

CHAPTER VI

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis and explanation regarding the competitiveness of creative industries, sub-sectors of fashion, culinary and craft in DIY which related with tourism DIY's tourism sector in previous chapters, it can be concluded that:

Based on the four dimensions of competitiveness according to the model of diamond porter in the creative industries subsector fashion, culinary and craft in DIY, the dimension of demand conditions has the greatest role to see and assess the competitiveness in this industry. Followed by the dimensions of the condition factors; the dimensions of corporate strategy, structure, and rivalry; and the last is the dimension of supporting industries and related industries. By seeing and knowing each dimension and the elements forming dimensions of competitiveness in the creative industry subsector of fashion, food, and crafts in DIY, the businessman or entrepreneurs in this industry can be more prepared to compete with competitors, and make the right strategy in order to survive in this industry. Meanwhile, for the government, it may be a consideration and advice in making policies and strategies for developing this industry.

The competitiveness of the creative industry sub-sectors of fashion, culinary and craft in DIY is still faced several problem. Some of the issues encountered, among others such as:

1. Weakness in understanding and utilization of information technology and communication, especially for businesses with micro-scale in this industry, because if utilized properly and optimally, information and communication technology can be used as a marketing tool products are effective and efficient.
2. The limited number of skilled labor along with the number of schools or vocational training is still limited.
3. Weakness in the commercialization of products, particularly to compete with foreign products.
4. The limited number of amenities and public facilities and infrastructure that can support the development of creative industries.
5. The availability of some raw material types are not available in DIY, as well as raw material prices are likely to frequently rise.

Regarding the issue of problems faced in the development of the creative industry's subsectors of fashion, culinary and craft in DIY, the writer offer some recommendations to be used as a strategy of development of creative industries such as:

1. Local governments can maximize support for the development of creative industries by providing training in both soft skills and hard skills that support the development of creative industries, as well as providing public facilities and infrastructure that support the development of this industry, both in terms of quantity and quality and facilities.

2. Entrepreneurs in the creative industries, it is expected to have a willingness to study information technology and personal communication and language skills, as well as creating new innovations.
3. Strengthening institutions and communities function as a forum for the development of creative industries.
4. Organizing exhibitions, bazaar or pop-up market as a place to facilitate businesses in the creative industries to introduce their products to the wider community.
5. The businesses in the creative industries should also pay attention and maintain the quality of their products.

B. Suggestion

By seeing and knowing each dimension and the elements forming dimensions of competitiveness in the creative industry subsector of fashion, food, and crafts in DIY, the businessman or entrepreneurs in this industry can be more prepared to compete with competitors, and make the right strategy in order to survive in this industry. Meanwhile, for the government, it may be a consideration and advice in making policies and strategies for developing this industry. For the further researchers need to add about the competitiveness index measurement to know about the index value of creative industry competitiveness in DIY, and to know about the condition of DIY's creative industry competitiveness, the competitiveness of creative industry in DIY including in what category? The competitiveness of creative industry in DIY include in low, medium or high category?

