

CHAPTER I

INTRODUCTION

1.1. Background

The evolution of the economy raises the term creative economy which gives its own color. The word "creative" means that some goods / services production activities, if there is a touch of creativity, will add to the output value of these goods / services. (Ministry of Tourism and Creative Economy, 2014) emphasized that in the future the position of the creative economy will be important because it comes from creativity which is a renewable resource.

Creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable, but even unlimited, namely ideas, ideas, talents or talents and creativity. The economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in the industrial era, but rather on the use of creativity and creation of innovation through increasingly advanced technological developments. Industry can no longer compete in the global market by only relying on price or product quality, but must compete based on innovation, creativity and imagination (Purnomo, 2016)

Culinary, as one of the fifteen subsectors in the creative economy, is an activity of preparation, processing, presentation of food and beverage products that make the elements of creativity, aesthetics, tradition and local wisdom as the most important elements in increasing the taste and value of products to attract purchasing power. and provide experiences for consumers (Lazuardi & Triady, 2015). Culinary is part of the creative economy and is a potential sub-sector for other sectors. Culinary also has a strategic role in strengthening the identity of the Indonesian nation (Ministry of Tourism and Creative Economy, 2014). The elements of creativity in the Culinary sub-sector are present in terms of presentation, aesthetics, local culture that support taste so that it attracts people's

interest to buy. Creativity in the culinary subsector stimulates the growth of companies engaged in this subsector. The contribution of the number of companies in the Culinary sub-sector to the number of creative economy companies from 2010 to 2013 an average of 56.09% (Lazuardi & Triady, 2015).

The contribution of the Culinary sub-sector still has the potential to increase due to changes in people's lifestyles, cultural wealth, and natural resources owned by an area. For this reason, a development strategy is needed to maximize the contribution of the Culinary sub-sector creative economy to the national economy and particularly to the regional economy. The development strategy is determined based on mapping and initial identification of the Culinary sub-sector creative economy based on structure-conduct-performance (Kartika, 2018).

Bengkalis is one of the districts in Riau province. The district, which has an area of 7,794 km² is located northeast of the capital city of Riau province and part of its territory is separated from the mainland of the island of Sumatra, because it is separated by the Long Strait, one of which is the capital of this regency, namely Bengkalis. The geographical location of Bengkalis Regency is actually very strategic, because it is traversed by international trading ships that usually go to the Malacca Strait, so this should be used to bring benefits to the district itself. As one of the districts in Riau province and included in the Malay family, of course Bengkalis district has a wide variety of regional uniqueness, ranging from dialects of language, traditional clothing, traditional houses, community habits and also their food (Media Lancang Kuning, 2019).

From these background can be seen that the characteristic Malay specialties are still attached to the Bengkalis City including Culinary, from here the author is interested in conducting a study on the creative economy of the Culinary subsector in the Bengkalis City. From these the author wants to know what kind of product produced by MSME players culinary subsector in Bengkalis City and to know the characteristic of MSME Players Culinary Subsector in Bengkalis City and structure-conduct-performance approach of MSME players in

Bengkalis City, then the research with the title "**Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City**"

1.2. Formulation of the Problem

From the background discussion that has been previously explained, it is clear that the problem of the authors will do the research:

1. What kinds of culinary are produced by MSME players of creative economy culinary subsector in Bengkalis City?
2. How is the characteristics of MSME players of creative economy culinary subsector based on education in Bengkalis City?
3. How is the creativity of MSME players of creative economy culinary subsector in Bengkalis City?
4. How is the Structure-Conduct-Performance (SCP) approach the MSME players culinary subsector in Bengkalis City?

1.3. Purpose of the Study

The purpose of this research is to collect data and information as one of the materials that will be used to complete the thesis assignment, which this thesis is one of the requirements that must be met in order to obtain an applied bachelor's degree at the State Polytechnic of Bengkalis.

The purpose of writing a thesis research entitled "Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City" is:

1. To identify the kind of culinary products produced by MSME players of creative economy culinary subsector in Bengkalis City
2. To find out the characteristics of MSME players creative economy culinary subsector in Bengkalis City based on age, education and length of business.
3. To find out the creativity of MSME players of creative economy culinary subsector in Bengkalis City.
4. To find out Structure-Conduct-Performance (SCP) approach of MSME players of creative economy culinary subsector in Bengkalis City.

1.4. Significance of the Study

In this study there are benefits that the author wants to find in making this thesis including:

- a For the author

This research can provide a little insight from one of the creative economy subsectors, namely Culinary for other college students, and can provide information to readers about what creative economy and culinary subsector is.

- b For other parties

This research can be increase knowledge and used as additional information and as an additional reference for researchers from other institutions who wish to conduct further research.

1.5. Scope and Limitation of the Problem

Based on the background, there is scope and limitation in this research there are:

1. This research just using focused in one subsector that is culinary subsector
2. To get it the data MSME players culinary subsector in Bengkalis City, not all kind of business data of MSME players available, then for taking the data just a name, kind of business and telephone number.
3. this study collected the data respondent via telephone and most of MSME players located so quiet far.

1.6. Writing System

The thesis writing systematics in the research title "Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City" is as follows:

CHAPTER 1: INTRODUCTION

In chapter 1 this will explain the background, formulation of the problem, purpose of the study, significance of the study, scope and limitation of the problem, and writing system.

CHAPTER 2: LITERATURE REVIEW

In chapter 2 this will explain the related study, literature review and framework.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In chapter 3 this will explain the location and object of the study, types and sources of data, population and samples, sampling techniques, data collection techniques, data analysis methods and types of the research.

CHAPTER 4: RESULT AND DISCUSSION

In chapter 4 this will explain the research results, discussion and limitations of the study.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In this chapter 5 will explain the conclusions and suggestions.

REFERENCES

APPENDICES

WRITER BIOGRAPHY