID01
 Method: Panel EGLS (Cross-section random effect)
 Date: 04/04/22 Time: 15:45
 Sample: 2010 2019
 Periods included: 10
 Cross-sections included:6
 Total panel (balanced) observations: 60
 Swamy and Arora estimator of component variances

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.637197	0.275371	2.313961	0.0244
X1	0.000287	0.010344	0.027754	0.9780
X2	0.034922	0.033364	1.046722	0.2997
X3	-0.020398	0.008962	-2.276051	0.0967

Panel Data Model Selection Test

To obtain the best model, it is necessary to test

the selection of models, namely the Chow test, Hausman test and Langrange Multiplier test.

Table 3. Test Results for Panel Data Model Selection

Dependent Variable: LOGY
 Method: Panel EGLS (Cross-section random effects)
 Date: 04/04/22 Time: 14:54
 Sample: 2010 2019
 Periods included: 10
 Cross-sections included: 6
 Total panel (balanced) observations: 60
 Swamy and Arora estimator of component variances
 White cross-section standard errors & covariance (d.f. corrected)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.441292	0.454729	7.567785	0.0000
X1	0.002142	0.002760	0.776079	0.0410
X2	0.055252	0.021035	2.626714	0.0111
X3	0.036495	0.003232	11.29230	0.0000
R-squared	0.644263	F-statistic		22.29264
Adjusted R-squared	0.619849	Prob(F-statistic)		0.000000

Sumber : data diolah

Method is described [3].

Based on Table 3 above, the following multiple regression equation is obtained:

$$\text{LOGY} = 3.441292 + 0.002142 \cdot X1 + 0.055252 \cdot X2 + 0.036495 \cdot X3 +$$

This equation shows a constant value of 3.441292 and is positive, this shows the meaning that if the value of labor, ICT and intellectual property is considered constant or constant or ceteris paribus, the GRDP of the creative economy is 3.441292 trillion rupiah. Then the regression coefficient value of the X1 Manpower variable is 0.002142, a positive sign means it has a positive direction or influence, so every 1 unit increase in labor or 1 percent, the GRDP of the creative economy will increase by 0.002142. Then the regression coefficient value of the X2 ICT variable is 0.055252, a positive sign means that it has a positive direction or influence, so every 1 unit or 1 percent increase in ICT will increase the GRDP of the creative economy by 0.055252. While the regression coefficient value of the X3 IPR variable is 0.036495, a positive sign means it has a

positive direction or influence, so every 1 unit or 1 percent increase in IPR, the GRDP of the creative economy will increase by 0.036495.

The partial test can be seen from the probability value of the X1 variable of 0.0410, then X2 of 0.0111 and X3 of 0.0000. Because the probability value is < 0.05, then H0 is rejected and H1 is accepted and it is concluded that the variables X1 (labor), X2 (ICT) and X3 (IPR) partially have a significant influence on the Creative Economy variable. And based on the results of the panel data regression in Table 4, the probability value (F-statistic) is 0.000000. The probability number is smaller than the 0.05 significance, then H0 is rejected, meaning that it can be concluded that the variables X1 (labor), X2 (ICT) and X3 (IPR) simultaneously have a significant effect on the Creative Economy variable. While the Adjusted R-squared value or

coefficient of determination is 0.619849, this means that 62% of the changes experienced by the creative economy variable can be explained by the Intellectual Property Rights and Information Technology variable, while 38% is explained by other variables outside the research model.

The research results obtained are in line with several economic theories, including Harrod-Domar, Sollow-Swan, Schumpeter and also presented by Todaro (2013), Sukirno (2015) and Arsyad (2016) which state that economic growth is influenced by several factors including: population, labor, capital accumulation, savings or investment, and technology. Salwa Fadhilah Haya, Khairina Tambunan (2022) in their research results stated that creative economy workers have a positive and significant impact on economic growth. With more creative workers, more creative products will be produced which will then increase the growth of the creative economy.

The results of this study are also in accordance with the current phenomenon, namely the increasing number of business actors who have intellectual property rights. This is related to creative economy products which are the result of intellectual property ideas, especially in the form of copyrights and trademarks. According to data from the Directorate General of Intellectual Property of the Indonesian Ministry of Law and Human Rights, applications for Copyright and Marks continued to show an increase during the 2020 Covid-19 pandemic. Applications for copyright protection rose to 64,784 applications with the category of book applications increasing quite high up to 12,000 applications, followed by protection of written works and computer programs. During the Covid-19 pandemic, there was also a rise in the creation of video content distributed through social media applications, which was also marked by a sharp increase in requests for protection of video recording works. In 2019 the video recording category had 1,329 applications and in 2020 it increased to 4,213 Copyright applications. The increase in the video recording category is also supported by the development of the internet and social media technology which is a place for creativity for video recording makers to spread their work

virtually. The results of this study are also in line with the results of research conducted by Conscience in 2012 and 2019 which showed that the role of protecting intellectual property rights greatly influences the development of the creative economy in Indonesia.

Next is the phenomenon of the increasing use of internet information technology for economic activities known as economic digitization and e-commerce. According to data sourced from Cyberthreat (2020), it is stated that internet users in Indonesia in 2020 amounted to 175 million people or about 64% of the total population of Indonesia. Of these 64% internet users, the potential for digital transactions or e-commerce is around 1,700 trillion rupiah (katadata, 2020). The results obtained are in accordance with several economic theories, including those from Todaro (2013), Sukirno (2015), and Arsyad (2016) which state that economic growth is influenced by technological factors.

Some research results that are in line include research conducted by Maria., N. S. B., Widayati. T., (2020). states that information technology and economic business actors and economic development have a positive reciprocal relationship. Meanwhile, research conducted by Angelia, Febri., & Gultom, Yohanna. (2020). mentions that although in general the use of ICT has a positive effect on the performance of the creative economy, in particular the relationship is very dependent on the type of activity or sub-sector in the creative economy. Then Pradana, R. S. (2021) stated The estimation results using random effects show that access to information technology as assessed by the percentage of computer, internet and mobile users has an effect on the economic growth of districts/cities in Banten province.

Conclusion

From the results obtained, it can be concluded that labor, intellectual property rights and information technology have a positive and significant effect either partially or simultaneously on the growth of the creative economy in Java. Looking at the results of the determinant coefficient of about 62%, it shows

that there are still many other variables that affect the growth of the creative economy, so it is hoped that further research can add other independent variables. The results of this study are expected to be input for the provincial government in Java to better support and assist creative economy actors to obtain legal protection for intellectual property rights and play a more active role in increasing the quantity and quality of creative human resources who master information technology and infrastructure provision. more adequate information technology for the development of the creative economy, especially in Java and in Indonesia in general.

Acknowledgement

The author would like to thank Mrs. Yolanda and Darwati Susilastuti who have provided constructive and critical suggestions and directions. The author also expresses his gratitude to Indraprasta University PGRI which can help the author during his doctoral program.

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