Contribution to the Effectiveness and Efficiency of Kota Pari Village Communities in Increasing Sustainable Economic Growth and Creative Industry

[1]Suwarno, [2]Darmilisani, [3]Mira Yosefa Siregar, [4]Putri Selviani

[1,2,3,4]*Management Department, Panca Budi Development University, Medan*
warno@dosen.pancabudi.ac.id

Abstract. The research team at Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency set out to answer the question, "How effective and efficient are the communities of Kota Pari Village in achieving sustainable economic growth and creative industries?" The primary objective of this study is to compare the creative industry's financial health before and after the implementation of community effectiveness and efficiency strategies to boost revenues. The research hypothesis is that the success and efficiency of the Kota Pari Village community contributes to the development of both the creative industries and long-term economic growth. The researcher's planned methodology.This technique is a quantitative one; specifically, it pertains to information describing the residents of Kota Pari Village, and more specifically, the homemakers there, and how they might improve their productivity and, ultimately, their earnings from the home-based business sector.Multiple linear regression analysis and statistical testing in SPSS version 25 were used to analyze the data. The study found that Efficiency (X1) significantly and positively affected Long-Term Economic Development (Y). Sustainable Economic Growth (Y) is positively and significantly affected by efficiency. The creative industries (Y2) benefit greatly from sustained economic growth (Y). The Creative Sector (Y2) benefits greatly from effectiveness (X1). The Creative Industries (Y2) benefit greatly from increased efficiency.

Keywords: *Effectiveness, Efficiency, Sustainable Economic Growth, Creative Industries*

1. Introduction

Howkins' [1] book "The Creative Economy" is widely credited as the first to popularize the phrase "Creative Economy." An authentic concept or ideas based on human intellectual creativity, knowledge, skills, cultural legacy, and intellectual property technology are at the heart of what is known as the creative economy [2]. Numerous participants in the economic system have come up with novel ways to improve the quality of an existing good or service. It is the government's ambition that the creative economy would become the backbone of the national economy, one that can generate value and help boost Indonesia's international reputation and cultural standing.

The creative economy may boost the competitiveness of domestic goods on global markets and inspire more businesses to take advantage of those opportunities. The creative sector, with its many new developments, is just beginning to make an impact on the marketplace. Several sectors of the economy, including retail, shipping, service, hospitality, and the tech industry, are beginning to shift their focus to online deals. The term "creative economy" refers to the sector of the economy that rewards originality in the pursuit of commercial gain. Here, the creative economy is a new epoch that emphasizes creative information by using its people's ideas as its primary means of production [3]. Focusing on creative economy potentials and issues will help establish the correct policy approach for use in future creative economy development initiatives, which is essential for the strategy's successful implementation. It is

anticipated that fostering the creative economy will improve regional development, as well as the overall economic system and government policies. Where the creative economy can make a difference in the future by generating jobs that improve people's lives, it has the potential to play a significant strategic role.

The term "creative economy" refers to an approach to achieving long-term economic growth through innovative means. Increasing the efficiency and efficacy of society's production potential and assuring fair opportunities for all are necessary for sustainable development. Maximizing output in terms of quality, quantity, and timeliness is what we mean when we talk about being efficient. Meanwhile, efficiency is about contrasting the work's inputs with the outputs they produce[4]. The extent to which a goal can be attained can be gauged by assessing how effective a strategy is. This efficiency is more concerned with the final product, whereas the issue of utilising inputs is of secondary importance. Efficiency can be defined as the ratio of desired inputs to actual inputs used.

Focusing on creative economy potentials and issues will help design the correct policy strategy for use in future creative economy development initiatives, which is essential for putting this plan into action. It is anticipated that fostering the creative economy will improve regional development, as well as the overall economic system and government policies. Specifically, the creation of well-paying jobs that contribute to people's well-being is an area where the creative economy may and will have a significant future impact. Kota Pari Village in Pantai Cermin District Deli Serdang Regency North Sumatra is an example of a place with innovative and sustainable economic potential.

2. Literature Review

2.1. Definition of Effectiveness

According to the Big Indonesian Dictionary, the word "effective" (from which "effective" is derived) denotes something "has an effect" (consequently, its influence, its effect) and that this effect is successful. Meanwhile, success in accomplishing one's aims is a measure of efficiency. A mix of human, material, and other equipment is what makes it effective, according to Supardi. modifying one's actions in a way that maximizes learning potential and compensates for individual differences[6]. When a goal is effectively pursued, the desired results are realized. The efficiency with which students and teachers work together to achieve learning goals can be conceptualized as a metric of learning effectiveness. The efficiency with which a task is completed in terms of quality, quantity, and time is a measure of its effectiveness. The degree to which goals have been met can be measured in terms of effectiveness. The greater the accomplishment, the greater the efficiency [6].

2.2. Definition of Efficiency

To maximize output with minimal input is the goal of efficiency[7]. When it comes to making the most of scarce resources, efficiency is defined as maximizing outcomes with minimum input (the ratio of profits to those resources). Another view holds that efficiency is the proper way (effort, work) to manage something such that time, effort, and money are not wasted[9]. Efficiency, as defined by Mardiasmo in[10], is the relationship between output and input in relation to predetermined performance criteria or goals. Efficiency, as defined by Murni (2014), is the quality of producing more with less resources invested.

2.3. Definition of Sustainable Economic Growth

Growth in the quantity and quality of goods and services produced and the level of wealth in a community are both indicators of economic growth. From one era to the next, the issue of economic growth can be viewed as a period-spanning macroeconomic problem[11]. Meanwhile, an increase in GDP/GNP is considered economic growth according to[12], and this is true whether or not the rate of increase is higher than the rate of population growth, or whether or not there are shifts in the composition of the economy. Meanwhile, according to[13], economic growth can be seen as a process by which a country's economic status is gradually improved over time.

2.4. Definition of Creative Industries

The economy is expanding at a rapid rate. The proliferation of businesses targeting the national market is proof of this. That manner, competition will be even fiercer, forcing all economic actors to develop more precise tactics if they want to succeed. Winners and losers are inevitable in any contest. The same holds true for market competition. However, in recent years, there has been a shift, with the creative industry being singled out as one with promising future prospects and the ability to compete in the national market. The creative industry is a subset of the economic world that relies heavily on original thought and design.

The creative industry is an industry that originates from the utilization of skills, creativity, and talents possessed by individuals in creating prosperity and employment; the creative industries in Indonesia are also known as industriesculture, in which most of the actors carry local wisdom in the concepts or themes that are poured into the work[14]. The goal of this sector of the economy is to increase people's capacity for original thought and expression.

3 Activity Method

3.1. Research Method

This technique is a quantitative one because it relies on numerical data and statistical analysis to draw conclusions. Data analysis is quantitative in nature and is performed after the data has been collected using research tools for the purpose of testing the hypotheses. When the study question is crystal clear, a quantitative researcher will conduct a survey. Instead of hypothesizing from theoretical foundations, quantitative researchers first gather data, then use that data to test their hypotheses, and lastly draw conclusions based on their findings[15].

3.2. Population and Sample

According to[16], a population can be thought of as a conceptual space made up of things and people who share a set of traits that the researcher has chosen to study. This study's projected sample size of 30 housewives hails from Kota Pari Village in Pantai Cermin District in Serdang Bedagai Regency and represents the community at large.

The sample is representative of the population in terms of size and characteristics, as stated in [16]. If there are less than one hundred people interested in a topic, then the entire population should serve as the study's sample, as stated in[17]. This study used a sample of 30 business owners from Kota Pari Village as respondents..

3.3. Data collection technique

a.   Observation

Carried out by means of moderate participant observation. In this observation, there is a balance between the researcher being an insider and an outsider. Researchers in collecting data participate in participatory observation in various activities, but not all of them. This can help researchers observe the effectiveness and efficiency of achieving sustainable economic growth and creative industries.

b.   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 terms of effectiveness and efficiency towards achieving sustainable economic growth and creative industries.

c.   Documentation

Conducted to obtain evidence of research documentation in the form of photos of the interview process, the activities of researchers.

3.4. Data Analysis Techniques

The data analysis method used in this study is to perform quantitative analysis which is expressed in numbers which in the calculations use statistical methods assisted by the Statistical Product and Service Solutions management program or SPSS v. 25[18]. The data analysis method used to analyze the data collected in this study is as follows:

a. Validity and Reliability Test

According to[16]stating validity is the degree of certainty between the data that occurs in the object of research with data that can be reported by researchers with data that actually occurs in the object of research. To test the validity of the instrument, the study conducted a significant test by looking at the appearance of the SPSS output.

b. Descriptive Statistical Analysis

Descriptive statistics are generally used to provide information about research variables in a study. Descriptive analysis method is an analytical method in which data is collected, classified, analyzed, and interpreted objectively so as to provide information and an overview of the topics discussed. Descriptive statistics provide an overview of the phenomena or characteristics of the data.

c. Multiple Linear Regression Analysis

The data analysis technique used is multiple regression analysis to analyze the relationship between the independent variables and the dependent variable. The regression model in this study is as follows:

$Y1 = \alpha + X1 + X2 + \varepsilon$

$Y2 = \alpha + X1 + X2 + Y1 + \varepsilon$

Information:

Y1 = Sustainable Economic Growth

Y2 = Creative Industry

α = Constant

X1 = Effectiveness

X2 = Efficiency

ε =*Error Term*

d. Hypothesis test

Testing this hypothesis was carried out to determine the effect of the independent variables on the dependent variable, both simultaneously (simultaneous) regression coefficient tests (F-test) or individual (partial) regression coefficient tests (t-test).

e. Mediation Test

The Sobel Test will be used to verify the hypothesis. To do the Sobel test, one first determines whether or not the independent factors have any effect on the dependent variable via the Mediation variable. Multiplying (a) the path from independent to Mediation and (b) the path from Mediation to the dependent yields the indirect impact (abb). In this case, the coefficient ab = (c - c'), where c is the effect of the independent on the dependent before mediation and c' is the effect of the independent on the dependent after mediation. In order to determine whether or not an indirect effect is significant, we can use the formula t = /sab to determine the t value of the ab coefficient, and then use the criteria of comparing the tcount value to the ttable value of 1.96 for a significant 5%[19].

4 Results and Discussion

4.1 Research result

1. Validity and Reliability Test Analysis

Table 1. Results of Testing the Validity of Effectiveness Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

			Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	10.1667	6,557	.732	.727	.666
X1.2	10.3333	7,609	.548	.562	.766
X1.3	9.8667	8,189	.514	.660	.779
X1.4	10.2333	7,978	.620	.603	.732

Source: SPSS Output v 25, 2023

Based on Table 1, the results of the Effectiveness validity test show that all rcount values of each item statement are greater than 0.30, so that the results of the validity test can be concluded that all statement items used in the questionnaire are proven valid and suitable for further testing.

Table 2. Results of Testing the Validity of Efficiency Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.1000	7,472	.828	.694	.733
X2.2	10.9000	7,266	.781	.675	.757
X2.3	10.9333	8.133	.719	.570	.786
X2.4	10.4667	11,361	.431	.268	.891

Source: SPSS Output v 25, 2023

Based on Table 2, the results of the Efficiency validity test show that all rcount values of each item statement are greater than 0.30, so that the results of the validity test can be concluded that all statement items used in the questionnaire are proven valid and suitable for further testing.

Table 3. Results of Testing the Validity of Sustainable Economic Growth Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	13.5333	13,430	.696	.676	.804
Y1.2	13.7667	13,357	.777	.723	.783
Y1.3	13.7000	12,079	.875	.834	.750
Y1.4	13.8667	16051	.369	.229	.888
Y1.5	13.4000	14,731	.600	.679	.829

Source: SPSS Output v 25, 2023

Based on Table 3, the results of testing the validity of Sustainable Economic Growth show that all rcount values of each item statement are greater than 0.30, so that the results of the validity test can be concluded that all statement items used in the questionnaire are proven valid and suitable for further testing.

Table 4. Results of Testing the Validity of Creative Industry Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

Y2.1	13.9667	17,068	.812	.690	.874
Y2.2	13.7667	15,702	.900	.777	.853
Y2.3	14.0333	21,206	.474	.728	.936
Y2.4	13.7667	15,702	.900	.966	.853
Y2.5	13.8000	17,821	.739	.821	.890

Source: SPSS Output v 25, 2023

Based on Table 4, the results of testing the validity of the Creative Industries show that all rcount values of each item statement are greater than 0.30, so that the results of the validity test can be concluded that all statement items used in the questionnaire are proven valid and suitable for further testing.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Effectiveness (X1)	0.791	4	Reliable
Efficiency (X2)	0837	4	Reliable
Sustainable Economic Growth (Y1)	0.847	5	Reliable
Creative Industry (Y2)	0.900	5	Reliable

Source: SPSS Output v 25, 2023

Based on Table 5, it shows that the Cronbach's Alpha value resulting from the Effectiveness variable is 0.791, the Efficiency variable is 0.837, the Sustainable Economic Growth variable is 0.847 and the Creative Industry is 0.900. This value is greater than 0.60, so the test results state that it meets the requirements.

2. Path Path Analysis
a) Multiple Linear Regression Analysis Model 1

Table 6. Results of Multiple Linear Regression Testing Model 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	.450	.979		.653	080
	Effectiveness_X1	.635	.173	.551	3,672	001
	Efficiency_X2	.612	.211	.435	2,895	007

a. Dependent Variable: Sustainable_Economic Growth_Y1

Source: SPSS Output v 25, 2023

Based on Table 6, the regression results obtained can be made into an equation, as follows:
Y1 = 0.635X1 + 0.612X2

The regression equation means that the regression coefficients of the Effectiveness and Efficiency variables have a positive and significant effect on the Sustainable Economic Growth variable. That is, if the Effectiveness and Efficiency variables increase, then the Sustainable Economic Growth variable also increases.

The results of the regression coefficient obtained show that the Effectiveness factor (X1) of 0.635 is a more dominant factor in influencing Sustainable Economic Growth in the Village Community of Pari City, Pantai Cermin District, Serdang Bedagai Regency.

b) Multiple Linear Regression Analysis Model 2

Table 7. Results of Multiple Linear Regression Testing Model 2

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	.627	1008		.623	.009
Sustainable_Economic Growth_Y1	.260	.172	.240	1,712	002
Effectiveness_X1	.498	.192	.432	2,592	.015
Efficiency_X2	.450	.233	.319	1933	046

a. Dependent Variable: Industri_Kreatif_Y2
Source: SPSS Output v 25, 2023

Based on Table 7, the regression results obtained can be made into an equation, as follows:
Y2 = 0.498X1 + 0.450X2 + 0.260Y1

The regression equation means that the regression coefficients of all Effectiveness, Efficiency and Sustainable Economic Growth variables have a positive and significant effect on the Creative Industries variable. That is, if the variables of Effectiveness, Efficiency and Sustainable Economic Growth increase, then the Creative Industries variable also increases.

The results of the regression coefficient obtained show that the Effectiveness factor of 0.498 is the dominant factor influencing the Creative Industry in the Village Community of Pari City, Pantai Cermin District, Serdang Bedagai Regency.

3. Hypothesis test
a) Hypothesis Testing (Test F)
Model 1 Linear Regression F Test Results

Table 8. Linear Regression F Test Results Model 1

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	697,753	2	348,876	268,769	.000b
residual	35,047	27	1,298		
Total	732,800	29			

a. Dependent Variable: Sustainable_Economic Growth_Y1

b. Predictors: (Constant), Efficiency_X2, Effectiveness_X1
Source: SPSS Output v 25, 2023

Based on Table 8, shows the Fcount value of 268,769 while Ftable with df1 = 2 – 1 = 1 and df2 = 30 – 2 = 28, then we get Ftable 2.56. Because the value of Fcount is greater than Ftable, thus the regression model between Effectiveness and Efficiency has a positive and significant effect on Sustainable Economic Growth (Y1) in the Village Community of Pari City, Pantai Cermin District, Serdang Bedagai Regency.

Model 2 Linear Regression F Test Results

Table 9. Linear Regression F Test Results Model 2

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	700,587	3	233,529	188,487	.000b
residual	32,213	26	1,239		
Total	732,800	29			

a. Dependent Variable: Industri_Kreatif_Y2

b. Predictors: (Constant), Efficiency_X2, Sustainable_Economic Growth_Y1, Effectiveness_X1
Source: SPSS Output v 25, 2023

Based on Table 9, shows the Fcount value of 188,487 while Ftable with df1 = 3 – 1 = 2 and df2 = 30 – 3 = 27, then we get Ftable 2.57 Because the calculated F value is greater than Ftable, thus the regression model between Effectiveness, Efficiency and Growth Sustainable Economy has a positive and significant effect on Creative Industries in the Kota Pari Village Community, Pantai Cermin District, Serdang Bedagai Regency.

b) Determination Coefficient Analysis
Coefficient of Determination of Linear Regression Model 1

Table 10. Test Results for the Coefficient of Determination of Model 1

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.976a	.952	.949	1.13932

a. Predictors: (Constant), Efficiency_X2, Effectiveness_X1

b. Dependent Variable: Sustainable_Economic Growth_Y1
Source: SPSS Output v 25, 2023

Based on Table 10, the adjusted R square value of 0.952 means that Effectiveness and Efficiency are able to explain the variable Sustainable Economic Growth of 95.2%, while the remaining 4.8% (100%–95.2%) of the variable Sustainable Economic Growth is explained by other variables not examined in this research.

Coefficient of Determination of Linear Regression Model 2

Table 11. Test Results for the Coefficient of Determination of Model 2

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.978a	.956	.951	1.11309

a. Predictors: (Constant), Efficiency_X2, Sustainable_Economic Growth_Y1, Effectiveness_X1

b. Dependent Variable: Industri_Kreatif_Y2
Source: SPSS Output v 25, 2023

Based on Table 11, the adjusted R square value of 0.956 means that the Effectiveness, Efficiency and Sustainable Economic Growth variables are able to explain the Creative Industry variable of 95.6%, while the remaining 4.4% (100% - 95.6%) of the Creative Industry variable is explained by the variable others that were not examined in this study.

c) Hypothesis Testing (t test)

Table 12. Test Results for the Coefficient of Determination of Model 2

No.	Variable	Influence Weight			Significance		
		tcount		ttable	Pvalue		Sig
1.	Effectiveness (X1) → Sustainable Economic Growth (Y1)	3,672	>	1697	0.001	<	0.05
2.	Efficiency (X2) → Sustainable Economic Growth (Y1)	2,895	>	1697	0.007	<	0.05
3.	Sustainable Economic Growth (Y1) → Creative Industry (Y2)	1,712	>	1697	0.002	<	0.05
4.	Effectiveness (X1) → Creative Industry (Y2)	2,592	>	1697	0.015	<	0.05
5.	Efficiency (X2) → Creative	1933	>	1697	0.046	<	0.05

	Industry (Y2)							

Source: SPSS Output v 25, 2023

Based on Table 12, the effect of the Effectiveness variable on Sustainable Economic Growth is obtained tcount of 3,672 with sig. 0.001, because the sig. which in get < sign level. a = 0.05, then Ho is rejected and Ha is accepted, namely effectiveness has a positive and significant effect on sustainable economic growth.

The influence of the Efficiency variable on Sustainable Economic Growth obtained a tcount of 2,895 with sig. 0.007, because the sig. which in get < sign level. a = 0.05, then Ho is rejected and Ha is accepted, namely efficiency has a positive and significant effect on sustainable economic growth.

The influence of the variable Sustainable Economic Growth on the Creative Industries obtained a tcount of 1,712 with sig. 0.002, because the sig. which in get < sign level. a = 0.05, then Ho is rejected and Ha is accepted, namely Sustainable Economic Growth has a positive and significant effect on the Creative Industries.
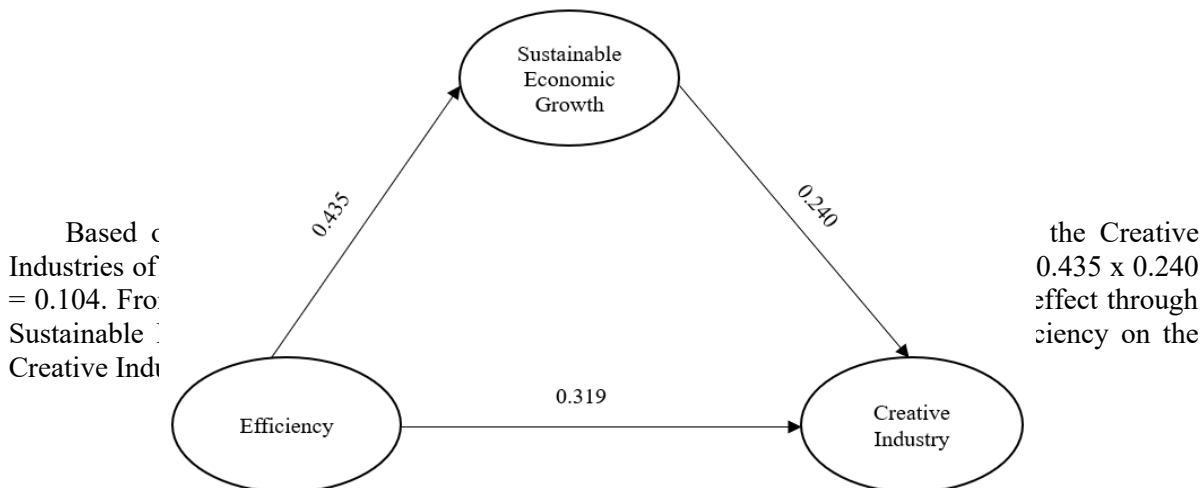
The influence of the Effectiveness variable on the Creative Industries obtained tcount of 2,592 with sig. 0.015, because the sig. which in get < sign level. a = 0.05, then Ho is rejected and Ha is accepted, namely Effectiveness has a positive and significant effect on the Creative Industries.

The influence of the Efficiency variable on the Creative Industry obtained tcount of 1,933 with sig. 0.046, because the sig. which in get < sign level. a = 0.05, then Ho is rejected and Ha is accepted, namely efficiency has a positive and significant effect on the Creative Industries.

4. Mediation Test
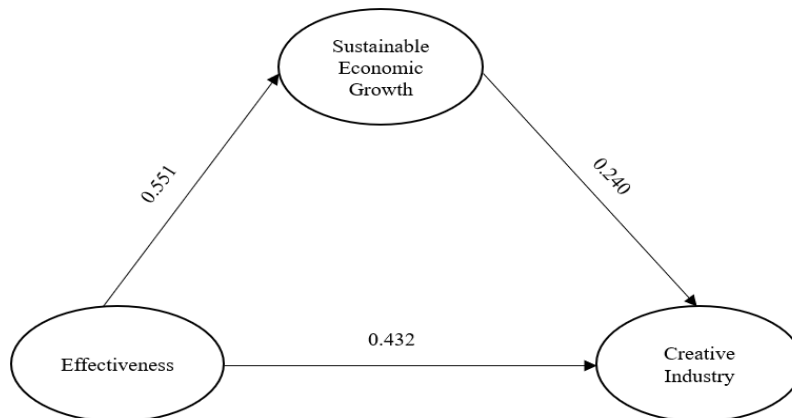
Based on [ ] s on the Creative Industries of 0.432. While the indirect effect through Sustainable Economic Growth is 0.551 x 0.240 = 0.132. From the calculation results obtained, it shows that the value of the indirect effect through Sustainable Economic Growth is smaller than the value of the direct effect of Effectiveness on the Creative Industries.

Based on [ ] the Creative Industries of [ ] 0.435 x 0.240 = 0.104. From [ ] effect through Sustainable [ ] ciency on the Creative Indu[ ]

5 Discussion

5.1. Effect of Effectiveness on Sustainable Economic Growth

Based on various theories, the results of this study explain that Effectiveness has a positive and significant influence on Sustainable Economic Growth. This can be seen from the tcount value of 3,172 with a t_{table} value of 1,697, it is known that the tcount > t_{table} and a significant value of 0.001 (sig. <0.05). This shows that the proposed H1 hypothesis is tested and can be accepted. Effectiveness needs to be increased for business actors in Kota Pari Village in order to increase the community's economy in a sustainable manner and be able to overcome poverty.

5.2. Effect of Efficiency on Sustainable Economic Growth

Based on various theories, the results of this study explain that efficiency has a positive and significant influence on sustainable economic growth. This can be seen from the t_{count} value of 2,895 with a t_{table} value of 1,697, it is known that the t_{count}> t_{table} and a significant value of 0.007 (sig. <0.05). This shows that the proposed H2 hypothesis is tested and can be accepted. Efficiency is maximizing the results of a job with few resources in the form of funds, effort, or time. In this case, it means that the fewer resources or funds used in the activities of business actors or business processes, the more efficient it is said to be. It can be better economic growth because.

5.3. The Effect of Sustainable Economic Growth on the Creative Industries

Based on various theories, the results of this study explain that Sustainable Economic Growth has a positive and significant influence on the Creative Industries. This can be seen from the tcount value of 1,712 with a t_{table} value of 1,697, it is known that the t_{count}> t_{table} and a significant value of 0.002 (sig. <0.05). This shows that the proposed hypothesis H3 is tested and can be accepted. The creative economy in Kota Pari Village is engaged in the creative industry business which still lacks new innovations, creativity and new discoveries, so that it is unable to compete with today's increasingly sophisticated market developments. The development of the creative economy in Kota Pari Village still has many shortcomings in all respects.

5.4. The Effect of Effectiveness on the Creative Industries

Based on various theories, the results of this study explain that Effectiveness has a positive and significant influence on the Creative Industries. This can be seen from the tcount value of 2,592 with a ttable value of 1,697, it is known that the t_{count}> t_{table} and a significant value of 0.015 (sig. <0.05). This shows that the proposed H4 hypothesis is tested and can be accepted. Effectiveness is a key element for achieving the goals or objectives that have been determined in each organization's activities or programs. It is called effective if the goals or objectives are achieved as determined. To increase effectiveness and strengthen the contribution of the creative industry in the Small Business economy, it is also necessary to continue to do so so that it has a more effective impact on poverty alleviation,

5.5. The Effect of Efficiency on the Creative Industries

Based on various theories, the results of this study explain that efficiency has a positive and significant influence on the Creative Industries. This can be seen from the tcount value of 1,933 with a ttable value of 1,697, it is known that the t_{count}> t_{table} and a significant value of 0.046 (sig. <0.05). This shows that the proposed H4 hypothesis is tested and can be accepted. The efficiency condition of the creative industry will affect the sustainability of business actors in the future, many creative industries will go out of business because costs are greater than income, the more efficient the business will extend the breath of the business, although external factors also affect business continuity but can be overcome by the efficiency.

6 Conclusion

Sustainable economic growth and creative economy is a concept in the new economic era that intensifies information, creativity and efficiency by relying on ideas and knowledge from human resources as the main production factor in economic activity. Therefore, ideas are an important factor in the development of the creative economy. The creative economy can affect the economy if existing

human resources always have new ideas. So that the creative economy sector is experiencing economic growth which can be seen from the Gross Domestic Product or GDP. Business development in Kota Pari Village as a whole has been quite good. However, there are still obstacles to developing it. Communities need help from both the government,

References

1] Howkins, J. (2001). *Creative Economy : How People Make Money From Ideas*. Pinguin Global.
2]   Undang Undang Nomor 24. (2019). *Tentang Ekonomi Kreatif.*
3] Basri, M. C., & dkk. (2012). *Rumah Ekonomi Rumah Budaya: Membawa Kebijakan Perdagangan Indonesia*. PT Gramedia Pustaka Utama.
4] Sedarmayanti. (2017). *Manajemen Sumber daya Manusia, Reformasi Birokrasi dan Manajemen Pegawai Negeri Sipil*. Refika Aditama.
5] Alwi, H. (2015). *Kamus Besar Bahasa Indonesia*. Balai Pustaka.
6] Rohmawati, A. (2015). Efektivitas Pembelajaran. *Jurnal Pendidikan Usia Dini*, *9*(1), 18.
7] Soekartawi. (2010). *Agribisnis: Teori dan Aplikasinya*. PT Raja Grafindo Persada.
8] Hasibuan, M. (2017). *Manajemen Sumber Daya Manusia, Edisi Revisi*. Bumi Aksara.
9] Mulyadi. (2007). *Sistem Perencanaan dan Pengendalian Manajemen*. Salemba Empat.
10] Siregar, H. A. (2016). Analisis Pengaruh Kinerja Keuangan Terhadap Pertumbuhan Ekonomi Provinsi Riau Dengan Belanja Modal Sebagai Variabel Pemoderasi. *Jurnal Akuntansi, Kewirausahaan Dan Bisnis*, *1*(1).
11] Sadono, S. (2006). *Makroekonomi Modern: Perkembangan Pemikiran Dari Klasik Hingga Keynesian Baru*. Raja Grafindo Pustaka.
12] Arsyad, L. (2010). *Ekonomika Pembangunan*. UPP STIM YKPN.
13] Hasyim, A. I. (2016). *Ekonomi Makro*. Peenadamedia Group.
14] Departemen Perdagangan Republik Indonesia. Depdag RI. (2008). *Rencana Pengembangan Ekonomi Kreatif 2009-2025.*
15] Kurniawan, A. (2014). *Metode Riset untuk Ekonomi dan Bisnis: Teori, Konsep dan Praktik Penelitian Bisnis (Dilengkapi Perhitungan Pengolahan Data dengan IBM SPSS 22.0)*. Alfabeta.
16] Sugiyono. (2018). *Metode Penelitian Pendidikan (Pendekatan Kuantitaif, Kualitatif, dan R&D)*. CV Alfabeta
17] Arikunto, S. (2016). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
18] Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
19] Ghozali, I. (2010). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.