

Potency of Creative Industry Embroidery and Weaving in West Sumatera in Developing the Common Economy

Rose Rahmidani

Universitas Negeri Padang

*Corresponding author, e-mail: rose_rahmidani@fe.unp.ac.id

DOI:<https://doi.org/10.24036/011083620>

Diterima: 12-03-2020

Revisi : 28-04-2020

Available Online: 30-04-2020

KEYWORD

Creative Industries, Embroidery and Weaving, Economic Development Democracy

A B S T R A C T

The aims of this research are: 1) to describe the portrait of embroidery and weaving business in absorbing workforce in West Sumatera, 2) Exploring and formulating problems as well as mapping the needs assessment of embroidery/embroidery creative industry and Minangkabau weave. Population in this research is the entire business unit of embroidery and weaving industry in West Sumatera spread in Padang Pariaman, Agam, Tanah Datar, Sawahlunto, Padang, Payakumbuh, Bukittinggi and Pariaman, the sample is 93 business units spread in 8 regencies and cities above. This study uses a qualitative method. Data collection using survey methods, with qualitative descriptive analysis techniques. The results of this research are; 1) Embroidery and weaving business in West Sumatera are able to absorb 2.297 workforce, 2) Problems faced by embroidery and weaving business in West Sumatra can be formulated as follows: 1) Bookkeeping/finance aspect and management, 2) Production aspect, and 3) Marketing aspect.



This is an open access article distributed under the [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/). Some rights reserved

INTRODUCTION

Over the past two years the creative economy has contributed approximately 7 percent of Indonesia's gross domestic product (GDP). Creative Economy GDP grew by 4.38 percent (784.82 trillion) and in 2015 the Creative Economy contributed 7.38 percent (852.24 trillion) to the total national economy. This figure seems to be a sign that the creative economy is ready to become a power of new development in the national economy, considered the growth of creativity-based and innovation with the base of knowledge and technology is now increasing. Not only that, with unique business specifications and much needed, the creative industry can provide its own advantages. (Badan Ekonomi Kreatif, 2017). Industry is considered increasingly important in supporting prosperity in the economy, the parties argue that human creative is the main economic resource and that the twenty-first century industry will depend on production, knowledge, creativity and innovation (Suyaman 2015: 43). Howkins, (2005) states that "the creative economy is an economy where a person's ideas, not land or capital, are the most important inputs and outputs." This means that economic activity in which inputs and outputs are only the capital idea but people can creatively earn a very decent income. Finally Howkins defines

the creative industry as an industry that has the characteristics of excellence on the side of creativity in producing various creative designs attached to products or services produced.

The Creative Economy (CreaEco) is one of the sectors that is expected to become a new power of the national economy in the future, along with the increasingly degraded natural resources condition annually (S. Cunningham, 2002, L. Lazzeretti, R. Boix, and F. Capone, 2008). Some research related to the topic of creative industry has been done by many other researchers. Research conducted by Oakley (2004) explains how important the role of creative industry in economic development in the UK. In addition, Oakley also explained about the common problems faced by various sectors of the creative industries that exist in the UK. Liang (2013) also explained some of the obstacles faced by creative industry players in Indonesia, such as human resources, distribution channels, local company's preference and agency, regulation and funding.

West Sumatra is one of the areas that has creative industry resources that is very large. Handicraft which is one of the sub sectors of creative industry that spread in many area and especially embroidered and weaving, which is a hereditary heritage doing until now. Embroidery and weaving is an icon of West Sumatra and they can contribute to the economy. This craft is found in almost all cities and districts. In general, this handicraft business is produced by micro, small and medium businesses. As with the contribution of the creative industries, Micro, Small and Medium Enterprises (MSMEs) also play an important role in the democratic's economy. The form of this democracy economy is the birth of SMEs and cooperatives as a pillar of economic development in Indonesia. Strengthening these pillars is certainly a necessity for the achievement of the basic objectives of the principle of populist economy. In West Sumatera the existing SMEs are based on handicraft business in this case are embroidered and weaving crafts.

The products of embroidered and woven fabric industry of West Sumatera are not only marketed locally, but also spread to the national market and ASEAN markets (Malaysia, Singapore, Brunei). Such conditions and facts show that the development of this small industry has a good prospect in the future, especially to support the economic development of democracy. This effort is not only able to increase the income of the craftsman's household but also can absorb workforce especially for women. The development of embroidery and weaving industry has become a priority in preserving household crafts, especially for the women of West Sumatera Province. West Sumatra has a wealth of nature and cultural richness that became one of the attractions for the region. Embroidery and weaving is one of the cultural wealth owned by West Sumatra. The embroidery and weaving industry in West Sumatra itself is made by individual method or handmade. This is the added value of embroidery and weaving products from West Sumatra (Minangkabau news, 2016). The creative industries sector of West Sumatra is generally a micro, small and medium scale business (Yeni et al., 2014).

The development of the embroidered and weaving industry is part of a broad-based industrialization process and has an important contribution to regional economic development. The development of embroidery and weaving industry also has a broad impact on the progress of education, the expansion of employment opportunities and the movement of the economic development of society (Mahmudi, 2016a).

Much research has been done on the creative industries in West Sumatra, especially embroidery and weaving. Sulastri, Reni Endang and Dilastri Nova (2015) conducted a study on the role of government and academia in advancing the case industry in SMEs of embroidery crafts in Pariaman City. From the results of this study can be concluded that, Embroidery business in the city of Pariaman is a business that has been passed down with a distinctive design. But the problem is the number of these businesses from year to year is decrease because of many reasons and problems that arise. The role of government during this have been done for craftsmen and entrepreneurs but the desire of artisans and businessman that is very difficult to change themselves to be a constraint of the government in improving the quality of this business.

Yeni, Yulia Hendri (2014) et al conducted a study on the empowerment of creative industries in the handicraft sector in West Sumatra through entrepreneurial marketing; study on umkm embroidery. The results of this study showed that market oriented company (Market Orientation) describes how far the company creates superior value for customers to realize the satisfaction of the needs and desires of customers embodied in organizational culture (Narver and Slater, 1990) influence poritis increase Performance of SMEs Embroidery and Embroidery in West Sumatra which is illustrated by the growth of sales volume, profit growth, entering new markets, and satisfied customers. Based on the hypothesis test conducted by the Orientation of Entrepreneurship

has a positive effect on Corporate Performance which is edited by Market Orientation. The influence of the Orientation of Entrepreneurship on the performance mediated by the Market Orientation has only an effect 0.183072. Baker and Sinkula (2009) found the role of MO reinforced the importance of EO in the success of the company and suggested that EO and MO complement each other, at least in small businesses, to improve profitability. Hence, enhancement Orientation of Entrepreneurship will improve Market Orientation, and this improvement will impact the performance of SMEs Bordir and Sulaman in West Sumatera.

The results of research conducted by Afifah (2013) about the orientation of entrepreneur embroidery design. It is found that the orientation of entrepreneurship is measured by the dimensions of innovative, proactive and courage to take risk. Business entrepreneur in Bukittinggi oriented but not maximum orientation yet. On some questionable indicators especially regarding innovation in the form of diversified embroidery products and the courage to sell or market embroidery products on new marketing areas is still responded negatively. The suggestions in this article relate to the main entrepreneurial orientation regarding the new sales method. New ways of embroidery sales in Bukittinggi ever tried by embroidery such as: online sales through the internet, establish cooperation with various agencies and follow the exhibition both held within and outside the country should be followed up and carried out continuously. The follow-up form can be: create embroidery web business that is continuously managed and expanded in a manner, expand cooperation to various agencies and introduce embroidered products, and try to find information about the exhibition that will be held. For exhibition activities that followed, SMEs should strive to prepare products that will be exhibited maximally and show the best embroidery products. It is known that exhibition activities not only as an arena for selling products but also opportunities to build business relationships. In addition, Bukittinggi embroidery entrepreneurs need to diversify the embroidery products produced.

Other studies by Hendrawati, Ermayanti (2016) conducted a study on women traditional weaving craftsmen in Nagari Halaban, Lareh Sago Halaban, Lima Puluh Kota district, West Sumatera. From the results of this study, it can be concluded that the woman in nagari has a double role in everyday life, besides the housewife he also as the second breadwinner after her husband, economically a woman has a high profile and an important role in the household. Participation of women is needed to overcome the hardships of life and destitute that befell his family. The role of women workers in the workforce has made a very important contribution to show that the income contribution of women workers in the family varies greatly, but in general the income of female workers is on average greater if compared with the husband's income. This shows that the role of women workers in the family scope is crucial to the survival of the family, especially with regard to family finances. If the whole community (artisans, weaving, traders and entrepreneurs of songket) share the benefits of using traditional weaving technology, the wage rate must be higher than the wages of the farmers or the wage of carving / sculpture workers, it will encourage the craftsmen and motivate people to teach the skill of weaving on her sons and daughters since elementary school graduation, like the era before the reform era.

Muhammad, Abulwafa and Mandala, Eka Praja Wiyata (2016) conducted a study on the application of customer relationship management in the marketing of songket silungkang Sawahlunto City. From the results of this study, after doing the system design and application of this application can be taken some conclusions, including: 1) using the method of Customer Relationship Management (CRM), will gather all songket sellers in a page website, so potential customers get songket quickly and easy, and the seller is able to maintain good relationships with consumers, 2) This application is made not only to provide convenience and maintain the relationship between consumers with songket seller but also a place to meet and exchange information between sellers, with other sellers, between weavers with sellers and consumers.

Many studies on sulam, embroidery and weaving embroidery products have been studied but there are no studies have been done to find out the problems faced by the creative industry in the traditional fashion sulam, embroidery and weaving in West Sumatra. Because in other studies have not specifically discussed the problems faced by the embroidery and weaving embroidery industry in West Sumatra, the purpose of this research is to find out portrait of embroidery and weaving business in absorbing workforce in West Sumatera and exploring and formulating problems as well as mapping the needs assessment of embroidery/embroidery creative industry and Minangkabau weave.

METHOD

This study uses a qualitative method. Data collection was done by observation, in-depth interviews (structured and unstructured) and Focus Group Discussion (FGD). This study uses secondary data and primary data. Secondary data was collected by using observation method and documentation study on documents in the Department of Industry and Trade, Cooperative Office and SMEs, BPS and other related institutions. While primary data is collected through interview and FGD with respondent of research (Embroidery Businessman/*Sulam Tenun Minangkabau*) and *Minangkabau* traditional figure known as *tungku tigo sajarangan* namely *alim ulama, niniak mamak and cadiak pandai*. Determination of research respondents for scholars *alim ulama, niniak mamak and cadiak pandai* done with snowball sampling technique. The analysis is descriptive qualitative analysis. The framework of this research is illustrated in Figure 1 below.

The portrait depiction of embroidery and weaving business of each district and city will give an idea how the potential of the creative industry to absorb the workforce during this time. Thus we will know how the role of creative effort in the development democracy economy, so it becomes an obligation for the government to accommodate the needs of the creative industry. While the need assesment, is used to identify what the required industries efforts to increase business potential. There are three aspects that are assessed at this stage of need assesment to know the initial potentials and potential of the planned business actors. These three aspects are bookkeeping, production and marketing.

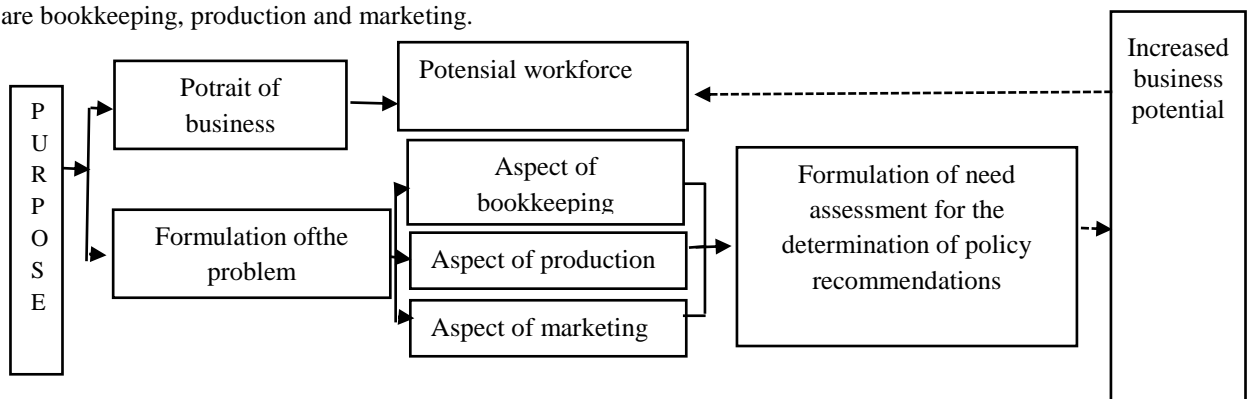


Figure 1. Research Framework

RESULTS AND DISCUSSION

The result of the research shows that from 8 regencies and cities that become the center of embroidery and weaving business in West Sumatera, Pariaman city is the highest of its potential to absorb the workforce as much as 717 people, whereas Payakumbuh city is the lowest potency in absorbing employment, 83 people. Respondents in this study are all business actors in the embroidery and weaving embroidery industries spread over 8 districts / cities in West Sumatra. From the results of the research noted that the majority of creative industries in West Sumatra is embroidery industry. In accordance with the concept of democracy economy turns out the creative industries embroidery and weaving of west Sumatra to contribute in the economy is mainly able to absorb workforce. Here is the data of employment entrepreneurs embroidery and weaving of West Sumatra.

Table 1. Data on employment absorption of embroidery and weaving creative industry in West Sumatera

Num.	District/City	Number of employment	The result of the creative industries
1.	Padang	334	Embroidery
2.	Sawahlunto	125	Weaving
3.	Payakumbuh	83	Weaving
4.	Agam	120	Embroidery
5.	Bukittinggi	595	Embroidery
6.	Tanah Datar	160	Weaving
7.	Padang	163	Embroidery

Num.	District/City	Number of employment	The result of the creative industries
8.	Pariaman		
	Pariaman	717	Embroidery
	Total	2297	

Source: Primary processed data, 2018 (Research Findings of Applied Products Armiami et al)

Portrait of embroidered and woven business in absorbing employment in West Sumatra

From 8 embroidery in Padang city studied, it was the highest potency in absorbing employment, it is about 110 people, located in Kampung Jao Village, Padang Barat District. While the lowest potential in absorbing employment is about 4 people, who are in Kelurahan Bungo Pasang, Koto Tengah district.

From 4 looms in Sawahlunto city studied, it was the highest potency in absorbing the employment that is about 76 people, who are in Silingkang Tigo Village, Silungkang District. While the lowest potential to absorb employment is as much as 9 people, who are in Lunto Timur village Kecamatan Lembah Segar.

From 4 looms in Payakumbuh city studied, it was the highest potential in absorbing the employment that is about 60 people, who are in Bulakan Village Balai Kandi district, Payakumbuh Barat. While the lowest potential in absorbing employment is about 7 people, who are in the Village Balai Panjang Payakumbuh South District.

From 7 embroidery business in Agam regency studied, it turns out that the highest potential in absorbing employment is about 50 people, who are in Kelurahan Koto Hilalang Kec.Baso . While the lowest potential in absorbing employment is about 1 person, who are in the district. IV Koto.

From 16 embroidery business in Bukittinggi city studied, it turns out that the highest potential in absorbing workforce is about 100 people, who are in Jln. Hamka and Jln. Cindua Mato Kota Bukittinggi. While the lowest potential in absorbing employment is about 5 people, who are in Pasar Atas Kota Bukittinggi.

From 7 embroidery / embroidery business in Tanah Datar regency studied, it turns out that the highest potency in absorbing employment is about 50 people, who are in Baruah Village, Pandai Sikek Kec. X Koto. While the lowest potential in absorbing employment is about 5 people, who are in the same village.

From 7 embroidery business in Padang Pariaman researched, the highest potency in absorbing employment is about 50 people, which is in Nareh village Kecamatan Pariaman Utara. While the lowest potential to absorb employment is about 3 people, who are in the Village of Apar, North Pariaman.

From 40 embroidery business in the city studied, it was the highest potential in absorbing employment is about 150 people, who are in Jalan DR. Mangonsidi Jati Pariaman Tengah. While the lowest potential to absorb employment, it is about 2 people, who are in Naras hilir Village, North Pariaman.

Problems and needs assessment of the creative industry of embroidery and Minangkabau weaving

The results of the Focus Group Discussion (FGD) activities with business owners and data analysis in West Sumatra indicate that there is some information on the issues and things needed by each embroidery and weaving business in West Sumatra as an effort to increase business potency. Information about problem and need assessments are presented in table 2 below.

Table 2. Problems and Need Assessment Embroidery and Weaving Business in West Sumatra

Problems faced by embroidery industry	Needs assessment of embroidery industry	Problems faced by weaving industry	Needs assessment of weaving industry
1. Bookkeeping and finance			
a. Some businesses lack of capital	The existence of soft loans from the government or in the form of a foster father system	a. Some businesses lack of capital	The existence of soft loans from the government or in the form of a foster father system
b. Financial report management capability is	The existence of training related to bookkeeping	b. Financial report management	The existence of training related to

Problems faced by embroidery industry	Needs assessment of embroidery industry	Problems faced by weaving industry	Needs assessment of weaving industry
still not good	management	capability is still not good	bookkeeping management
c. Some businesses do not have financial reports		c. Some businesses do not have financial reports	
d. Management of the organization is not good because there are still some management constraints such as lack of planning, lack of coordination and lack of controlling in running the business	The existence of training related to organizational management		
2. Production			
a. Unskilled workforce	The existence of embroidery training	a. Unskilled workforce	The existence of weaving training
b. The number of workforce is inadequate		b. Low workforce loyalty	Increasing the capacity of businesses to raise workforce welfare
c. Low workforce commitment in completing orders on time	The existence of motivational training for the workforce	c. High production cost of goods that impact on the high selling price of the product	Buying raw materials in bulk to make the price cheaper through the support of Deperindag Authorities
d. Low workforce loyalty	Increasing the capacity of businesses to raise workforce welfare	d. The raw materials (yarns and fabrics) ordered from Java thus require a long waiting time for the production process	Training on production / supply management
e. High production cost of goods that impact on the high selling price of the product	Buying raw materials in bulk to make the price cheaper through the support of Deperindag Authorities	e. Product innovation (motive) is low	Training on innovation of motive making
f. Turn over high labor which impact on disruption of production process	Increase the capacity of business to improve the welfare of workers	f. Lack of workforce skills in natural coloring, whereas weaving with natural coloring is much in the message by consumers	Training of natural coloring
g. The raw materials (yarns and fabrics) ordered from Java thus require a long waiting time for the production process	Training on production / supply management		
h. Product innovation (motive) is low	Training on innovation of motive making		
i. The number of Machine for embroidery is not enough	Government soft loans in the form of embroidery machines		

Problems faced by embroidery industry	Needs assessment of embroidery industry	Problems faced by weaving industry	Needs assessment of weaving industry
j. Copyright does not exist so that the product motifs are easy imitated by competitors	Assistance by Deperindag Authorities for copyright management		
k. Regeneration	Involving families like children / grandchildren in the business of embroidery		
3. Marketing			
a. Some businesses do not have a business brand yet	Assistance by the Department of Industry and Trade for the management of the business brand	a. Some businesses do not have a business brand yet	Assistance by the Department of Industry and Trade for the management of the business brand
b. Some businesses do not have a product brand yet	Assistance by the Department of Industry and Trade for the maintenance of product brands	b. Some businesses do not have a product brand yet	Assistance by the Department of Industry and Trade for the maintenance of product brands
c. The location of the business is less strategic	Training on "product differentiation", among others: product, service, convenience, customer relationship and complaint.	c. Less aggressive promotion	Training marketing techniques
d. Some businesses Do not have the ability to market the product, they can only produce it	Training marketing techniques	d. Distribution channels are still limited to the store itself	Training <i>e-commerce</i>
e. Less aggressive promotion	Training marketing techniques		
f. Distribution channels are still limited to the store itself	Training <i>e-commerce</i>		
g. The product packaging is not yet optimal	Training of packaging techniques		
h. Do not have show room yet	Training <i>e-commerce</i>		

Source: Data Processed, 2018

Problems owned by the embroidery and weaving industry among them is the number and quality of inadequate employment. This can be seen from the low loyalty of the workers, the ease of the workers moving into other business fields that are expected to provide more profitable results, the lack of perseverance at work because of personal matters experienced by the workers (not professional). In addition, the important thing that becomes a problem in this industry is the regeneration problem that is the generation who are reluctant to continue the family business. This can be seen in some embroidery businesses in Agam district in which children of the owners do not want to continue their family business because they choose to pursue a career in another field. The same problem was also found in the embroidery business in Tall, Batangas Philippines. The lack of skilled workers or embroiderers, on the other hand, was rooted from the youth's lack of interest to the craft. The entrepreneurs could also take part in solving this dilemma by persuading their childrend and relatives to learn the craft so as to avoid its extinction.(Padua, B. Krizza, Cabardo et al, 2016)

The problem of business capital, is a constraint that many found in business actors. This happens because the slow business turnover and the non-permanent sales make the slow progress in the industry. In addition, many business actors acknowledge that they do not want to lend to the Bank because of high interest rates and difficult procedures. Another thing is the lack of information on sources of financing from non-bank financial institutions such as state-owned enterprises and CSR from some reputable companies such as Pertamina.

Limited technological mastery, this inhibits the development of business because the mastery of technology can make the business known to the public. For example through websites and blogs, products can be promoted through the virtual world. Another thing related to marketing is that some business actors have problems with lack of information and the absence of a clear container to market their products, ultimately relying on agents that sometimes bargain prices are much lower than consumers. Marketing helps the business owners understand the present customers better and to uncover innovative ways for reaching new customers (Haydu & Hodges, 2013). It is the heart of the business success. Without marketing, sales will go down and businesses may have to close (Lorette, 2015).

Traditional management, poor management, unkempt bookkeeping, limited financial reports and no controlling system in the embroidery and weaving industry. In the field found that many of the products are not branded and patented. Some businesses even admitted not knowing how to register products. What is needed, what should be done in the registration of product and product patent. The same problem is also found in the embroidery industry of the Heritage City of Taal, Batangas, Philippines. The problem encountered by the embroidery entrepreneurs are obtaining licenses and permits, lack of ample space for stocks and those involving the use of machines for machine-made ordered products, the practice of making a sale on open account which allows the customer to pay the product or service at some time in the future which are not usually realized and fulfilled, hence there the occurrence of collection problem. (Anuran, Aileen, Buenviaje, 2016)

Result of problem tabulation and need assessment show various requirement of every business of embroider and weaving in West Sumatra. After knowing the problems and need assessment of each business, expected follow-up of the results either in the form of further research and dedication to the community. With the hope that if the need assessment is fulfilled, there will be an increase in business potential in each business embroidery in West Sumatra which of course also will increase the contribution of industrial sector acceptance of West Sumatra region.

CONCLUSION

Based on the results of research that has been done, it can be concluded as follows; 1) Embroidery and weaving business in West Sumatera is able to absorb the workforce, it is about 2,297 people. 2). Problems faced by embroidery and weaving business in West Sumatera can be formulated as follows: a) Financial and management aspects: some businesses lacking capital, not having the ability to manage bookkeeping, not having financial statements, b) Production aspect: some businesses have less skilled employment, inadequate employment, low employment commitment in completing the order on time, low employment loyalty, high cost of goods manufactured which impact on high selling price, turn over power high work that affects the disruption of the production process, raw materials (yarns and fabrics) ordered from Java that requires a long waiting time for the production process, product innovation (motive) low, copyright has not been there so that the product motifs easily imitated by competitors and regeneration, c) Marketing aspect: some businesses do not have a business brand yet product brand, business location less strategic, some business do not have ability in marketing product can only produce course, promotion less intensively done, distribution channel still limited to own store, product packaging not yet optimal, not yet have show room.

The results of need assessment of embroidery and weaving business of West Sumatera indicate that soft loan from government, book management training, organizational management training, embroidery and weaving training, motivation training, increase business capacity to improve employment welfare, buy raw materials in wholesales for low prices, production / inventory management training, innovative motive-making training, government soft loans in embroidery machines, mentoring by the Department of Industry and Trade for the handling of copyrights, business brands and product brands, involving families such as children, training on "product differentiation".

Referring to the portrait of embroidery and weaving business above in these various aspects, it can be concluded that the need for guidance, training and worship of knowledge and business assistance to these industries. Based on the results of need assessment in each industry, it is expected that the follow-up of the results either in the form of continuous research and dedication to the community. It is hoped that if the need assessment is fulfilled, it will increase the business potential in each West Sumatra Industry and it will also increase the contribution of revenue industrial sector in West Sumatera.

REFERENCES

- Armiati, A., Rahmidani, R., & Susanti, D. (2019, May). The Study of Creative Industry Fashion Condition, Based on Issues It Faces. In *1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)*. Atlantis Press.
- Armiati, A., Syukhri, S., & Susanti, D. (2019). PKM Pengembangan Pasar Sulam Bordir Sumatera Barat Berbasis Web E-Commerce Dalam Bingkai Kearifan Lokal Minangkabau. *Suluh Bendang: Jurnal Ilmiah Pengabdian Kepada Masyarakat*, 19(3), 144-154.
- Armiati, Rahmidani, Rose. Dkk. (2018). Pemetaan, Needs Assessment dan Model Pengembangan Industri Kreatif Unggulan Bordir/Sulam dan Pertunenan di Sumatera Barat Sebagai Khasanah dan Warisan Budaya Minangkabau. Laporan Penelitian Produk Terapan. DRPM.
- Afifah. (2013). Orientasi Wirausaha Pengusaha Bordir Kerancang. *Polibisnis*. Volume 5 No. 2 Oktober. ISSN 1858-3717
- Anuran, Aileen, Buenviaje Maribeth (2016). Managing Embroidery Business in Heritage Town of Taal, Batangas, Philippines. *Asia Pacific Journal of Academic Research in Business Administration*, Vol. 2 No. 1, April 2016
- Benu, Frederik.(2002). Ekonomi Kerakyatan dan Pemberdayaan Ekonomi Rakyat: suatu kajian konseptual. Makalah pada seminar pemberdayaan ekonomi rakyat di Provinsi NTT, Kupang.
- Badan Ekonomi Kreatif (2017). Data statistik dan Hasil Survey Ekonomi Kreatif. Kerjasama Badan Ekonomi Kreatif dan Badan Pusat Statistik.
- Haydu J.J & Hodges A.W (2013): Basic Marketing Strategies for Improving Business Performance on the Turf and Lawncare Industry: University of Florida; from <http://edis.ifas.ufl.edu/pdf/FE/FE70900>
- Howkins, S. (2005). Asia-Pacific Creative Communities: A Strategy For The 21st Century Senior Expert. Symposium. Jodhpur. India. 22-26 February 2005.
- Hendri, Yulia et. All. (2014). Pemberdayaan Industri Kreatif Sektor Kerajinan di Sumatera Barat melalui Entrepreneurial Marketing; Studi pada UMKM Bordir dan Sulaman Universitas Andalas Padang. *Jurnal Aplikasi Manajemen (JAM)* Vol 12 No 3, September. ISSN: 1693-5241
- Hendrawati, Ermayanti. (2016). Wanita Perajin Tenun Tradisional Di Nagari Halaban, Kecamatan Lareh Sago Halaban Kabupaten Lima Puluh Kota, Sumatera Barat. *Jurnal Antropologi: Isu-Isu Sosial Budaya*. Desember. Vol. 18 (2): 69-87. ISSN 1410-8356.
- Indonesia, D. P, (2008). Pengembangan Ekonomi Kreatif Indonesia 2025
- I.C.S. Liang,(2013) "Industri Kreatif dan Ekonomi Sosial di Indonesia: Permasalahan dan usulan solusi dalam menghadapi tantangan global," In *Prosiding The 5th International Conference on Indonesian Studies: Ethnicity and Globalization*, pp. 2087-0019
- K. Oakley, (2004) "Not so cool Britannia: The role of the creative industries in economic development," *International journal of cultural studies*, vol. 7, no. 1, pp. 67-77
- L. Lazzeretti, R. Boix, and F. Capone, (2008) "Do creative industries cluster? Mapping creative local production systems in Italy and Spain," *Industry and innovation*, vol. 15, no. 5, pp. 549-567
- Lorette K. (2014): The Importance of Marketing for the Success of a Business; from <http://smallbusiness.chron.com/importance-marketing-success-business-589.html>
- Muhammad, Abulwafa dan Mandala, Eka Praja Wiyata. (2016). Aplikasi Customer Relationship Management Dalam Pemasaran Songket Silungkang Kota Sawahlunto. *Jurnal Teknologi* Vol. 6, No. 2, Desember. Hal. 52-59 ISSN : 2301-4474.
- Padua, B. Krizza, Cabardo, S. Joanna, Madamba, B. Angeline, William B. Jimmy (2016) Longevity Determinants of Embroidery Enterprises in Taal, Batangas, Philippines. *Asia-Pacific Journal of Business*. Vol. 7 No.1 June 2016 (pp.11-30) <https://imr.kangwon.ac.kr/apjb.7.1.201606.11>.
- Rahmidani, R., & Susanti, D. (2019, August). Tanah Liek Batik's Industry in West Sumatra (a Study of Development Problems). In *3rd International Conference on Accounting, Management and Economics 2018 (ICAME 2018)*. Atlantis Press.
- S. Cunningham, (2002) "From cultural to creative industries: theory, industry and policy implications," *Media International Australia incorporating Culture and Policy*, vol. 102, no. 1, pp. 54-65

- Suyaman, D. J. (2015). *Kewirausahaan dan Industri Kreatif*. Bandung: Alfabeta
- Setiawati, R. (2001). Faktor-faktor yang mempengaruhi produktifitas tenaga kerja wanita pada industri kecil di kota Jambi. Jakarta: Jurnal Pemberdayaan Perempuan; Nimu Lau.
- Sulastri, Reni Endang, Dilastr Nova. (2015). Peran Pemerintah Dan Akademisi Dalam Memajukan Industri Kreatif Kasus Pada UKM Kerajinan Sulaman Di Kota Pariaman. Seminar Nasional Ekonomi Manajemen Dan Akuntansi (SNEMA) Fakultas Ekonomi Universitas Negeri Padang. Book of Proceedings published. ISBN: 978-602-17129-5-5
- Yeni, Yulia Hendri. Luthan, Elvira. Dkk. (2014). Pemberdayaan Industri Kreatif Sektor Kerajinan di Sumatera Barat melalui Entrepreneurial Marketing; Studi pada UMKM Bordir dan Sulaman. *Jurnal Aplikasi Manajemen (JAM)* Vol 12 No 3, 2014.