THE INFLUENCE OF CREATIVE ECONOMY LABOR, CREATIVE ECONOMY PRODUCT EXPORTS AND INVESTMENT ON THE UNEMPLOYMENT RATE IN INDONESIA

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ABSTRACT

This study aims to determine the effect of creative economy workforce, export of creative economy products, and investment on the unemployment rate in Indonesia. The data used in this study are secondary data in the form of *a time series* from 2010-2023 obtained from the Central Statistics Agency and the Ministry of Tourism and Creative Economy. The data analysis method uses multiple linear regression. The results show that creative economy workforce has a positive and significant effect on the unemployment rate in Indonesia. Export of creative economy products has no positive and insignificant effect on the unemployment rate variable in Indonesia. Investment has a negative and significant effect on the unemployment rate variable in Indonesia. Simultaneously, creative economy workforce, export of creative economy products, and investment have an effect on the unemployment rate in Indonesia.

Keywords: Labor, Creative Economy, Export, Investment and Unemployment Rate

1. INTRODUCTION

Unemployment is often a critical issue in the development of economic systems in various countries. Every effort has been made to overcome the problem of unemployment, but there is still little chance of finding a solution. The economic growth rate will worsen if the number of unemployed people increases, because unemployment means that individuals will lose their source of income. In addition, they are also required to meet their own needs and those of their families, so they will look for ways to survive by any means necessary.

Unemployment not only affects individuals, but also has a significant impact on the government or the country, especially on economic development, such as a decrease in national income, lower labor productivity, waste of resources, and existing potential, which will certainly

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increase poverty rates. Therefore, the government needs to play a role in addressing this unemployment problem, such as by increasing investment and expanding job opportunities (Rahmadtullah, 2019).

The issue of unemployment is a never-ending topic of discussion. Unemployment or joblessness is a term for people who are not working at all, are looking for work, or are trying to find a decent job. Unemployment can be defined as someone who has reached a certain age, does not have a job, and is looking for work in order to earn a wage or income. Unemployment is generally caused by the number of workers or job seekers not matching the number of available jobs (Prayuda, 2013).

To overcome unemployment, community participation is needed through the development of creative industries. The creative industry is a sector that utilizes individual creativity, skills, and talents to create prosperity and open up job opportunities through the development and utilization of creative ideas. This industry is an integral part of the creative economy. With the creative economy, it is hoped that industries in Indonesia, especially those based on renewable resources, can develop more rapidly and encourage the creativity of the Indonesian people (Shadriyah, 2023).

The creative economy has begun to be recognized as having a very strategic role in economic development and business development. This is in line with Susilo Bambang Yudhoyono's instruction, which mentions the importance of developing the creative economy for the future of Indonesia's economy. This support is expected to develop further towards creative economy craftsmen so that it will have an impact on economic recovery in Indonesia.

From this data, it can be concluded that before the creative economy sector began to receive attention, many economic actors were already applying creativity in their economic activities. However, it was only during the administration of Susilo Bambang Yudhoyono that the creative economy began to receive renewed attention and development, which continues to this day. After the creative economy began to receive renewed attention, the number of workers employed in the creative economy sector increased. The attached data shows the share of the creative economy workforce, with the data unit being the number of people employed in the creative economy, which is the ratio of the creative economy workforce to the total working population. This indicator is useful for measuring the high absorption of labor in the creative economy. In addition to labor, exports of creative economy products and investment also play a significant role in influencing the unemployment rate (Rahman, 2021). The following is the open unemployment rate in Indonesia from 2014 to 2023.

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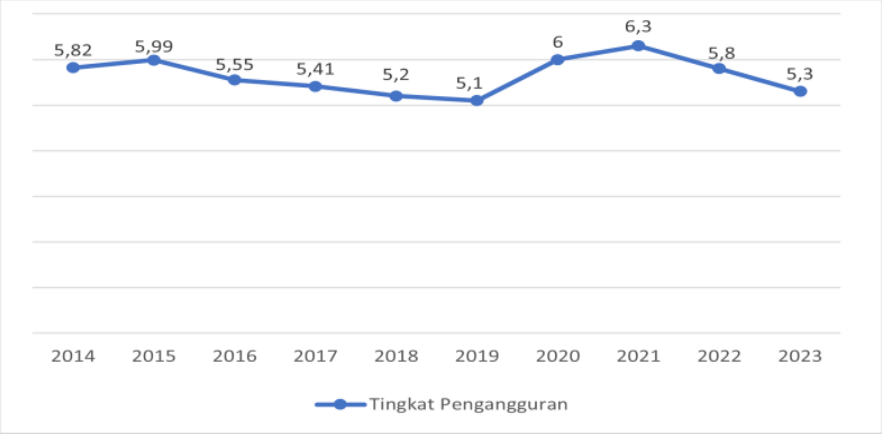

Figure 1. Open Unemployment Rate (TPT) Data in Indonesia 2014-2023 (Percent)
Source: Central Statistics Agency, 2025

Based on Figure 1 above, it can be seen that the number of unemployed 1 above, it can be seen that the number of unemployed people in Indonesia tends to fluctuate. Based on data from the last 10 years, the highest unemployment rate in Indonesia was in 2021, one of the factors being the impact of the Covid-19 pandemic on the unemployment rate in Indonesia. The open unemployment rate (TPT) in 2014 was 5.82 percent. Then in 2015, it increased to 5.99 percent. This increase was caused by an imbalance between the number of job seekers and available job opportunities. Subsequently, from 2016 to 2019, it decreased from 5.5 percent to 5.1 percent.

The decline during this period indicates a stable national economic recovery, as well as an increase in investment and expansion of the creative economy sector and government programs to encourage job creation. Meanwhile, in 2020, there was a 6 percent surge, which then peaked in 2021 at 6.3 percent. This increase was influenced by the economic recovery after the COVID-19 pandemic, which caused many business sectors to slow down or even cease operations, thus directly impacting employment. After that, the unemployment rate fell again to 5.8 percent and 5.3 percent in 2023, indicating a post-pandemic recovery. This dynamic shows that factors such as economic sector resilience, investment, exports, and labor in potential sectors such as the creative economy play a role in reducing the unemployment rate in Indonesia.

Unemployment has a broad impact, both on individuals and society. Its effects include a decline in personal income, increased social inequality, and decreased economic productivity. On a larger scale, high unemployment rates can disrupt a country's economic and social stability. Therefore, measures are needed to increase the number of job opportunities and match the skills of the workforce with the needs of an ever-evolving market. These efforts are important to reduce unemployment while supporting inclusive and sustainable economic growth (Kuswardani, 2024).

Labor absorption can be defined as the number of individuals in the labor force who have successfully obtained and occupied certain job positions, as reflected in the number of employed

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people. The working population is spread across various economic sectors in a country. The level of labor absorption is closely related to the level of demand for labor. Therefore, labor absorption can also be seen as a representation of labor demand in the labor market (Naiim, 2018). The following image shows the number of workers in the creative economy in Indonesia.

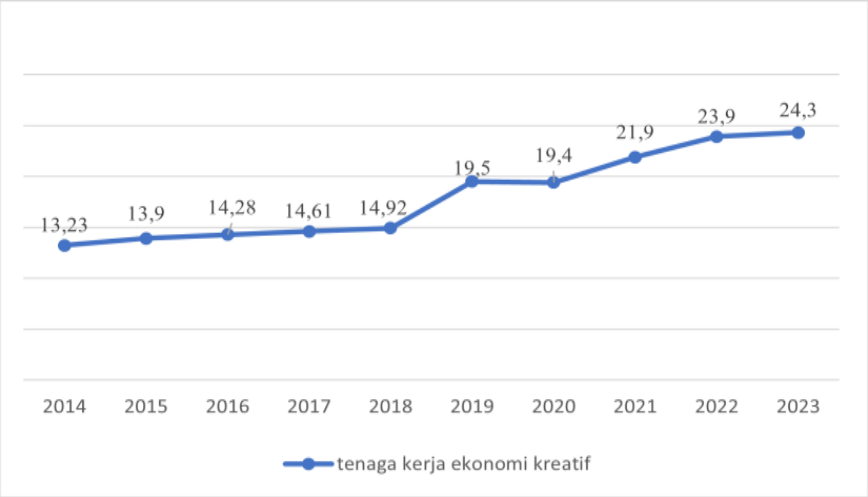

Figure 2. Number of Creative Economy Workers in Indonesia 2014-2023 (Millions of People)
Source: Creative Economy Agency 2025

Based on Figure 2 above, it can be seen that the number of creative economy workers in Indonesia from 2014 to 2023 has continued to increase. In 2014, the number of creative economy workers was recorded at 13.23 million people and continued to increase in 2023 to 24.3 million people, indicating that this sector continues to grow and become increasingly important as a major contributor to job creation in Indonesia. Working in the creative economy sector is now the dream of many young Indonesians. This trend continues to increase in line with the government's active efforts to promote creative economic growth. In terms of labor absorption, this sector is dominated by people aged 25-59 years, which reaches 74.38%. Meanwhile, the 15-24 age group contributes 17.75% and the 70+ age group contributes 7.87% (Putri, 2022).

Increasing exports from the creative industry sector is one of the strategies to drive economic growth. Therefore, every country hopes to achieve high economic growth rates in order to improve the welfare of its people and reduce unemployment (Zamzami et al., 2020). The following figure shows the number of creative economy product exports in Indonesia.

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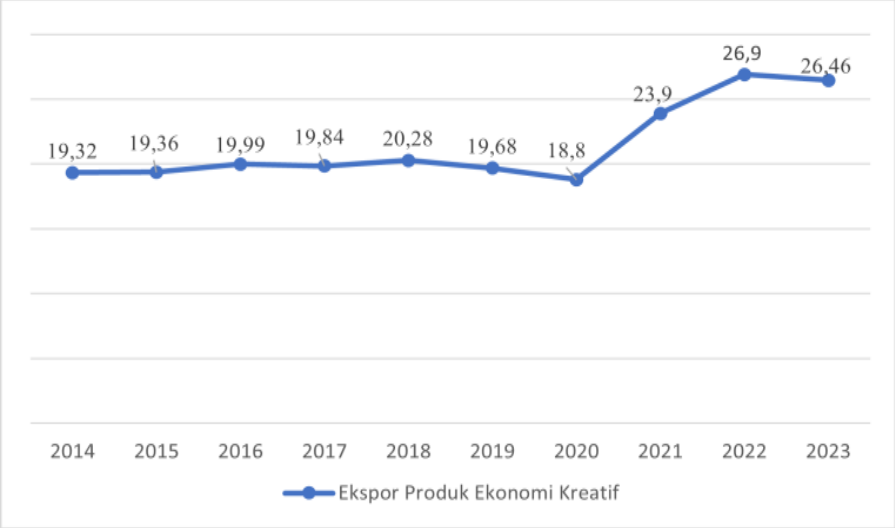

Figure 1. Total Exports of Creative Economy Products in Indonesia 2014-2023 (Billion USD)
Source: Creative Economy Agency 2025

Based on Figure 3 above, it can be seen that the number of creative economy product exports tended to increase from 2014 to 2023. The lowest data was in 2020, when exports of creative economy products declined due to COVID-19 to USD 18.8 billion. Then, in 2021, the number of exports of creative economy products increased again to USD 23.9 billion because business actors in the creative sector began to switch to digital platforms to market their products globally through the use of e-commerce, social media, and international marketplaces, enabling local products to more easily penetrate foreign markets. In 2022, exports increased significantly to 26.90 billion USD, in line with national exports.

The value of creative economy product exports in 2022 is the highest in the history of creative economy product exports. Creative economy product exports in the fashion, culinary, and craft sub-sectors in 2023 generated foreign exchange of 17.38 billion USD, This achievement is equivalent to 65.68% of the Ministry of Tourism and Creative Economy's target for Indonesian creative economy product exports in 2023, which is 26.46 billion USD. It is important to pay attention to the development of platforms that support the domestic market and exports (Santoso et al., 2021).

Investment plays a role in influencing the level of demand for labor. When investment increases, companies obtain additional capital that can be used to expand their production capacity. This expansion of capacity requires additional production inputs, including raw materials and labor. Thus, this expansion of production will create new job opportunities, which in turn can reduce the unemployment rate. According to the Neo-Classical theory, investment is

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seen as the main driver of economic growth. The greater the amount of investment, the higher the demand for labor as a result of increased production activity (Prakoso, 2020). The following is a graph showing the amount of investment (PMDN) in Indonesia.

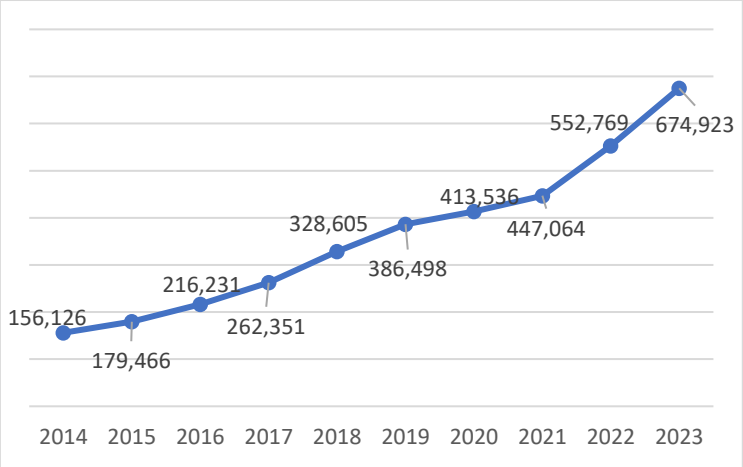

Figure 4. 2Data (PMDN) in Indonesia 2014-2023 (Billion)
Source: Central Statistics Agency (BPS) 2025

Based on Figure 4 above, it can be seen that the amount of investment in 2014–2023 has continued to increase, with investment in the industrial sector showing a fluctuating but steadily increasing pattern. This reflects investor confidence in Indonesia as an attractive and profitable business location. Even during the Covid-19 pandemic, investors continued to realize their investments.

This increase in investment has had a positive impact on the creation of new jobs, particularly in the industrial and service sectors, thereby contributing to a reduction in unemployment. This shows that investment growth not only strengthens the economy but also supports employment in Indonesia.

Investment is one of the key indicators in reducing unemployment, as it opens up opportunities for the private sector to invest capital and create jobs. As a major component of economic activity, investment has a direct impact on employment rates. The higher the investment, the greater the potential for a decline in unemployment. Conversely, a decline in investment can lead to an increase in unemployment. In addition, investment also contributes to accelerating economic growth (Yanti et al., 2017).

Based on the enormous potential of the creative economy sector as a driver of economic growth. This sector is capable of absorbing workers from various backgrounds, increasing export value through innovative products, and attracting investment to support the development of creative industries. By examining the relationship between these three aspects, it is hoped that

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effective strategies can be found to reduce unemployment, improve community welfare, and maximize the contribution of the creative economy to the national economy.

This study is also relevant to addressing the challenges of unemployment and promoting sustainable economic development. Based on the background description above, the author is interested in conducting research with the title **"The Impact of Creative Economy Workforce, Creative Economy Product Exports, and Investment on Unemployment Rates in Indonesia".**

2. LITERATURE REVIEW

2.1 Unemployment

Unemployment is an issue that can have a negative impact on the economy and social life of society. High unemployment rates can trigger various problems, such as increased poverty, crime, and other social issues. If the existing labor potential is optimally utilized, this can drive Indonesia's economic growth. With economic growth, the number of unemployed people can be reduced, jobs can increase, and labor absorption can become more effective. In addition, economic growth also contributes to improving the welfare of the community and their purchasing power. (Prakoso, 2020).

Unemployment causes economic slowdown. This condition reflects the problem of unabsorbed labor. There is a difference between developing and developed countries in dealing with unemployment, where developing countries are often unable to provide assistance to the unemployed, while developed countries with sufficient funds can provide social security for those who are not working. However, every country, including Indonesia, has its own approach to reducing unemployment, which has the potential to trigger crime. Poverty can also trigger various crimes, social unrest, and even more severe poverty (Zamzami et al., 2020).

2.2 Creative Economy

The creative economy is an economic activity that utilizes creativity, cultural heritage, and the environment as the main foundations for the future, while also contributing as a source of added value to the economy. The productivity of this economy comes from creative individuals who rely on their skills and knowledge (Loka et al., 2019).

The creative economy is an economic concept that focuses on creating added value through creativity, innovation, and the utilization of intellectual property. In this concept, ideas and knowledge play a role as key production factors that generate products and services with high economic value. The creative economy sector encompasses various fields, such as art, design, media, information technology, tourism, culinary, and fashion, all of which rely on human ability

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to think creatively and produce something new and valuable. Global economic and business development has shifted from a resource-based economy to a knowledge- and creativity-based economy, known as the creative economy (Nizham et al., 2024).

2.3 Labor

According to Law Number 13 of 2003, labor is defined as any individual who has the ability to work to produce goods and/or services, both to meet their personal needs and the needs of the community (Willdan, 2020).

The labor force refers to the working-age population who are ready to engage in various activities, including those who are already working, looking for work, attending school, or taking care of the household. The labor force includes all individuals who are willing and able to work, whether they work for themselves, are unpaid family members, or are employed and receive payment, wages, or salaries. Meanwhile, the definition of labor according to Indonesian law is any individual who is able to work to produce goods or services to meet personal and community needs (Rahmadana, 2021).

2.4 Export

Export is the activity of selling commodities or goods owned by a country to other countries in compliance with government regulations. The purpose of this sale is to obtain payment in foreign currency, which also increases foreign exchange reserves as a source of state revenue. Export activities also involve communication with foreign parties, including the use of foreign languages in trade transactions (Agustina et al., 2023).

Exports are the shipment of goods from Indonesian customs territory to other countries in accordance with applicable customs regulations and provisions. Exports have various benefits, such as meeting the demand for goods and services in other countries, expanding market share, increasing foreign exchange earnings, and creating more jobs (Pramesti, 2023).

2.5 Investment

Investment is an expenditure made to purchase capital goods or production equipment with the main objective of replacing or adding to capital goods in the economy, which will later be used to produce goods and services in the future (Wiagustini et al., 2015).

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2.5 Conceptual Framework

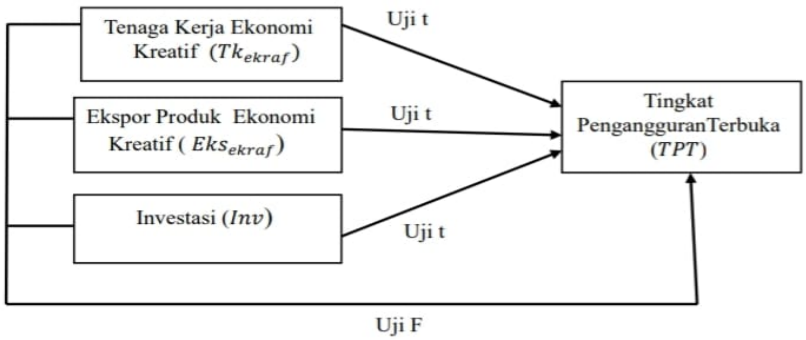

Figure .1 Conceptual Framework

2.6 Hypothesis

A hypothesis is a temporary assumption about a research problem whose validity is tested empirically, based on the research objectives and the conceptual framework of the problem. Therefore, the hypothesis is as follows

H_1 : It is suspected that the creative economy workforce has a negative influence on the unemployment rate in Indonesia.

H_2 : It is suspected that exports of creative economy products have a negative effect on the unemployment rate in Indonesia.

H_3 : It is suspected that investment has a negative effect on the unemployment rate in Indonesia.

H_4 : It is suspected that creative economy workers, exports of creative economy products and investment have a negative effect on the unemployment rate in Indonesia.

METHODOLOGY

3.1 Research Design

This research focuses on the Open Unemployment Rate (TPT) as the dependent variable, with creative economy workforce, creative economy product exports, and investment as the independent variables. The research location is Indonesia. The types and sources of data used are secondary data using quantitative methods obtained through reports. The data collected comes from reports from the Ministry of Tourism and Creative Economy (Kemenparekraf) and the Central Statistics Agency (BPS).

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3.2 Data collection

The data collection technique used in this research was a documentary study. A documentary study is a data collection technique that is not directly aimed at the research subjects, but rather through documents. The documents used can include diaries, personal letters, annual reports, articles, and other documents. This data was obtained from official data published by the Creative Economy Agency (BEKRAF) and the Central Statistics Agency (BPS).

3.3 Data analysis

In this study, the data analysis technique used was multiple linear regression. This study aims to test the effect of more than one independent variable on the dependent variable. (Fitriyah et al., 2021)In general, the multiple linear regression equation can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

The specific model of multiple linear regression equation can be written as follows:

$$TPT = \alpha + \beta_1 Tk_{ekraf} + \beta_2 eks_{Ekraf} + \beta_3 Inv + e$$

4 RESULTS AND DISCUSSION

4.1. Results

1. Classical Assumption Test

This study uses a series of classical assumption tests commonly applied to multiple linear regression models, including tests for normality, multicollinearity, autocorrelation, and heteroscedasticity. The results of each test are presented as follows:

a. Normality Test

The normality test aims to determine whether the confounding variables or residuals of a regression model are normally distributed. This can be determined from their probability values. If the probability value is greater than 5% or 0.05, then the data is said to be normally distributed. However, if the probability value is less than 5% or 0.05, then the data is not normally distributed. The results of the normality test obtained using the Eviews program are as follows:

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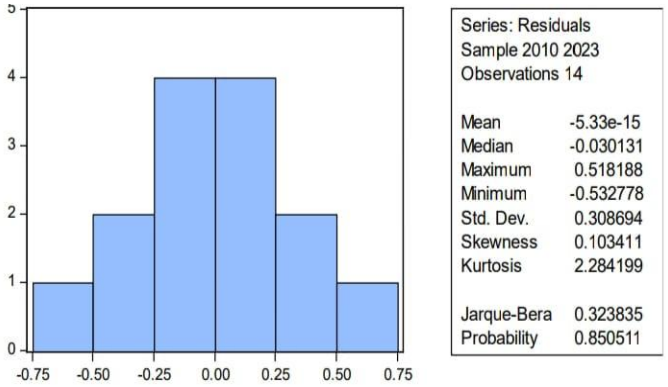

Figure 2 Normality Test
Source: Processed data, 2025

Based on Figure 2, it can be seen that the results of the normality test show a JB probability value > 0.05, namely 0.85 > 0.05, so it can be concluded that the residuals are normally distributed.

b. Multicollinearity Test

The conditions for the Multicollinearity test are:

1. If the correlation value between independent variables is > 0.80, then there is an indication of multicollinearity in the model.
2. If the correlation value between independent variables is <0.80, then there is no indication of multicollinearity in the model.

Table 1
Multicollinearity Results

Correlation t-Statistic	TPT	DTK	DLOGEKS	LOGPMDN
TPT	1.000000 -----			
DTK	-0.132586 -0.443654	1.000000 -----		
DLOGEKS	-0.012257 -0.040654	-0.097501 -0.324921	1.000000 -----	
LOGPMDN	-0.587922 -2.410528	0.325698 1.142513	-0.080038 -0.266311	1.000000 -----

Source : ereviews results , 2025

Based on the correlation value between independent variables, all correlation values are <0.80, so the model is free from indications of multicollinearity.

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c. Autocorrelation Test

When estimating a multiple linear regression model, the data used must be assumed to be time-series and free from autocorrelation. To determine whether a regression model is free from autocorrelation, the Breusch-Godfrey method or the LM (*Lagrange Multiplier*) test can be used. The results of the autocorrelation test are presented in the following table:

Table 2
Autocorrelation Results

Breusch-Godfrey Serial Correlation LM Test:			
F-statistic	1.425003	Prob. F(2,8)	0.2956
Obs*R-squared	3.677425	Prob. Chi-Square(2)	0.1590

Source : Processed data , 2025

Based on table .2 above, it can be seen that the autocorrelation test using LM shows that the probability value of *Obs*R-square* 0.15 is > 0.05. This explains that there is no autocorrelation problem.

d. Heteroscedasticity Test

Heteroscedasticity occurs when there is a correlation or pattern between residuals and predicted values. This relationship pattern is not limited to linear relationships but can also occur in other forms. In linear regression, one of the assumptions that must be met is the absence of heteroscedasticity. In this study, heteroscedasticity was tested by comparing the probability value of Obs*R-squared to a significance level (alpha) of 5%. If the probability value is greater than 0.05, it can be concluded that heteroscedasticity does not occur. The results of the heteroscedasticity test in this study can be seen in Table 3 below:

Table 3
Heteroscedasticity Results

Heteroskedasticity Test: White			
F-statistic	1.363218	Prob. F(3,10)	0.3095
Obs*R-squared	4.063631	Prob. Chi-Square(3)	0.2547
Scaled explained SS	1.331253	Prob. Chi-Square(3)	0.7217

Source: Processed data, (2025)

Based on Table 3, it is known that the Obs*R-squared probability value of 0.25 is greater than 0.05. Therefore, it can be concluded that the heteroscedasticity test assumption has been met or the data is declared to pass the heteroscedasticity test.

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4.2 Discussion

a. Multiple Linear Regression

The multiple linear regression analysis method was used to analyze the relationship between the independent variables and the dependent variable using the EViews program, which is capable of processing econometric and statistical data. The regression results obtained in this study are presented as follows:

Table 4
Multiple Linear Regression Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	23.80502	4.242502	5.611081	0.0002
TK	0.192071	0.054340	3.534636	0.0054
LOGEKS	0.269738	0.530968	0.508011	0.6225
LOGPMDN	-1.766152	0.496938	-3.554072	0.0052
R-squared	0.783954	Mean dependent var		5.959286
Adjusted R-squared	0.719141	S.D. dependent var		0.664133
S.E. of regression	0.351965	Akaike info criterion		0.984386
Sum squared resid	1.238793	Schwarz criterion		1.166974
Log likelihood	-2.890703	Hannan-Quinn criter.		0.967484
F-statistic	12.09551	Durbin-Watson stat		2.200787
Prob(F-statistic)	0.001154			

Source : Data processing results, (2025)

From Table .3 above, the multiple linear regression model is as follows:

TPT = 23.80 + 0.19 TK 0.26 LOGEKS - 1.76 LOGPMDN + e

Based on the model formulation above, it is known that the constant value has a coefficient of 23.80. This indicates that if the independent variables, namely creative economy labor (TK), creative economy product exports (EKS), and domestic investment (PMDN) are assumed to be constant, then the Open Unemployment Rate value is estimated to be at 23.80 percent (%).

The coefficient of creative economy workforce (TK) is 0.19, which means that if the creative economy workforce in Indonesia increases by 1 percent, the unemployment rate will increase by 0.19 percent. The results of multiple linear regression show that the creative economy workforce variable has a positive and significant effect on the unemployment rate variable in Indonesia. This means that the increase in the number of workers working in the creative economy sector is actually accompanied by an increase in the unemployment rate.

These findings suggest that while the creative economy sector is growing and absorbing labor, this increase in employment has not been able to effectively reduce unemployment. This is due to the sector's low productivity or the dominance of informal workers, which has not had a direct impact on reducing unemployment. These findings align with previous research, Vyedo,

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(2019) which showed that the creative economy sector has not yet demonstrated a significant impact on the unemployment rate.

The coefficient of the creative economy product export (EKS) variable has a value of 0.26. This indicates a positive relationship, meaning that if exports increase by 1 percent, the unemployment rate will increase by 0.26 percent. The results of multiple linear regression indicate that the creative economy product export variable has no effect and is not significant on the unemployment rate variable in Indonesia. This is because most creative economy export sectors are not labor-intensive, rely more on technology, and are concentrated in certain regions. In addition, the mismatch in workforce skills The mismatch between work and the needs of the export industry also results in suboptimal labor absorption. Thus, increased exports have not been able to significantly reduce the unemployment rate.

The results of this study align with research conducted by (Zamzami, 2019), which found that many export products are currently produced using automated technology and machinery, so that increased exports are not accompanied by increased labor requirements. This aligns with the view that the modern export sector tends to be capital-intensive, rather than labor-intensive, and therefore does not contribute significantly to reducing unemployment.

The coefficient of the investment variable (PMDN) has a value of -1.76. This indicates a negative relationship, meaning that if investment (domestic investment) increases by 1 percent, the unemployment rate will decrease by -1.76 percent. The results of multiple linear regression show that the Investment variable (PMDN) has a negative and significant effect on the unemployment rate variable in Indonesia.

The results of this study are in line with research conducted by (Sari, 2019) which shows that Domestic Investment (PMDN) has an effect on the unemployment rate in Indonesia. This impact arises because FDI entering the community can influence the number of job opportunities available. Increased investment encourages increased production activity, which ultimately creates new jobs. This increase in jobs then contributes to a decrease in the number of unemployed people.

5 CONCLUSION

Based on these conclusions, the following analysis can be carried out:

1. The creative economy workforce has a positive and significant impact on the unemployment rate in Indonesia.
2. Exports of creative economy products have no significant impact on the unemployment rate in Indonesia.

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3. Investment (PMDN) has a negative and significant effect on the unemployment rate variable in Indonesia.
4. Creative economy workforce, exports of creative economy products and investment have a significant influence on the unemployment rate in Indonesia.

Suggestion

Based on the conclusions above, the researcher provides several suggestions, including the following :

1. The government should direct efforts to develop the creative economy sector by providing skills training programs for the community, particularly for the unemployed working-age group. Training tailored to the needs of the creative industry is considered more beneficial in equipping people to create independent and sustainable employment opportunities. Through a competency-based approach, the creative economy sector is expected to develop optimally and become a solution to reducing unemployment in Indonesia.
2. Indonesian government should Keep going give support and encouragement strengthening sector economy creative . Along with development of the times, creativity in field economy become the more important For push growth economy national . In addition , strengthening economy creativity is also needed so that Indonesia is able compete in the modern era which is marked with progress rapid technology and innovation .
3. The government is expected to strengthen the development of creative economy product exports through international market diversification, providing incentives and facilitation for MSMEs, improving digital and logistics infrastructure, and integrated promotion so that exports can contribute more optimally to employment absorption and reducing the unemployment rate in Indonesia.

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