



Destination Branding Management: The Role Of Ministry Of Tourism And Creative Economy Development A Creative City In Indonesia

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Abstract. A creative city is a city that has an ecosystem that supports the development of the creative economy. The development of creative cities in Indonesia is a complex process and requires pentahelix synergy from various stakeholders, especially the government. The purpose of this study is to analyse the role played by the Ministry of Tourism and Creative Economy Development in destination branding management in Indonesia, with an emphasis on creative city development. This research method uses qualitative research methodology and the method stage of the research procedure consists of in-depth interviews, focus group discussions, and literature study. In conclusion, the Ministry of Tourism and Creative Economy (Kemenparekraf) plays an important role in the development of creative cities in Indonesia as a regulator and facilitator. The destination branding management model for the development of creative cities in Indonesia includes policy formulation, destination brand positioning, brand communication, brand collaboration, and strategy development.

Keywords: creative city, creative economy, destination branding management.

1 Introduction

Creative cities are pivotal in driving economic development by attracting and retaining creative talent, which in turn fosters innovation and growth within the city. Landry defines a creative city as a place where culture and values form the foundation for the emergence and growth of creativity, providing impetus for development. The presence of cultural and creative industries in a particular area significantly influences competitiveness, image, and economic development. The creative economy, including cultural and creative industries, is one of the world's most rapidly growing sectors, contributing significantly to the global GDP. This economy encompasses products and services based on creativity with economic value, emphasizing its significance in driving economic development. The ability of creative cities to attract and retain creative talent is pivotal for driving economic growth and innovation. The concentration of creative industries in specific cities has historically driven economic growth, and the presence of cultural and creative industries is a crucial factor for competitiveness and economic development. The creative economy, including cultural and creative industries, is a rapidly growing sector contributing significantly to the global GDP.[1]

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Based on the data from UNESCO, Indonesia has made significant strides in developing creative cities that utilize the creative economy. The country's efforts in this regard have been recognized by the UNESCO Creative City Network (UCCN), with four of its cities being designated as creative cities. These cities and their respective creative fields are Pekalongan for [2] The development of creative cities in Indonesia is a multifaceted process that necessitates collaboration among various stakeholders, including the government, creative industry businesses, society, communities, and mass media. The development of creative cities in Indonesia is a multifaceted process that necessitates collaboration among various stakeholders, particularly the government. Governments play a pivotal role in shaping policies and creating an enabling environment for creative city development crucial. Furthermore, the development of the creative city branding itself is through the understanding that there should be the expansion of the Creative Economy, the preservation of the Creative Class, and the creation of an atmosphere that is receptive to the maturation of creative potential. The development of creative cities in Indonesia is a complex process that requires the involvement of various stakeholders, with the government playing a crucial role in shaping policies and creating an enabling environment for creative city development. The development of the creative city branding itself is through the understanding that there should be the expansion of the Creative Economy, the preservation of the Creative Class, and the creation of an atmosphere that is receptive to the maturation of creative potential.

The Ministry of Tourism and Creative Economy (Kemenparekraf) plays an important role in the management of destination branding that aims to encourage the development of creative cities in Indonesia. By overseeing and implementing policies and initiatives that encourage the fusion of tourism and creative industries, Kemenparekraf contributes significantly to the promotion of Indonesian cities as creative centres. Kemenparekraf supports and coordinates various creative city projects, encouraging local governments and communities to capitalise on their cultural and artistic heritage, foster innovation, and showcase their unique identities as part of tourism promotion strategies. This research describes the role of the Ministry of Tourism and Creative Economy (Kemenparekraf) in destination branding management to develop creative cities in Indonesia[3][4]

2 Literature Review

2.1 Destination Branding Management

Destination branding management involves the strategic arrangement of brand elements to create a distinct identity for tourism destinations, which includes brand personality, equity, and image. The success of destination branding management depends on factors such as brand equity, brand image, perceived quality, and brand loyalty The destination branding management model consists of six main components:[5] destination vision, destination brand identity, destination brand positioning, destination brand communication, destination brand experience, and destination brand relationships. Stakeholder engagement and coordination of the destination marketing organization play an important role in shaping the destination brand identity Moreover, the concept of destination brand licensing highlights the need for adaptive and innovative management strategies in the dynamic landscape of destination branding .The six main components of the destination branding management model, namely destination vision, destination brand identity, destination brand positioning, [6]destination brand communication,

destination brand experience, and destination brand relationships, are closely related to the concept of creative city branding. Destination brand identity and positioning are essential in communicating the city's unique selling points and highlighting its creative offerings, such as art, music, design, and culture. Brand communication and experience play a vital role in conveying the city's creative atmosphere and engaging both internal and external stakeholders in the brand-building process. Moreover, fostering destination brand relationships is crucial in managing the city's reputation and attracting visitors, which is fundamental in the context of creative city initiatives. Therefore, the components of the destination branding management model are integral to the development and success of creative city branding, as they contribute to creating a compelling and unique identity for a city or region, positioning it as a hub of creativity and cultural expression. Destination branding management is critical for creative cities as it plays a vital role in attracting visitors, driving economic growth, and enhancing the city's reputation.

2.2 Creative City

Creative cities, as conceptualized by Richard Florida, are urban areas that attract and retain a class of creative individuals, including artists, designers, entrepreneurs, and professionals in knowledge-intensive industries. The concept of creative cities emphasizes the significance of creativity and innovation in urban development and is closely associated with the rise of the creative class, which comprises individuals contributing to economic growth through creative and knowledge-based work. Florida's creative class theory has been widely adopted by municipal governments as a key urban economic development policy. [7] Charles Landry's book, "Creative Cities: A Toolkit for Urban Innovators," has been influential in shaping the discourse on creative cities and has provided practical tools and insights that have guided urban planners, policymakers, and innovators worldwide in creating and sustaining creative urban environments. Additionally, the impact of marketing a city or region's brand on internal stakeholders, including residents, has been examined, highlighting the significance of city branding and sustainable destination management. In conclusion, creative cities, as advocated by Richard Florida and supported by Charles Landry's work, are pivotal in attracting and retaining the creative class, fostering innovation, and driving economic development. The concept has far-reaching implications for urban planning, destination branding, and the interplay between creativity, innovation, and urbanization.[8]

2.3 Creative Economy

The concept of the creative economy has garnered significant attention due to its potential to blend cultural, economic, and technological elements, contributing to economic development and innovation. The creative economy is not solely about economic growth but also about fostering sustainable development and adaptive capacity in local economies. In conclusion, the creative economy, as conceptualized by John Howkins, encompasses a diverse range of economic activities centered around the generation and utilization of ideas. It has garnered significant attention from scholars, policymakers, and researchers due to its potential to drive economic growth, stimulate innovation, and contribute to urban regeneration and regional development. In the context of developing countries like Indonesia, the creative economy is recognized as a potential sector due to its cultural diversity and abundant human resources, highlighting its significance as a driver of economic growth and innovation. The concept of creative cities and the creative economy are closely correlated in the context of urban

development. Creative cities, which encourage creativity, are linked to the utilization of creativity and innovation to create economic value, as seen in the development of cultural and creative clusters that tend to drive better economic growth. Cities that attract and retain the creative class, consisting of individuals with creative and innovative skills, tend to have thriving creative economies. The presence of the creative class is emphasized as a key driver of economic growth and innovation in cities. In conclusion, the creative economy is a dynamic and multi-faceted sector that links creativity, culture, and commerce to drive economic growth, foster innovation, and facilitate sustainable development.

3 Method

This research study utilizes a qualitative research methodology and a case study approach to investigate the influence of government positioning on inventive and creative city development. The methods phase of the research procedure includes in-depth interviews, focus group discussions, and an analysis of extant literature to construct a theoretical framework. Additionally, the data is gathered through an in-depth analysis of policy documents and interviews with key stakeholders. This comprehensive approach allows for a thorough examination of the government's positioning and its impact on inventive and creative city development. In addition, [9] the data was gathered via an in-depth analysis of policy documents and interviews with key stakeholders, such as government officials of Indonesia's ministry of tourism and creative economy (Kemendikbud).

4 Result and Discussion

4.1 Regulation development of creative cities in Indonesia

Policy development is a fundamental component of destination branding management. The Ministry of Tourism and Creative Economy (Kemendikbud) is a key player in shaping the development of creative cities in Indonesia, assuming the role of a regulator in destination branding management. Through policy development, Kemendikbud formulates regulations to establish a favorable environment for the growth and success of creative cities, aiming to foster a conducive atmosphere for the creative economy.[6][10]

4.1.1. Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 11 Year 2022.

This regulation is a strategic plan for the Ministry of Tourism and Creative Economy and the Tourism and Creative Economy Agency in Indonesia for the period 2020-2024. The plan aims to achieve a prosperous, competitive, and sustainable tourism and creative economy in Indonesia by improving tourism facilities, enhancing post-disaster mitigation measures, strengthening coordination among stakeholders, developing human resources, and promoting sustainable practices and the protection of intellectual property rights. The plan recognizes the potential of Indonesia's natural and cultural resources for tourism development, as well as the challenges faced in terms of uneven distribution of facilities, lack of safety measures, and the impact of the COVID-19 pandemic. In the creative economy sector, the plan focuses on

leveraging Indonesia's cultural heritage for the development of creative industries and addresses challenges such as improving competencies, developing creative clusters, and protecting intellectual property rights. Overall, the strategic plan provides a comprehensive framework for the development of tourism and the creative economy in Indonesia.

4.2. Kemenparekraf Guide 2023 on the Development of Creative Districts/Cities.

The Kemenparekraf Guide 2023 is a comprehensive document issued by the Ministry of Tourism and Creative Economy in Indonesia. It provides principles and guidelines for the development of creative districts and cities, emphasizing the role of creativity in driving economic growth and cultural richness. The guide highlights the importance of collaboration between stakeholders and the integration of creativity and competitiveness. It recognizes the Ministry's role in formulating policies and regulations to foster the growth of creative cities. The document concludes by emphasizing the importance of these guidelines in achieving the desired goals and suggests the possibility of further evaluation and improvement. Overall, the guide serves as a roadmap for the development of creative districts and cities in Indonesia, positioning the country as a hub for creative endeavors[11].

The Ministry of Tourism and Creative Economy plays a pivotal regulatory role in shaping Indonesia's creative landscape. This comprehensive strategic plan and guidelines provide a structured framework for the development of tourism and the creative economy, addressing challenges and capitalising on Indonesia's rich cultural heritage for sustainable growth.[6]

4.3 Destination Branding Positioning Creative City in Indonesia

Kemenparekraf has introduced the "Penilaian Mandiri Kabupaten Kreatif Indonesia" (PMK3I) program, which is a self-assessment program for creative districts/cities in Indonesia. This program enables cities to evaluate their creative potential, identify areas for improvement, and develop strategies to enhance their creative economy. Kemenparekraf identifies and determines the brand positioning of Creative Cities in Indonesia based on 17 subsectors of Indonesia's creative economy. These sub-sectors are as follows: Game Development, Architecture, Interior Design, Music, Visual Arts, Product Design, Fashion, Culinary, Film, Animation, and Video, Photography, Visual Communication Design, Television and Radio, Crafts, Advertising, Performing Arts, Publishing, and Application. Kemenparekraf, which stands for the Ministry of Tourism and Creative Economy in Indonesia, has undertaken the initiative to identify and determine the brand positioning of Creative Cities in the country. This strategic effort involves a comprehensive evaluation of various subsectors within Indonesia's creative economy. The 17 specified subsectors play a crucial role in shaping the overall brand positioning of Creative Cities.

Based on data from the Ministry of Tourism and Creative Economy/Baparekraf (2023) to date, 76 regencies/cities have participated in the self-assessment of creative cities/districts (PMK3I) and have been designated as creative cities in Indonesia . This data shows that many districts / cities have been recognised as creative cities in accordance with the positioning of the distinctiveness of their respective regions in accordance with the 17 creative economy subsectors. The PMK3I program helps cities to identify their unique selling points, understand their competitive advantages, develop strategies to attract creative industries, businesses, and tourists. It also enables cities to benchmark their performance against other creative cities in their performance against other creative cities in Indonesia. Each of these subsectors represents a facet of the creative economy, and Kemenparekraf's identification and determination process involve

assessing the strengths, contributions, and uniqueness of Creative Cities within each of these domains. This comprehensive approach aims to create a nuanced and authentic brand positioning for each city, considering its diverse creative contributions. The goal is to foster economic growth, cultural richness, and a distinct identity for each Creative City in Indonesia

4.4 Strategy Branding Communication Creative City in Indonesia

After the creative city destination brand positioning was established based on one of the 17 creative economy sub-sectors through PMK31, Kemenparekraf focused on destination brand communication to promote creative cities in Indonesia through KaTa Kreatif Indonesia. One of the key initiatives in this area is the establishment of the "Creative City" branding. This branding aims to create a unified identity for creative cities in Indonesia and position them as vibrant and dynamic destinations for creative industries, businesses, and tourists. Kemenparekraf works closely with local governments, creative communities, and tourism stakeholders to develop marketing and communication strategies to promote Creative Cities. This includes the development of promotional materials, digital marketing campaigns, participation in trade fairs and exhibitions, and collaboration with media and influencers to raise awareness and draw attention to Indonesia's creative cities.

The data provided demonstrates a well-organised and strategic approach to branding communications for the "Indonesia Creative Districts (KaTa Kreatif) Development Programme," which aims to support the implementation of the Creative Cities brand in Indonesia. The programme spearheaded by Kemenparekraf not only serves as a national focal point for the Creative Cities initiative but also emphasises the importance of a conducive ecosystem for the development of Creative Cities. Recognition as an Indonesian Creative City is a significant national recognition given to districts and cities that demonstrate commitment and consistency in developing their creative economy. The formal declaration through the issuance of a Decree by the Minister of Tourism and Creative Economy adds a tangible and official dimension to this recognition. Most importantly, the designation as a Creative KaTa signifies that the districts and cities become models for the development of key subsectors within the creative economy. This strategic branding communications approach positions Creative Cities not only as economic contributors, but also as cultural and creative leaders in Indonesia, encouraging collaboration, economic growth and cultural vibrancy within the creative sector.

4.5 Brand Relationship Creative City in Indonesia

Collaboration and networking are essential for the development of creative cities in Indonesia. Kemenparekraf facilitates collaboration and networking among creative cities through the "Jejaring Kota (JejaKK) Kreatif Indonesia" programme. The programme aims to connect creative cities in Indonesia, promote knowledge exchange, and facilitate collaboration in various areas of the creative economy. The JejaKK Kreatif Indonesia programme provides a platform for creative cities to exchange ideas, best practices, and experiences. The programme also facilitates collaboration in areas such as cultural exchange, joint marketing initiatives, capacity building, and creative cluster and ecosystem development. Through this programme, Kemenparekraf encourages creative cities to work together, leverage on each other's strengths, and create synergies that can benefit the overall development of the creative economy in Indonesia.

Efforts led by Kemenparekraf, particularly through the "Jejaring KaTa Kreatif Indonesia" (JejaKK) programme, underscore a strategic approach to promoting and fostering

collaboration among districts and cities in Indonesia's creative ecosystem. The initiative aims to build a network where designated Creative Cities, particularly those under the KaTa Kreatif Indonesia programme, can serve as examples and catalysts, inspiring other regions to join the creative development ecosystem. The commitments outlined in this initiative include maintaining value chain continuity in crucial creative economy subsectors, introducing short and medium term programmes to support creative districts and cities, as well as formulating branding and marketing strategies for effective promotion.

Brand Relations strategy in Creative Cities in Indonesia, this initiative is well-aligned. The establishment of networks, such as Jejaring KaTa Kreatif Indonesia (JeJaKK), aligns with the brand relations strategy by promoting collaboration and knowledge exchange, strengthening the interconnectedness of Creative Cities within the wider creative ecosystem. Emphasising designated Creative Cities as role models and catalysts for others aligns with the strategy by showcasing successful models that inspire and attract other districts and cities to actively participate in the creative city movement.

4.6 Brand Strategy Development Creative City In Indonesia

To ensure the long-term sustainability and growth of creative cities in Indonesia, Kemenparekraf focuses on destination brand strategy development through the "Daerah Ekosistem Kabupaten/Kota Kreatif (DeKKat) Indonesia" (Creative District/City Ecosystem) program. This program aims to develop a comprehensive and integrated strategy to support the development of creative cities in Indonesia. The DeKKat Indonesia program involves the identification of key stakeholders, the development of collaboration frameworks, the establishment of funding mechanisms, and the implementation of capacity building initiatives. It also focuses on the development of creative clusters, the enhancement of infrastructure and facilities, and the promotion of creative tourism. By developing a holistic and strategic approach, Kemenparekraf aims to create a conducive environment for the growth of the creative economy in creative cities. This includes providing support for startups and small businesses, facilitating access to finance, promoting innovation and creativity, and fostering entrepreneurship and talent development.

The inception of "Daerah Ekosistem Kabupaten/Kota Kreatif (DeKKat) Indonesia" represents a strategic initiative geared towards the activation and enhancement of creative economy practitioners within specific regions. This program is designed to elevate the capabilities of those already engaged in the "Penilaian Mandiri Kabupaten Kreatif Indonesia" (PMK3I) and to unlock the untapped potential for creative economy subsector development in other regions. At its core, DeKKat aims to foster the growth of creative economy ecosystems in areas recognized for their creative potential. The objectives extend to enhancing the insight and creativity of practitioners, as well as creating collaborative spaces among stakeholders in the creative economy.

Furthermore, DeKKat's objective to encourage the development of creative economy ecosystems aligns with the broader strategy of ecosystem development within Creative Cities. The program acknowledges the interconnectedness of various creative elements and stakeholders within a region, contributing to the holistic growth of the creative economy. By creating collaborative spaces among stakeholders, DeKKat aligns with the brand strategy development approach, fostering a sense of community and shared identity. These collaborations contribute to a unified and impactful brand for each region, reinforcing the collective strength of Creative Cities in Indonesia. In conclusion, the establishment of Daerah Ekosistem Kabupaten/Kota Kreatif (DeKKat) Indonesia signifies a strategic endeavor that not only activates and empowers

creative practitioners but also aligns harmoniously with the key pillars of Brand Strategy Development for Creative Cities in Indonesia. Through its focus on regional brand development, capacity building, ecosystem development, and collaboration, DeKKat emerges as a valuable contributor to the success and authenticity of Creative Cities, leveraging the creative potential inherent in each region.

4.7 Branding Destination Management Kemenparekraf To Development Creative City in Indonesia

The data highlights the comprehensive approach adopted by Kemenparekraf/Baparekraf in shaping the Branding Destination Management model for the development of Creative Cities in Indonesia. The strategic initiatives encompass regulatory and facilitative roles, policy formulation, brand positioning, communication, collaboration, and strategy development. The key findings and analyses are as follows:

4.7.1 Regulation development of creative cities in Indonesia

The Ministry of Tourism and Creative Economy (Kemenparekraf) in Indonesia plays a crucial role in developing creative cities by formulating regulations. They are responsible for shaping the creative landscape through policy development and establishing a favorable environment for the growth of creative cities. First regulations is the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 11 Year 2022, which aims to achieve a prosperous and sustainable tourism and creative economy by improving facilities, enhancing post-disaster measures, and promoting sustainable practices. Second, the Kemenparekraf Guide 2023 provides principles and guidelines for the development of creative districts and cities, emphasizing collaboration, creativity, and competitiveness. These initiatives position Indonesia as a hub for creative endeavors and contribute to its sustainable growth.

4.7.2. Destination Brand Positioning

The Creative Districts of Indonesia (PMK3I) Self-Assessment Programme introduced by Kemenparekraf enables creative districts in Indonesia to assess their creative potential, identify areas for improvement, and develop strategies to boost their creative economy. Kemenparekraf evaluates the destination brand positioning of Creative Cities in Indonesia based on 17 creative economy subsectors, including game development, architecture, music, fashion, film, and others. The programme helps cities to identify their unique strengths, attract creative industries and tourists, and benchmark their performance against other creative cities. This comprehensive approach aims to drive economic growth and create a distinct identity for each Creative City in Indonesia.

4.7.3 Destination Brand Communication

Kemenparekraf engages in destination brand communication through the creation of "Kota Kreatif (KaTa Kreatif) branding. This initiative aims to present a unified identity for Creative Cities, positioning them as vibrant destinations for creative industries. This strategy focuses on promoting creative cities in Indonesia as vibrant and dynamic destinations for creative

industries, businesses, and tourists. Kemenparekraf collaborates with local governments, creative communities, and tourism stakeholders to develop marketing and communication strategies. These include creating promotional materials, digital marketing campaigns, participating in trade fairs and exhibitions, and collaborating with media and influencers. The goal is to raise awareness and draw attention to Indonesia's creative cities.

4.7.4 Brand Relationship

The Jejaring Kota Kreatif Indonesia (JejaKK) programme is an integral part of brand relationship strategies, emphasizing collaboration and networking among creative cities. It provides a platform for knowledge exchange and collaboration in various areas of the creative economy. Through this programme, creative cities can share ideas, best practices, and experiences, and collaborate on cultural exchange, marketing initiatives, capacity building, and ecosystem development. The initiative encourages cities to work together, leverage their strengths, and create synergies for the overall development of the creative economy. It also aligns with the brand relations strategy by promoting collaboration and showcasing successful models to inspire other cities to join the creative city movement.

4.7.5 Brand Strategy Development

Daerah Ekosistem Kabupaten/Kota Kreatif (DeKKat) Indonesia" initiative is a comprehensive program initiated by Kemenparekraf to develop a brand strategy for creative cities. The program focuses on enhancing the capacity of stakeholders in the creative economy and targets areas with potential for creative subsectors. The program involves key stakeholders, establishes collaboration frameworks, provides funding mechanisms, and implements capacity building initiatives. It aims to develop creative clusters, improve infrastructure, promote creative tourism, and support startups and small businesses. Collaboration and community-building are emphasized to create a strong and authentic brand for each region.

In conclusion, the data demonstrates a holistic approach by Kemenparekraf in aligning with the Branding Destination Management model for Creative Cities in Indonesia. The initiatives collectively contribute to the comprehensive development of the creative economy and Creative Cities, emphasizing the importance of collaboration, and strategic planning.

5 Conclusion

The Ministry of Tourism and Creative Economy (Kemenparekraf) in Indonesia has taken a comprehensive approach to develop Creative Cities through the Branding Destination Management model. The key findings and analyses reveal a multifaceted strategy that encompasses regulatory roles, brand positioning, brand communication, brand relationship, and brand strategy development. They have formulated regulations, such as the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 11 Year 2022, to create a favorable environment for the growth of creative cities. The Kemenparekraf Guide 2023 provides principles and guidelines for the development of creative districts and cities. The Creative Districts of Indonesia (PMK3I) Self-Assessment Programme helps cities identify their strengths and attract creative industries and tourists. Kemenparekraf engages in destination brand communication through the "Kota

Kreatif (KaTa Kreatif)" branding, collaborating with local governments, creative communities, and tourism stakeholders. The Jejaring Kota Kreatif Indonesia (JeJaKK) programme promotes relationship, collaboration and networking among creative cities. The Daerah Ekosistem Kabupaten/Kota Kreatif (DeKKat) Indonesia initiative focuses on developing a brand strategy for creative cities by enhancing stakeholder capacity, improving infrastructure, promoting creative tourism, and supporting startups and small businesses.

The Ministry of Tourism and Creative Economy (Kemenparekraf) plays a crucial role in developing creative cities in Indonesia as a regulator and facilitator. The Model of Destination Branding Management provides a comprehensive framework for effectively managing and promoting a destination brand. The components of the model, including policy, destination brand positioning, brand communication, brand relationship, and brand strategy development, The Branding Destination Management model employed by Kemenparekraf reflects a forward-looking and inclusive strategy, emphasizing the importance of self-assessment, clear brand communication, and collaborative networks. The research result showcases a dynamic and interconnected approach that not only nurtures the growth of Creative Cities but also positions Indonesia as a hub for the creative economy. The initiatives outlined align with global best practices, emphasizing the significance of strategic planning, effective communication, and collaborative partnerships in the sustainable development of Creative Cities.

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