



The Role of Quality Human Resources in the Development of Creative Industry to Improve Sustainable Economic Growth in Pematang Sera Village

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Abstract. The purpose of this study was to identify and analyze the development of creative industries and the management of quality human resources in Pematang Serai Village, Tanjung Pura District, Langkat Regency in order to achieve sustainable economic growth. The specific objective of this study is to examine how the community, as human resources, can have a great deal of creativity and innovation in developing village potential, thereby contributing to the community's economy. Multiple linear regression analysis is used to evaluate the data. This study will employ a quantitative method related to data that characterizes the people of Pematang Serai Village, particularly household industry players involved in income growth. The study's findings indicate that the Creative Industry and Human Resource Management variables have a positive and statistically significant influence on the achievement of sustainable economic development. The influence contribution is 62.1% of the total.

Keywords: Creative Industries, Quality Human Resources and Sustainable Economic Growth.

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1. Introduction

The development of the creative economy industry in Indonesia demonstrates a very significant increase in numbers from one year to the next, because the creative economy industry is already sufficiently organized and managed to sell its products domestically and internationally. In light of the yearly decline in the quality of the nation's natural resources, the Creative Economy (Ekraf) is one of the industries that is expected to become a new asset for the economy in the years to come. The Indonesian government hopes to make the most of the prospects and potential offered by the Creative Economy by increasing its focus on it through the Creative Economy Agency (Bekraf). In order to function, businesses in the creative economy rely heavily on the ingenuity and expertise of their employees. According to (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021), advertising, architecture, publishing, visual communication design, photography, product design, performing arts, television and radio, interior design, fine arts, culinary, fashion, crafts, games, music, animated films and videos, and applications are among the 17 sub-sectors of the creative economy.

(Peraturan Presiden (PERPRES) Republik Indonesia, 2008) The creative economy is the process through which individual intangible assets like creativity, skill, and ability are transformed into marketable goods, thereby increasing the welfare of implementers and those involved. There is a close connection between the creative industry and other industrial activities. The establishment of the Creative Economy Agency through (Peraturan Presiden Republik Indonesia Nomor 6, 2015) About the Creative Economy Agency demonstrates the government's commitment to expanding the creative industry. It is anticipated that the creative economy sector will contribute to national economic expansion. Creativity and innovation are anticipated to become a new source of economic strength for Indonesia. Important to

the development of the Creative Economy is the availability of statistical data and information, which serves as the premise for decision making by both the government and actors in the Creative Economy. To meet these data requirements, the Creative Economy Agency collaborated with the Central Bureau of Statistics (BPS) in 2016 to compile a Creative Economy statistical database containing information about Creative Economy Macro indicator data from 2010 to 2016.

According to (Howkins, 2001), a creative economy is one in which people's ideas—rather than their access to physical resources like land or money—serve as the primary drivers of economic activity, which can be explained as economic activity where inputs and outputs are ideas, and only with idea capital, a creative person can earn a very respectable income. The creative industry must prioritize the growth of its creative human resources (HR). This is significant because it is acknowledged that investments in human resources (HR) are not insignificant, but the results are often not realized for some time. Human resource training and development is essential in the face of a shift in a highly competitive strategic environment. The ability of the creative industry to organize HR management activities is contingent on management's ability to produce, modify, and employ HR competencies to achieve the desired results. Micro, Small, and Medium-Sized Enterprises (MSMEs) play a crucial and strategic position in the creative economy sector of the national economy. Small and medium-sized enterprises (SME) in the creative economy industry continue to struggle with procuring financing and growing their businesses. In terms of financing, there are a number of MSMEs in the creative economy industry that already have a constant source of funds or investors, but there are also a number of MSMEs that still have limited financing as well as other constraints, such as limited human resources. As a result, it is necessary to conduct training to support the development of quality human resources.

Sustainable economic development is economic expansion that does not compromise the ability of future generations to increase their productive capacity. With the formation of the Creative Economy Agency (Bekraf) by the Indonesian government, it is anticipated that it will assist in resolving the obstacles faced by MSMEs in the creative economy industry in Indonesia, thereby contributing to the improvement of the Indonesian economy. With this research, the researcher expects to be able to contribute to the Creative Economy Agency, serve as a reference, and contribute to the creative economy industry in Indonesia's body of knowledge.

2. Literature Review

2.1 Definition of Human Resources

Human resource management is the organizational process of attracting, nurturing, and retaining an effective workforce. Human resource management (HRM) that is able to work effectively and efficiently is a crucial aspect of the manager's responsibilities in directing the organization's employees to achieve the desired outcomes. Indeed, it has become the overarching objective of HRM to provide optimum job satisfaction to company management, which can have a short- and long-term impact on company value. Human Resource Management, according to (Marwansyah, 2014), is the process by which an organization makes use of its Human Resources. This includes activities such as HR planning, recruitment and selection, HR development, career planning and development, pay and benefits, workplace safety and health, and employee relations.

2.2 Economic Growth

According to (Sukirno, 2011), economic growth is defined as the development of economic activities that increases the production of products and services and the prosperity of the population. Therefore, economic growth is the achievement of an economy's development from one period to the next. It will become easier for a nation to produce products and services. This enhanced capacity is the result of an increase in both the quantity and quality of production factors. Investment will increase the amount of capital products, and the technology employed will also increase. In addition, the rise in the labor force is proportional to the increase in the population's education and skills. Economic growth is typically defined as an increase in an economy's capacity to produce products and services. In analyzing a country's economic development, economic growth is one of the most essential indicators.

2.3 Definition of Sustainable Economic Growth

Economic growth refers to the development of economic activities that increase the quantity of products and services produced and the prosperity of a society. According to (Sadono, 2006), economic growth can be regarded as a long-term, period-to-period macroeconomic issue. In the meantime, according to (Arsyad, 2010), Gross domestic product (GDP)/gross national product (GNP) growth, regardless of whether it outpaces or lags behind the rate of population growth or if there are shifts in the composition of the economy, is the accepted definition of economic development. In the meantime, according to (Hasyim, 2016), economic development can be understood as the process of a country's economic condition progressively improving over a period of time.

2.4 Creative Industry

The term "Creative Industry" refers to the sector of the economy that relies on the originality, ingenuity, and skill of its participants to produce goods and services of monetary worth and social benefit (Instruksi Presiden Republik Indonesia No. 6, 2009). Economists, statisticians, cultural experts, and public politicians are just some of the groups taking an interest in the sector today. The creative sector's potential and role in promoting cultural diversity via the market are becoming increasingly acknowledged (UNESCO, 2016). Everyone, not just professionals in the arts or big businesses, should care about what happens in the creative economy; it is not limited to a single sector, but has permeated developed nations and is not limited to a single sector. The world is currently undergoing a transition to a creative economy and culture (Hartley, 2015). According to (Howkins, 2001), in his book *The Creative Economy*, people with ideas will prevail over those who operate production machinery and even those who own the machines (Amelia, 2016). Howkins (2001) authored the book *Creative Economy: How People Profit from Ideas*. The Creative Economy is defined as an economic activity whose output is Ideas. Alternatively stated, the essence of creativity is a concept.

3. Method

This research methodology is a quantitative approach. Utilizing research data in the form of numbers and employing statistical analysis to conduct research. Data analysis is quantitative in nature and its purpose is to test the hypotheses that have been formulated; data are collected using research instruments. In quantitative research, when the problem is obvious, a survey is conducted. According to (Sinambela & Sinambela, 2021), quantitative research is a type of research that processes data numerically to generate structured information. (Sekaran & Bougie, 2016) Quantitative research aims to collect data that describes the characteristics of objects, events, or situations.

The research procedure is in the preliminary stage, data collection is followed by an understanding of the phenomena under investigation. The second phase is the analysis of research data using a quantitative methodology. The third stage consists of data processing and interpreting the predicted values of each variable, as well as comparing the results of previous studies with the theory. The fourth step in deriving conclusions is evaluating the results and recommending them to relevant parties.

The population, as defined by (Sugiyono, 2018), is a region of generalization made up of things and people with certain predetermined attributes and characteristics from which inferences are drawn. This study's population is the community, and it focuses on housewives in Pematang Serai Village, Tanjung Pura District, Langkat Regency who operate a household business; 30 respondents are presumed.

While the sample, according to (Sugiyono, 2018), represents a portion of the population's size and characteristics, it is not representative of the population as a whole. According to (Arikunto, 2016), if the subject number is less than 100, the entire population becomes the sample for the research. Thus, the sample for this research consisted of 30 business actors/SMEs from the village of Pematang Serai, comprising the sample.

Data collection technique: 1) Observation. It was carried out by means of moderate participant

observation. Both the researcher's position as an insider and an outsider are represented in this analysis. Researchers often use participatory observation as part of their data collection processes, although not always. This can help researchers better observe the creative industry development process and the management of quality human resources and sustainable economic growth. 2) Interview. Not carried out with a strict structure, but increasingly focusing on problems so that the information collected is quite in-depth. This kind of leeway is considered capable of finding the honesty of informants to provide true information. Especially in the creative industry and management of quality human resources and sustainable economic growth. 3) Documentation. Conducted to obtain evidence of research documentation in the form of photos of the interview process, the activities of researchers.

Quantitative analysis, in which the data is expressed numerically, is used to examine the information, with the use of statistical methods and the SPSS v. 25 management application (Ghozali, 2013).

Research variables are typically described by descriptive statistics. The purpose of a descriptive analysis is to offer background on a topic by objectively collecting, categorizing, analyzing, and reporting facts. Data phenomena or qualities can be summarized using descriptive statistics.

Multiple linear regression analysis is utilized because it allows for a more thorough examination of the interplay between the independent variables and the final tally. This study's regression model looks like this:

$$Y = \alpha + X_1 + X_2 + \varepsilon$$

Information:

Y = Achievement of Sustainable Economic Growth

α = Constant

X1 = Creative Industry

X2 = Qualified Human Resources

ε = Error Term

This hypothesis was tested using either a simultaneous (F-test) or an individual (partial) regression coefficient test (t-test) to ascertain the impact of the independent variables on the dependent variable.

The classic assumption test seeks to demonstrate with certainty that the obtained regression equation has estimation accuracy, i.e., that it is not biased and consistent (Santoso, 2012). According to (Sugiyono, 2018), Normality, multicollinearity, and heteroscedasticity are the three components of the traditional assumption test. Standard errors may occur if there is heteroscedasticity because the variance is not constant. Multicollinearity reduces the significance of the regression coefficient since it makes it harder to determine the independent effects of the variables. Consequently, the classical assumption test must be conducted.

4. Result

4.1 Descriptive Statistical Analysis

Table 1. Descriptive Statistical Analysis Test Results.

	Descriptive Statistics				
	N	Minimum	Maximum	Means	std. Deviation
Industri_Kreatif	30	11.00	25.00	19.6000	3.39980
SDM_Qualified	30	13.00	25.00	20.5667	2.81233
Achievement_Growth_Sustainable Economy	30	15.00	25.00	21.1333	2.51524
Valid N (listwise)	30				

Source: SPSS Output Results v. 25, 2023

According to the descriptive statistics, the Creative Industries variable can take on any value between

11 and 25, with an average of 19.6000 and a standard deviation of 3.3998 based on a sample size of 30 respondents.

Descriptive statistics for a sample size of 30 people indicate that the variable Quality Human Resources has a range from 13.00 to 25.00, with an arithmetic mean of 20.5667 and a standard deviation of 2.81233. The descriptive statistics for the variable "Achievement of Sustainable Economic Growth" for a sample size of 30 people are as follows: minimum = 15.00, maximum = 25.00, a-mean = 21.1333, standard deviation = 2.51524.

4.2 Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis Test Results.

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	23,274	3,907		5,957	0.000
	Industri_Kreatif	0.438	0.138	0.322	2,724	0.036
	SDM_Qualified	0.323	0.167	0.238	1,737	0.048

a. Dependent Variable: Sustainable_Economy_Growth Achievement
Source: SPSS Output Results v. 25, 2023

In Table 2, the regression coefficient represents the coefficient in the multiple linear regression equation. Column B (coefficient) contains the used equation's value. The results of the standard equation for multiple linear regression are as follows:

$$Y = 23.274 + 0.438 \text{ Creative Industry} + 0.323 \text{ Qualified Human Resources} + \epsilon$$

Multiple linear regression analysis reveals that the creative industries and quality human resources variables have a linear effect on the achievement of sustainable economic growth. Based on the preceding, the multiple linear regression equation of 23.274 reveals the effect.

It is known that the Creative Industry variable's regression coefficient is 0.438%, which is positive. This indicates that the Achievement of Sustainable Economic Growth tends to increase by 0.438% when the Creative Industry increases by 1 unit.

The positive regression coefficient value for the Quality Human Resources variable is known to be 0.323. This indicates that for each unit increase in Quality Human Resources, the Achievement of Sustainable Economic Growth tends to increase by 0.323.

4.3 Hypothesis Test

Partial Effect Significance Test (t test)

Table 3. Partial Effect Test Results (t test).

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	23,274	3,907		5,957	0.000
	Industri_Kreatif	0.438	0.138	0.322	2,724	0.036
	SDM_Qualified	0.323	0.167	0.238	1,737	0.048

a. Dependent Variable: Sustainable_Economy_Growth Achievement
Source: SPSS Output Results v. 25, 2023

According to the results shown in Table 3, the Creative Industries variable has a positive and statistically significant effect on the Achievement variable of Sustainable Economic Growth in the

Pematang Village Community Serai of the Tanjung Pura District of the Langkat Regency, with a tcount value of $2,724 > 1,697$ and a significance alpha of $0.036 < 0.05$.

Quality Resource Management has a positive and significant effect on the variable Achievement of Sustainable Economic Growth in the Community of Pematang Serai Village, Tanjung District Langkat Regency Temple, as indicated by its tcount value of $1.737 > 1.697$ from ttable and its significance alpha of $0.048 < 0.05$.

Simultaneous Significance Test (F Test)

Table 4. Simultaneous Influence Test Results (Test F).

		ANOVA ^a				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	18,943	2	9,472	11,554	0.030b
	residual	164,523	27	6,093		
	Total	183,467	29			

a. Dependent Variable: Sustainable_Economy_Growth Achievement

b. Predictors: (Constant), HR_Quality, Creative_Industry

Source: SPSS Output Results v. 25, 2023

According to Table 4, the results of the Fcount > from Ftable are $11,554 > 2.56$ and the significant from alpha is $0.030 < 0.05$, indicating that the Creative Industries variable and Quality Resource Management have a positive and significant effect on the Achievement of Economic Growth variable Sustainable Community in Pematang Serai Village, Tanjung Pura District, Langkat Regency.

Testing the Coefficient of Determination (R2)

Table 5. Simultaneous Influence Test Results (Test F).

Summary model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0.621a	0.603	0.537	2.46849

a. Predictors: (Constant), HR_Quality, Creative_Industry

b. Dependent Variable: Sustainable_Economy_Growth Achievement

Source: SPSS Output Results v. 25, 2023

According to Table 5, R2 (R Square) is 0.621, or 62.1%. This indicates that the creative industry and quality resource management variables contributed 62.1% to the achievement of sustainable economic growth among the people of Pematang Serai Village, Tanjung Pura District, Langkat Regency, while the remaining 37.9% was explained or influenced by other variables not examined in this study.

4.4 Classical Assumption Testing

Normality test

Table 6. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test

		Achievement_Growth Sustainable Economy
N		30
Normal Parameters, b	Means	21.1333
	std. Deviation	2.51524
Most Extreme Differences	absolute	0.154

	Positive	0.154
	Negative	-.138
Test Statistics		0.154
asymp. Sig. (2-tailed)		0.096c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: SPSS Output Results v. 25, 2023

Table 6 shows that a significance level of 0.095 for the Kolmogorov-Smirnov test indicates that the data are regularly distributed. The second normality test is provided by the normal probability plot and histogram, which compare the observed cumulative distribution of the data to the normal cumulative distribution. The results of the examinations are as follows:

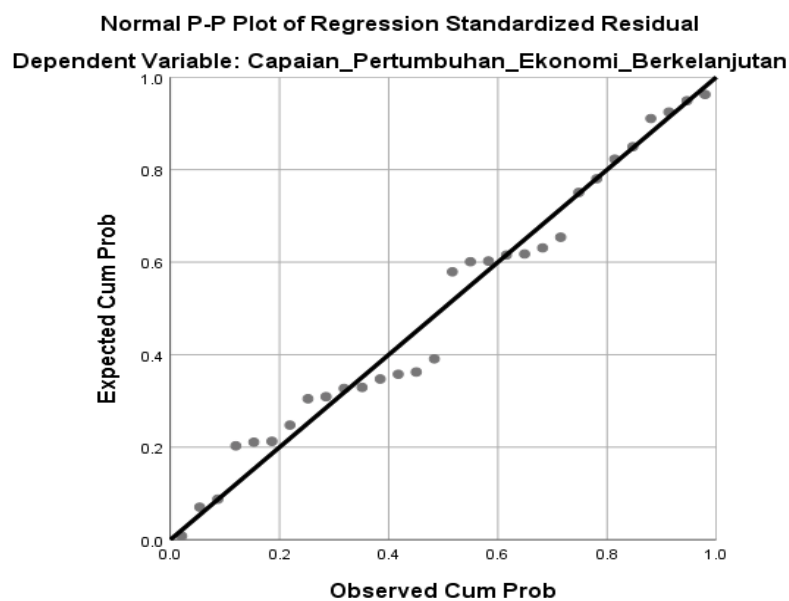


Fig. 1. Normal P-Plot Graph.
Source: SPSS Output Results v. 25, 2023

Figure 1 demonstrates that the data follows a normal distribution with a mean and standard deviation that are close to zero, allowing us to proceed with our tests on the premise of normality.

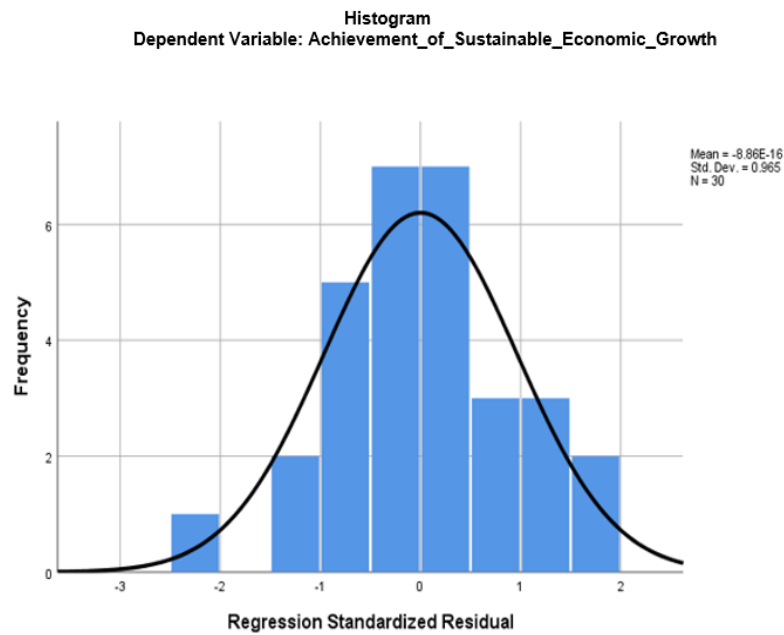


Fig. 2. Histogram Graph.
Source: SPSS Output Results v. 25, 2023

Figure 2 demonstrates that the data in this study are normally distributed or very close to normally distributed, as seen by the bell-shaped histogram.

Multicollinearity Test

Table 7. Multicollinearity Test Results.

Model	Coefficients ^a	Collinearity Statistics	
		tolerance	VIF
1	Industri Kreatif	1952	1,051
	SDM_Qualified	1952	1,051

a. Dependent Variable: Sustainable_Economy_Growth Achievement
Source: SPSS Output Results v. 25, 2023

Each independent variable has a VIF value of less than 4 or 5 as seen in Table 7 from the multicollinearity test. The absence of multicollinearity in the employed regression model is thus evident.

Heteroscedasticity Test

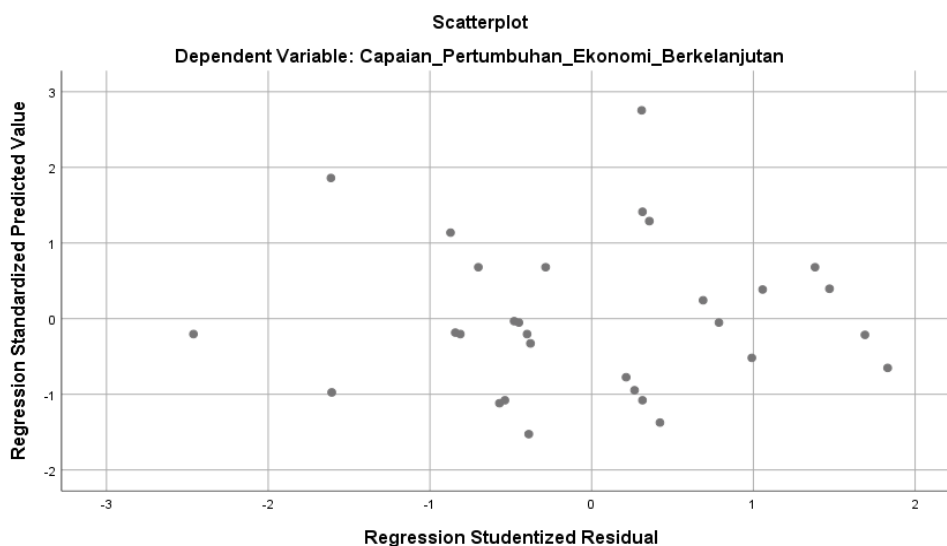


Fig. 3. Scatterplot Graph.
Source: SPSS Output Results v. 25, 2023

Figure 3 is a scatterplot graph, so it's easy to observe that the dots are distributed at random, with some appearing above 0 on the Sustainable Economic Growth axis and others below it. Therefore, the utilized regression model does not exhibit any signs of heteroscedasticity.

5. Discussion

5.1 The Influence of Creative Industries on Achievement of Sustainable Economic Growth

The tcount value data of the Creative Industry variable $>$ from ttable is $2,724 > 1,697$ and significant alpha is $0.036 < 0.05$, indicating that the Creative Industry variable has a positive and statistically significant effect on the Achievement variable of Sustainable Economic Growth for the Community of Pematang Serai Village, Tanjung Pura District, Langkat Regency. Creative is essential to the development and sustainability of the creative economy because it enables creative economy actors to hone their skills, gain knowledge from one another, and expand their networks. The creative economy teaches all business actors and micro, small, and medium-sized enterprises (MSMEs) to be persistent, innovative, and never afraid to consider outside the box.

5.2 The Influence of Quality Human Resources on Achievement of Sustainable Economic Growth

The tcount value data of the variable Quality Human Resources $>$ from ttable is $1,737 > 1,697$ and significant alpha is $0.048 < 0.05$, indicating that the variable Quality Human Resources has a positive and statistically significant effect on the variable Achievement of Sustainable Economic Growth for the Community of Pematang Serai Village, District Tanjung Pura, Langkat Regency. Strengthening human resources as a driving force and the rate of economic growth must be supported in order to produce superior human beings who have a strong correlation with increasing work productivity, which is crucial for prevailing in the business world amidst various types of rapid change.

5.3 The Influence of Creative Industries and Quality Human Resources on Achievement of Sustainable Economic Growth

The data value of Fcount of the Creative Industries and Quality Human Resources variables $>$ from Ftable is $11,554 > 2.56$ and significant alpha is $0.030 < 0.05$, indicating that the Creative Industries and Quality Human Resources variables have a positive and statistically significant effect on the Achievement of Economic Growth variable Sustainable Community of Pematang Serai Village, Tanjung Pura District, Langkat Regency. Technological advances are presently spawning novel approaches for business

actors/SMEs to solve problems. This circumstance necessitates human resources (HR) that are inventive, innovative, and competitive. What is meant by the term "creative" is the generation of new concepts or the generation of new products that have never existed before and are useful to the community.

6. Conclusion

To the Government, particularly the Langkat Regency Government, when preparing program planning, particularly programs for the community's sustainable economic development, pay attention to the development of creative industries and quality human resources, focusing on both physical and non-physical quality improvement. All of this is beneficial for the future of all business actors/SMEs and the local economy in particular. To the next researchers, add variables and increase the number of respondents so that the evaluation of the community's economic development accomplishments can be overcome.

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