

# POTENSI SEKTOR EKONOMI KREATIF DI PROVINSI DKI JAKARTA

## INTISARI

Penelitian ini bertujuan untuk menganalisis sektor ekonomi kreatif unggulan di Provinsi DKI Jakarta, potensi ekonomi kreatif di Provinsi DKI Jakarta, dan keterkaitan ke depan dan ke belakang sektor ekonomi kreatif di Provinsi DKI Jakarta. Penelitian ini menggunakan alat analisis *Location Quotient* (LQ), *Dynamic Location Quotient* (DLQ), Model Rasio Pertumbuhan (MRP), Analisis *Shift Share*, Analisis Overlay, Analisis Keterkaitan dan Analisis Dampak Permintaan Akhir berdasarkan tabel input-output. Penelitian ini menggunakan data kuantitatif yang diambil dari data sekunder berupa data statistik tahun 2017-2022. Hasil penelitian menunjukkan bahwa terdapat 1 subsektor ekonomi kreatif unggulan di DKI Jakarta, 9 sektor ekonomi kreatif yang sangat potensial, analisis keterkaitan ke belakang (*backward linkage analysis*) dan ke depan (*forward linkage analysis*) menunjukkan potensi signifikan untuk sektor ekonomi kreatif di DKI Jakarta. Hasil penambahan permintaan akhir (*final demand*) juga menghasilkan efek terciptanya output terhadap sektor-sektor lain.

**Kata kunci :** ekonomi kreatif, potensi sektor, tabel input output, analisis keterkaitan, shift share, location quotient

# ***POTENTIAL OF THE CREATIVE ECONOMY SECTOR IN DKI JAKARTA PROVINCE***

## ***ABSTRACT***

*This study aims to analyze the leading creative economy sector in DKI Jakarta Province, the potential of the creative economy in DKI Jakarta Province, and the forward and backward linkages of the creative economy sector in DKI Jakarta Province. This research uses Location Quotient (LQ), Dynamic Location Quotient (DLQ), Growth Ratio Model (MRP), Shift Share Analysis, Overlay Analysis, Linkage Analysis and Final Demand Impact Analysis based on input-output tables. This research uses quantitative data taken from secondary data in the form of statistical data for 2017-2022. The results showed that there are 1 leading creative economy subsector in DKI Jakarta, 9 very potential creative economy sectors, backward linkage analysis and forward linkage analysis show significant potential for the creative economy sector in DKI Jakarta. The results of the addition of final demand also resulted in the effect of creating output on other sectors.*

**Keywords :** *creative economy, potential sector, linkage analysis, input-output tables, shift share, location quotient*