

Quadruple Helix Model in Inspiring the Development of Telematics Creative Industries Community-Based (The Study of Phenomenology on Industrial Startup in Malang)

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ABSTRACT

The results of research on the model of the quadruple helix in creative industry development inspire the telematics on 2016-2017 in Malang, development is the study sponsored by the Department of Industry and Trade of the East Java province, focused over the planning evaluation of Supporting Facilities Planning Unit of Information Technology Technical Services (2016). This research is based on the phenomenon of the movement on creative industries telematics in Malang. The initial debate carried by the Ministry of Commerce of Republic Indonesia on 2008, by applying the synergi of triple helix involving Government-Academia-Business. After their processes towards in decade, change the paradigm become quadruple helix, by positioning the creative industries community telematics as the main agent. The community has a strong social capital, since it has a free position of structural dependence of any party. Problems of social change becomes their urgency, by revealing the existence of the creative community telematics, based on their ability to contribute to prevent social insecurity due to the increasingly competitive job opportunities as well as trying. This research using interpretive phenomenology based on subjective approach. Main activities conducting in-depth interviews and observations at 13 main informant. All of them are in 5 (five) a network of community-based industries, and serves as the foundation of the Agency the Creative Information Technology, East Java (JITC) Malang. As for the focus of the research on the view of the world, the efforts of the Association, the pattern of relationship and communication. Qualitative analysis of interactive used achieve efficiency through discussion in focused, while applying the validity through triangulation. The result of this research described as follows: (1) telematics creative community has strong commitment to control the sustainability of industrial telematics; (2) community was proved to be able to improve the innovation performance; and (3) established a new community through relationships and the intensity of the communication is done by involving financial institutions, distributors, employers' association, marketing and recruiting the new entrepreneur through internship programs.

Keywords: community, telematics creative industries, quadruple helix

1. INTRODUCTION

Culture shock is always marked every phenomenon of social changes that occurred in postmodern society. This condition is strengthened along with the rise of the creative economy of movement issues that are able to contribute has reached 5.76% per year of the national income. Even in some big cities in Indonesia, local economic development activities will gain a guarantee of sustainability, when able to utilize extended the existence of the creative industries telematics based on information and communication technology. Telematics creative industries take an important role, as its existence become very competitive political issues of *Nawa Cita Kabinet Kerja* of 2014-2019. The movement of the creative industries is in the clumps of economic telematics creative that was initiated by the Indonesia Department of Trade since June 8, 2008, managed to formulate Creative Economy Development Plan 2025. Even the whole state-owned enterprises (*BUMN*) are obligated to grow and develop the Business Incubator Center (*IBC*), in which one of the focuses gave the facilitation for the novice entrepreneur (startup entrepreneur) on the small micro industries (*IKM*) as a pillar of the national economy. Similarly, the importance of extending that occurs in Malang city, as a representation of Malang Raya region in the development of telematics creative industries. Apparently, still not revealed publicly about the process of growth and development, regarding the commitments on the norms reflected in social networking between the agents of telematics creative industries in particular.

Studies on the succession of the development of creative industries, has released five major problems that become the main attention, include: (1) the quantity and quality of human resources that require increased capacity; (2) the conducive climate to starting and running an industry; (3) a lack of Government's appreciation of the response in resulting creative work; (4) no synergy existence of between the agents of creative industries with the agents who have been owned the business; and (5) weak financial support towards the agents of the creative industry. However, from the side opposite of Government offered information, that the creative industry can contribute to the Gross Domestic Product, ranging up to 5.76 15% on constant basis up to the year of 2025. Creative industries also engrossed 11.8 million people to be the main agent in the sub sectors of advertising, crafts, design, fashion, a video-film-photography, interactive games, digital music, showbiz, publishing-printing, software, radio broadcasting, research and development, as well as culinary. Based on studies conducted by Unesco and UNDP revealed, the culinary and fashion gives the largest contribution, each 209 trillion rupiah (32.5%) and 182 trillion rupiah (28.3%) by the year of 2013. This shows the development significance of creative industries, through strengthening the agents that directly give the impacts on national income, job creation, an increasing of exports value, and a crucial role in sustainable development (Cahyadiputra, 2015).

In the study conducted by Supanto and Adi (2012) revealed, that the importance of strengthening the relations of local creative industries, then it formulated a role between-institute patterns called triple helics. An attempt to synergizing the institutions of Business, Intellectual, and Government (BIG), still need to bring altogether the three elements of the creative industry agents, as formulated by the Government through Economic Development Creative Convention of 2009-2015, and continued in a succession of presidential instruction implementation number: 6 Year 2009 about the 2009-2015 Creative Economic Development aimed at creating employment and alleviating poverty. By remain understood and still can be tolerated if constraints occurred at the time of implementation. The actual business institution does not the constraints of the means, because it is already integrated in the program of corporate social responsibility (CSR). On some of the reputable national company, internship programs that give open opportunity for the community to become a partner are always available. Similarly on the intellectual environment in fact also been programmed on constant basis that integrated in the main activity of *tri dharma* universities which the source of their funding could be sustained through sponsors. However, the government agencies that are supposed to be able to take a more dominant role, still experiencing a variety of bureaucratic obstacles in establishing an institutional form.

Pay attention to the development of the creative industries community telematics, becoming increasingly open when the provincial Government of East Java on 11 March 2013 declared a Pioneer Program Growth and Development High-Tech-Based Creative Industry named Creative Information Technology, East Java (JITC) in the city of Malang. The primary mission of the establishment of the institution, is to nurture and develop the creative industry's first telematics East Java area based on the community, in order to support the implementation of the Grand Strategy of East Java toward the attainment of an area as: "creative industry development Center of electronics and telematics, powerless, and sustainable competitiveness leading to an increasingly prosperous East Java". It is indispensable, in order to be prepared in organize that really focus on the development of creative industries telematics. This condition is supported by the fact that the potential growth of the telematics creative industries is still very high, even is expected to continue to grow their communities in the long period of time (Supanto etc.al., 2013). The importance of positioning the base communities in the institutional development of the economy is also emphasized through study of Wiyani and Prihantono (2015) which reveals, that the need for institutional transformation in the community that have a significant impact against programs that can guarantee the sustainability of its dynamics of growth and development. Organizational management will always direct benefits can be felt, if embodied the independence of each group a small industry with grounded continuity relationship.

The socialization program that has been implemented by JITC Malang, in order of growth and development of telematics creative industry in particular in the city of Malang, is working on an ongoing basis through the form of capacity building training for industry peers, and also workshops with various elements in order to formulate the most appropriate model. Activities that have been carried out throughout the year intensive 2013-2016, involving elements of Community-Business-Government-Intellectual (CoBIG), thus the synergy already intertwined with strengthened target multiply similar institutions for exciting travel industry creative community telematics. Understanding between the communities are increasingly flourishing, especially from state-owned enterprises PT. Telekomunikasi Indonesia Malang on February 1 2016, i.e. with open space facilitation similar set up Digital Innovation Lounge (DILo), its activities centered on the way the unfortunate 7-9 Basuki Rahmad. Similarly, on April 1, 2016, as well as declaring the Foundation of Indonesia following the Creative City Conference (ICCC), meant as a creative city embodies the efforts of insightful global through varieties of local potential, and one of these industry events telematics based on the way the Library Building Semeru Malang. The ICCC title was held on April 2016 in Malang is the starting point of the movement's creative community, academia, business and Government circles of Malang, to work and develop them in realizing the achievement of Malang as a Creative City. Intensification through activities organized and facilitated by the government, is expected to be the initial step in developing creative industries in the city of Malang in order to strengthen the competitiveness of the vulnerable, besides the collaboration patterns of triple helix towards the quadruple helix to a sustainable creative ecosystem (malangkota.go.id).

Telematics creative industries community already has its own activity in accordance with the character of its products, but always have time for interconnected in various occasions, either formal or informal in order to develop the industry. Braided formal relationships are more often carried out for social events, whereas a more business-oriented was done informally. The situation is supported the results of studies on the development of creative industries by Utami (2014) that formulate, socio-cultural aspects that can contribute significantly to the development of cluster-based industry. This condition is corroborated by the existence of a multicultural society, thereby encouraging the creation of a conducive climate to pour creative ideas. Climate conducive of accelerating the growth of the creative community that later evolved into a networks, and may empower members of the community as a competitive human resources. Considering to the deeper social networking community conditions, then to understand, it can adopt the fishing community results of studies conducted by Harini (2013) that stated, social network that involves the active role actors in the process of social dynamics. It is this network which then formed the pattern of connection in the relationship of

individuals, groups or various forms of collective rest. The actor plays the role of the functional form social relationships, i.e. by way of sharing information as well as the interplay between one another.

Based on the explanation about the development phenomenon of the telematics creative industries, that the process of changing from a triple helix approach to positioning the community as the object of development, towards an approach that provides helix quadruple participatory role more freely to the community. This means that social relationship-oriented business (achievement) that is in fact not allowed to interfere with the orientation of existing kinship (ascription), and thereafter the paterrened habits in the community network. For that reasons this research is focused on the phenomenon: (1) the dynamics of the act the agents based on their world view in environment industry; (2) potential exploited to overcome any obstacles faced in its industrial sphere; and (3) strengthening the partnership model based on the intensity between agents as well as continuous communication.

2. RESEARCH METHODS

This research method is based on the paradigm of post-positivism paradigm, by positioning researchers itself as a part of reality, in order to position the subject blends in everyday life. Given the nature of the research activities of multi years, then the research process becomes important for researchers to acquire objectivity over its results with the following stages: (1) getting in, the first step of entering the target environment research correctly and appropriately, so that occurred good communication, not cause erroneous, using everyday language. Next the researchers conducting the environmental adaptation with the informant, is based etiquette centric community without a background, in order to build a partnership with the informant; (2) getting along, further steps become part of the community as the target of research. At this stage the researcher doing research with the subject interaction, observing carefully, looking for complete information according to your needs, as well as capture the meaning of the information, and observations are obtained. From these two phases, researchers can build a shared activity, determine the method of thinking to solve or find answers to a problem (Guba and Lincoln in the Pujileksono, 2015:26-28).

The method of Phenomenology of approach used in this study, according to the mindset of the interpretive processes in subjective inductively. For that these methods are very helpful in describing each researcher dynamics going on, neither of which are special or common within the creative industries telematics. From this activity have been obtained regarding various conditions that lead to the formation of patterns of relationships, developed jointly among the perpetrators, expression and appearance respectively in group work, and reveal the various reasons based on personal and group consciousness. The process seemed to always appear as defined by Smith (2009:35), that aims to

clarify the method of fenomenologi of everyday life, in harmony with the social symptoms including breakfast buffet as a situation of actual events in life. Under the directive, the application of the principles of sampling purposive be very important, so that researchers can know, dive, discuss various ideas in depth with the informant to accomplish research objectives in a comprehensive manner.

In obtaining the data and accomplish data analysis, the researchers make use of all interactive qualitative analysis procedure. The most decisive step was the search for key person of agents, because the researcher need to know more deeply with each informant as the subject of research. As often studying about the community, then the whole procedure as it follows: (1) activities of observation, i.e. researchers assign informants can serve as the entrance, which is senior advisor of JITC as well as a part of the community, in order to obtain preliminary information activity of the telematics creative industries community; (2) the activities of basic interviews with 4 senior agents from community industry and already has a business entity that serves as a driving strength of the community in the field of their respective flagship, and later to the budding industry group 8 people who obtain mentoring from the senior principals; (3) the documentation activities, by studying the archives, records or documents relating to the dynamics of the telematics creative industries community in JITC Malang; (4) the triangulation, i.e. with the variety collection data from of social elements which connects with the Industry and Trade Office of East Java Province, the business agents community relations, academics who ever participated, other related community of researchers received sensible informations.

3. RESULTS OF THE RESEARCH AND THE DISCUSSION

Quadruple helix model capable of inspiring creative industry development of telematics in Malang, was inseparable from the role of the JITC Malang as an agent that keep the records of historical, because since the 2013-2017 had already been implemented a system of medium-term management in the development of telematics creative industries program. This institution was a great alternative to bridge industry practitioners in order to fulfill their needs. The pattern was applied by placing each element as part of a social imperative to always have an in-sync synergy. This could improve acceleration, accessibility as well as affordability diffusion process of innovation through transfer and adaptation of technology. Telematics creative industries community that were facilitated by the management of JITC Malang, directed to form social networks that have an impact on the consummation of its performance. Social networking is the higher benefits when supported by banking institutions, distributors, the business world, and the Government.

The situation illustrates the existence of similarities characters at each Community industry overshadowing the informal sector, as found from the results of studies that have been done by Wiyani and Prihandoko (2015), that type of social networking were emotional (solidarity), interest (interest), and the power (power) which will be exposed simultaneously, making it very vulnerable to cause tension among the actors of the industry. Meanwhile at the industry level in which in the form of incorporated businesses tend to be based on economic interests (power oriented), whereas at level of starting or startup industry was based on emotional attachment (solidarity movement). One condition found is that the network on the basis of economic interests will end up whenever both parties have no interest with the other actor.

Based on the results of the evaluation and development of activities in the JITC Malang in which conducted periodically, it could be described that the creative community who joined it certainly obtain facilitation to solve problems such as: (1) improvement of the capacity of human resources through education and training that will benefit in any attempt to expand the opportunity of attempting, while perfecting the personality (personality building); (2) strengthening of the industry, namely the construction of the incubation that includes the opportunity of attempting, the provision of technology and production process, facilitation of financial and capital markets, and marketing up to quality control production; (3) the institutional development of the industry, namely through the self efforts as well as managerial capability to conduct association with other industry, in order to ties strong bond between the interwoven perpetrators in the form of an informal nature of social networking; and (4) the granting of initial capital, namely facilitation of the provision of sufficient infrastructure that is used to make the industry better, by acquiring the facility up to mentoring at free of charge, so as to determine its business projections. Based on the description, become an increasingly open up regarding all the activities of the community which is based on community awareness, movement within community, and the attempt to expand social networks, up to the strengthening of institutional industry.

3.1 Community Dynamics

Application of quadruple helix model had been part on the movement up to the very day, it could provide information about the developments with measurable telematics creative industries. Through some intense interview on any discussion, both with the community in internal and external JITC Malang had discovered the key growth and development of the telematics industry lies in entrepreneurship, and this is the starting point of the awakened of creative action. The developed principles, that the lower the barriers faced by industries to take advantage of opportunities, then the higher the willpower runs the industry and increase the ability to manage. 91% of industrial perpetrators stated that their business run well, and up to the very days the business can be

developed, i.e., to diversify its product quality by involving new industries practitioners that have the ability to respond to new opportunities.

Industrial development and the emergence of new entrepreneurs are in need of financial support, due to the presence of 82% for new perpetrator into the community that faced capital problems. For startup perpetrators that have ability in marketing then will be directed to join the expanded market, by building or strengthening social networking. Some of them use an intermediary media and promotion, in which usually done by following the exhibition as well as through the form of a conventional relation. The depiction obtained from the result was approaching 70% marketing activities goes well. It still required the ability to utilize information technology, as a structured attempt to explore opportunities of expanding marketing products that could guarantee the entrepreneur conducted.

All informants understand that entrepreneurship required technical mastery (product knowledge) to start the industry. Technical ability was mastery the material of the product, while the business abilities was the knowledge and skills in variety of functional aspects of business, such as business planning, product development, marketing, personnel management, general management, accounting, finance and others. Therefore it takes competent human resources to do all that. From the human resources aspects showed that 50% had reliable human resources to run the industry, but 30% required efforts to enhance capabilities.

The condition refers to two issues, one side more concern about the durability of the social economy, and the other side more in put forward social identity. The study by Berek (2014) on community life with uncovering cultural orientation gave an overview that community interaction first concern was on internal benefit. Maintained single community of identity became important for its members, as each of the action-oriented collective interests. The relation with another community, associated with the acquisition of comfort in every interaction. Although sometimes mistaken perception did occurs from outside of the community, but in fact the community was still exists and even able to demonstrate its social role.

3.2 Enhancement of Community Role

Quadruple helix model development aimed to grant the independence of the perpetrators of the telematics creative industries, therefore it takes an established economic stability, in order to be able to meet their own needs. Independence also characterized the existence of good cooperation and did not dependent on Government assistance, and provided an opportunity to reach out to industry perpetrator in which acted as the subject changes. Build the independence and society well-being that could only be achieved through the enhancement of the human resources quality. It used to be the Government's efforts in improving the self-sufficiency of industry perpetrator that left "top

down" impression, meaning that the implementation of programs and activities, starting from the preparation, planning, implementation, budgeting, and evaluation were carried out by the authorities themselves, without involving other elements.

The numbers of new industries that were experiencing failures in operation as it did not get certainty towards the provision of raw inputs and marketing for output. Similarly, the financial institution was expected to play a role and yet limited to only considering a capital loan that could be returned. The diversity of these problems obviously required serious responses. Therefore the program development and reinforcement of industry need to involve the whole element of development, through the community synergy, business, Government, and intellectual called as quadruple helix.

To ease the space motion of community acts broadly, therefore the program strengthening the telematics creative industries that could be done on an ongoing basis, namely through the entrepreneurial incubator model simulation of information and communication technology-based community that the roles could be formulated by: (1) Group of the IKM by providing motivation and facilitation in the form of opportunities tailored to the ability or the potential that exists; (2) the association profession, i.e. one of the institutions that can strengthen the community's economic resilience that is as Telematics Industry Profession (PAPIT); (3) the external support, i.e. support in all variation that was in accordance to the problems' need in which not to weighted it further by reinforcement the industry that could be managed independently.

The study of the community role concept in the development of creative industries, the telematics from the side of social and culture also became the study of many parties one of it was the study by Utami (2014), that the Government was also drafting a model of five main pillars that were focused on who was involved in the production of creative industries, the technology that supports the creativity of individuals, making use of material resources, institutional industry association, the protection of its results, and financial intermediation. From the social and cultural aspects the development of creative industries contributed positively, even sustained by very creative human resources to innovate. It was even supported by creative human resources to form a communications network that could publicly transmit ideas, especially with regard to efforts to advance the industry.

3.3 Strengthening Community Network

Implementation of model quadruple helix became the basis of the refinement of the previous program, by consciously placing the position of community as the deciding factor as a ongoing program evaluation of the entire programme in strengthening micro-industry in which summarized in 4 major indicators, namely the synergy-synchronization-coordination-organizing

program assessed had yet to support the accelerated growth of a new entrepreneur that would enter the community. Programs that have been conducted so far showed that there was sector ego, therefore brought an impact on overlapped program run by each agency of Government. This was where the actual community had unlimited opportunities to be active. On micro telematics creative industries community in the informal sector relatively experienced few ups and downs, as uninterrupted rapid development of technologies that had an impact on the needs of the technical equipment production.

The latest telematics technology development was considered no longer surprise, since most of the principals had technical equipment product information that sustained and achieved its industrial efficiency. This was where industry perpetrator concentrated the investment was to equip technical equipment as perfect as possible. Whenever the investment barriers fund, then they would do collaboration with other industries that were more competent. During the last two years in the process of adoption and innovation telematics technology, all the existing constraints apparently could be solved, by gaining the support of a group of intellectual and educational institutions. Almost all small scale industries and micro thus feel its benefits, because the community at more established industries capable of providing technical production facilities. This situation showed the adoption process of technology, encouraged communities to get to know the new technology of supporting production processes.

Knowing and mastering technologies in the creative community for developing the industry, required an ecosystem that ensures this innovation especially for growing content industry and applications games or animations. This was emphasized by the Anandhita (2015) through the study of Information and Communication Technology base, expected to be one of opportunities opened up for beginner technopreneur incubation activities for the enhancement of capacity building. The role of the incubator itself was very important in fostering creative industries, to be able to prepare the perpetrators obtained seed capital, mentoring to produce a competitive product. Strengthened role of the mastery of technology, then the involvement of elements of the private companies could act as distributors as well as users. While government agencies acted as supporting financing facilitation.

4. CONCLUSION

The process of change in the development of telematics creative industries from triple helix approach towards a quadruple helix, gave a very strong impact on the acceleration process of its program, because the community gain more space to strengthen its existence. This was getting real look at strengthening kinship between members of the community, therefore it becomes a pattern reflected on the world view of each member of the

community. Joint measurable effort was seen to improve the performance of the industry, as well as its effects on the intensity of the continuous communication through synergy-synchronization-coordination-organizing work programs.

Model quadruple helix managed to increase acceleration, accessibility as well as affordability the process of diffusion of innovation through technology transfer and adaptation of technology creative industries within the scope of telematics. Next is a directional step to utilize technology wisely, by established industry positioned as levers for the industry in small and micro levels. This showed that the process of adopting technology had encouraged the community to improve its upperformance.

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