

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui perkembangan ekspor ekonomi kreatif dan pertumbuhan ekonomi Indonesia, serta mengetahui pengaruh ekspor ekonomi kreatif dari tiga subsektor unggulannya yaitu fesyen, kriya, dan kuliner terhadap pertumbuhan ekonomi di Indonesia.

Metode yang digunakan adalah mixed methods, dengan pendekatan kualitatif dan kuantitatif. Pendekatan kualitatif digunakan analisis deskriptif untuk melihat perkembangan ekspor ekonomi kreatif. Pendekatan kuantitatif digunakan analisis regresi linear berganda metode *Ordinary Least Square (OLS)*, untuk melihat pengaruh ekspor ekonomi kreatif terhadap pertumbuhan ekonomi.

Dari hasil penelitian ditemukan bahwa perkembangan ekspor ekonomi kreatif dari ketiga subsektor unggulannya yaitu fesyen, kriya, dan kuliner masih mengalami fluktuasi hampir disetiap tahunnya selama periode 2005-2023. Dari hasil analisis regresi linear berganda ditemukan bahwa terdapat dua variabel yang signifikan yaitu fesyen dan kriya berpengaruh signifikan sementara variabel kuliner tidak berpengaruh signifikan terhadap pertumbuhan ekonomi melalui nilai Produk Domestik Bruto (PDB) harga konstan.

Kata Kunci : Ekspor Ekonomi Kreatif Fesyen, Kriya, Kuliner, dan PDB

ABSTRACT

The purpose of this study is to determine the development of creative economic exports and Indonesia's economic growth, as well as to determine the effect of creative economic exports from its three leading sub-sectors, namely fashion, crafts, and culinary on economic growth in Indonesia.

The method used is mixed methods, with qualitative and quantitative approaches. The qualitative approach uses descriptive analysis to see the development of creative economic exports. The quantitative approach uses multiple linear regression analysis using the Ordinary Least Square (OLS) method, to see the effect of creative economic exports on economic growth.

From the results of the study, it was found that the development of creative economic exports from its three leading sub-sectors, namely fashion, crafts, and culinary, still fluctuates almost every year during the 2005-2023 period. From the results of the multiple linear regression analysis, it was found that there were two significant variables, namely fashion and crafts, which had a significant effect while the culinary variable did not have a significant effect on economic growth through the constant price Gross Domestic Product (GDP) value.

Keywords: Creative Economy Exports, Fashion, Crafts, Culinary, and GDP