INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT ii

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REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

MODEL DEVELOPMENT OF SMALL AND MEDIUM INDUSTRIAL INVESTMENT CREATIVE ECONOMY BASED IN DENPASAR CITY

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ABSTRACT
This study aims to (1) analyze Industry investment potentials of Small and Medium Enterprises in Denpasar (2) Formulate Model Development of Small and Medium Industry in Denpasar. These objectives can be achieved with the output, by means of Location Quotient (LQ); (2) Investment Development Model with the analysis tools External Factors External Factors Summary Matrix and Matrix Summary. This study found that (1) the potential that can be developed Industry investment Small and Medium Enterprises in Denpasar is based creative economy include: Crafts, Publishing and Printing, Fashion, Culinary and Music. (2) Business Climate Investment show: Workforce significant effect on the subsector Crafts, Printing and Culinary; Investment and Economic Value significant effect on the subsector of Crafts, Fashion and Culinary; (3) investment development model Creative Economy Subsector Crafts, Fashion, Culinary and Publishing and Printing right in Denpasar is the Model Growth and Build or Empowerment and Growth strategy with the strategy of market penetration, product development, and integrative strategies. Model development investments Creative Economy Subsector Music is Hold and Maintain, with market penetration and product development.

KEYWORDS
growth and build, hold and maintain, market penetration strategy.

INTRODUCTION
Investments into one of the keywords in any efforts to create economic growth. Investment activity is also one of the main factors as drivers of growth and development of the sectors of trade, import-export, banking, transportation and insurance. Besides, the education factor will also be encouraged, so that the impact on improving human resources (HR). Likewise, the investments can reduce unemployment because of the availability of jobs that can increase revenue, and ultimately there will be an increase in people's purchasing power. Through increased investment activity, both in the form of capital accumulation of domestic and foreign, will be a factor lever that is needed for a country or region in moving machine guarding economy sustained growth.

Local Government essentially have the freedom to choose the ways in accordance with the regional development potential of natural resources and the existing human resources by involving public participation. Regional autonomy emphasis on acceleration strategy for regional development in accordance with the elaboration of the Regional Long Term Development Plan and the Government Work Plan.

Investment is a key in efforts to create economic growth. Investment is one of the major factors as drivers of growth and development of other sectors such as trade, import-export, banking, transportation and insurance. Investments to reduce unemployment because of the availability of jobs that can increase revenue, and ultimately there will be an increase in people's purchasing power.

Agyapong (2010) find investment in the sector of Micro, Small and Medium Enterprises (SMEs) was able to emphasize the amount of poverty in the country Ghana in Ghana. SMEs strengthen sectors such as agriculture, fisheries, quarrying, restaurants / restaurants, food processing, and other services. SMEs play an important role in creating jobs, contributing to tax revenues, facilitating the distribution of goods production, contribute to the development of human resources and the business world. The conditions further significantly affect the conditions of poverty reduction in the country of Ghana. APEC SME innovation center in 2006,

conducted a study on the global competitiveness of SMEs in the 13 countries of APEC. Based on the results of the study, showed that Indonesia is among countries that MSMEs its low competitiveness.

Based on the data of poor households in the city of Denpasar, the city of Denpasar need to have a model of development investment that perpetrators promote SMEs in reducing the number of poor households in the city of Denpasar, such as patterns of poverty in the State of Ghana (Agyapong, 2010), in addition to expectations MSME development towards increased global competitiveness. Investment in SMEs, the main alternative in view of Denpasar has limited natural resources, especially associated with the Vision Denpasar to become a Creative City-based cultural wisdom, the goal of poverty alleviation through development of SME investments will be possible.

Research on the Potential Development of Investments in Small and Medium Industries (SMI) in Denpasar are needed for the following reasons (1) SMEs have a direction that is not only economically profitable but also morally, culture, nature and society; (2) The creative power arising from the IKM, positive impact on the improvement of competitiveness and innovation capacity; (3) IKM very precisely developed in areas that have limited natural resources like in Denpasar, where agricultural land is only 2,519 ha (20%) of the 12 778 ha area of Denpasar.

Based on the description that has been presented research aims to (1) analyze Industry investment potentials of Small and Medium Enterprises in Denpasar, and (2) Formulate Small and Medium Enterprises Development Model Industry in Denpasar.

REVIEW OF LITERATURE
INVESTMENT
Sadono (2000) revealed Investments as expenditure-expenditure for the purchase of capital goods or equipment production with the aim to replace and augment capital goods in the economy that will be used to produce goods and services in the future. Based on the definitions referred to it can be seen that the investments are closely related to economic growth.

One of the arguments of the economy is quite well known that describe their relationship is Harrord-Domar theory. Both scientists have concluded there is a direct economic relationship between the magnitude of the overall capital stock, K with GNP (Y) which is formulated as a ratio of capital/output. This explains the relationship if the higher stock of capital in the economy, the higher the output that can be generated. In simple terms this growth theory written as follows (Todaro2000);

$$\frac{\Delta Y}{Y} = \frac{s}{k} \qquad\qquad (1)$$

From these equations can be understood easily that the growth rate represented by the notation ΔY / Y is determined jointly by the national saving rate, s, as well as the national capital-output ratio, k. More buffs, this identity can also be described premises ntingkat growth of national income will be directly or as a "positive" proportional degnan savings ratio (ie semkain many parts GNP yan saved and invested, the greater the growth of GNP) and vice versa.

According to Todaro (2000), the economic logic behind the formula development Harror version - Domar is very simple where in order to grow exponentially, so every economy must save and invest as much as possible of the GNP. The more you can save for later allocated to the investors so that it becomes an investment, the rate of the economy will be more rapid. In this case it takes a strong assumption that moving to other factors ceteris paribus. Investment in question in the context of the macro economy is shaped investas physical investments such as capital goods (plant and equipment), buildings and inventory. Capital goods generally measured in terms of money, the amount of capital per unit multiplied by the price of the acquisition of capital goods. To prevent confusion, the calculation of the investment must be in accordance with national income perhitungna (prathama, 2008) that were included in the calculation of investment are capital goods, building / construction, and inventories of finished goods that are still new.

CREATIVE ECONOMY SECTOR
Creative economy is an economic concept that relies on individual creativity in optimize competitiveness. Wiko (2010: 22) explains that the true basis of the concept of the creative economy is where science and technology is the main input in stimulating economic development and creating a good economic growth. Creative economy is an economic concept in the new economic era that intensifies information and creativity that relies on ideas and knowledge of Human Resources as the main production factor in the production process

The potential of the creative economy is highly developed in Indonesia. In the year 2007 was 6.3% of total gross domestic product of Indonesia contributed the creative industries. Therefore, the government through the relevant institutions to give great attention and importance in the development of this sector. The other reason we need to develop creative industries in Indonesia are: (1) Providing significant economic contribution; (2) Creating a positive business climate; (3) To develop the image and identity of the nation; (4) Based on a renewable resource; (5) Creating innovation and creativity which is a competitive advantage of a nation; (6) Provide a positive social impact.

Results convention creative economic development of the Republic of Indonesia's Ministry of Commerce lays about 15 sub-sectors of the creative industries in Indonesia were adjusted to KBLI 2005. The fifteen sectors referred to, among others: (1) Advertising; (2) Architecture; (3) Art Goods Markets; (4) Craft; (5) Design; (6) Fashion; (7) Video; (8) Interactive Games; (9) Music; (10) Performing Arts; (11) Publishing and Printing; (12) Computer and Software Services; (13) Television and Radio (14) Research and Development; (15) and Culinary.

MICRO SMALL AND MEDIUM ENTERPRISES
Ministry of State Minister of Cooperatives and Small and Medium Enterprises defines small enterprises (SEs), including Micro (UMI), is a business entity that has a net worth of at most Rp 200,000,000,00 excluding land and buildings effort, and has annual sales of US $ 1,000,000,000.00. Medium Enterprises (FME) is a business entity owned Indonesian citizens who have a net worth greater than Rp 200,000,000.00 - USD 10,000,000,000.00 excluding land and buildings. The Central Statistics Agency (BPS) provides a definition of SMEs based on the quantity of labor. Small business is a business entity which has a total workforce is 5-19, while medium-sized enterprises are business entities which have a workforce of 20-99 people.

SMEs can play a role in the economy, improve well-being. It is also reinforced with illustrations submitted Agyapong (2010: 205) regarding the role of SMEs in the alleviation of poverty.

FIGURE 1: CONCEPT ILLUSTRATION ROLE OF SMES TO POVERTY REDUCTION
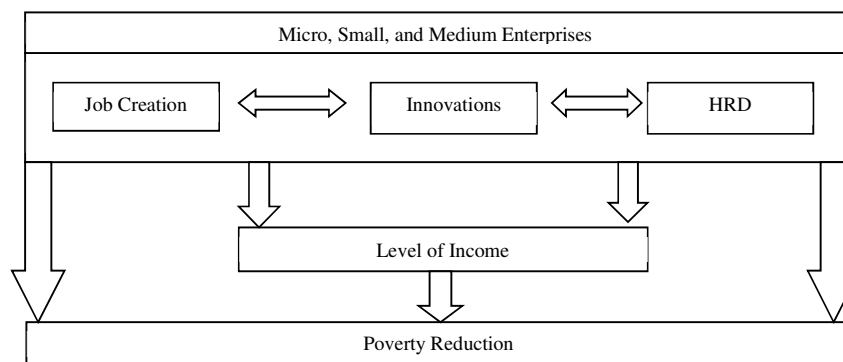
Source: Agyapong, 2010

POVERTY AND FACTORS CAUSE

Poverty is defined as a low standard of living, namely the existence of a level of material deprivation compared to the standard of living prevailing in the society concerned. The benchmarks used in the World Bank defines poverty it is the achievement of a decent life with earnings of USD 1.00 a day, in the category of countries with low income, USD 2.00 per day in the country with medium income, and $ 14.00 per day in developed countries.

United Nations Development Program (UNDP) defines poverty as hunger, lack of shelter, the inability of seeing a doctor when sick, no access to school and are illiterate, do not have a job, fear for the future, living in a daily basis, the inability to get clean water, helplessness, no representation and freedom. The Central Bureau of Statistics have different definitions of poverty, which is a condition of a person who is only able to meet their food less than 2100 calories per capita per day.

Poverty can be grouped into three sizes, namely absolute poverty, relative poverty, and cultural poverty (Daryanto and Hafizrianda, 2010: 207). A person classified as poor in absolute if the proceeds are under the poverty line, is not enough to meet the minimum needs of life: food, clothing, health, housing, education. Relatively poor mean that someone actually had to live above the poverty line but still below the ability of people in the vicinity. While poor culturally closely related to the attitude of a person or group of people who are not willing to try to improve the level of life despite the efforts of others who helped.

RESEARCH REVIEW

APEC SME innovation center in 2006, conducted a study on the global competitiveness of SMEs in the 13 countries of APEC. Based on the results of the study, showed that Indonesia is among countries that MSMEs its low competitiveness. Indonesia, along with Mexico and Russia are among the countries with the smallest funding for technological development in SMEs. And based on the results of the same study shows that technological development is one important source of innovation, is also an important source of technology for increasing competitiveness (Tambunan, 2009).

Tambunan (2010), suggests research Asian Development Bank (ADB), which conducted a study to assess the extent to which the results of the efforts of governments and the private sector so far in helping non-agricultural SMEs. Based on these results, indicating that although the government and the private sector has taken various programs, the results are not satisfactory. Most of the respondents were not aware of any public services to develop the business (business development service / BDS). Results of the study also reported that often agencies such as BDS providers do not know what exactly is needed by entrepreneurs of SMEs, because they consider BDS have not established a good network with them. As a result, real services are provided BDS does not correspond to the real needs of SME entrepreneurs.

CESS and Swiss (2003) study of the SMEs export in Bali also shows that in an increasingly competitive market conditions, conducive business environment and adds to costs become very annoying problem trying to comfort exporter / trading house. As a result, the competitiveness of exporters / trading house of Bali which incidentally comes from SMEs, declined sharply because it is difficult to compete with products from countries that cost production cheaper. Bali is one of the main exports of SMEs (including for products from other regions) facing worsening business climate due to the increasing number of levies and regulatory approval. As a result, trading house into export channels for products of SMEs to reach international markets have found it difficult to maintain their business.

RESEARCH METHODOLOGY

The analytical method used in the study Model Development of Small and Medium Industries Investment in Denpasar include the following:

1. Analysis of Investment potential of each district in the city of Denpasar which has the potential to be fostered and developed into a creative economy that is competitive and high value. The analytical tool used: Location Quotient. LQ calculations done by (1) Static Location Quotient (SLQ) and (2) Dynamic Location Quotient (DLQ). SLQ using the Gross Regional Domestic Product (GRDP) of each subdistrict in Denpasar compared with the sector as a whole in Denpasar. By using the formula.

$$SLQ_{ik} = \frac{V_{ik}/V_k}{V_{ip}/V_p} \qquad (2)$$

Notation

V_{ik}	=	the value of sector GDP in the region j (Denpasar District of North/South/West/East)
V_k	=	the value of GDP total area of the set (Denpasar District of North/South /West/East)
V_{ip} sector GDP$_i$	=	Value in the set (Denpasar)
V_p	=	The value of GDP total area of the set (Denpasar)
SLQ> 1	=	Study regions (districts) has specialized in sector i compared to regions set (sectors referred featured classified)
SLQ <1	=	Area of study (districts) do not have specialized in sector i than in the set (sector not classified as superior)
SLQ = 1	=	i sector are leading sectors both in the study area and in the regions set

DLQ use rate of the Gross Regional Domestic Product (GDP) respectively in Denpasar perkecamatan sector compared with the overall rate of the sector in the city of Denpasar. The results of calculations by this method describes how the rate / fast growth in every sector in every district compared to growth of the same sector in the region himpunannya which in this case is the city of Denpasar. DLQ calculation formula is as follows.

$$DLQij = \frac{(1+gij)}{(1+gj)} \Big/ \left(\frac{1+Gi}{1+G}\right) \qquad (3)$$

Notation

DLQ	=	Dynamic Location Quotient in a region
g_{ij}	=	The rate of growth in the sector ij (Denpasar subdistrict North/South/West/East)
G_i	=	The rate of growth in the sector i set (Denpasar)
g_j	=	Average regional growth rate j (Denpasar subdistrict North/South/West/East)
G	=	Average rate of growth of the set area (Denpasar)
DLQ > 1	=	This sector has the potential for growth is faster than the area set
DLQ < 1	=	This sector has the potential for growth is slower than the area set
DLQ = 1	=	This sector has large growth potential as fast as the area set

2. Identify internal factors into strengths and weaknesses, as well as external factors that became opportunities and threats Investment Development based creative economy today and the future. Analyzer used stakeholders survey.

3. Determine the position of the Investment Development based Creative Economy by analyzing the internal factors (strengths and weaknesses) and external factors, opportunities and threats) influencing the development of the creative economy based investments in Denpasar. The analysis tool used is Matrix External Factor Analysis Summary (EFAS) and Internal Factor Analysis Summary (IFAS) at the moment and in the future.

RESULTS AND DISCUSSION

INVESTMENT POTENTIAL OF SMALL AND MEDIUM INDUSTRIES IN DENPASAR

Investment potential of SMEs can be known premises to analyze potential investments in Denpasar, which were analyzed by analysis of Location Quotient (LQ), which is an analytical technique used to analyze the potential sectors or base in the economy in a region. Leading sectors that are well developed will have a significant effect on regional economic growth, which in turn can eventually generate income optimally.

LQ calculations done by (1) Static Location Quotient (SLQ) and (2) Dynamic Location Quotient (DLQ). SLQ using the Gross Regional Domestic Product (GRDP) of each sector perkecamatan in Denpasar compared with the sector as a whole in Denpasar. While DLQ use rate of the Gross Regional Domestic Product (GDP) respectively in Denpasar perkecamatan sector compared with the overall rate of the sector in the city of Denpasar. Analysis SLQ and DLQ can be shown the basic sector and sector rate of Denpasar in Table 1.

TABLE 1: RECAPITULATION SECTOR SECTOR BASE AND RATE DENPASAR CITY YEAR 2009 – 2013

No	Districts	Sector							
		Agriculture, Plantations, Livestock, Forestry & Fishing	Processing industry	Electricity, Gas and Water	Property	Trade, Hotels and Restaurants	Transportation and Communications	Financial, leasing and services of the Company	Services
1	North Denpasar	B /LL	NB/LC	NB/LL	B/LC	NB/LC	B/LC	NB/LL	B/LC
2	South Denpasar	B /LL	NB/LC	NB/LC	NB/LL	B/LC	NB/LL	NB/LC	NB/LL
3	West Denpasar	NB/LL	B/LC	NB/LC	NB/LL	NB/LC	NB/LC	NB/LC	NB/LL
5	East Denpasar	B /LL	NB/LC	B/LC	NB/LL	NB/LC	B/LC	B/LC	B/LC

Source: Results Analysis

Notation
B   = Base
LL   = Slow rate
NB   = Non Base
LC   = Faster rate

Based on Table 1 shows that the Manufacturing Sector based at Denpasar District West, with all districts both base and non-base has a rapid growth rate. The manufacturing sector in Denpasar include: Subsector Crafts, Advertising and printing sub-sector, subsector fashion, culinary sub-sector, and subsector Music. These five sectors are the Small and Medium Industries group Creative Economy. The description of each can be described as follows.

FIGURE 2: NUMBER OF INDUSTRIAL ENTERPRISES CREATIVE ECONOMY IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
Population	1,602	369	1,001	901	4
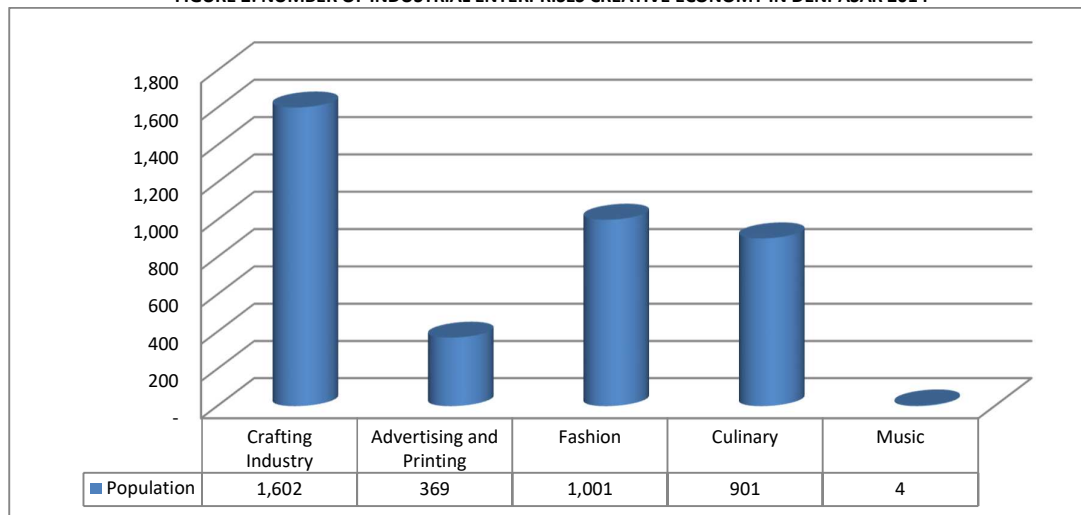
FIGURE 3: TOTAL LABOR INDUSTRY CREATIVE ECONOMY IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
Population of Labour	9656	2340	9908	5939	18
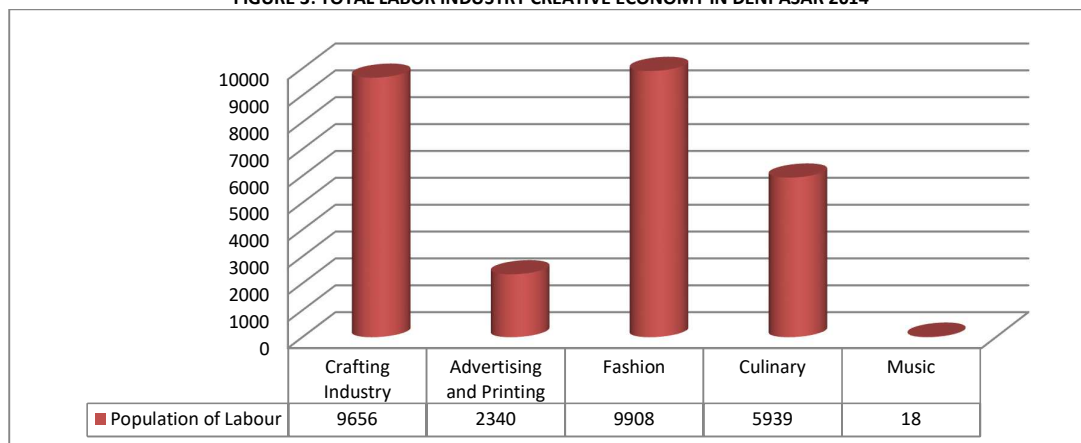
The number of SME businesses based creative economy in Denpasar in 2014 belonging to the group Handicraft subsector amounted to 1,602 units, 369 units Publishing and Printing, Fashion 1,001 people, Culinary 901 units, and Music 4 units (Figure 2). Labor adsorbed amount IKM-based creative economy in Denpasar in 2014 belonging to the group Handicraft subsector amounted to 9656 people, Publishing and Printing 2,340 people, the 9908 Fashion, Culinary 5939 people, and Music 18 (Figure 3). SME Investment Value-based creative economy in Denpasar in 2014 that the group Handicraft subsector amounted to Rp 64,628,949,000, - Advertising and Printing Rp 59,973,935,000, - Fashion Rp 75,760,682,000, -, Culinary Rp 101 765 990 000, - and Music USD 163 800 000, - (Figure 4).

FIGURE 4: CREATIVE ECONOMY INDUSTRY INVESTMENT VALUE IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
■ Investment Value	64,628,949	59,973,935	75,560,682	101,765,990	163,800
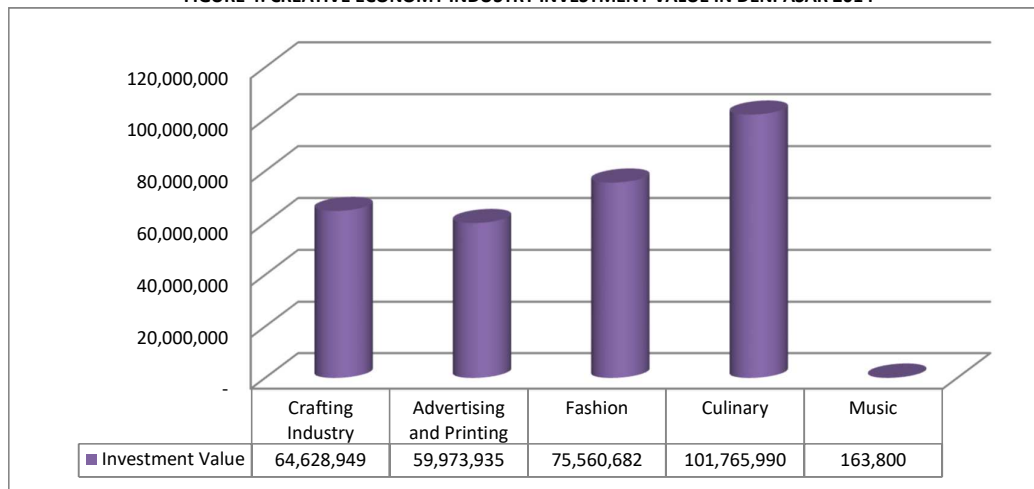
FIGURE 5: INDUSTRIAL PRODUCTION CAPACITY CREATIVE ECONOMY IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
■ Production Capacity	21,646,991	3,315,046	21,726,470	53,737,775	673,168
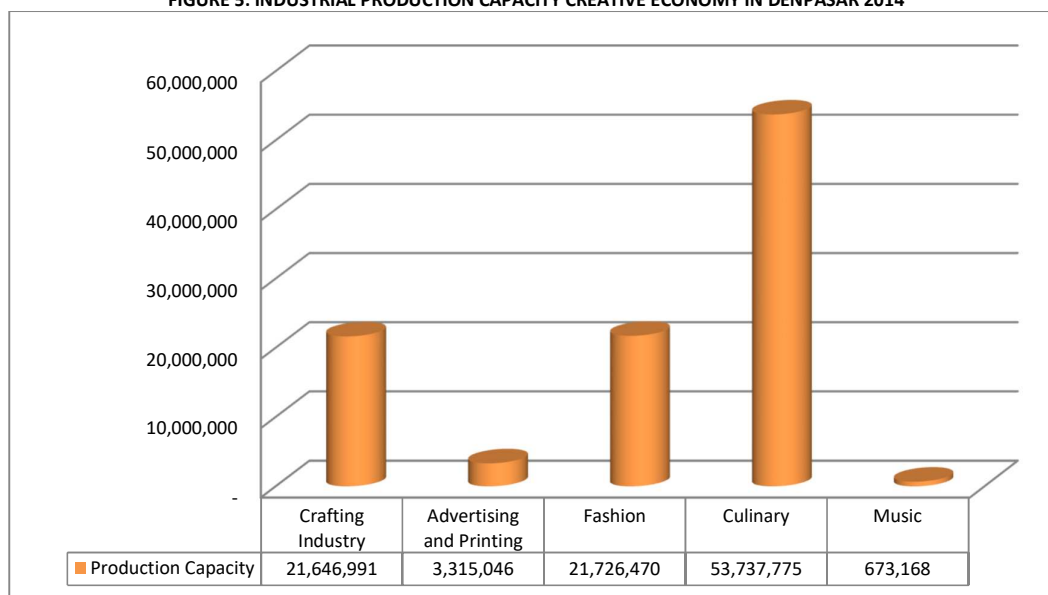
IKM Production Capacity based creative economy in Denpasar in 2014 which amounted to 21,646,991 units subsector Crafts; Advertising and Printing 3,315,046 units; Fashion 21.72647 million units, Culinary 21.72647 million units and 673 168 music unit (Figure 5). IKM Production Value-based creative economy in Denpasar in 2014 that the craft subsector amounted to Rp 378 843 451 000, - USD 103 755 237 000 Publishing and Printing, - Fashion Rp 467 521 398 000, - Culinary Rp 420 525 286 000, - and Music Rp 6,673.100.000, - (Figure 6).

FIGURE 6: INDUSTRIAL PRODUCTION VALUE CREATIVE ECONOMY IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
■ Production Value	378,843,451	103,755,237	467,521,393	420,525,286	6,673,100
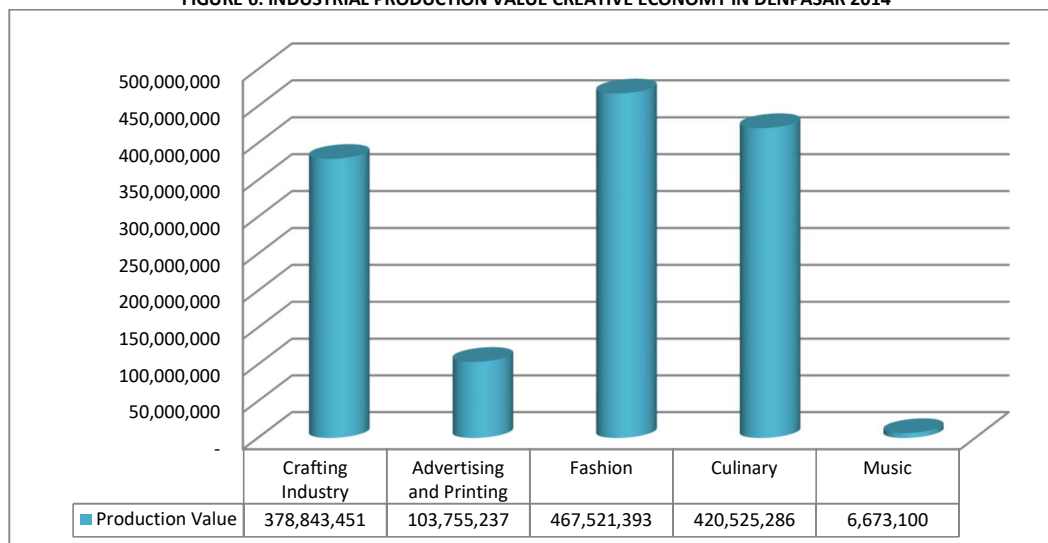
FIGURE 7: ECONOMIC VALUE INDUSTRIES CREATIVE ECONOMY IN DENPASAR 2014

	Crafting Industry	Advertising and Printing	Fashion	Culinary	Music
■ Economic Value	266,453,699	78,735,942	349,491,026	300,917,751	237,930
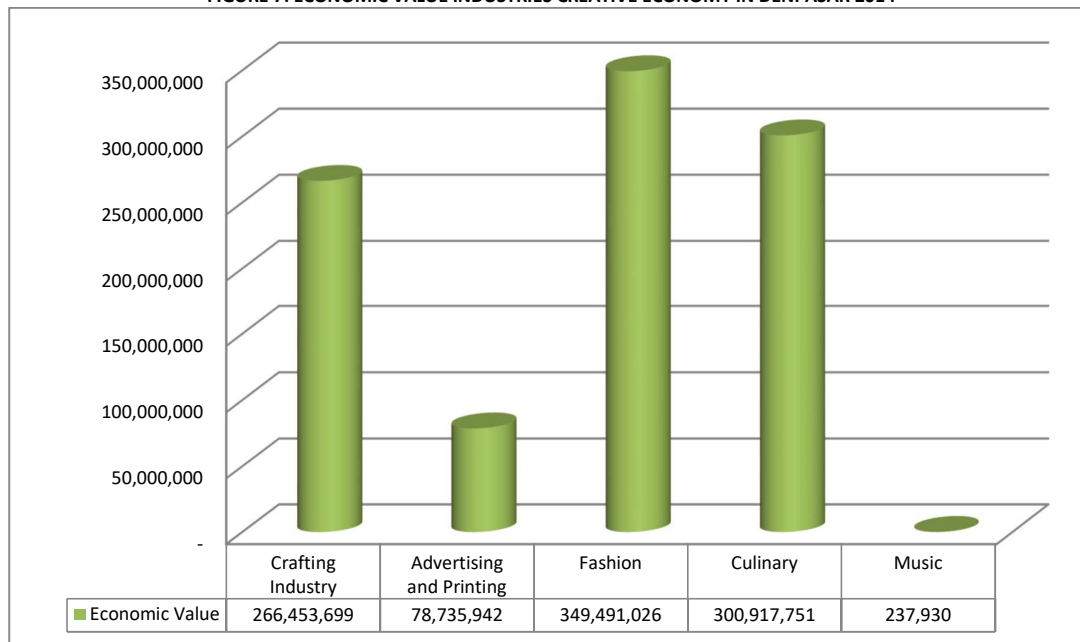
Economic Value-based creative economy in Denpasar in 2014 that the craft subsector amounted to Rp 266.453.699.000, - Advertising and Printing Rp 78.785.942.000, - Fashion Rp 349.491.026.000, - Culinary Rp 300.917.751.000, - and Music Rp 237,93 million, - (Figure 7).

SMALL AND MEDIUM ENTERPRISES DEVELOPMENT MODEL INDUSTRY IN DENPASAR
IDENTIFICATION VARIABLES INVESTMENT DEVELOPMENT DETERMINANTS OF CREATIVE ECONOMY IN DENPASAR
Based Analysis Investment Potential Investment Denpasar found that the creative economy is a sub-sector of Denpasar craft, printing and publishing sub-sector, subsector fashion, culinary sub-sector, and subsector Music. Based on this it is further described each variable determinant of the development of the Creative Economy Investment.

Identification of factors that influence the development of the Creative Economy Investment (subsector craft, printing and publishing sub-sector, subsector fashion, culinary sub-sector, and subsector Music), conducted by distributing questionnaires to the decision maker on the Creative Economy increased investment. In this study questionnaire was filled out by the Head of Department, Head and Sub Head in charge of SME Department of Industry and Trade of Denpasar; Head of Department, Head and Sub Head Office of Cooperative Denpasar; Head of the Board, Head and Co-head Licensing Services Agency One Stop Investment and Denpasar; Head of Department, Head and Sub Head in charge of SME Department of Industry and Trade of the Province of Bali; Head of Department, Head and Sub Head in charge of SME Department of Cooperatives and SMEs Bali Province; Craft Association (Wood Association, the Association of Textile and Clothing, and the Association of silver) numbered; Academics relevant. Briefly respondents determinant variable investment development of the creative economy are presented in Table 2.

TABLE 2: RESPONDENTS VARIABLE INVESTMENT DEVELOPMENT DETERMINANTS OF CREATIVE ECONOMY

No	Sample	Number of sample	Proportion (%)
1	Denpasar Department of Industry and Trade	3	14%
2	Denpasar City Cooperative Office	3	14%
3	Denpasar Licensing Services Agency	3	14%
4	Department of Industry and Trade of the Province of Bali	3	14%
5	Department of Cooperatives and SMEs of the Province of Bali	3	14%
6	SMEs Association	3	14%
7	Academics	3	14%
	Total	21	100%

Source: Data processed

Based on Table 2, shows that there are 21 people who filled out a questionnaire about the identification of the factors that determine the investment development of the creative economy to the proportion of each of the same (14%), factors identified determine the investment development of the creative economy consists of factors stratgis internal and external, are presented in Table 3. Table 3 illustrates that there is a strategic factor of 11 internal and 11 external strategic factors identified determine the investment development of the creative economy. Then analyzed each of these factors.

TABLE 3: STRATEGIC INTERNAL AND EXTERNAL FACTORS DETERMINANTS INCREASED IINVESTMENTS CREATIVE ECONOMY

No	Internal Factors	No	Eksternal Factors
1	Innovative and creative products	1	Bali Regional Growth Rate
2	Product Variation	2	Inflation Rate
3	Product Quality	3	Interest Rate On Loan
4	Product Image	4	Capital Suppport From Government
5	Promotional Support	5	Culture/Customs from Community
6	Market Share	6	The Number of SMEs
7	Product Price	7	Suppliers
8	Human Resources Competencies	8	Tastefully Market
9	Marketing Networking System	9	Arrivals of
10	Support equipment operations	10	Local Government Policy
11	Access to information and communication	11	Development in Information Technology

Source: Data processed

Internal factors often called internal strategic environmental factors will be the strength or weakness of companies / industries concerned. If the internal environmental factors have a positive influence will be a force, and when the negative effect would be a drawback. External strategic factors also called external environmental factors is an opportunity or a threat to the enterprise / industry. If the positive effect will be an opportunity, and if the negative effect will be a threat.

FORMULATION OF THE CREATIVE ECONOMY INVESTMENT DEVELOPMENT MODEL

Formulation development model of creative economic investment in the city of Denpasar, first reviewed the environmental conditions Internal and External Creative Economy. This study, which was analyzed by SWOT. SWOT Analysis is an analysis of the environmental variables that can create: strengths, weakness, or opportunity, and threats.

ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENTS

Analysis of internal and external environment of creative economic investment made by comparing the respondents' assessment of the importance of internal strategic factor when compared with the future. Respondents in this study consists of the Head of Department, Head and Sub Head in charge of SME Department of Industry and Trade of Denpasar; Head of Department, Head and Sub Head Office of Cooperative Denpasar; Head of the Board, Head of Licensing Services Agency One Stop Investment and Denpasar; Head of Department, Head and Sub Head in charge of SME Department of Industry and Trade of the Province of Bali; Head of Department, Head and Sub Head in charge of SME Department of Cooperatives and SMEs Bali Province; Craft Association (Wood Association, the Association of Textile and Clothing, and the Association of Perak) numbered; Academics relevant, as previously described.

ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENT SUBSECTOR CRAFTS

Bali handicraft subsector is very diverse, including raw material: wood, coconut shell, silver, bamboo, rattan, leather, metal, ceramic, cement and spices. Rate respondents about the importance of internal strategic factor today compared to the future on the development of investment subsector Crafts are presented in Table 4, which shows the Internal Factor Analysis Summary (IFAS) subsector investment Crafts Present and Future. The weighted average value of the CRC as strength when worth 2.50 <N ≤ 4.00 and weaknesses when categorized worth 1.00 < N ≤ 2.50.

TABLE 4: INTERNAL FACTOR ANALYSIS SUMMARY (IFAS) INVESTMENT SUBSECTOR CRAFTS DENPASAR PRESENT AND FUTURE VALUE

No	Internal Factors Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Innovative and creative products	0.09	3.00	0.28	0.09	3.25	0.29
2	Product Variation	0.09	3.00	0.28	0.09	3.25	0.29
3	Product Quality	0.09	3.00	0.27	0.09	3.25	0.29
4	Product Image	0.09	2.99	0.27	0.09	3.20	0.29
5	Promotional Support	0.09	3.03	0.28	0.09	3.30	0.30
6	Market Share	0.09	3.03	0.28	0.09	3.30	0.30
7	Product Price	0.09	3.10	0.28	0.09	3.30	0.30
8	Human Resources Competencies	0.09	3.20	0.28	0.09	3.40	0.31
9	Marketing Networking System	0.09	3.20	0.29	0.09	3.41	0.31
10	Support equipment operations	0.09	3.20	0.29	0.09	3.46	0.32
11	Access to information and communication	0.09	3.23	0.29	0.09	3.46	0.32
	Total	1.00	33.98	3.09	1.00	36.57	3.32

Source: Results Analysis

Based on the weighted average value of IFAS in Table 4, it appears that internal strategic factors Subsector Crafts Denpasar When this is worth 3.09 which means above 2.5 which is the power subsector Crafts. The weighted average value of IFAS in the future for the entire internal strategic factor is 3.32, which means greater than 2.5 which is the power. Value IFAS Subsector Crafts Denpasar in the future is greater than the value of IFAS current (3.32 > 3.09). This suggests that the entire internal strategic variables Subsector Crafts Denpasar City has the opportunity / potential to turn out to be stronger in the future.

External environment analysis Investment Subsector Crafts Denpasar is done by comparing the respondents' assessment of the importance of external strategic factors at this time compared to the future. Table 5 shows the External Factor Analysis Summary (IFAS) sector Craft Denpasar Present and Future. The weighted average value of the CRC as opportunities if valued 2.50 < N ≤ 4.00 and categorized threat if worth 1.00 < N ≤ 2.50. Based on the summary in Table 5, it can be described that the weighted value of the current external strategic factors was 3.05, which means it has the opportunity to be developed, because the value is greater than 2.50. The weighted value of the future external strategic factors got was 3.48 and has a value greater than at present. This condition means that factors external strategic faced Denpasar Crafts sector in the future have a better chance than at the moment.

TABLE 5: EXTERNAL FACTOR ANALYSIS SUMMARY (EFAS) INVESTMENT SUBSECTOR CRAFTS DENPASAR PRESENT AND FUTURE VALUE

No	Eksternal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Bali Regional Growth Rate	0.09	2.95	0.28	0.09	3.40	0.30
2	Inflation Rate	0.10	3.20	0.32	0.10	3.80	0.38
3	Interest Rate On Loan	0.10	3.00	0.29	0.09	3.50	0.32
4	Capital Suppport From Government	0.08	2.80	0.21	0.08	3.20	0.27
5	Culture/Customs from Community	0.10	3.20	0.31	0.09	3.50	0.32
6	The Number of SMEs	0.10	3.00	0.29	0.09	3.43	0.31
7	Suppliers	0.09	2.90	0.25	0.09	3.27	0.28
8	Tastefully Market	0.08	3.00	0.25	0.09	3.40	0.30
9	Arrivals of	0.09	3.20	0.30	0.09	3.50	0.32
10	Local Government Policy	0.09	3.10	0.26	0.09	3.35	0.29
11	Development in Information Technology	0.09	3.10	0.28	0.10	3.80	0.38
	Total	**1.00**	**33.45**	**3.05**	**1.00**	**38.15**	**3.48**

Source: Results Analysis

ENVIRONMENTAL ANALYSIS INTERNAL AND EXTERNAL INVESTMENT PUBLISHING AND PRINTING

Subsector Publishing and Printing Bali is very diverse, such as for office purposes, individuals and; made from paper, fabric, plastic and others Ratings respondents about the importance of internal strategic factor today compared to the future on the development of the Fashion subsector investments are presented in Table 6. Based on the weighted average value of IFAS in Table 6, it appears that internal strategic factors Printing and Publishing subsector Denpasar Current-value of 2.94, which means above 2.5 which is the power subsector Printing and Publishing. Internal strategic variable currently has a value ranging from 0.23 to 0.29. The weighted average value of IFAS in the future for the entire internal strategic factor is 2.94, which means greater than 2.5 which is the power. Value IFAS Subsector printing and publishing in Denpasar in the future is greater than the value of IFAS current (3.22 > 2.94). This suggests that the entire internal strategic variable printing and publishing subsector Denpasar City has the opportunity / potential to turn out to be stronger in the future.

TABLE 6: INTERNAL FACTOR ANALYSIS SUMMARY (IFAS) INVESTMENT SUBSECTOR PUBLISHING AND PRINTING DENPASAR PRESENT AND FUTURE VALUE

No	Internal Factors Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Innovative and creative products	0.09	3.00	0.27	0.09	3.35	0.30
2	Product Variation	0.09	3.00	0.27	0.09	3.35	0.30
3	Product Quality	0.09	3.05	0.28	0.09	3.35	0.30
4	Product Image	0.08	2.80	0.23	0.09	3.00	0.27
5	Promotional Support	0.09	2.90	0.27	0.09	3.20	0.29
6	Market Share	0.09	2.95	0.25	0.09	3.20	0.29
7	Product Price	0.09	3.00	0.27	0.09	3.20	0.29
8	Human Resources Competencies	0.09	2.80	0.24	0.09	3.20	0.30
9	Marketing Networking System	0.09	2.95	0.27	0.09	3.20	0.30
10	Support equipment operations	0.10	2.95	0.29	0.09	3.20	0.30
11	Access to information and communication	0.10	2.95	0.29	0.09	3.20	0.30
	Total	**1.00**	**32.35**	**2.94**	**1.00**	**35.45**	**3.22**

Source: Results Analysis

TABLE 7: EXTERNAL FACTOR ANALYSIS SUMMARY (EFAS) INVESTMENT SUBSECTOR PRINTING AND PUBLISHING DENPASAR PRESENT AND FUTURE VALUE

No	External Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Bali Regional Growth Rate	0.09	3.10	0.28	0.09	3.50	0.33
2	Inflation Rate	0.09	3.00	0.28	0.09	3.50	0.33
3	Interest Rate On Loan	0.09	3.00	0.28	0.09	3.00	0.28
4	Capital Suppport From Government	0.09	2.80	0.26	0.09	3.50	0.33
5	Culture/Customs from Community	0.09	3.00	0.28	0.09	3.50	0.32
6	The Number of SMEs	0.09	3.20	0.28	0.09	3.50	0.31
7	Suppliers	0.09	3.00	0.28	0.09	3.50	0.30
8	Tastefully Market	0.09	3.10	0.29	0.09	3.50	0.32
9	Arrivals of	0.09	3.10	0.27	0.09	3.50	0.30
10	Local Government Policy	0.09	3.20	0.28	0.09	3.50	0.30
11	Development in Information Technology	0.09	3.20	0.30	0.09	3.50	0.33
	Total	**1.00**	**33.70**	**3.06**	**1.00**	**38.00**	**3.45**

Source: Results Analysis

External environment analysis Investment Subsector Printing and Publishing Denpasar is done by comparing the respondents' assessment of the importance of external strategic factors at this time compared to the future. Rate respondents about the importance of external strategic factors at this time compared to the future on the development of Printing and Publishing sub-sector investments are presented in Table 7. Table 7 outlines strategic factors that weighted external value at this time is 3.06, which means it has the opportunity to be developed, because its value greater than 2.50. The weighted value of the future external strategic factors got is 3.45 and has a value greater than at present. This condition means that the strategic factors external facing printing and publishing subsector Denpasar in the future have a better chance than at the moment.

ENVIRONMENTAL ANALYSIS INTERNAL AND EXTERNAL INVESTMENT SUB-MODA

Fashion subsector emphasizes local knowledge, Balinese clothes unearthed from the local Balinese culture. Keperlun fashion products in addition to local and domestic travelers and also for export. Rate respondents about the importance of internal strategic factor today compared to the future on the development of the Fashion subsector investments are presented in Table 8, which shows IFAS investment subsector Fashion Present and Future.

TABLE 8: INTERNAL FACTOR ANALYSIS SUMMARY (IFAS) INVESTMENT SUBSECTOR FASHION IN DENPASAR CITY PRESENT AND FUTURE VALUE

No	Internal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Innovative and creative products	0.09	3.25	0.30	0.09	3.50	0.33
2	Product Variation	0.09	3.25	0.30	0.09	3.50	0.33
3	Product Quality	0.09	3.25	0.30	0.09	3.50	0.33
4	Product Image	0.09	3.00	0.28	0.09	3.20	0.28
5	Promotional Support	0.09	2.90	0.26	0.09	3.30	0.31
6	Market Share	0.09	2.95	0.27	0.08	3.60	0.29
7	Product Price	0.09	3.00	0.26	0.09	3.30	0.28
8	Human Resources Competencies	0.08	3.00	0.24	0.09	3.60	0.33
9	Marketing Networking System	0.09	3.30	0.31	0.09	3.60	0.33
10	Support equipment operations	0.09	3.30	0.31	0.09	3.60	0.33
11	Access to information and communication	0.09	3.30	0.31	0.09	3.60	0.33
	Total	**1.00**	**34.50**	**3.14**	**1.00**	**38.30**	**3.48**

Source: Results Analysis

Table 8 shows that the internal strategic factors Subsector Fashion Denpasar Current-value of 3.14, which means above 2.5 which is the power subsector's fashion. The weighted average value of IFAs in the future for the entire internal strategic factor is 3.14, which means greater than 2.5 which is the power. Value IFAS Subsector Fashion in Denpasar in the future is greater than the value of IFAS current (3.14 > 2.94). This suggests that the entire internal strategic variables Subsector Fashion Denpasar City has the opportunity / potential to turn out to be stronger in the future.

Analysis of the external environment Investasin Subsector Fashion Denpasar is done by comparing the respondents' assessment of the importance of external strategic factors at this time compared to the future. Rate respondents about the importance of external strategic factors at this time compared to the future on the development of the Fashion subsector investments are presented in Table 9. Table 9 shows the EFAS sector Fashion Denpasar Present and Future. The weighted value of the current external strategic factor is 2.95, which means it has the opportunity to be developed, because the value is greater than 2.50. The weighted value of the future external strategic factors got is 3.14 and has a value greater than at present. This condition means that factors external strategic faced Denpasar Fashion Subsector in the future have a better chance than at the moment.

TABLE 9: EXTERNAL FACTOR ANALYSIS SUMMARY (EFAS) INVESTMENT SUBSECTOR FASHION IN DENPASAR CITY PRESENT AND FUTURE VALUE

No	Eksternal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Bali Regional Growth Rate	0.09	2.80	0.26	0.10	3.00	0.29
2	Inflation Rate	0.09	2.90	0.27	0.09	3.00	0.27
3	Interest Rate On Loan	0.09	3.00	0.28	0.10	3.00	0.29
4	Capital Suppport From Government	0.09	2.80	0.26	0.10	3.00	0.29
5	Culture/Customs from Community	0.10	3.10	0.32	0.10	3.30	0.34
6	The Number of SMEs	0.08	3.00	0.25	0.08	3.20	0.26
7	Suppliers	0.08	2.80	0.23	0.08	3.00	0.25
8	Tastefully Market	0.10	3.20	0.31	0.09	3.50	0.33
9	Arrivals of	0.08	2.80	0.23	0.08	3.00	0.25
10	Local Government Policy	0.08	2.80	0.23	0.08	3.00	0.25
11	Development in Information Technology	0.10	3.20	0.31	0.10	3.50	0.34
	Total	**1.00**	**32.40**	**2.95**	**1.00**	**34.50**	**3.14**

Source: Results Analysis

ENVIRONMENTAL ANALYSIS INTERNAL AND EXTERNAL INVESTMENT CULINARY SUBSECTOR

Culinary subsector is the hallmark for big cities. Culinary products promoting local knowledge, in addition to local and domestic keperlun also for tourists. Rate respondents about the importance of internal strategic factor today compared to the future on the development of investment Culinary subsector are presented in Table 10, which shows IFAS investment subsector Culinary Present and Future. The weighted average value of IFAs in Table 10, it appears that the Sub-MODA Denpasar Current-value of 3.06, which means above 2.5 which is the power subsector Culinary. The weighted average value of IFAs in the future for the entire internal strategic factor is 3.06, which means greater than 2.5 which is the power. Value IFAS Subsector Culinary in Denpasar in the future is greater than the value of IFAS current (3.25 > 3.06). This suggests that the entire internal strategic variables Subsector Culinary Denpasar City has the opportunity/potential to turn out to be stronger in the future.

TABLE 10: INTERNAL FACTOR ANALYSIS SUMMARY (IFAS) INVESTMENT SUBSECTOR CULINARY KOTA DENPASAR PRESENT AND FUTURE VALUE

No	Internal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Innovative and creative products	0.09	3.25	0.30	0.09	3.50	0.31
2	Product Variation	0.10	3.25	0.33	0.09	3.50	0.31
3	Product Quality	0.09	3.25	0.30	0.09	3.50	0.31
4	Product Image	0.10	3.00	0.29	0.10	3.20	0.31
5	Promotional Support	0.09	2.90	0.26	0.09	3.00	0.27
6	Market Share	0.08	2.95	0.24	0.09	3.00	0.27
7	Product Price	0.10	3.00	0.29	0.10	3.30	0.31
8	Human Resources Competencies	0.09	3.00	0.28	0.09	3.00	0.27
9	Marketing Networking System	0.09	3.00	0.26	0.09	3.25	0.29
10	Support equipment operations	0.09	3.00	0.26	0.09	3.25	0.29
11	Access to information and communication	0.09	3.00	0.26	0.09	3.25	0.29
	Total	**1.00**	**33.60**	**3.06**	**1.00**	**35.75**	**3.25**

Source: Results Analysis

External environment analysis Investment Subsector Culinary Denpasar is done by comparing the respondents' assessment of the importance of external strategic factors at this time compared to the future. Rate respondents about the importance of external strategic factors at this time compared to the future on the development of investment Culinary subsector are presented in Table 11.

TABLE 11: EXTERNAL FACTOR ANALYSIS SUMMARY (EFAS) INVESTMENT SUBSECTOR CULINARY KOTA DENPASAR PRESENT AND FUTURE VALUE

No	Eksternal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Bali Regional Growth Rate	0.09	3.10	0.28	0.09	3.50	0.33
2	Inflation Rate	0.09	3.00	0.28	0.09	3.50	0.33
3	Interest Rate On Loan	0.09	3.00	0.28	0.09	3.00	0.28
4	Capital Suppport From Government	0.09	2.80	0.26	0.09	3.50	0.33
5	Culture/Customs from Community	0.09	3.00	0.28	0.09	3.50	0.32
6	The Number of SMEs	0.09	3.20	0.28	0.09	3.50	0.31
7	Suppliers	0.09	3.00	0.28	0.09	3.50	0.30
8	Tastefully Market	0.09	3.10	0.29	0.09	3.50	0.32
9	Arrivals of	0.09	3.10	0.27	0.09	3.50	0.30
10	Local Government Policy	0.09	3.20	0.28	0.09	3.50	0.30
11	Development in Information Technology	0.09	3.20	0.30	0.09	3.50	0.33
	Total	**1.00**	**33.70**	**3.06**	**1.00**	**38.00**	**3.45**

Source: Results Analysis

Table 11 shows the EFAS sector Fashion Denpasar Present and Future, with a weighted value of external strategic factors at this time is 2.95, which means it has the opportunity to be developed, because the value is greater than 2.50. The weighted value of the future external strategic factors got is 3.14 and has a value greater than at present. This condition means that factors external strategic faced Denpasar Culinary future have a better chance than at the moment.

ENVIRONMENTAL ANALYSIS OF INTERNAL AND EXTERNAL INVESTMENT SUBSECTOR SUBSECTOR MUSIC

Music Subsector emphasizes local knowledge. This product is more for local consumption rather than for national and foreign consumption. Rate respondents about the importance of internal strategic factor today compared to the future on the development of investment Culinary subsector are presented in Table 12, the weighted average value IFAs Music Subsector Denpasar Current-value of 3.14, which means above 2.5 which is the power Music subsector. The weighted average value of IFAs in the future for the entire internal strategic factor is 2.85, which means greater than 2.5 which is the power. Value IFAS Subsector Fashion in Denpasar in the future is greater than the value of IFAS current (3.20 > 2.85). This suggests that the entire internal strategic variables Music Subsector Denpasar City has the opportunity / potential to turn out to be stronger in the future.

TABLE 12: INTERNAL FACTOR ANALYSIS SUMMARY (IFAS) INVESTMENT SUBSECTOR MUSIC DENPASAR CURRENT AND FUTURE VALUE

No	Internal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Innovative and creative products	0.09	2.90	0.26	0.09	3.20	0.28
2	Product Variation	0.10	2.90	0.29	0.09	3.20	0.28
3	Product Quality	0.09	2.90	0.26	0.09	3.20	0.28
4	Product Image	0.10	2.80	0.27	0.09	3.20	0.28
5	Promotional Support	0.09	2.90	0.26	0.09	3.20	0.28
6	Market Share	0.08	2.95	0.24	0.09	3.20	0.28
7	Product Price	0.10	2.80	0.27	0.09	3.20	0.28
8	Human Resources Competencies	0.09	2.80	0.26	0.10	3.20	0.31
9	Marketing Networking System	0.09	2.80	0.25	0.10	3.20	0.31
10	Support equipment operations	0.09	2.80	0.25	0.10	3.20	0.31
11	Access to information and communication	0.09	2.80	0.25	0.10	3.20	0.31
	Total	**1.00**	**31.35**	**2.85**	**1.00**	**35.20**	**3.20**

Source: Results Analysis

Analysis of the external environment Investasin Subsector Culinary Denpasar is done by comparing the respondents' assessment of the importance of external strategic factors at this time compared to the future. Rate respondents about the importance of external strategic factors at this time compared to the future on

the development of investment subsector Music is presented in Table 13. Table 13 shows the EFAS, wherein the weighted value of external strategic factors at this time is 2.94, which means it has the opportunity to be developed, because its value greater than 2.50. The weighted value of the future external strategic factors got is 3.14 and has a value greater than at present. This condition means that factors external strategic faced Denpasar City Music Subsector in the future have a better chance than at the moment.

TABLE 13: EXTERNAL FACTOR ANALYSIS SUMMARY (EFAS) INVESTMENT SUBSECTOR MUSIC IN DENPASAR CITY PRESENT AND FUTURE VALUE

No	Internal Factor Indicator	Present Value			Future Value		
		Weight (%)	Rating	Weight Average	Weight (%)	Rating	Weight Average
1	2	3	4	5 = 3 x 4	6	7	8 = 6 x 7
1	Bali Regional Growth Rate	0.09	2.80	0.26	0.10	3.00	0.29
2	Inflation Rate	0.09	2.90	0.27	0.09	3.00	0.27
3	Interest Rate On Loan	0.09	3.00	0.28	0.10	3.00	0.29
4	Capital Suppport From Government	0.09	2.80	0.26	0.10	3.00	0.29
5	Culture/Customs from Community	0.09	3.10	0.28	0.10	3.30	0.34
6	The Number of SMEs	0.08	3.00	0.25	0.08	3.20	0.26
7	Suppliers	0.08	2.80	0.23	0.08	3.00	0.25
8	Tastefully Market	0.09	3.20	0.29	0.09	3.50	0.33
9	Arrivals of	0.09	2.80	0.25	0.08	3.00	0.25
10	Local Government Policy	0.09	2.80	0.25	0.08	3.00	0.25
11	Development in Information Technology	0.10	3.20	0.31	0.10	3.50	0.34
	Total	**1.00**	**32.40**	**2.94**	**1.00**	**34.50**	**3.14**

Source: Results Analysis

STRATEGIC POSITION IKM CREATIVE ECONOMY

The results of internal and external analysis (IFAS and EFAS) was then inserted into the Matrix Internal External or often called Matrix IE. In IE matrix there are nine cells with the application of the following strategies: (1) Strategy Growth and Build is applied when the position of the organization that are in the cells I, II, and IV; (2) Strategies Hold and Maintain applied if the position of the organization is in cell III, V and VII; (3) Strategy Harvest or Diverst applied if the position of the organization is in cell VI, VIII, and IX

Based on internal and external analysis shown on the value weighted average IFAS and EFAS Industry Sector Creative economy: Subsector Crafts, Publishing and Printing, Fashion, Culinary, Music Denpasar today than in the future, may be determined strategic position respectively subsector is presented in Figure 8 to Figure 12.

Figure 8 shows that the weighted average value of IFAs Subsector Crafts Denpasar today is 3.09 and the weighted average value of EFAS was 3.05 and its position in IE Matrix Cells that are in the I (Ak), which means that the current Subsector crafts Denpasar has competitiveness strong investment and investment attractiveness strong category. Furthermore, the weighted average value of IFAs Subsector craft future Denpasar is 3.32 and the weighted average value of EFAS is 3.48 is in cell I (Bk), which means that in the future subsector Crafts Denpasar have higher investment attractiveness and competitiveness of the investment are stronger. Internal and external environment in the future is predicted to provide great opportunities for Crafts Subsector Denpasar for improved performance.

FIGURE 8: CRAFTS SUBSECTOR STRATEGIC POSITION CURRENTLY DENPASAR AND FUTURE VALUE

FIGURE 9: FASHION SUBSECTOR STRATEGIC POSITION DENPASAR CURRENT AND FUTURE VALUE
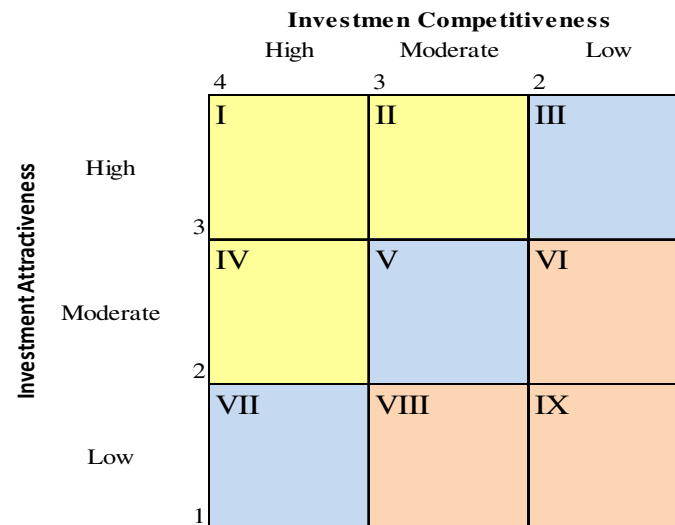

Figure 9 shows the weighted average value of IFAs Subsector Printing and Publishing Denpasar today is 2.94 and the weighted average value of EFAS is 3.03 and its position in the Matrix Cells IV IE is at the point Ap. which means that the current Subsector Printing and Publishing Denpasar has investment competitiveness strong category and investment attractiveness of medium category. Furthermore, internal and external analysis the future is known that the weighted average IFAS Subsector Printing and Publishing Denpasar future is 3,22 and the weighted average value of EFAS is 3.34, which means that in the future subsector Printing and Publishing Denpasar has high attractiveness and competitiveness invesasi stronger investment. In the future expected Printing and Publishing subsector Denpasar City is at a point Bp, which is precisely the cell I.

FIGURE 10: STRATEGIC POSITION SUBSECTOR PRINTING AND PUBLISHING DENPASAR CURRENT AND FUTURE
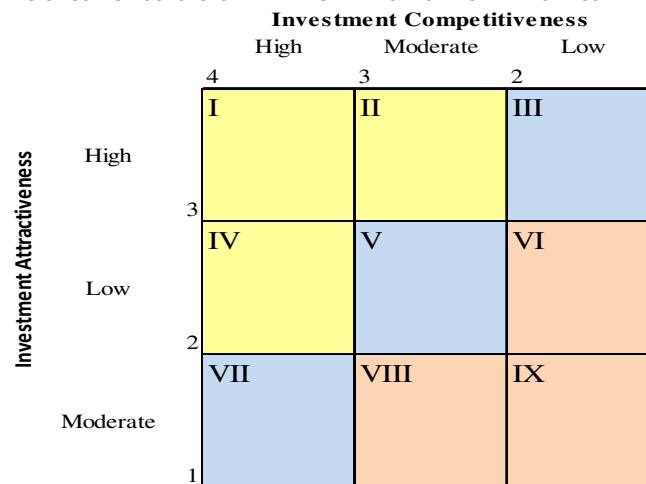

FIGURE 11: FASHION SUBSECTOR STRATEGIC POSITION DENPASAR CURRENT AND FUTURE
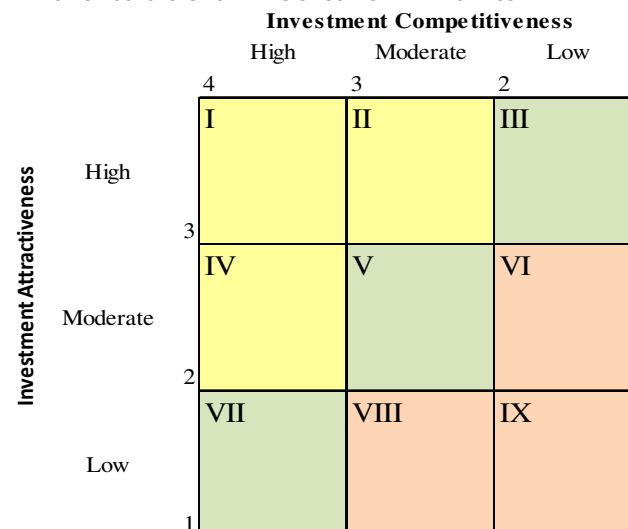
Figure 10 shows the weighted average value of IFAS is 3.14 and the weighted average value of EFAS is 3.06 and its position in the Matrix IE are at Sel I in Af point which means that the current Sub-MODA Denpasar has investment competitiveness category strong and investment attractiveness of high category. Furthermore Based on internal and external analysis of the future is known that the weighted average value of IFAs Subsector Denpasar future MODA is 3.45 and the weighted average value of EFAS was 3.48, which means that in the future Fashion Subsector front Denpasar invesasi have a stronger appeal and competitiveness of higher investment. In the future expected Subsector Fashion Denpasar City is at a point Bf, which is precisely the cell I.

Figure 11 showed that the weighted average value of IFAS is 3.06 and the weighted average value of EFAS is 3.06 and its position in IE Matrix is at an Al Sel I, which means that the current Subsector Subsector Culinary Denpasar has competitiveness strong investment categories and investment attractiveness of high category. This condition show that Culinary Subsector which is the creative economy sector has an important role in Denpasar in improving economic perumbuhan Denpasar. Furthermore, based on internal and external analysis of the future is known that the weighted average value of IFAs Subsector Culinary future Denpasar is 3.25 and the weighted average value of EFAS is 3.45, which means that in the future subsector Culinary Denpasar has appeal higher investment and investment competitiveness stronger. In the future expected Subsector Culinary Denpasar City is at a point Bl, is exactly on the cell I.

FIGURE 12: STRATEGIC POSITION CULINARY SUBSECTOR IN DENPASAR PRESENT AND FUTURE VALUE

Figure 12 is known that the weighted average value of IFAS is 2.95 and the weighted average value of EFAS is 2.94 and its position in the Matrix IE are at a point Am Cells IV, which means that the current Music Subsector Subsector Denpasar has investment competitiveness category of being and investment attractiveness of medium category. this means that the Sub-music is the creative economy sector can be expected to increase economic perumbuhan Denpasar, through music excavated from local wisdom of Bali. Based on internal and external analysis of the future is known that the weighted average value of IFAs Subsector Denpasar future of Music City is 3.20 and the weighted average value of EFAS is 3.14, which means that in the future Denpasar City Music Subsector have investment appeal high and strong investment competitiveness. In the future expected Denpasar City Music Subsector be at the point Bm, that is exactly on the cell I.

FIGURE 13: STRATEGIC POSITION MUSIC SUBSECTOR SUBSECTOR DENPASAR PRESENT AND FUTURE VALUE

SME DEVELOPMENT MODEL CREATIVE ECONOMY

SMEs must choose a planning strategy to achieve competitiveness berkenajutan, it is in accordance with Horrn (1979), which reveals the strategic planning is very important for SMEs as knowledge for application to the SMEs competitiveness. Based on this, the city administration in mengembangankan Creative Economy Sector Strategy Planning should prepare, as a guide for pengembangann, towards SMEs competitive both nationally and internationally. This is consistent with the findings of Mohammed (2010), which reveals pengengembangan SMEs should be supported by the government.

Based on the research found that the strategic position of the SME sub-sector of Crafts, Fashion, and Culinary currently on Tue 1 IE matrix, which has strong competitiveness and high attraction; Printing and Publishing subsector is in cell IV, which has strong competitiveness and appeal of being; The next Music Subsector were no cell V, the competitiveness and attractiveness of the being. Which is in cell division I, II and IV, is the division that should be developed and constructed

or investment. Alternative strategy is Strategy Growth and Build. Which is in cell division III, V and VII, is the division that should be preserved and maintained in this regard need to be selective investments, an alternative strategy is strategy Hold and Maintain (David 2006: 2015).

Based on the Creative Economy sector development should be planned strategy and supported by the government of Denpasar, as well as the opinion of David (2006: 2015) it is based on such things floating investment models based creative economy in the city of Denpasar right based on below.

1. Model S Strategy Growth and Build (Growing and Developing Strategy) or strategies Empowerment and Growth (Empowering Strategy and Growing), for Sub Crafts, Fashion, Culinary; and Advertising and Printing. Model S Strategy Growth and Build cover intensive strategy that includes: pen e condiment market, and new product development or integrative strategy that includes: backward integration, forward integration and horizontal integration) *(*David 2006 : 2015). Fourth Subsector Creative Economy in the city of Denpasar future must be developed and built creative professionals and professional. This requires investment to develop a more professional, so the future is able to measure in a stronger position, the attractiveness and competitiveness strong.

2. Maintain Hold and Model Strategies (Strategy Holding and Keeping) for Subsector Music, Model S Strategy Hold and Maintain, starategi intensive which include: market penetration, and product development (David 2006:2015). Music Subsector city of Denpasar fore to be arrested and preserved, in order to achieve a strong position, the attractiveness and competitiveness of the powerful

SME investment development model with Growth and Build through integrative strategy in accordance with the opinion of Menguc at all (2010), which reveals that the strategy of integrative role in enhancing the competitiveness of sustainable enterprises. Interagratif strategy was found to improve the performance of companies in the form of increased sales and profits. Furthermore Bhaskaran (2006) examined the field of SME retailers seafood, found that to win a sustainable competitive, SMEs need to have more than any other innovation by integrating vertically or horizontally. Innovation that focuses on the sales and marketing can meningingkatkan profit and compete to be great company. Furthermore, Moore and Manring (2009), menngungungkapkan that SME development strategy towards business continuity can be done by creating value through collaboration integration between SMEs both vertically and horizontally. Through collaboration integration between SMEs, will improve the competitiveness to achieve greater market share, get more efficient supplier both nationally and globally.

SME investment development model with Growth and Build through market penetration strategy, ddidukung by Pangarkar (2008) who studied 94 SME units in the State of Singapore, found that the penetration of the market with sales between countries (internationalization) found a positive effect on the performance of SMEs. Model development investments of SMEs with Growth and Build through strategic product development is supported by Bell, at all (2004), which examined the small industries in the UK, with a qualitative approach through in-depth interviews with 30 pengambuil key decisions were small firms (15 firms that have knowledge-intensive and 15 traditional companies) are already doing internationalization, found that the innovation of product development according to market the company develops a stimulus towards internationalization. This indicates that the market penetration and progression of products should be directed to iternasionalisasi to improve the competitiveness of SMEs. Qian (2002) menelti MSMEs in the State US, found that the product development strategy through diversification of products have contributed significantly in increasing the profits of SMEs and able to make large SMEs and Multinational companies. Furthermore Lindman, *at all* (2008), conducted a comparative study of SMEs engaged in furniture in 3 (three states): Italy, Spain and Finland, it was found that the product development through innovation in accordance with the target market has a real impact in improving product competitiveness SMEs generated.

Creative Economy is a part of the IKM, so the model Creative Economy Investment Development should be in harmony with the development of SMEs in each region / province, must be addressed to achieve the Vision, Mission and Objectives set by the Directorate General of Small and Medium Industry of the Republic of Indonesia. Vision, Mission and Objectives are described as follows.

Vision
"Realizing the Small and Medium Industries (SMI) Competitive Global"

Mission
1. Improving knowledge and skills competency-based human resources.
2. Encourage increased mastery and application of modern technologies.
3. Encourage market expansion.
4. Encouraging increased added value.
5. Encourage the expansion of access to financing sources.
6. Encourage the dissemination of SME development outside Java.

Aim
1. Increased SME competent human resources.
2. Increased Number of New Business Wira (WUB).
3. Increased Modern technology-based SMEs.
4. Increasingly SMEs to meet the Domestic Market and Foreign Affairs.
5. Enhancing the role of SMEs in balancing the Value Added with Big industries.

FINDINGS AND CONCLUSIONS

Based on the description in the previous chapter, it can be concluded as the following:

1. Potential Investment Small Industry Kenengah in Denpasar is based creative economy, identified is the Investment Small Industry Subsector Kenengah Crafts, Publishing and Printing, Fashion, Kuniler, and Music. M foreigners each seen from the number of businesses, employment The value of investments, gains in Denpasar. The potential development of investment -based creative economy is implemented in a Geographic Information System.

2. Variables Determinants of Investment Development Creative Economy in K ota Denpasar consists of Internal Factors and Factors Eksteren. Internal factors include : products are innovative and creative, Variation products, Quality Products, Citra products. Support the promotion, market share, price of products, competence of human resources, network system of marketing, support equipment operations, access to information and communication. Eksteren factors include: Growth Rates of Bali, inflation rates, interest rates loans, capital base of government, culture / customs of society, development of the number of SMEs, existence of a supplier, Tastes market, Arrivals, Local government policies, and the development of information technology.

3. Strategic Position of Creative Economy Subsector Crafts, Fashion, and Culinary in the city of Denpasar has strong competitiveness and high attraction; Printing and publishing subsector have high competitiveness and attractiveness of being; and Subsector Music has posisistrategis competitiveness and attractiveness being.

4. Model development investments Creative Economy Subsector Crafts, Fashion, Culinary and Publishing and Printing right in Denpasar is a model Growth and Build or strategies Empowerment and Growth. Model development investments Creative Economy Subsector right music in Denpasar with Model Hold and Maintain.

5. The right strategy for investment development Creative Economy for the subsector of Crafts, Fashion, Culinary and Publishing and Printing in Denpasar is the strategy of pen e te constellation markets, product development, and integrative strategy. The strategy is right for investment development Creative Economy for Subsector Music is a pen e te constellation of market and product development.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

This study has limitations Creative Economy Sectors examined in Denpasar that has developed, have not seen the Creative Economy Sector which has the prospect to develop. Based on this it is advisable to further researchers to predict the Creative Economy Sector which will evolve with technological growth and current market tastes and possibilities that will come.

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