

Creative Industry and Local Economy Development: A Strategy in Export Market

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Abstract. This research aims at describing the design of strategy for developing small and medium enterprises. The strategy was intended to provide a valuable insight for export-oriented creative industry. It is a descriptive qualitative research. To determine the subject of this research, purposive sampling technique was employed. In this research, the analysis of SWOT alternative strategy is used to construct an appropriate development strategy. The analysis showed that internal strength score was 3.05 and internal weakness score was 1.42 (derived from average score of internal factor, which was 2.24). Moreover, the score of external opportunity was 3.24 and the score of external threat was 1.32. The total score of two external factors was 4.56. Therefore, the average score for external factors was 2.28. This research proposed 10 strategies by considering strength, weakness, opportunity, and threat of this sector. Furthermore, there were technical plans on development action for creative industry practitioners in all sectors.