ABSTRACT

Indonesia has authorized capital and big potencies which are spread out all over the country, including East Java Province. Developing the creative industry in East Java, the local government is hoped to be able to understand the importance of that creative industry. It can be done by measuring the contribution of creative industry to local economy, and identifying the potencies of creative industry in the region, so the development planning can be focused and directed.

This research use the model approach of Input Output Analysis, by using the table of 2006 East Java Input-Output. These are used to determine what are the subsector of creative industry which are potential to be developed in East Java. Besides that, it also uses the method of Fuzzy-ANP to decided development factor priority of creative industry in East Java.

From this research, we got handicraft industry is potential creative industry in East Java, at the point of Total Backward Linkages and Total Forward Linkages we got each point is 0.9275 and 0.6673 so handicraft industry is a creative industry which potential to develop in East Java. Human resources get the highest point with Fuzzy-ANP so that it is to be on the priority in creative industry development in East Java.

Keywords: Creative Industry, Input Output Model, Fuzzy-ANP (Analytic Network Process)