

 **ICOEN** THE 2<sup>nd</sup>  
INTERNATIONAL CONFERENCE  
ON ENTREPRENEURSHIP 2015

# Proceeding

The 2<sup>nd</sup>  
International Conference  
on Entrepreneurship 2015

Scale Up Entrepreneurial Organization

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*Universitas Ciputra, Surabaya, East Java, Indonesia*





## FOREWORD

### Welcome to the 2<sup>nd</sup> International Conference on Entrepreneurship (2015 ICOEN, INDONESIA)



On behalf of The Distinguished Managing Director of Ciputra Group, The Excellence, Rector of Ciputra University, Keynote Speakers, Conference Co Host, Organizational Committee, Steering Committee, and The Honorable Presenters and Participants.

It is my great pleasure to welcome you to this International Conference on Entrepreneurship (ICOEN) 2015 in Indonesia.

The conference is held on August 27<sup>th</sup> and 28<sup>th</sup>, 2015 moreover. It attracts educators, researchers, and entrepreneurs which related with scientific disciplines of practitioners.

On this occasion, let me give special thanks to the Keynote Speakers (1) Prof. Annie Koh, Ph.D, VP for

Office of Business Development Singapore Management (2) Edward Rubesch, Ph.D, Director of International MBA Program Thammasat University Bangkok, Thailand (3) Mohd. Shawahid Haji Othman, Ph.D, Professor of Faculty of Economics and Management, Universiti Putra Malaysia (4) Harun Hajadi, M.B.A, Managing Director of Ciputra Group, Indonesia (5) Prof. Michael Frese, Ph.D, Institute for Strategic HR Management, Research & Development Institute of Corporate Development LEUPHANA, University of Lueneburg, West Germany (6) Kim Sung Sup, Ph.D, Director of Small and Medium Business Administration, Republic of Korea (7) Yunita Resmi Sari, M.B.A Director of Small and Medium Enterprises Development Central Bank of Indonesia, and (8) Ir. Antonius Tanan, M.B.A., M.Sc., M.A President of Universitas Ciputra Education Center, Indonesia.

Your contribution to this seminar as reviewers and keynote speakers make this event more meaningful and evaluable. We are also thankful to all reviewers, for their commitment, effort and dedication in understanding the task of reviewing all of the full paper.

We would like to thank to all authors who have submitted their papers to be reviewed, those whose paper were chosen to be presented in the seminar, and those who have submitted manuscripts to be publishes in proceeding

Last but not least, we would like to express our sincere gratitude to everyone who has contributed and made the joint conference a success.

Best wishes,

2015 ICOEN Organizing Committee Chair

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(Gajayana University Malang)



## KEYNOTE SPEAKERS

1. **Prof. Annie Koh, Ph.D.**  
VP For Office of Business Development Singapore Management University,  
**SINGAPORE**
2. **Edward Rubesch, Ph.D.**  
Director of International MBA Program Thammasat University Bangkok,  
**THAILAND**
3. **Mohd.Shahwahid Haji Othman, Ph.D.**  
Professor of Faculty of Economics and Management, Universiti Putra  
**MALAYSIA**
4. **Harun Hajadi, M.B.A.**  
Managing Director of Ciputra Group, **INDONESIA**
5. **Prof. Michael Frese, Ph.D.**  
(Psychology, Innovation & Entrepreneurship)  
Institute for Strategic HR Management, Research & Development  
Institute of Corporate Development LEUPHANA, University of Lueneburg,  
West Germany, **GERMAN**
6. **Kim Sung Sup, Ph.D.**  
Director of Small and Medium Business Administration, Republic of **KOREA**
7. **Yunita Resmi Sari, M.B.A. (Economics & Finance)**  
Director of Small and Medium Enterprises Development Central Bank of  
Indonesia (Bank Indonesia), **INDONESIA**
8. **Ir. Antonius Tanan, M.B.A., M.Sc., M.A.**  
President of Universitas Ciputra Education Center, **INDONESIA**



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## OPPORTUNITIES CREATIVELY INDUSTRY OF INDONESIA TO DEAL WITH IN AEC 2015

JF. X Soesanto<sup>1</sup>

Faculty of Economic, University of Dr. Soetomo (Unitomo)

Jl. Semolowaru 84 – Surabaya, Jawa Timur

INDONESIA

Email: <sup>1</sup>susanto\_ega@yahoo.com

### ABSTRACT

*This paper discusses regarding the 2015 ASEAN economic community covering major challenges to be faced by ASEAN in the future and creatively industry. Anticipation ASEAN services liberalization; Direction economic screen; agricultural sector stalled. The second discussion: Indonesia faces the Asean Economic Community in 2015 which covers the challenges and opportunities facing Indonesia Asean Economic Community; 2015 Asean Economic Community opportunities or threats ?; Readiness Indonesian society towards Asean Economic Community by 2015. The third discussion: opportunities and challenges Indonesian SMEs which includes asean community so the chances of young entrepreneurs; VP tells businesses reach out to young entrepreneurs; towards 2015 Asean Economic Community opportunities and challenges for businesses of Indonesia and change excellence and the strategic role of SMEs*

**Keyword:** asean economic community, creatively industry, entrepreneurial

### INTRODUCTION

Member countries of ASEAN ( Association of Southeast Asian Nations ) commit sufficient to realize the so-called Asean Economic Community (AEC) in 2015 with the potential of each to grow and its readiness to face the challenges surrounding the process of formation of the AEC: Government and tourism need to anticipate the implementation of liberalization in services in the ASEAN region in 2015. Without anticipation, Indonesia will not be able to compete so that the business services market in the country is dominated by foreign. In fact, the contribution of the services sector to the national economy reached 53 percent.

On the international level, important position Indonesia looks with incorpora- Indonesia and became the only state member of the Association of Southeast Asian Nations (ASEAN) in a group of 20 countries (G20, G8 substitute forum) with emerging economic status. In addition , international institutions such as Goldman Sachs suggested Indonesia could join the BRIC



(forum 's four major state powers, namely Brazil, Russia, India, and China), as proved strong and able to face the crisis, as the four countries. Indonesia is also seen as a country with a stable macro-economic, political level are mature, have openness in trade and investment policies, as well as good quality education. The positive outlook International world and coupled with the existence of the Asean Economic Community in 2015, Indonesia was preparing to be able to play an active role and encourage economic growth in Indonesia and the ASEAN region to a better level. Community participation in order to be the businesses with entrepreneurship that contribute to an increase in the nation's economy

Therefore, businesses need to make efforts to improve its competitiveness is through innovation, it is expected that the business is able to produce a work that not only has a unique cultural heritage of Indonesia, but also increase the added value and competitiveness while creating jobs are the widest.

Handicraft industry is one of the creative industries that contribute greatly to the national economic growth rate. It is evident from the development of the craft sector Indonesia, which over the last five years that is experiencing a positive growth of 2.8%. This is in line with the increase in the export of handicraft products during the last five years which grew of 4.6%. In 2013, total exports of handicraft products Indonesia reached USD 669.1 million, with the main export destination countries United States, Japan, Britain, Germany, and Hong Kong. Export of handicraft products in 2014 is targeted to increase by about 7% -8% to reach a value of approximately USD 720 million to USD 730 million (Pradnyawati, 2014).

Meanwhile, according to Pangestu (2008) as a concrete step and the government's commitment to develop Indonesia's creative economy in 2025, the government has conducted initial studies to map the economic contribution of the creative industries that are part of the creative economy. It is , then followed up with the creation of " Creative Economy Development Plan 2009-2015 " and " Development Plan 2009-2015 of 14 Subsector Creative Industry ", and eventually is expected of each relevant technical departments will make a work plan in the form of programs and concrete activities that will be made to develop the creative industries sector.

Plan of Creative Economy Development 2009-2015 will be explained introduction and direction of development of Indonesia's creative economy, creative economy development framework and strategic plan development of creative economy Indonesia 2009-2015

Than Plan of 14 Subsector Development Creative Industries 2009-2015 will present a general understanding, economic contribution, analysis and mapping of conditions, the strategic plan development, and success stories for each of the sub-sectors of creative industries. While the Work Plan 2009-2015 Indonesian Creative Economy Development each relevant technical departments are expected to contain an action plan that refers to the Plan of Creative Economy Development 2009-2015 and the Development Plan of 14 Creative Industries subsector.

Ministry of Trade of the Republic of Indonesia (2007) that Indonesia, the role of the creative industries in the economy of Indonesia is quite significant with a large contribution to the GDP average of the years 2002-2006 was 6.3%, equivalent to 104.6 trillion and 152, 5 trillion. This industry has been able to absorb the labor force on average in 2002-2006 amounted to 5.4 million with a participation rate of 5.8%.

## **LITERATURE REVIEW**

### **Role of Mindset Creatively**

According to Moelyono (2010), the concept of the creative economy was first introduced by Hawkins (2002) in his book "Creative Economy, How People Make Money from Ideas". Inspired by the work of Robert Lucas (Nobel laureate in economics), that the force that drives



economic growth and development can be seen from the level of productivity cluster of talented people and creative people or humans who rely on the ability of its science.

While, according to Pink (2005), revealed that in the era of creativity, if you want to go forward we have to complement the capabilities of high-tech with the desire to achieve the level of "high concept" and "high touch". High concept is the ability to create artistic and emotional beauty, recognize patterns and opportunities, creating a beautiful narrative and generate findings that have not been realized others. High touch is the ability to empathize, to understand the essence of human interaction, and find meaning.

Some of the principles that must be held in a creative mindset:

1. Not just function but also ... DESIGN
2. Not just argument, but also... STORY
3. Not just focus, but also...SYMPHONY
4. Not just logic, but also...EMPATHY
5. Not just seriousness, but also...PLAY
6. Not just accumulation, but also...MEANING

IDEI author of a book about the ability of cognition, which is popular with the theory of multiple intelligences issued anymore latest book Five Minds of the Future, which states that there are five main mindset needed in the future, namely:

1. The Disciplinary Mind, that mindset is learned at school. Formerly regarded as disciplines such as science, math, and history. Currently, schools must add at least one to teach the arts seriously as well as other disciplines.
2. The synthesizing Mind, namely the ability to combine ide-ide and various disciplines or incorporate them into a single entity and the ability to deliver the results of the integration of the people. Often we find that a solution that we are looking for turned out to actually be found in other discipline areas totally different and at first glance do not see any correlation. The mindset synthesis awareness training to think broadly and flexible, willing to accept the viewpoint of multi-disciplinary. In a broad context, with more and more people like this in a community, then the community will become more productive and more creative. In a business context, the ideas of the barn will be more easily accepted by consumers. In the case of bare introduce products or services, and imaging communication strategy (branding) reinforced with synthesis capability will increase success in the market.
3. The Creating Mind is the ability to express and find answers and a problem or phenomenon encountered. In the context of the design, creation process always begins with the collection of existing permasalahan-permasalahan which should be solved. At the end of the process, will be produced desain-desain bam which is nothing but the result of solving a problem. Of course, for maximum results, the process of creation should be equipped with talent (talent) is sufficient. In a business context, this ability can move companies to more pro-aktif, not just follow the trend, but rather create a trend.
4. The Respectful Mind, namely awareness to appreciate the differences diatara human groups. This mindset is needed in creating harmony in the environment. Florida (2001) said that an important factor that creativity can grow and develop is with the level of tolerance is high among members of the community is a community that respects differences. No less important is the attitude to appreciate the creative works of others.
5. The Ethical Mind. A good citizen would have a high moral responsibility both as a worker and as a citizen. In the context of ildim change the world, planting the ethical



values of the environment can encourage the creation of environmentally friendly products. In the context of the work, he will be a productive in generating breakthrough and he felt ashamed when he is imitating other products openly.

### **Creatively Industry in Indonesia**

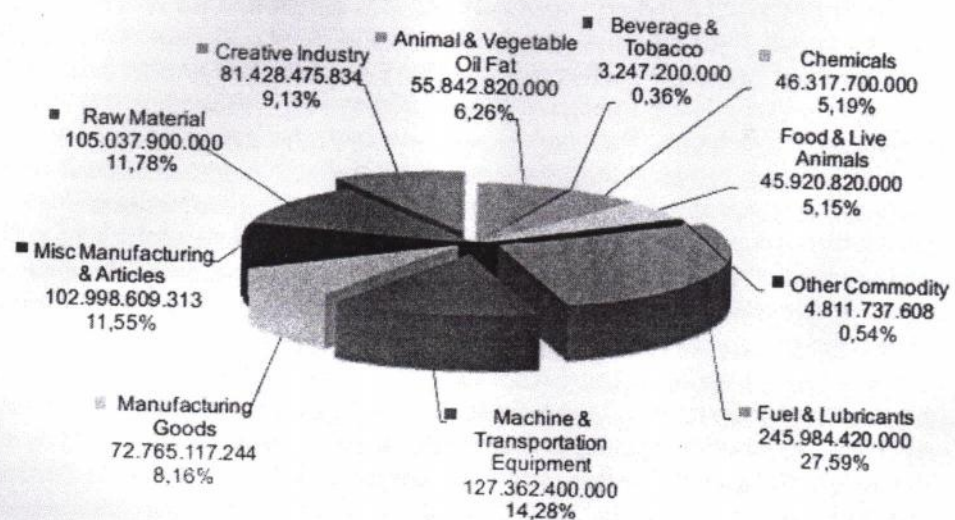
Creative Industry definition currently used by the party berkecimpurtg in the creative industries, is the definition based UK DCMS Task Force 1998:

"Creatives Industries as Reviews those industries have roomates Reviews their origin in individual creativity, skill and talent, and the which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content"

Creative industries mapping studies that have been conducted by the Ministry of Trade of the Republic of Indonesia (2007) that the definition of the creative industries are the same, so that the creative industry in Indonesia can be defined as follows: "The industry derived from the use of creativity, skills and talents of individuals to create prosperity and jobs through the creation and utilization of creativity and inventiveness of the individual "

Subsector which is a creativity-based industries are: (1) Advertising, (2) Architecture, (3) Art Goods Markets, (4) Craft, (5) Design, (6) Fashion, (7) Video, Film and Photography, (8) Interactive Games (9) Music (10) Performing Arts (11) Publishing and Printing, (12) Computer Services and Software, (13) Television and Radio, and (14) Research and Development

### **Profile Export Industry creatively**



**Figure 1. The Exports Contributions of 10 primaries Commodity of Indonesia (2006)**

### **Creative Industry Opportunities**

Opportunities creative industries both domestically and abroad is enormous. Market share promised to creative industries is still open very wide, and will have a tendency to increase.

### **Markets and Consumer Behavior Change**

Along with the advanced level of education and health in various countries in the world, the standard of living humans is increasing so that the human point of view to see life also changed.



There is now no longer relevant to discriminate between the developed world, second world country (second world countries) and the third world countries (third world countries). Interconnectedness and internationalization that is created has influenced the motivation of human life .

Maslow's (1943 ) states that when man has managed to surpass the level of basic needs such as physical needs (physical needs) as well as the need for security (security / safety needs), then people will try to find their needs at a level more using the means of distribution through the physical infrastructure that is closely related to fuel consumption .

### **Challenges Creative Industry in Indonesia**

In America, Florida (2001 ) classifies the creative human resources into strata barn called creative class. In the era of creative economy, where creativity into industrial, creative workers not only from the art world but also from the world of management, science and technology. According to Florida, creative human resources include people from the fields of science, engineers, architects, designers, educators, artists, musicians and entertainers. They are the ones who create ide barn, barn technologies and content barn. Also the management sector workers whose jobs rely on the power of thought in problem solving and decision making. There are 30 % of workers in the creative strata in America, with an income of about 2 trillion US dollars. This very large contribution to the benchmark that creative human resources to be reckoned with .

### **APPROACH TO CREATEVELY INDUSTRY**

#### **Education Institutions to Produce Creatively Personnel Indonesia**

According to Pangestu (2008) today, has increasingly realized that the curriculum is merely memorize, will have no impact on the fighting spirit of the students in real life. Though the actual fighting spirit is creativity, because the fighting spirit and human challenge to solve a problem, when it is not creative enough, the problem was not completed and is to be eliminated. Many encountered, higher education graduates with a high GPA did not excel in the world of work, even so unemployment. With this fact, the education sector, early must compensate memorize memorized based curriculum with the curriculum oriented to creativity and the formation of entrepreneurial spirit. Creativity in question is sharpen the sensitivity and readiness to be proactive in the face of changes encountered a real environment.

Educational institutions should lead to an education system that can be created:

1. **Competitive Competence:** As the name implies, competence requires practice, so that the education sector should expand the field orientation activities, experimentation, research and development and conduct multidisciplinary cooperation projects consisting of a variety of science, of science, technology and the arts.
2. **Multi Dimensional Intelligence:** Theories of intelligence has now confessed that not only rational intelligence (IQ) is the reference level of human achievement, but humans also have spiritual emotional (EQ) and spiritual intelligence (SQ). By placing a portion of the same in the third dimension of this intelligence in formal education, expected to be produced human resources with rational high intelligence and have high creativity as well.



## CONCLUSION

1. The Government and the liberalization of travel need to anticipate the implementation of the services sector in the ASEAN region in 2015. Without anticipation, Indonesia will not be able to compete so that the business services market in the country is dominated by foreign.
2. In the matter of job creation, the government's failure lies in the structure of economic growth dominated the non-tradeable sector
3. Some of the challenges AEC as like labor courts in Indonesia would raise the unemployment rate itself, because it does not have an impact on improving the living standards of the people of Indonesia, especially laborers who have no educational certification as workers brought in from China and also Vietnam not better level of welfare workers from Indonesia.
4. Creating culture-based markets of Indonesia, because Indonesia has become a target market from other regions or countries.
5. Growing inovasi spirit and creativity in the world of education that the younger generations were able to give birth to new ideas based on what has been owned since the beginning.
6. Transfer consistent technology in the creative industries, especially the cultural vision of large and medium industries to SMEs

## SUGGESTION

1. The impact is increased choice for consumers, increased productivity, as well as healthier competition in the push. Achievement of the AEC conducted through four strategic stages, include: achievement of a single market and a unified production base, a competitive economic region, equitable economic growth and integrated with the global economy.
2. Facing the challenge Hipmi started preparing a number of measures to face the economic competition in 2020. "Indonesia should be a player in the Asean economic community.
3. Strengthening the competitiveness of the policy program has gained special attention from the government, among others, the strengthening of national SMEs. It is important to facilitate national SMEs are highly competitive, innovative, creative, and able to expand the market of the Asean Economic Community .

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