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ANALYSIS OF THE CONTRIBUTION OF THE CREATIVE INDUSTRY IN THE FINE ARTS SECTOR OF CENTRAL JAVA TO THE GROSS REGIONAL DOMESTIC PRODUCT AND EMPLOYMENT (2018–2023)

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Abstract

The creative industry is a strategic sector in the regional economy because it is based on added value, innovation, and culture. One important subsector is the fine arts creative industry, which relies on cultural authenticity and artistic value as its main resources. In Central Java, the fine arts sector, such as batik and crafts, serves as a cultural identity and a driver of the regional economy. This study aims to analyze the contribution of the fine arts sector to the Gross Regional Domestic Product (GDRP) and employment, as well as to formulate development strategies through SWOT analysis. The study uses a descriptive quantitative approach with secondary data from the Central Statistics Agency, analyzed using contribution analysis, growth analysis, and SWOT analysis. The results show that the contribution of the fine arts sector to GDRP tends to be stable despite being affected by economic shocks, while employment tends to decline and fluctuate. SWOT analysis confirms the sector's strengths in cultural heritage and artistic value, but it still faces weaknesses in digital marketing, innovation, and access to financing. Development strategies are directed at expanding the digital market, strengthening the capacity of actors, protecting products, diversifying markets, and strengthening community-based resilience to make the fine arts sector more sustainable.

Keywords: *creative industry, fine arts, gdrp, labor, central java*

1. Introduction

The creative industry is a strategic sector in the regional economy because it is based on added value, innovation, and culture. One of the sub-sectors that plays an important role is the creative industry in the fine arts sector, which relies on cultural authenticity and artistic value as its main resources. In Central Java Province, the fine arts sector, especially batik and crafts, has become a cultural identity as well as a contributor to the Regional Gross Domestic Product (RGDP), although its performance is influenced by economic dynamics, including the impact of the COVID-19 pandemic.

However, the sustainability of the fine arts sector is not only determined by its contribution to the RGDP, but also by its ability to absorb labor. In recent years, there have been indications of a decline in employment despite relatively stable contributions to GDRP, suggesting structural challenges. Therefore, this study aims to analyze the contribution of the creative arts industry to GDRP and employment in Central Java Province for the period 2018–2023, as well as to formulate development strategies through SWOT analysis.

2. Literature Review

Todaro and Smith explain that economic development in developing countries cannot be measured solely by output growth or GDRP, but also by the economy's ability to create jobs, improve welfare, and reduce poverty and inequality. They emphasize the role of labor-intensive sectors as major employers, especially for rural communities, even though these sectors are vulnerable to economic shocks and global policy changes. Growth that is not accompanied by an increase in labor absorption reflects structural problems, requiring government intervention through training, access to financing, and strengthening MSMEs to make development more inclusive and sustainable.

The creative industry is understood as an economic sector based on creativity, skills, and the utilization of intellectual property that has the potential to create added value and prosperity (Kemenparekraf, 2022). In the context of Central Java, fine arts have developed from local cultural values that are rich in philosophy and aesthetics, and serve as a medium for cultural expression for the community (BPS Central Java, 2021).

Furthermore, the Triple Helix model emphasizes the importance of synergy between the government, business actors, and academics in promoting innovation and sustainability in the creative industry (Anggri Puspita Sari, 2020). Adaptation to changing market tastes is also an

important factor, as demonstrated by the shift in batik trends towards more contemporary designs and colors to meet the needs of the modern market (Kusumowardhani, 2016).from practical experiences, technical training, and social learning (Sudono et al., 2022; Suryono et al., 2022). This supports the idea that entrepreneurial competence acts as both a direct outcome of vocational training and a determinant of entrepreneurial intention.

3. Method

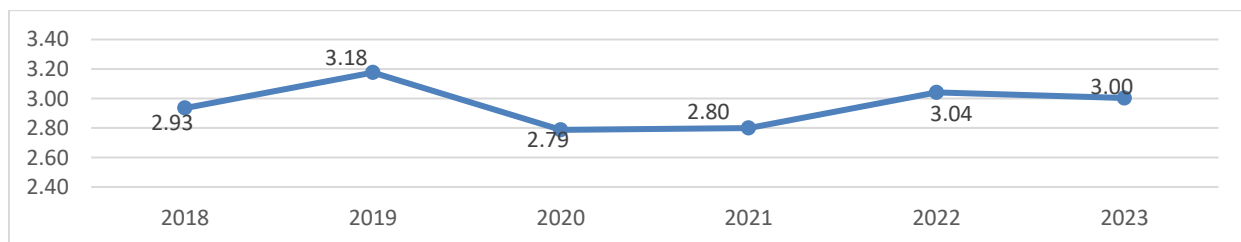
This study uses a descriptive quantitative approach with secondary data from the Central Java Statistics Agency (BPS) for the period 2018-2023. The scope of the study covers four sub-sectors of fine arts: batik, wood carving, wayang painting, and ceramics. The analytical tools applied include:

1. Vertical Analysis (Contribution): Calculating the percentage contribution of the fine arts sector to the total GDRP of Central Java
2. Horizontal Analysis (Growth): Measuring the annual growth rate
3. SWOT Analysis: Systematically identifying strengths, weaknesses, opportunities, and threats based on quantitative data and policy context. The SWOT analysis is compiled based on a synthesis of quantitative analysis results, literature review, and empirical conditions of the creative arts industry in Central Java.

4. Results

A. Contribution of the Creative Arts Industry to Central Java's GDRP

Vertical analysis shows that the contribution of the creative arts industry to Central Java's GDRP during the 2018–2023 period was relatively stable, ranging from 2.79% to 3.18%. The contribution increased from 2.93% in 2018 to 3.18% in 2019, then decreased to 2.79% in 2020. In the following period, the contribution increased again to 3.04% in 2022, before decreasing slightly to 3.00% in 2023. The development of the contribution of the creative industry in the fine arts sector to the GDRP of Central Java during the research period is shown in Figure 1.

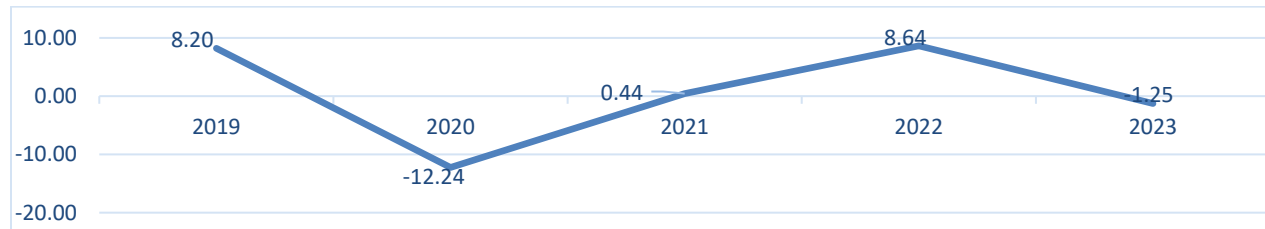


Source: BPS (Central Statistics Agency) publication

Figure 1. Contribution of Fine Arts to Central Java's GDRP (2018-2023)

B. Development of the Creative Industry GDRP in the Fine Arts Sector in Central Java

The results of horizontal analysis show that the growth of the fine arts sector's contribution to Central Java's GDRP fluctuated during the research period. The highest growth occurred in 2019 at 8.20%, while the deepest contraction occurred in 2020 at -12.24%. In 2021 and 2022, growth increased again, before slowing down in 2023 by -1.25%. The growth pattern of the contribution of the fine arts sector is shown in Figure 2.

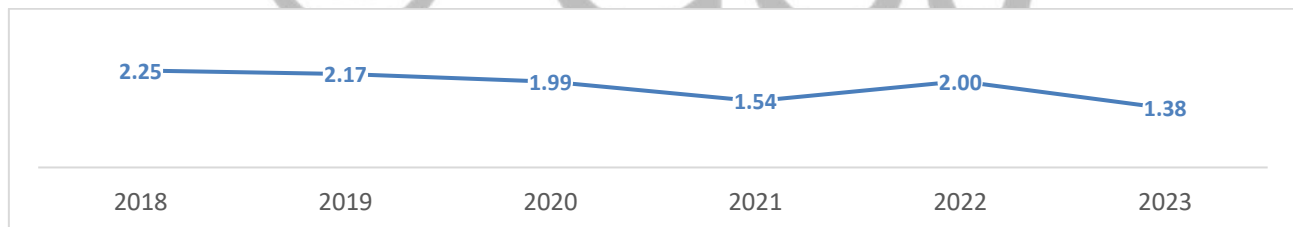


Source: BPS (Central Statistics Agency) publication

Figure 2. Growth Rate of Fine Arts Contribution to GDRP (%)

C. Contribution of the Creative Arts Industry Workforce to the Total Workforce

The contribution of the fine arts sector to labor absorption in Central Java shows a downward trend with fluctuations throughout 2018–2023. In 2018, this sector absorbed 2.25% of the workforce (98,366 people), then declined in 2020 to 1.99% due to the impact of the pandemic. The contribution recovered in 2022 to 2.00% (87,483 people), but fell sharply again in 2023 to 1.38% (60,174 people). This pattern indicates the need for strategies to strengthen and stabilize the workforce so that the fine arts sector remains sustainable amid economic uncertainty.

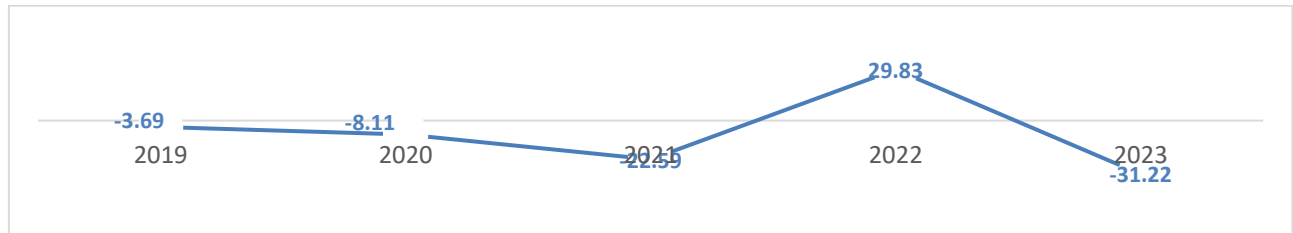


Source: BPS (Central Statistics Agency) publication

Figure 3. Number of Fine Arts Workers in Central Java (2018-2023)

D. Development of the Creative Arts Industry Workforce

A horizontal analysis (growth rate) of the visual arts workforce in Central Java shows sharp fluctuations throughout the observation period. The deepest decline occurred in 2021 at -22.59%, indicating a weakening of labor absorption. This condition then reversed in 2022 with positive growth of 29.83% as a sign of recovery. However, in 2023, there was another significant contraction of -31.21%, posing a major challenge to the sector's sustainability. These findings underscore the need for policy intervention, strengthening of the business ecosystem, and utilization of technology and marketing innovations to maintain labor stability, particularly in attracting young workers.



Source: BPS (Central Statistics Agency) publication

Figure 4. Contribution of Creative Industry Workforce in Fine Arts

5. Discussion

The fine arts sector in Central Java contributed quite steadily to the GDRP in 2018–2023, despite a decline in 2020 and recovery in 2022. However, employment tends to decline and fluctuate, with a sharp decline in 2023. This shows that the sector is still economically strong, but not yet stable in terms of maintaining employment.

SWOT analysis shows that the fine arts sector has strengths in the authenticity of cultural heritage and artistic value, but still faces limitations in digital marketing, innovation, and access to financing. Development opportunities arise through digitalization, policy support, and sustainable ethnic product trends, while threats come from mass product competition, trade barriers, and global economic uncertainty. Development strategies are directed at expanding the digital market and strengthening branding (SO), increasing the capacity and financing of actors (WO), protecting products and diversifying markets (ST), and strengthening community-based resilience to enhance the sector's resilience (WT).

6. Conclusion

The fine arts sector in Central Java contributed quite steadily to the GDRP in 2018–2023, declining in 2020 and recovering in 2022. However, employment absorption tended to decline and was unstable, with a sharp decline in 2023. The SWOT analysis shows that this sector is strong in terms of cultural heritage and artistic value, but still weak in digital marketing, innovation, and access to financing. Opportunities arise from digitalization, policy support, and trends in ethnic-sustainable products, while threats come from competition from mass-produced products, trade barriers, and global economic uncertainty. The recommended strategies are to expand the digital market and strengthen branding, increase the capacity and financing of actors, protect products and expand markets, and strengthen community-based resilience.

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