

## Conference Paper

# Potency of Food Cluster to Improve the Quality of Creative Industries

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### Abstract

Creative economy is an economic concept that promotes the creativity of the players with the idea of relying on human resources as a factor of production by creating creativity as a resource that can always be updated in the process of economic activity and is expected to drive sustainable economic growth. Creative economic players culinary subsector is hardly detected due where are the players, although provided center point for culinary players but limited place for players an obstacle. Reconvene the concentration of culinary subsector or providing more places to be the center point for the perpetrators culinary subsector so that all have the same opportunity to widely known.

Location of this research is in the Semarang City. Methods of data collection used interviews and documentation. Analysis data methods used spider web to see the area of convergence and determine convergence area in accordance with the state of the region and the state of the environment. Descriptive analysis is used to describe a general overview and potential concentration. Population in this study is all creative economic players of culinary subsector. Related parties are used as a resource is the Department of Cooperatives and SMEs, the Department of Tourism, Department of Industry and the Association of creative economic players culinary subsector and elements of the creative economy businesses modern. Sample in this study used stratified random sampling. Informants selected for samples are (1) the related department for culinary subsector; (2) creative economic players culinary subsector; (3) academics and associations that give high attention on the creative economy culinary subsector.

The results of this study are (1) a development area of economic creative subsector culinary divided into five distinct regions, there are six center point subsector culinary established by the Government of Semarang, the area Simpang Lima, Chinatown, SMEs Center Banyumanik, Pekunden district, Pandanaran district and SMEs Gallery in the Old City; (2) Based on the distribution of types of cuisine can be divided into four areas based on its type, namely (a) the type of center souvenirs will be concentrated in Banyumanik and Central Semarang (b) the type of café is located in Central Semarang, South Semarang and Tembalang; (c) the type of meals centered in the region of Central and South Semarang and (d) the type of streetfood concentrated in one region, namely South Semarang.

The conclusions of this study are (a) necessary for the government to increase the number of concentration for a culinary subsector because there are many players who have failed the creative economy; (B) the need for training for a culinary subsector creative economic players to want to join and use the concentration of efforts in order to facilitate the arrangement of the environment and to maintain the comfort and

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cleanliness of the environment; (C) the need for policing, especially health and hygiene environment for creative economic players after selling.

**Keywords:** Creative Economy, Culinary Subsector, Center Point, Development, SMEs

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## 1. Introduction

Creative economy is an economic concept that promotes the creativity of the players. Creative economics rely on the idea of the human resources as a production factor in their economics activity. Meaning of creativity can be defined as the capacity to produce something different and unique, or as well as creating a solution to a problem. Creativity becomes a factor the emergence of innovation to something that already exists. Because the times are always changing upheaval, especially existing discovery that there always will be something ancient. So creativity is needed to renew the old invention to be in tune with the times.

Creative economy can be one of the drivers of sustainable economic growth because the idea to create creativity is a resource that can always be renewed. According to Toffler theory, wave division there are three waves of economic civilization. The first is the wave of the agricultural economy. The second is the industrial economy and the third wave is the wave of the information economy. And then be predicted fourth wave is a creative economy that has started to affect Indonesia's economy. Creative economy can do by individually or worked with the team. But most players do it as a team because the idea of one person may be limited but the idea of a lot of people will be developed into an idea that can be managed is not limited to the economy and will always thrive.

Creative economy sector in Indonesia has the opportunity to continue to grow and these opportunities will be better if they received support from central or local government and other important stakeholders. Although the creative economy sector have such great opportunities to continue to grow, not least the constraints faced to developing the creative economy. According to statistics published by the Agency Creative Economy work together with the Central Bureau of Statistics in 2017, there were three largest subsector of the creative economy, there are culinary (67.66%), fashion (15.01%) and the last is craft (14.56%).

The development of the creative economy in the Semarang City is so rapidly. Moreover, the government of Semarang city is really support to facilitate a lot of things for creative economic players. Unfortunately, the development of the creative economy is

uncharted well. The three sub-sectors of the creative economy forward in Semarang is culinary, applications and games, and crafts. As a capital city of Centar Java, Semarang eventually became the center of all activities including economy. Tourism sector was also a cause Semarang city become crowded visited by the public. Complementer of tourism sector is a culinary mainly special culinary and souvenirs culinary. This is how culinary subsector developed so fast in the Semarang City. Culinary subsector actor is also very innovative in developing food products that previously existed.

But unfortunately until now the culinary subsector in Semarang still can not be arranged neatly and mapping unclear. Many players in the culinary subsector but not certain amount clearly. Site preparation for the subsector culinary currently in Jalan Pandanaran for the center of Semarang City souvenirs, Simpang Lima become the culinary center for food around Simpang Lima, Chinatown in Semawis which only opened Friday to Sunday and MSME Center of Central Java which is also a center for souvenirs but not only culinary but all the souvenirs produced by home industry in Central Java. Despite many culinary center point, in fact not many players who enter the center point. Limited space due this case because Semarang City has many creative economic players. The need to make more center point for a culinary subsector or providing more places to be the center point for the perpetrators culinary subsectors, so that it can accommodate the creative economic players as much as possible.

In Malaysia, the center point of creative economic culinary subsector still little is done by the government, as a result the urban planning in Malaysia, especially in Kuala Lumpur is still neat. There are only a few points that were held for the center point of culinary subsector. Centralization only certain ethnic neighborhood concentration as in Semarang is Chinatown area which is a concentration of ethnic Chinese culinary. Creative economic culinary subsector actor remains widespread and travelers seem confusing when seen in the tourism potential of (Yusuf and Nabeshima 2005). Still in the same study, in Japan, center point for culinary area had started to run and in Japan has many points of convergence culinary subsector. Although there are still some players who do not enter the culinary subsector natural ked convergence, this is not problematic for the Japanese government. Usually that is not included in the centralization of the region are the players that have permission to stand as the industry and have a permit where the industry stands. This leads areas in Japan is more organized and when seen in culinary tourism potential, it is more advantageous because it will be one of tourist destinations to attract tourists especially tourists who enjoyed the culinary. Travelers who more come clearly would bring in more foreign exchange earnings for the country so as to stimulate the economy of a country.

Dalam penelitian ini akan merumuskan potensi Kota Semarang bila ada pemusatan ekonomi kreatif subsektor kuliner jika dilihat dari segi pemerintah dan juga pelaku. Melihat area pemusatan yang sudah dirumuskan maupun dilakukan oleh pemerintah dan menganalisis wilayah di Kota Semarang untuk area pemusatan subsektor kuliner yang baru atau wilayah alternatif untuk dijadikan pemusatan subsektor kuliner agar seluruh pelaku ekonomi kreatif subsektor kuliner menjadi terpusat. Tujuan dari penelitian ini untuk melihat seberapa besar potensi Kota Semarang jika pelaku ekonomi kreatif subsektor kuliner dipusatkan dalam satu tempat dan melihat potensi tempat di Kota Semarang yang strategis untuk menjadi tempat baru pemusatan subsektor kuliner.

This research will formulate potential of Semarang City when there is any centralization of creative economic culinary subsector if viewed in terms of the government and also the perpetrators. Seeing the center point areas that have been formulated and carried out by the government and analyze the area in Semarang for being a new center point of culinary subsector or alternative region to serve as a culinary subsector center point. The purpose of this study to see how much potential Semarang if creative economic culinary subsector players concentrated in one place and see a potential place in the Semarang City are positioned to become the new point of convergence culinary subsector.

## 2. Research Methodology

This research used descriptive analysis to describe a general overview and potential concentration in Semarang. Location of this research is in the Semarang City. Methods of data collection used interviews and dokumentasi. Data analysis method used is the spider web to see the area of convergence and determine convergence area in accordance with the state of the region and the state of the environment. Population in this study is all players in the creative economy culinary subsector in the Semarang City. There are also players involved in the creative economy is an element of that government or the Department of Cooperatives and SMEs, the Department of Tourism, Department of Industry. The associations of creative economy culinary subsector and elements of modern creative economy.

In this study, the population has a heterogeneous characters, the population has a significant meaning to the achievement of the purposes of research. Then the sample method in this study is stratified purposive random sampling. In this case, because the sample is random stratified, the selected informant are (1) the related department for

culinary subsector; (2) creative economic culinary subsector players; (3) academia and associations that give high attention on the creative economy culinary subsector.

### 3. Results and Discussion

Semarang city is the capital of Central Java and at the same time it is the only city in Central Java that can be classified as a metropolitan city. As the capital, Semarang becomes a parameter for the other cities' progress in Central Java. From year to year Semarang City land use has changed from agriculture to non-agriculture. It is called the fair of the construction development in the city. In RTRW Semarang, mentioned about the spatial structure plan includes system development plan and development service center network system. In the development plan system service center of Semarang are against the division of the city (BWK) divided into 10 parts of the city, there are (1) BWK I covering Central Semarang, East Semarang and South Semarang; (2) BWK II includes Candisari and Gajahmungkur; (3) BWK III includes the West Semarang and North Semarang; (4) BWK IV includes Genuk; (5) BWK V includes Gayamsari and Pedurungan; (6) BWK VI includes Tembalang; (7) BWK VII includes Banyumanik; (8) BWK VIII includes Gunungpati; (9) BWK IX includes Mijen; and (10) BWK X includes Ngaliyan and Tugu.

Each BWK has a development plan main functions include: (1) offices, trade and services in BWK I, BWK II and BWK III; (2) The police education and sport in BWK II; (3) air transport and sea transport in BWK III; (4) industrial in BWK IV and BWK X; (5) education in BWK VI and BWK VII; (6) military office in BWK VII and (7) public offices at BWK IX. Under the plan existing functions, so if there is any centralization of creative economic culinary subsector, the centralization will take place in two categories, the trade and industry category where both categories are in BWK I (Central Semarang, East Semarang and South Semarang), BWK II (Candisari and Gajahmungkur), BWK III (North Semarang and West Semarang), BWK IV (Genuk) and BWK X (Ngaliyan and Tugu).

Semarang City became one of the cities in Central Java which has a high level of the GDP. The economy of Semarang is supported by a wide range of economies that generate such high value industries. This is shown by the many industrial areas which stand in the Semarang City and the amount of land provided by the government to develop the industry. The creative economy in the Semarang City is thriving but not all subsectors. Creative economy has 16 subsectors but Semarang only has three subsectors that grow really fast and be the focus of the current government to develop, there are fashion, craft and culinary. Fashion subsector is considered the most developed because of the influence of the social media are able to influence the lives of young people today. So

no need indisputable if indeed become very advanced fashion subsector in Semarang City which is the center of Central Java.

Craft subsector and culinary very close to the development of tourism that so aggressively implemented. The government of Semarang City may not be able to focus on the existing natural attractions, but the government is also starting to focus on the culinary tourism which is very potential to grow and flourish in the Semarang. Culinary travel enthusiasts seem to much, can be seen from the density of individuals around Pandanaran, the center of souvenirs in the Semarang. There is also a Pasar Semawis that was never empty of visitors every weekend. If we pay attention to culinary subsector, it will never subside because of the coming tourist will always increase and culinary considered a basic requirement that must be fulfilled.

Department that supervises the culinary subsector strongly supports the development of culinary tourist, showed by the support facilities from the government granted to the players of culinary subsector. There are a lot of facilities provided but was in turn, can not afford if simultaneously. One is borrowing capital to develop production. The government of Semarang City is already planning a culinary center point in certain areas with a guide BWK region, it is desirable that the players of culinary subsector more easily led and easily accessible. Utilization of existing players to encourage new players is also expected to be carried out effectively if there is any subsector centralization. But for now, government able to run at some particular point for culinary center point, there are in Simpang Lima, Chinatown, Pandanaran SMEs Banyumanik Center, Pekunden and the recently developed is the SME Gallery in the Old City. Land acquisition by the government apparently is not yet known by all creative economic culinary subsector players in Semarang. This is because the land provided by the government devoted only to agents who are already registered as a community that was established by the government. In the end, all actor outside the community is not touched by the centralization from the government. Though there are many players who are competent high to compete and advance in the outside community members. Nowadays if seen many creative economic players that spreads so make culinary subsector like not develop.

Research Yoon (2017) discloses the centralization of creative economy policy in South Korea is positive impact on the development of the industry. Because there is any real competition that makes the players always innovate so they can compete with other competitors. In addition to the rapid growth of the creative economy because of the intense competition, the centralization of the creative economy by subsector makes it easier for tourist to find a industry they are looking for. This centralization is also useful to

look all players creative economy at one time. Many positive aspects from centralization of creative economic by each subsector obtained in this study. So the centralization of the creative economy by each subsector is considered effective to improve the quality of the creative economy. Based on research Comunian (2017), in the United Kingdom had been existed the centralization of businesses culinary locations in three places that are distinguished by the type. One place for meals culinary centralization, the second centralization for culinary for light snacks or street food and the last is the centralization for café. This is done so that the city planning is much neater than when the sellers of food, especially street food spread to various regions. In addition to a more orderly city planning, the buyers can be easier to buy food because it is located in the same area.

However, not all creative economic players culinary subsector in Semarang, which approved the idea about centralization bussiness. The reason why they do not agree is the consideration of the distance between the place of business and the acquisition of raw materials. Besides, the fear of stiff competition if there is the same type also affects how players are reluctant to the centralization. Some players agree with the centralization because of marketing tricks from old players to new players who could be effective for developing their businesses. If the old players and new players together in one place, customers from old player must be come to the culinary center point, it could be the nice way to introduce new players so that products can be an effective marketing trick because it directly approached by the buyer. One concern to be a problem is high competition for the same type of product. According to the government, instead it makes the creative economic players must continue to be creative so that no distinction of their products despite the same kind. It is already evident at the night market in Chinatown. Many culinary vendors selling the same type but different variations so they can compete perfectly.

Development area for creative economic culinary subsector centralization divided into five areas. There are 6 culinary subsector centralization areas had been set by the government, but because Semarang has many culinary players, Semarang needs other place for the curlinary center point. If needed, the 6 areas that has been provided by the government was reduced become maximum 4 areas according the type. Here are some potential areas for culinary center point.

In the picture above, BWK area for culinary subsector is located close to the downtown. It became a very strategic area because the downtown be the crowded area and visited by many people. However there are some areas that far from the downtown and have no potential to become the culinary centralization in Semarang City. The region will be issued that is Tugu, Ngaliyan and Genuk. Beside far from the downtown, that area is



Figure 1: BWK area for culinary subsector

devoted to the industrial area. Many industries were standing there it make those areas have many pollution and unfit to be a centralization area if designated be a tourism. Gajahmungkur and Candisari are not the effective place too for the centralization area because far from the downtown and there are have so narrow access.

Centralization area for culinary subsector according to the type will be divided into 4 there are souvenirs center, café center, meals center, streetfood center. If we seen, there are only few effective area as a culinary subsector centralization, there are Banyumanik, Semarang Tengah, Semarang Selatan dan Tembalang. The centralization for souvenirs center, can be centered in Banyumanik and Central Semarang. It has been appropriately carried out by the government which is the SMEs product in Banyumanik and souvenirs center in Pandanaran. Centralization area for café is in Central Semarang, South Semarang and Tembalang. If we around Semarang City, café is spread to all areas in the city, but only few café that will be visited by the customers because customers will choose the nearest place from the downtown. Centralization for café in those 3 areas has been through a lot of consideration. Central Semarang and South Semarang very close with the downtown, many people go there especially in the Pekunden and Pleburan area. One again in Tembalang because near from the students there. Centralization for meals is in the Central Semarang and South Semarang. For the meals center point, can be done along the Central Semarang and South Semarang way. And the last,



centralization for streetfood, it effective when centered in South Semarang especially in Pleburan and Taman Indonesia Kaya.

Kawasan Pecinan Pasar Semawis memiliki daya tarik tersendiri untuk warga Kota Semarang sendiri maupun wisatawan karena memang ciri khasnya sendiri yaitu berada dalam kawasan etnis Tionghoa, terlebih ciri khas yang dimiliki Pasar Semawis Pecinan adalah hanya buka pada waktu weekend. Pada waktu tertentu, Kawasan Pecinan memiliki acara khusus yang hanya diselenggarakan di sana dan berkaitan juga dengan kulinernya terlebih saat tahun baru imlek. UKM Gallery yang berada di kawasan Kota Lama juga bisa menarget wisatawan yang datang di kawasan Kota Lama. Bahkan saat ini, Kawasan Kota Lama juga sudah banyak didirikan café disekitarnya. Pertimbangan kedua sebagai pusat café bisa juga dipusatkan di Kawasan Kota Lama karena suasananya yang mendukung, bisa menjadi tempat istirahat bagi wisatawan yang datang dan tata letak parkirnya sudah tertata dengan baik.

Centralization area defined in this study is not intended to cover or remove the centralization area that had been built by the government, like Chinatown and SMEs center in Old City. Chinatown has a special attraction for resident and the tourist because the their trademark which is in the center of Tionghoa ethnic, especially the hallmark owned Chinatown night market is only open during the weekend. At any given time, the Chinatown area have a special event which is only held there and also related to the culinary especially during the Lunar New Year. SMEs Gallery located in the Old City could also target the tourists who come in the Old City. Even today, Old Town area also has many café around it. The second consideration as a café center is in the Old Town area because the atmosphere is really support, it can be a resting place for tourists who come.

#### 4. Conclusion and Suggestions

Conclusion from this study are first, necessary for the government to increase the number of centralization for culinary subsector because there are many creative economic players who can not join in the center point area or create the new centralization area at some point that more strategic as already analyzed in this study. Seconf, need a training for creative economic culinary subsector players to join and use the centralization area in order to facilitate the arrangement of the environment and to maintan the comfort and cleanliness of the environment.

Suggestion that can be submitted from this study are it needs takes more intensity from the government to be able to embrace the creative economic players in Semarang

so much easier if it will be centered. The centralization of culinary area will be better implemented as it can be one tourist destination for foodies who can invite more tourist, so it can better generate local revenue. Changing the center point area that already exists in Semarang and see the result of analysis in this study that the centralization of the culinary area more strategic and can be reached from all areas.

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