Identifying Post-Industrial Creative EntrepreneurshipCompetencies
Bandung, Indonesia

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Abstract
If a nation becomes “post-industrial” it passes through, or dodges, a phase of society predominated by amanufacturing-based economy and moves on to a structure of society based on the provision of information,innovation, finance, and services. Creative industries are becoming increasingly important components ofmodern post-industrial knowledge-based economies. Not only are they thought to account for higher thanaverage growth and job creation, they are also vehicles of cultural identity that play an important role infostering cultural diversity. During the last decade a number of governments around the world have recognizedthis fact and started to develop specific policies to promote them. This last 3 years, Creative Industries hasbecome a popular issue in Indonesia. Creative Industry needs instant ideas, solutions, and imagination based onthe age of current technology, product, and trends. The problem is, this industry needs specific human abilitythat involves the sense of creativity. Bandung, Indonesia, has become one of the most-wanted city for tourismdestination. It has competencies in the creative industry field, driven by its young generation doing creative andbravery experiments with their innovative ideas. So, the purpose of this research is to indentify CreativeIndustries in post-industrial society, especially in Bandung, in order to make this city as a role model of creativeentrepreneurship for other city in Indonesia, or in a broader range, other city internationally. This is a descriptive-type and literature analysis based research. This research is purely identifying the objects by fieldresearch and analyzing some literatures.

Keywords: entrepreneurship marketing, creative industries, creative entrepreneurship, city branding

1. Introduction
Nowadays, Creative Economy and Creative Industries has much talked about by government, private sector and the perpetrator himself. This industry has been able to absorb labor force an average year 2002-2006 amounted to 5.4 million with a participation rate by 5.8%, and contribute 6.3% of the national GDP. The term “industry” in the Creative Industries, led to many interpretations. Stages of development of creative industries based on the premise that scholars, businesses and governments through its role together deliver the foundation and pillars of the current creative industries, leading to conditions that are expected in 2015.

In the creative industry development plan there are five major issues, among others: The quantity and quality of human resources as an actor in the creative industries; conducive environment to starting and running businesses in the creative industries; award or appreciation for Indonesia’s creative personality and creative work produced; Acceleration growth of information and communication technology; Financing Institutions in favor of the creative industry. To date, the Ministry of Trade Republic of Indonesia has recorded 15 coverage group creative economy, which include: (1) Advertising Services; (2) Architecture; (3) Fine Arts; (4) Craft; (5) Design; (6) Mode (Fashion); (7) Film; (8) Music; (9) Performing Arts; (10) Publishing; (11) Research and Development; (12) Software; (13) Television and Radio; (14) Toys; and (15) Video Games. Coverage of the creative industrial group, which has been identified, is just an initial study that needs to be followed by a more comprehensive mapping studies which will provide an overview of the impact or contribution of this creative industry. Young entrepreneurs were asked to support the government promoted the creative industries in order to increase the export of Indonesian products. Creative industries can be a crutch for the economy to be export opportunities and job opening. Creativity of young entrepreneurs is shown by producing the product-based on cultural products, this is done considering the potential of Indonesia is not only rich in natural resources but also cultural diversity.

In Indonesia, the creative industries have been able to contribute significantly to national GDP is the average contribution period 2002-2006 amounted to 104.637 trillion rupiah, or with the average percentage contribution of the period from 2002 to 2006 amounted to 6.28%
which is above the contribution of the sector (1) transport and communications, (2) Construction, (3) Finance, Real Estate, & Service Company, and (4) electricity, gas and water supply.

Several cities in Indonesia are arguably become the center of creative industries including: Bandung, Yogyakarta and Bali. Bandung today is one of the cities in Indonesia are rich in people and creative products, and has received awards from the international community. Until recently the creative industries in West Java has absorb labor force ± 2.54% or approximately 392,636 workers from the total regional workforce of West Java (bandungcreativityblog.wordpress.com).

Compared to other cities in Indonesia, economically, the creative industries have been able to absorb labor from unemployment in the city of Bandung. At least helped resolve the unemployment rate that reached 180-thousands, if at first the contribution of new creative industries get 11 percent of local economic growth, expected the same with other big cities, which could reach 33.5 percent, it is assured to be realized because of the potential of creative industries as the economic locomotive of Bandung.

Bandung is known as Parijs Van Java and Sundanese cultural center, has long been recognized as a center for music, textiles and fashion in Indonesia. Now we need to find out the creative entrepreneurship competencies and how to promote more about this city, because the city of Bandung has competence in the field of creative industries, known as the younger generation a creative and daring to experiment with innovative ideas.

Research was conducted to determine how the competency model of entrepreneurship in the creative industries as a whole the city of Bandung. Based on this research, the formulation of clearly formulated as follows:
1. How entrepreneurial competency model picture creative industries in Bandung?
2. How to promote the creative industry entrepreneurs in Bandung, both nationally and globally.

2. Reviews
2.1 Post-Industrialism
If a nation becomes “post-industrial” it passes through, or dodges, a phase of society predominated by a manufacturing-based economy and moves on to a structure of society based on the provision of information, innovation, finance, and services. As the term has been used, a few common themes (not limited to those below) have begun to emerge.

1. The economy undergoes a transition from the production of goods to the provision of services.
2. Knowledge becomes a valued form of capital (e.g., the knowledge produced through the Human Genome Project).
3. Producing ideas is the main way to grow the economy.
4. Through processes of globalization and automation, the value and importance to the economy of blue-collar, unionized work, including manual labor (e.g., assembly-line work) decline, and those of professional workers (e.g. scientists, creative-industry professionals, and IT professionals) grow in value and prevalence.
5. Behavioral and information sciences and technologies are developed and implemented. (e.g. behavioral economics, information architecture, cybernetics, Game theory and Information theory).

A virtual cult of ‘creative’ has sprung up embodying and often describing and defending the post-industrial ethos. Based on this theory, the author conducted research on the creative competence in this post-modern era.

2.2 Competence
Defined as a set of competencies for superior performance from a job or group of jobs for the creative industry entrepreneurs. Where the competency model provides a map that helps business people understand how the creative industries to overcome a certain situation.

The strength of competence is in its application, which can be integrated with all human resources programs, but the effectiveness of the application depends on the formulation of appropriate behavior required for each competency. Applications include the achievement of competence concept, thinking and problem solving, personal maturity, influence, directing and controlling as well as orientation to others (Spencer & Spencer, 1993).
Competence comes from the word “competent” which means the ability. According to this definition, competence is an individual ability that is able to control or carry out a job and be able to analyze the job or regulations-work (Byham, 1996). Competence to give a picture of the behavior of expertise (skills) and knowledge (knowledge) a person against the capacity of skills (abilities) in carrying out the work that varies with the success or success at work. So did this statement; knowledge, skills abilities and personal qualities (Motives, self-concept, traits) are needed to perform jobs or tasks effectively in line with business objectives (Andersen, 1999). Based on the above description can be concluded that competence is a combination of potential-the potential of individuals demonstrated in quality and quantity in a performance. Conclusions like this are stated that competence means that there are characteristics in their potential-each individual associated with superior performance in a job or yielding an optimal performance (Spencer, 1993: 9)

The concept of competence applied in various aspects of human resource management. Initially utilized his competence in the field of training and development (Competency Based Training), recruitment and selection (Competency Based Recruitment and Selection) and remuneration system (Competency Based Payment). Then last competency is integrated into the concept of Competency Based Human Resource Management. Referring to the opinion Ryllat et al. (1993) competency provides several benefits to employees, organizations, industry and regional and national economy.

1. Employees
   a. Clarity the ability to transfer skills, values, from a recognized qualification, and career development potential.
   b. The existence of opportunities for employees to obtain education and training through standards-based access national certifications available.
   c. Placement of targets as a means of career development.
   d. Existing competencies and their benefits will be able to provide added value to the learning and growth.
   e. Choice of a career change is clearer. To change to a new position, one can compare their current competence. New competencies required may differ only 10% of which were owned.
   f. More objective performance assessment and feedback based on competency standards that clearly defined.
   g. Increased skills and ‘marketability’ as an employee.

2. Organization
   a. Accurate mapping of the existing workforce competencies required.
   b. Increased effectiveness of recruitment by adjusting the required competence in job applicants possessed.
   c. Education and Training focuses on skills gaps and skill requirements and skill requirements are more specialized companies.
   d. Access to Education and Training which is more cost effective based on industry needs and identification of Education and Training providers internally and externally based on a known competency.
   e. Decision makers in the organization will be more confident because employees have the skills to be acquired in the Education and Training.
   f. Assessment of previous learning and assessment results for Education and Training will be more reliable and consistent.
   g. Facilitate the change through the identification of competencies needed to manage change.

3. Industry
   a. Identification and better adjustment on the skills needed for industry.
   b. Greater access to education and training of public sector relevant to the industry.
   c. Enactment of a general basis and clear understanding of the Education and Training industry through certification of the achievement of individual competence.
   d. Greater confidence because the industry needs are met as a result of standards-based assessment.
   e. Enactment of the basic system of national qualifications, which are relevant to industry.
f. Delivering greater efficiency and reduced business double Education and Training.

g. Increased responsibility of education and provider of Education and Training for the Education and Training.

h. Encourage the development of a broad and relevant skill in the future.

4. Regional and National Economy
   a. Increasing the skills to compete in the format of the domestic and international markets
   b. Encourage new international investment in an industry where highly skilled labor force needed
   c. More efficient in terms of cost, vocational education and standard of education and relevant training and are responsible
   d. Individual access to industry-recognized, and competencies that are relevant and in accordance with the wishes of industry
   e. Nationally consistent assessment of the relevant industry standards into possible
   f. The increased capital and individual access through a clearly knows the industry needs and through recognition of prior learning of existing standards.

2.3 Enterpreneurial Competencies
   Successful entrepreneurs in general are those who have the competence that is: someone who has the knowledge, skills and individual qualities that include attitude, motivation, values and behaviors needed to perform the work or activities. Skills to be held:
   1) Managerial skills
   2) Conceptual skills
   3) Human skills
   4) Decision making skills
   5) Time managerial skills

2.4 Cultural Industries and Creative Industries
   The term cultural industries refer to industries which combine the creation, production and commercialization of creative contents which are intangible and cultural in nature. The contents are typically protected by copyright and they can take the form of a good or a service. Cultural industries generally include printing, publishing and multimedia, audiovisual, phonographic and cinematographic productions as well as crafts and design.

   The term creative industries encompasses a broader range of activities which include the cultural industries plus all cultural or artistic production, whether live or produced as an individual unit. The creative industries are those in which the product or service contains a substantial element of artistic or creative endeavor and include activities such as architecture and advertising. In this article, these terms are used precisely and are neither synonymous nor interchangeable.

2.5 Creative Industries Group
   Based on literature studies and discussions that have been conducted by the Department of Trade and Industry, Indonesia, then Indonesia’s creative industry groups include:
   1) Advertising: Activities related advertising services (one-way communication using a particular medium), which includes the creation, production and distribution of advertisements generated, for example: market research, communications planning advertising, outdoor advertising, production of advertising material, promotional, public relations campaigns, display advertising in print media, (newspapers, magazines) and electronic (television and radio) the installation of various posters and pictures, distributing leaflets, pamphlets, circulars, brochures and similar billboards, advertising materials distribution and delivery of samples, and bidding for ad field)

   2) Architecture: creative activities related to the overall building design services from both a macro level (Town planning, urban design, landscape architecture) to the micro level (details of construction), for example: garden architecture, urban planning, construction cost planning, conservation heritage buildings, construction supervision, and urban planning.

   3) The market of art and antiques: creative activities related to trade in goods original, unique and rare and have a high aesthetic art through auctions, galleries, shops, supermarkets, and Internet including: music goods, printing, craft, automobile and film.
4) Craft: creative activities related to the creation, production and distribution of products made by craftsmen who started from initial design to completion the process of products, among others crafts made of: precious stones, natural or artificial fibers, leather, rattan, bamboo, wood, metal (gold, silver, copper, bronze, iron), wood, glass, porcelain, fabric, marble, clay, and limestone. Handicraft products are generally only produced in relatively small quantities (not mass).

5) Design: creative activities related to graphic design, interior design, product design, industrial design, corporate identity consulting and marketing research services and the production of packaging and packing services.

6) Fashion: creative activities related to the creation of apparel design, footwear design, and other fashion accessories design, fashion clothing and accessories production, consultative fashion product lines, and distribution of fashion products.

7) Video, Film and Photography: creative activities related to the creation of video products, film, and photography services, and distribution of video recordings and films. This includes script writing, film dubbing, cinematography, soap operas, films and exhibitions.

8) Interactive Games: Creative Activities relating to the creation, production, and distribution of computer and video games that are fun, agility, and education. Group interactive game is not dominated solely as entertainment but also as a learning tool and educational.

9) Music: creative activities related to creation/composition, performance, reproduction, and distribution of sound recordings.

10) Performing arts: creative activities related to the business of content development, production performances (e.g.), ballet, traditional dance, contemporary dance, drama, traditional music, music theater, opera, including a tour of ethnic music), design and manufacture of fashion shows, the stage, and lighting system.

11) Publishing and printing: creative activities related to content writing and publishing books, journals, newspapers, magazines, tabloids, and digital content and the activities of news agencies and news search. This group also includes the issuance of postage stamps, revenue stamps, banknotes, blank checks, demand deposits, contributed letters, share certificates bonds, other securities, passports, airline tickets, and other special publications. Also includes publishing the photos, graver (engraving) and postcards, forms, posters, reproduction, printing paintings, and other printed matter, including micro-film recording.

12) Computer services and software: creative activities related to the development of information technology including computer services, data processing, database development, software development, systems integration, systems analysis and design, architectural design software, design software and infrastructure hard, and portal design, including maintenance.

13) Television and radio: creative activities related to business creation, production and packaging of television shows (such as games, quizzes, reality shows, infotainment, and others), broadcasting, and transmission of television shows and radio content, including the activities of the relay station (transmitter re) broadcast radio and television.

14) Research and development: creative activities related to innovative enterprises that offer science and technological invention and application of science and knowledge for product improvement and creation of new products, new processes, new materials, new tools, new methods and new technology to meet market needs; including humanities-related premises such as research and development business, literature and art as well as business and management consulting services.

2.6 City Branding

Increasingly, cities compete with other places for attention, investment, visitors, shoppers, talent, events, and the like. Accelerated and intensified globalization has lead to a situation where the main competition is no longer the city down the road or the town across the bay, but where competitors are places half a world away. And this global competition is no longer limited to the big cities that compete for the HQs of
multinational corporations and UN bodies, or for large sports events. Thanks to technological advances and market deregulations, even smaller places can suddenly be confronted with competitors located on another continent. Entire towns in Italy have lost their raison d’être as their furniture making industry clusters are wiped out by towns in China who produce the same products at much lower costs. Alicante in Spain struggles to compete with sunny beach destinations ranging from Antalya in Turkey to Pattaya in Thailand. Bordeaux and its region face stiff competition from South Australia and the South African Cape Region for its traditional position of prime and premium winemaker. Traditional car making centers such as the West Midlands, Detroit, Stuttgart and Nagoya feel the heat from Bratislava and Shanghai.

What is needed is a frank rethink about what the city offers and will offer in future. What can be created that is so valuable about the city that its businesses, institutions and residents want to remain, that will attract investors, visitors and talent, and that will make commentators and influencers recommend the city? Our city’s brand is the promise of that value. City branding is about deliberately creating, developing and demonstrating that value through appropriate ‘on brand’ actions, which consist of investments, physical and economic plans, attraction programmes, events, communications, and the like. City branding is not something that is the sole preserve of local government or any of its departments or agencies. It is a shared responsibility and practice of the city’s main stakeholders. What is more powerful than having the stakeholders jointly define and realise the brand of their city, using their own particular strengths to ensure the world receives a compelling, joined up and consistent message about the city? For this to be effective city branding requires new forms of leadership, strategy and creativity.

2.6.1 Partnership: Who Are the Stakeholders?
For city branding to be successful, it is necessary for its key stakeholder organisations to come together in partnership. This is not your usual public private partnership or a committee of wise men and women. This is a formal or informal body in which the key stakeholders jointly develop, create and lead on the implementation of the brand of the city, under shared responsibility. Creating such a partnership is the first step in changing the way the city operates, because it simultaneously crosses divides such as those between town and gown, government and business, arts and sports, and commerce and culture, the public and community sectors. The partnership should be one of equals between those stakeholders that can realise the brand of the city through their actions, investments, decisions and communications.

2.6.2 All Partners Are Equal
City brand partnerships are not like central government departments, or local government or private companies or voluntary, community and charitable organisations. They are a hybrid form of organisation. Their characteristics are determined by those who set them up, the purpose for which they were created and by those who lead the work of the partnership. The form of partnership organisation and operation is rarely a given. It has to be negotiated and agreed by those who are going to be involved. All too often such partnerships are led by those with the largest cheque-book or the most power. Such partnerships are rarely as effective as they could be. And in many respects they are not truly partnerships at all, merely collections of organisations who are working together to gain access to funding or to wield power. What is required is a partnership where all of the key stakeholders regard each other as equals, regardless of their power or resources, where their individual contributions are valued because, without them, the city will not realise its full potential.

2.6.3 Shared Leadership
Once the partnership is created, the challenge is to make it work effectively. The representatives of the stakeholder organisations that constitute the partnership have their own agendas and motivations for participating, as well as their own ways of working, of making decisions and of getting things done. They need to devise a whole new way of working together to reconcile their goals and practices and to make the partnership an effective vehicle for enhancing their city’s competitiveness, taking the lead on finding or creating the resources required. If a
partnership knits together diverse interests to undertake projects that they cannot do by themselves, then the way they are run and who participates are of profound importance. Shared leadership in a brand partnership requires a far greater degree of common understanding and joint thinking than traditional forms of leadership in the public and private sectors.

2.6.4 Keen, Eager, and Willing to Work Together
During the city brand strategy development process, the members of the brand partnership need to understand and reconcile differing policies and strategies, decide on what the future of their city will look like, what it will offer of value to consumers, how it will be experienced and what it is they can jointly do to make that future a reality. This requires a willingness to come together and work through these matters even when that may be difficult due to conflicts of interest, different opinions, and different timescales and sometimes even personal dislikes. All in one common cause: to make the city better able to compete for the things that will make it a better, a more sustainable and a more competitive place.

2.6.5 Brand Management Organisation
Once the city brand strategy has been agreed by the partnership, its task changes to ensuring that the right actions are taken to make the brand come alive. This requires decisions on how best to manage the city brand, taking into account that the required actions, policy changes, investments, attraction programmes, events and the like will be the responsibility of various city stakeholders, some of whom may not even have been represented on the original brand partnership and now need to be brought on board. Every city devises the brand management organisation that it needs to implement the brand strategy. However, there are a few lessons that can be applied in most places.

2.7 Framework
Ideal competency model, which is owned by entrepreneur, consists of six variables consisting of:
- Influence
- Directing and controlling
- Orientation to others

3. Research Object
The object of research is used as a focus in conducting a study, which made the object or focus of this research is about the competence of the creative industry in Bandung.

3.1 Research Method
Research Type used in this research is descriptive. Methods Descriptive study intends to reveal about the conditions at the time of the study variables. Descriptive research can be defined as problem-solving process was investigated by depicting the state of the subject or object of research at the present time based on the facts that appear or how it is. Implementation of the descriptive research method is not limited to the collection and compilation of data, other than that all the collected allows the key to what is being investigated. Descriptive research design is a study that aims to get a true picture of something the object.

3.2 Operationalization of Variables
Operationalization of variables is shown in Table 1.

3.3 Validity Test
Validity indicates the extent of a measuring device can measure what you want measured. So we can say the higher the validity of a measuring instrument, the instrument is a more valid target or more indicates the accuracy of what should be measured. A measuring instrument can be said to have high validity if the measuring instrument can perform the measuring function, or give the measured according to the meaning and purpose of such measurements. If researchers use questionnaires in collecting research data, then the items are arranged on the questionnaire is measuring instrument should measure what the objectives of research. The steps of testing the validity:
1. Operationally defining the concept to be measured.
2. Measurement scale testing on a number of respondents.
3. Preparing for an answer tabulation table.
4. Calculating the correlation between each of these statements with a total score using the formula of Pearson product moment correlation techniques.

3.4 Reliability Test
Reliability can be calculated, among other techniques: Split Half Method (Spearman Brown Correction)/technical halved. The method of calculating reliability is done by giving a test on a number of subjects and then test results are divided into two equal parts. The recommended way of sharing is to divide the test based on items that are odd and even numbered. This study used a split half method with the following ways:

- Presenting gauge the number of respondents, and then calculated the validity of the grain. Beads valid utter collected into one, while an invalid discarded. Dividing valid points into two parts. To divide into two gauges, conducted by divide the items based on even and odd numbers. Odd-numbered items included in the first half, while even-numbered inserted into the second half. Scores for each item in each hemisphere added together. This step will yield two total scores for each respondent, i.e. the total score for the parts of the first and second parts of the total score. Correlate the total score over the first with a total score of the two hemispheres using the product moment correlation technique.

3.5 Correlation
Correlation used to determine the effect of sub variables are Spearman rank that: “Spearman Rank Correlation was used to analyze the relationship when the data is ordinal-shaped.”

4. Implication/Result
4.1 Sample Table

Table 1. Operationalization of Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Sub-variables</th>
<th>Variables Concept</th>
<th>Indicator</th>
<th>Unit Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial Competency Model (Spencer &amp; Spencer, 1993: 222)</td>
<td>Achievement</td>
<td>The degree of concern for someone to work so motivated attempt to work better on a standard</td>
<td>Initiative Sees and acts an opportunities Persistence Information seeking Concern for high quality of work Commitment to work contract Efficiency orientation</td>
<td>Qualitative</td>
</tr>
<tr>
<td>Thinking and problem solving</td>
<td></td>
<td>The ability to understand the situation or problem with the way one views it as an integrated entity, include the ability to identify key issues fundamental to the complex situation</td>
<td>Systematic planning Problem solving</td>
<td>Qualitative</td>
</tr>
<tr>
<td>Personal maturity</td>
<td>Ability to mastering the field of knowledge related to the work (to technical, managerial and professional) and the motivation to use and develop them</td>
<td>Self confidence Expertise Recognizes own limitation</td>
<td>Qualitative</td>
<td></td>
</tr>
<tr>
<td>Influence</td>
<td>Action to persuade, convince, influence or impress that others support their actions.</td>
<td>Persuasion Use of influence strategies</td>
<td>Qualitative</td>
<td></td>
</tr>
<tr>
<td>Directing and controlling</td>
<td>The ability of governing and directing others to do things according to the position and authority</td>
<td>Assertiveness Monitoring</td>
<td>Qualitative</td>
<td></td>
</tr>
<tr>
<td>Orientation to others</td>
<td>The amount of effort to establish and maintain social relationships or networks of social relationships, desire to teach and encourage the development of others</td>
<td>Credibility, integrity and sincerity Concern for employee welfare Recognizing the importance of business relationship</td>
<td>Qualitative</td>
<td></td>
</tr>
</tbody>
</table>

Table 2. List of Respondents

<table>
<thead>
<tr>
<th>NAME</th>
<th>TYPE OF BUSINESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADITY BOUTIQUE</td>
<td>FASHION (BOUTIQUE)</td>
</tr>
<tr>
<td>APIKAYU</td>
<td>CRAFT</td>
</tr>
<tr>
<td>AIRPLANE</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>BLACK JACK</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>CLOUD WALL DECOR</td>
<td>DESIGN</td>
</tr>
<tr>
<td>COMMON ROOM</td>
<td>PERFORMING ARTS</td>
</tr>
<tr>
<td>DIABOLIC</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>DO WITH BATIK</td>
<td>FASHION</td>
</tr>
<tr>
<td>FAST FORWARD RECORD</td>
<td>MUSIC PRODUCTION</td>
</tr>
<tr>
<td>FLASHY</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>GALERI KREATIF</td>
<td>CRAFT</td>
</tr>
<tr>
<td>HIGHLIGHT WORKS</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>HONEY BEE</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>HORN</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>HAMUR CRISPY</td>
<td>CULINARY</td>
</tr>
<tr>
<td>JUST KULKITH</td>
<td>FASHION (SHOES)</td>
</tr>
<tr>
<td>MAHANAGARI</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>MUGABE</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>OINK</td>
<td>FASHION (DISTRO)</td>
</tr>
<tr>
<td>PANDAPOTAN PURBA</td>
<td>VIDEO, MOVIE AND PHOTOGRAPHY SERVICES</td>
</tr>
</tbody>
</table>
4.2 Score Analysis

4.2.1 Achievement Score
Based on calculations, the total score obtained for the aspect of achievement was the 2698 range, which lies between 2520 and 3000. Thus aspects of achievement in general are in very good category. The entrepreneurial aspect of achievement was considered to be doing very well to support its business activities.

4.2.2 Thinking and Problem Solving Score
Based on calculations, the total score obtained for the aspect of thinking and problem solving is 756, which is located between 756 and 900 ranges. Thus aspects of thinking and problem solving in general are in very good category. The entrepreneur is considered to perform aspects of thinking and problem solving very well to support its business activities.

4.2.3 Personal Maturity
Based on calculations, the total score obtained for the personal aspect of maturity is 1253 range, which lies between 1014 and 1326. Thus the personal aspects of maturity in general are pretty good in the category. The entrepreneur is considered to be doing pretty good aspects of personal maturity, but still needs to be repaired.

4.2.4 Influence
Based on calculations, the total score obtained for the aspect of influence is the 1105, which is located between 918 and 1134 range. Thereby influence the general aspect is in the good category. The entrepreneurs are deemed to influence aspects of both to support its business activities.

4.2.5 Directing and Controlling

Based on calculations, the total score obtained for the aspect of influence is the 1105, which is located between 918 and 1134 range. Thereby influence the general aspect is in the good category. The entrepreneurs are deemed to influence aspects of both to support its business activities.

4.2.6 Orientation to Others
Based on calculations, the total score obtained for aspect orientation to others is the 1459 range, which lies between 1386 and 1650. Thus aspects of orientation to others in general are in very good category. The entrepreneur is considered to perform aspects of orientation to others very well to support its business activities.

4.3 Correlation between Variables
Correlation showed early indications of the relationship between variables. The above table shows that all bivariate correlations are significant variables (probability below 0.05). The calculation of these correlations, it can be seen that the variables most closely related The variables most closely related to the achievement variable (X1) is a variable maturity personnel (X3) that is equal to 0.629, this suggests that the creative industry entrepreneurs have the competence to be able to achieve performance within them, and this could support the maturing process self.

The variables most closely related with thinking and problem solving variables (X2) is a variable of personal maturity (X3) that is equal to 0.468, this shows that when entrepreneurs in creative industries are confronted on the issue, they will assume that these problems are part in the process of growing up themselves to try better.

The variables most closely linked with personal maturity variable (X3) is a variable influence (X4) that is equal to 0.636. This shows that the entrepreneurs in creative industries will use the influence in its business activities as one of the maturation process itself.
Variables that have the closest relationship with directing and controlling variables (X5) is an achievement variable (X1) that is equal to 0.635. This shows that when the entrepreneur will control their operations, they will assume that this is used as one of the achievements in the aspect of the desired performance in their business activities.

The variable most closely related to the variable orientation to others (X6) is an achievement variable (X1) that is equal to 0.585. This suggests that one aspect that could support its business activities is oriented to others, such as to workers, suppliers or customers, and business people think by doing so; they have managed to reach the achievement motive in them.

5. Conclusions and Suggestion

5.1 Conclusion

Based on the results of research conducted to determine the competency model of entrepreneurship as well as the discussions that have been described previously, then some conclusions can be drawn as follows.

Based on a descriptive analysis of the results of questionnaires with a sample of 30 respondents indicated that the model of entrepreneurial competencies in creative industries in Bandung in general is in good category. The entrepreneurs considered to have fulfilled some aspects of existing competency models, but there are still a small entrepreneur who expressed doubt on the variables of achievement, thinking and problem solving, personal maturity, influence, directing and controlling and orientation to others. This indicates that there are few or a small entrepreneurship in creative industries that have not fulfilled some aspects of entrepreneurial competency model, so that still needed improvement of the entrepreneurial self is to dare to make a change for the success of their business. They do not require skills that are not in their fields to build their business, so they think that in order to better focus their efforts on existing communities, which already owned the previous expertise and hobbies. Of the six variables of existing models of entrepreneurial competence, the entrepreneurs in the creative industries assume that these aspects of personal maturity is not so important, it is seen from the 13 items of personal questions in the variable maturity, amounting to 13 items showed hesitation to questions, 11 questions showed disagree, 5 questions indicates strongly disagree.

Results of calculation and testing using Spearman rank correlation shows the results of 0.963 with the direction of a positive relationship between variables from the model of entrepreneurial competencies in creative industries in Bandung, while the results of product moment calculation can be seen that there is a positive relationship for 0.929 between each variable from the model entrepreneurial competence, where the correlation coefficient interpretation guidelines 0.929 figures are in very good category.

5.2 Suggestion

The existence of advanced study by adding other variables related to the field of entrepreneurial management, such as variable success in business, because by choosing the variable success of the business, is expected to get results on whether there is a relationship or influence between competences with successful business models in creative industries Bandung.

The entrepreneurs in the creative industries should be more willing to do things that are at risk of doing business; this is done because it is basically a business must be done with things that are risky and more daring, as long as it remains on track.

It is expected that the entrepreneurs in the creative industries have the sciences that can support business activities such as the same experience in the field of business, technical and production skills, have knowledge in finance and accounting so that the presence of competence such as this, can help entrepreneurs in creative industries to develop and advance the business world, particularly in the field of creative industries.

Government can apply the concept of City Branding; which is expected this city can become a role model of creative industries to other cities both national and global scale.

References


