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The Role of Creative Economy-Based Startups on Member Economic Improvement and Economic Resilience

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Abstract

This study aims to analyze the factors that make Gilak Brush start-up difficult to find members, evaluate the role of Gilak Brush start-up in dealing with human resource problems, and formulate solutions from Gilak Brush start-up to the economic resilience of members. This study used descriptive qualitative method. Data collection techniques through observation, interviews, literature study, internet, and documentation. The data analysis technique uses data reduction, categorization, data display and drawing conclusions. The results showed that the factors that made it difficult to get members consisted of prospective members' perceptions, standards, skills, work ethic, and idealism. The role to deal with resource problems is responded to by recruiting and selecting, developing and educating members, and organizing in accordance with limited human resources. The role of Gilak Brush start-up has an impact on economic resilience by increasing the economy per capita, there are two indicators to see this, namely the level of income and the fulfillment of living needs.

Keywords

Actor, Start Up, Creative Economy, Economic Resilience

1. Introduction

Lim (2008) argues that technology as a body in humans, the impact of the body of technological tools has an impact on increasing productivity. A person or group that starts a business and is based on the use of technology can be categorized as a start-up. According to Fakhimuddin et al. (2021) digital start-ups are information technology-based companies that

provide goods and services via online or offline, said to be small companies with new ideas that have hosting and domains.

According to data from released in BPS (2019), the percentage of poor people in September 2018 was 9.66 percent with the total number of poor people in September 2018 being 25.67 million people. Based on these data, the role of start-ups is needed to improve the economy in reducing poverty through the use of technology. The role of start-ups in accommodating youth is very necessary because according to Humas LIPI (2016) youth are at the productive age stage so they have the opportunity to increase productivity. This is in line with data BPS (2018) the value of the youth workforce participation rate is 60.10 percent.

Utilizing the capabilities of human resources, especially in terms of ideas and processing them to become a product that has more value is part of the creative economy. According to Howkins (2002), the creative economy is the creation of value as a result of idea, namely (in other words) ideas that are processed to become products of economic value. This is closely related to artists who always use creativity in each of their products to get more value.

The high appreciation for fine arts is also illustrated by Noven's (2016) coverage saying that Indonesia has the greatest potential in terms of quality, quantity, creative actors, productivity, and market potential. This potential can be seen from various art festivals regularly. In more detail, visual arts festivals are held regularly, including the Jogja Biennale, Jakarta Biennale, Art Jog, and OK Video Festival. More than 160 Indonesian art creative actors have been involved in international forums and events.

The Gilak Brush start-up is based on the creative economy, specifically in the field of fine arts. Gilak Brush itself consists of young people who have artistic talent and also freelance partners of students majoring in fine arts in Yogyakarta. Gilak Brush focuses on murals, designs, and digital painting. Gilak Brush is also engaged in the educational field by using online media accounts to share knowledge about fine arts.

Daniel (2019) Throughout 2018, online store transactions (e-commerce) in Indonesia reached IDR 77.766 trillion. The high number of digital economic transactions is inversely proportional to several phenomena of actions carried out by partners from start-ups. Based on the news covered by Tri (2019), the demonstrations carried out by Gojek partners demanded intensive returns. The demonstration shows that partners as human resources in a start-up have an important role in the sustainability of the start-up.

It is important to keep partners for start-ups because it is the key to achieving the goals of start-ups. Research conducted by Nopus & Ichwanudin (2021) found that the key to success in achieving start-up goals is improving the quality of human resources, and increasing collaboration networks with business partners. The same thing was also said by Rahardjo (2017) partners are a way for start-ups to be able to develop products.

Cooper et al. (1994) determine human resources as one of the predictors of new business performance growth, but in research Simamora (2011) states that the main determinant of the success of new businesses based on technological innovation is human resources which include founder characteristics such as personality traits, experience, and education.

The standard to become a member of Gilak Brush must have the ability to paint realistically. Painting realistically is seen how similar the painting is to the original picture, the details of the

painting that is done and also how to fill the color combination in the painting. This standard is a requirement to become a member of Gilak Brush.

One of the reasons why digital start-ups fail is a bad team (Griffith, 2014). From the point of view of the Venture Capitalist, the team is one of the determining factors for an investor to give their funds or not (Uzzaman, 2015). There is enough potential that can be seen, namely the opportunity and opportunity to develop a start-up based on a creative economy. The ability to read market opportunities and create competitive products as well as member involvement will determine the success of Gilak Brush start-up.

Based on an explanation of the problems found in start-up and specifically for Gilak Brush start-up. Researchers are motivated to conduct research on start-ups based on the creative economy. The research is important and interesting because it seeks to discuss the role of start-ups based on the creative economy in improving the economy and its implications for the economic resilience of members, as the foundation of the building structure of national economic resilience.

2. Theoretical Basis

According to Cahyono (2008), role theory describes social interaction in terms of actors who play according to what is determined by culture. Role expectations are shared understandings that guide individuals to behave in everyday life.

A startup is a company that was created with the aim of growing exponentially (growing fast, not how it should be) using renewable technology so that it is able to disrupt existing companies. According to Bukhori (2021), startups are human institutions designed to create new products or services under conditions of extreme uncertainty.

Moreover, according to Howkins (2002) creative economy as the creation of value as a result of idea. Howkins (2002) describes the creative economy as an economic activity where most of the time to generate ideas, not just doing things that are routine and repetitive. For this society, generating ideas is a must for progress.

In term of economic resilience, according to Sunardi (1997), members' economic resilience is said to be good if they are able to meet all needs, both primary and secondary needs, and vice versa, members' economic resilience is said to be bad if they are unable to meet primary and secondary needs. Primary needs include eating, drinking, and dressing, while secondary needs include entertainment and other goods outside of primary needs.

3. Research Methods

This research is included in the type of descriptive qualitative research by analyzing Gilak Brush start-up in Yogyakarta. Qualitative methods are used because in data collection they function as instruments, which try to follow cultural assumptions and follow qualitative data. This type of qualitative research can be said that its main purpose is to emphasize the research process rather than the results. This happens because the relationship between each sub-study will appear clearer when observed during the process. The researcher analyzed the data obtained using the Miles & Huberman (1992) model, namely data reduction, data presentation, and data verification.

4. Results

The results revealed that the main factor inhibiting the performance of creative economy-based startups is difficulties in finding members. The first factor is the standard of members, the standard is the basic ability as well as the lower limit that must be possessed by prospective members. Based on interviews that have been conducted, the ability to paint a realist as a measure for someone who is said to be able to paint is still a debate among art people, but until now.

In addition, the work ethic factor is one of the series in the recruitment and selection process, in the work ethic assessment process it can be seen about the attitudes of prospective members, and self-awareness of prospective members who will join. Assessment in work ethic includes communication, member responsibility, work discipline, and cooperation. Moreover, there is the idealism factor. The idealism of an artist who sticks firmly and works with a flow that is consistent. The values that are firmly held by artists make an artist tends to only stick to one genre, so that artists only want to work in the flow that is considered ideal by him.

In term of skill factor, it is the ability possessed by employees, with good skills and patience, so that the work created will also be good. The ability to paint realistically is a basic skill that must be possessed by prospective members by using realist flow as a benchmark for painting ability. Lastly, the perception factors of prospective members can also affect the recruitment and selection process at start ups. Positive perceptions held by prospective members will increase interest in job vacancies at start-ups, and vice versa, negative perceptions about vacancies, selection processes, and work systems at start-ups can affect the interest of prospective members.

The ups and downs of start ups are influenced by several factors, according to the results of a survey conducted by CBinsights (2021) research, there are 5 main factors causing the failure of startup companies, including, the product is not in accordance with market needs, lack of funding, a team that is not solid, unable to compete, and inaccurate product pricing/operational costs.

The role of Gilak Brush start-up in member development training is carried out through two media, the first is through online media and in person. Online is done through Youtube media with content adapted to basic learning in fine arts. The training given directly to members is carried out through painting activities.

The role of start-up Gilak Brush in organizing is seen in start-up efforts in terms of division of tasks. The division of tasks with limited human resources requires Gilak Brush to organize by means of mutual cooperation among members. The gotong royong system in Gilak Brush allows members of Gilak Brush to have several competencies. In role in recruitment and selection, Gilak Brush's role in following up on limited human resources is by recruiting and selecting prospective members. Recruitment is carried out based on recommendations from other people or colleagues, the assumption used is that with these recommendations can save costs in conducting recruitment.

The inhibiting factors and the strategies all have implications on members' economic resilience. The amount of the Minimum Wage for the Special Region of Yogyakarta based on the coverage of Wicaksono (2019) is USD 118 (IDR 1,704,608.25), while the minimum wage for the City of Yogyakarta is USD 138 (IDR 2,000,4,000), Sleman Regency is USD 129 (IDR 1,846,000), Bantul Regency is USD 124 (IDR 1,790,500), Kulon Progo Regency is USD 121 (IDR 1,750,500), and Gunungkidul Regency is USD 118 (IDR 1,705,000).

Table 1. Monthly Member Income

No	Name	Earnings before joining (IDR)	Earnings after joining (IDR)
1	Gianjar W.A	2.500.000-3.000.000	4.000.000-5.000.000
2	Erik H	1.000.000-2.000.000	3.000.000-4.000.000
3	Ilham M. K	1.500.000-3.000.000	3.500.000-4.500.000
4	M. Syamsul Arifin	1.500.000-3.000.000	3.000.000-3.500.000
5	LL Muhammad S. W	1.500.000-3.000.000	3.000.000-3.500.000
6	Arlizza M	1.500.000-3.000.000	3.000.000-4.000.000
7	Yenny W	1.000.000-3.000.000	2.700.000-3.000.000

(Source: Informant Interview, 2020)

Economic prosperity according to Bappenas (2000) is measured by the proportion of individual expenditures. The proportion of individual expenditures for basic needs is equal to or lower than the proportion of non-basic expenditures. On the other hand, individuals whose proportion of non-primary expenditures are greater than those of basic needs are considered to be still below the welfare line.

Table 2. Member Expenses:

No	Name	Total expenses/month (IDR)
1	GWA	2.000.000-2.500.000
2	EH	1.500.000-2.000.000
3	IMK	1.600.000-2.200.000
4	MSA	1.700.000-2.000.000
5	LLM	1.500.000-2.000.000
6	AM	2.000.000-2.500.000
7	YW	1.800.000-2.300.000

(Source: Informant Interview, 2020)

Income per month with an average of 2-3 million rupiah, indicates the fulfillment of a decent standard of living. Based on the results of interviews that have been conducted with all informants, the majority of informants said that expenditure needs were dominated by daily needs.

5. Conclusions and Recommendations

Based on the formulation of the problem and the research results that have been described by the researcher in the previous chapter, conclusions can be drawn to answer the three questions in the study as follows. First, the factors that affect the difficulty in finding members are determined from the standards used by Gilak Brush, the standards used are standards for having skills and the ability to draw realistically. In addition, there are factors from the side of prospective members that can influence the perception factor.

Second, Gilak Brush start-up plays a role in dealing with human resource problems. The role of Gilak Brush is seen in recruiting and selecting, developing and educating members who have a good work ethic but still have abilities that are considered lacking. The overall results of the start-up role can be seen from the achievements of members, the quality of the work produced, and also the market that has penetrated internationally.

Third, Gilak Brush members experience an increase in income every month when compared to their income before joining Gilak Brush. The increase in the income of Gilak Brush members is above the GK and above the Yogyakarta UMP in 2020. The income above the Yogyakarta UMP in 2020 can be used as an indicator for economic resilience. The economic resilience of Gilak Brush members can be said to be good because the needs of Gilak Brush members are met.

Based on the results of the formulation of the conclusions above, the researchers have several recommendations related to the topic of this research. Gilak Brush startups need to collaborate with bureaus that have the competence to conduct recruitment and selection. The advantage gained by cooperating is the low cost used in conducting recruitment and selection. Moreover, Gilak Brush should join the start up community, by joining the start up community you will get updated information.

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