

ABSTRACT

DESIGN STRATEGY FOR CREATIVE ECONOMY DEVELOPMENT IN SUKABUMI REGENCY, WEST JAVA (CASE STUDY: BEDOG CRAFT IN CIBATU, HORN CRAFT IN SUKARAJA, AND PANDAN FIBER CRAFT IN CISAAT)

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The Creative Economy is one of the main sectors in development for a region, its presence has made a great contribution to the State of Indonesia. But unfortunately, the development has not been evenly distributed in every region. In this case, Sukabumi Regency is still very lagging behind in the creative economy sector, even though the potential for economic resources owned by Sukabumi Regency is very abundant, such as the many handicraft products in this area, including Cibatu Bedog Crafts, Sukaraja Horn Crafts and Pandan Cisaat Fiber Crafts. The three crafts have superior products but do not develop as a sub-sector of the creative economy, from the lack of product innovation, stagnation of promotion and marketing, and other problems to the most worrying thing is the erosion of regeneration that continues these craft products. Therefore, this research is here to design a design strategy in developing the creative economy in the three crafts above. This research uses a qualitative method with a design strategy approach that contains strategy formulation, strategy selection and strategy implementation. At the strategy formulation stage, internal analysis is carried out using Design Audit and Value Chain Analysis, then external analysis is carried out with PESTEL Analysis and Benchmarking, which in turn the results of internal and external analysis are culminated into a strategy offer with SWOT Analysis. The strategy selection uses intensive strategies tools and Porter's Generic Strategies. The strategy implementation shows that the results of the research are designed in a design strategy to develop the creative economy in Sukabumi Regency, which is constructed through design education, brand management, and product development.

Keywords: Cibatu Bedog, Cisaat Pandan, Creative Economy, Design Strategy, Sukaraja Horn