



desain komunikasi visual televisi animasi game aplikasi  
PERAN **PERGURUAN TINGGI**  
dalam **INDUSTRI KREATIF** seni rupa kuliner radio  
periklanan photography desain interior penerbitan fashion seni pertunjukan

Oleh :  
Dr. Berlilana, M.Si  
STMIK Amikom Purwokerto



# Profile



## **Dr. Berlilana, M.Si.**

- Ketua STMIK Amikom Purwokerto
- Komisaris PT. Ampu Kreatif Studio
- Komisaris Radio Amikom FM
- Komisaris Ampu TV

# Creative Industries

Advertising,  
Books,  
Movies,  
Newspapers/  
Performing Arts,  
Television and

Architecture,  
Gaming,  
Music,  
Magazines,  
Radio,  
Visual Arts.



# Cultural and Creative Industries (CCI)



**2,250 billion \$US**  
Global CCI Revenue

3% of the world's GDP

Exceed Telecom services revenues (US\$1,570bn)



**29.5 million jobs**  
Global CCI Employment

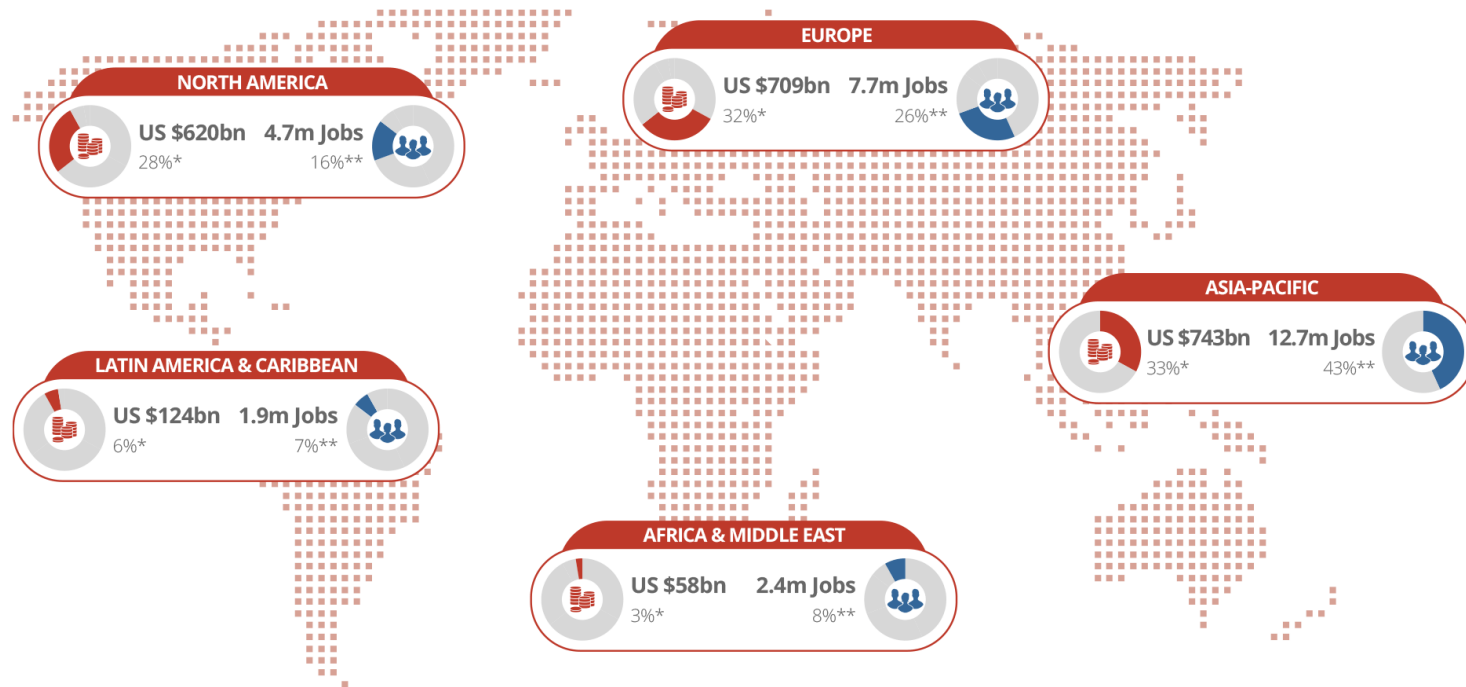
1% of the world's active population

Surpass combined jobs of Automotive industry in Europe, Japan, and US (25 million)

Source: EY, December 2015

# Cultural and Creative Industries (CCI)

## Global CCI Contribution by Region



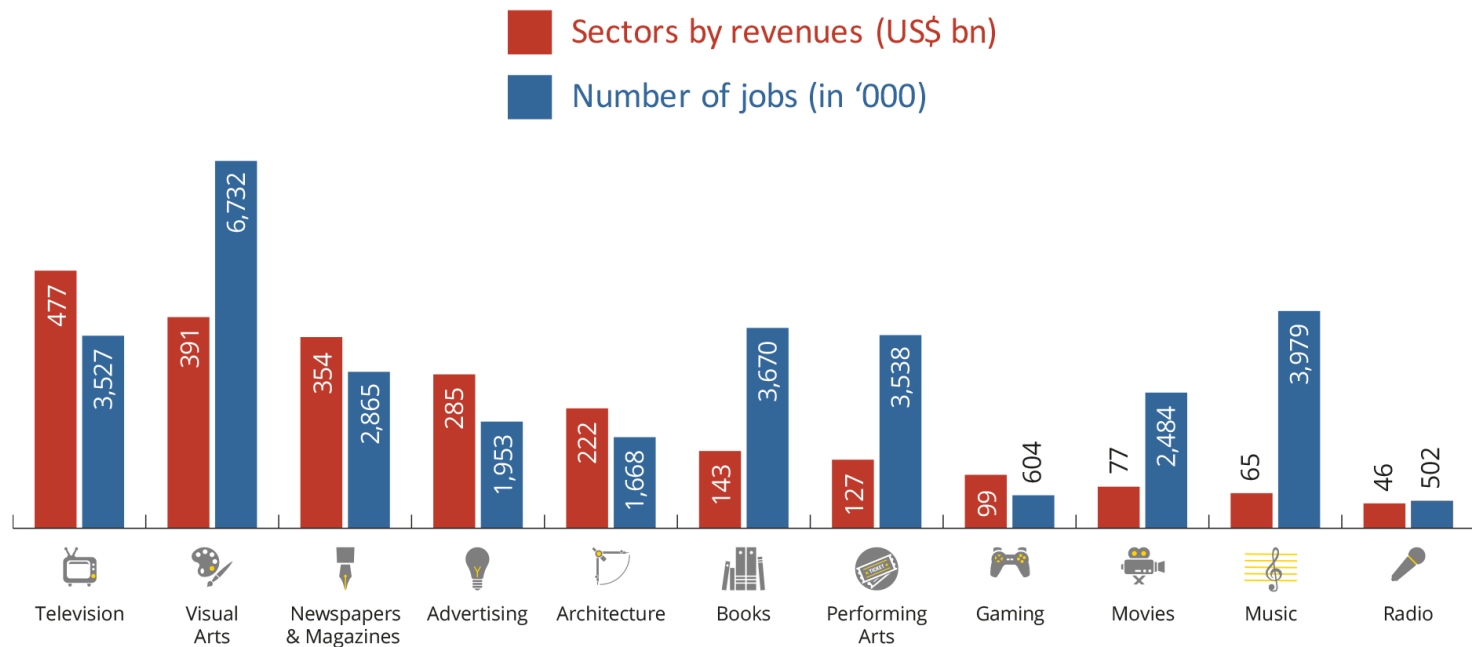
\* % of global CCI revenues    \*\* % of total CCI jobs

Source: EY, December 2015



# Cultural and Creative Industries (CCI)

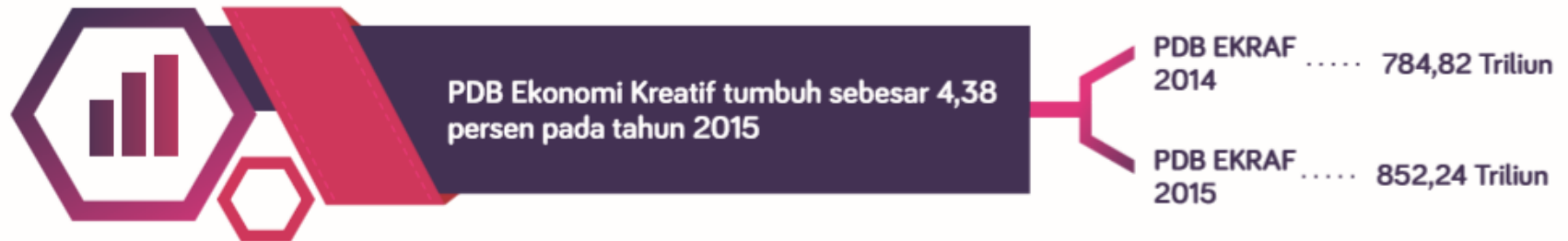
Global CCI Contribution by Sector



Source: EY, December 2015

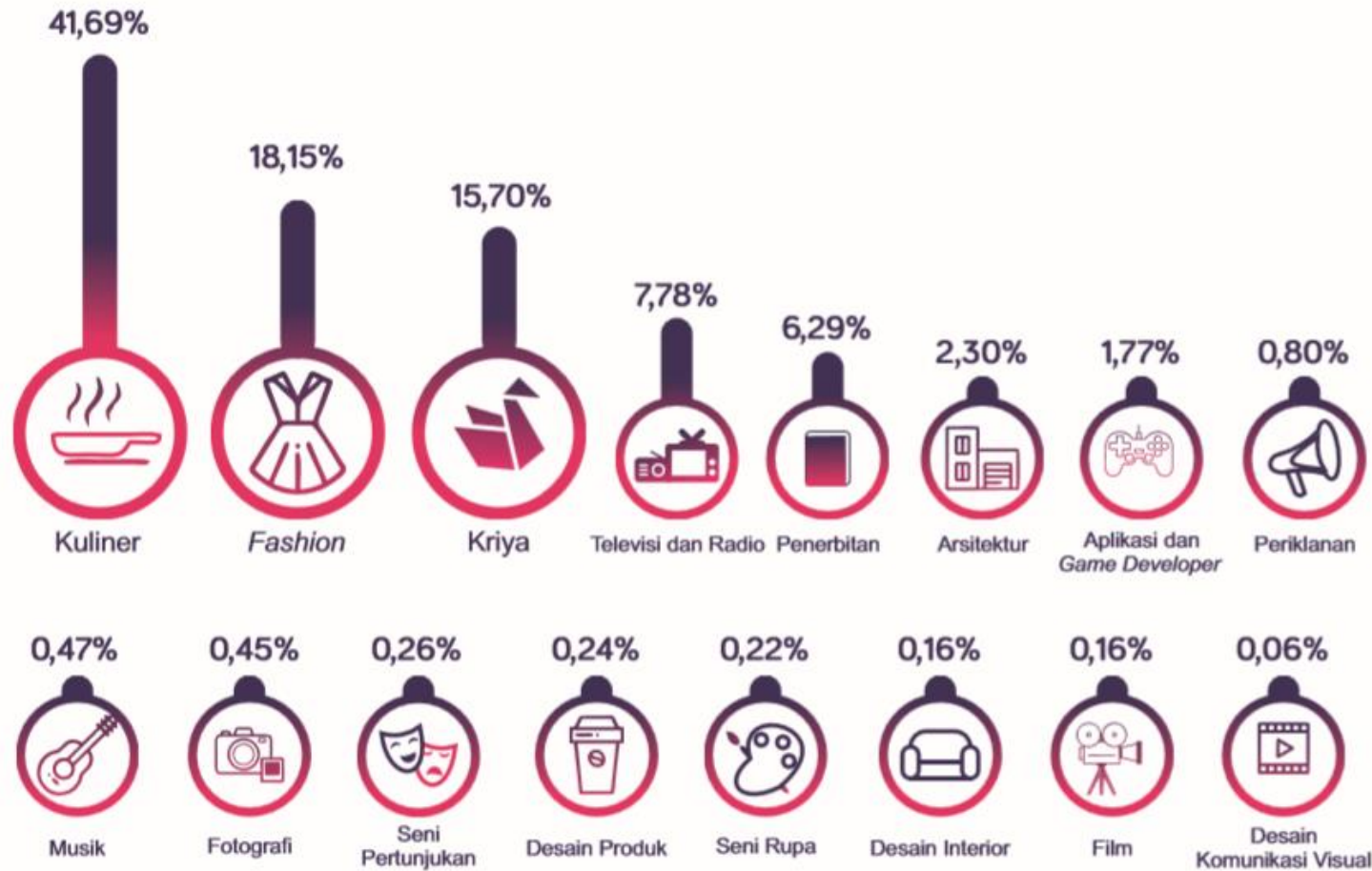


# Indonesia Creative Industries



Source : Survei Khusus Ekonomi Kreatif (SKEK) 2016 - BEKRAF

# Indonesia Creative Industries

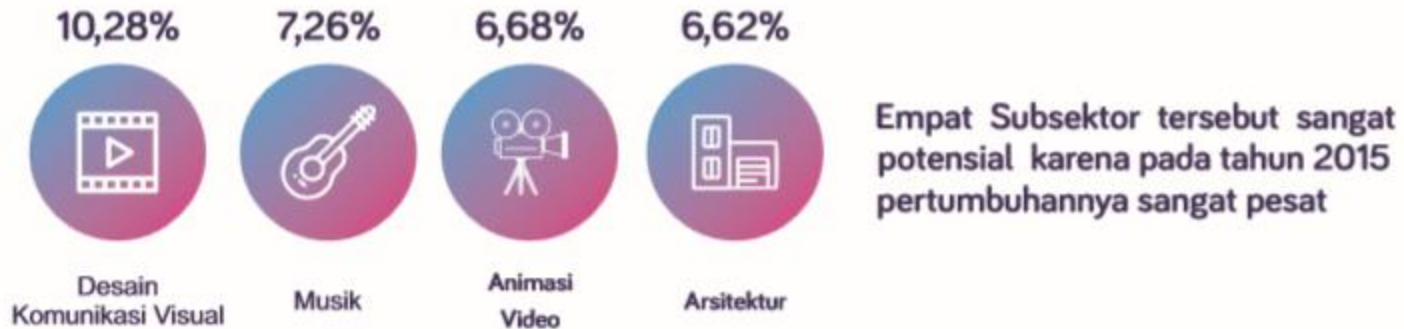


Source : Survei Khusus Ekonomi Kreatif (SKEK) 2016 - BEKRAF



# Indonesia Creative Industries

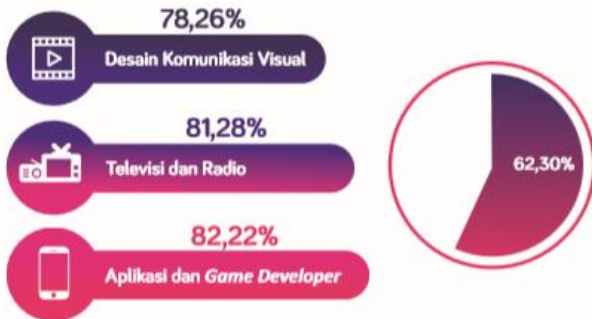
## PERTUMBUHAN PESAT 4 SUBSEKTOR



Source : Survei Khusus Ekonomi Kreatif (SKEK) 2016 - BEKRAF

# Role of University

## Melakukan Inovasi



62,30% pengusaha Ekonomi Kreatif telah berupaya melakukan inovasi khususnya pada sub sektor Aplikasi dan *Game Developer*, Televisi dan Radio serta Desain Komunikasi Visual.

RISET, EDUKASI DAN  
PENGEMBANGAN  
INDUSTRI  
EKONOMI  
KREATIF

## Melakukan Penelitian dan Pengembangan



71,35% Pengusaha Ekraf tidak melakukan penelitian dan pengembangan (litbang).

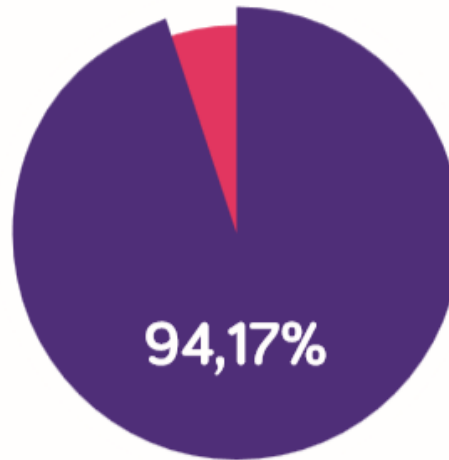
Source : Survei Khusus Ekonomi Kreatif (SKEK) 2016 - BEKRAF

# Role of University



**Kepemilikan HKI Keseluruhan**

Sebagian besar pelaku ekonomi kreatif belum memiliki HKI



**Disetujui oleh Jenderal HKI**

Padahal peluang HKI disetujui cukup besar yaitu 94,71% dari jumlah keseluruhan HKI yang diusulkan

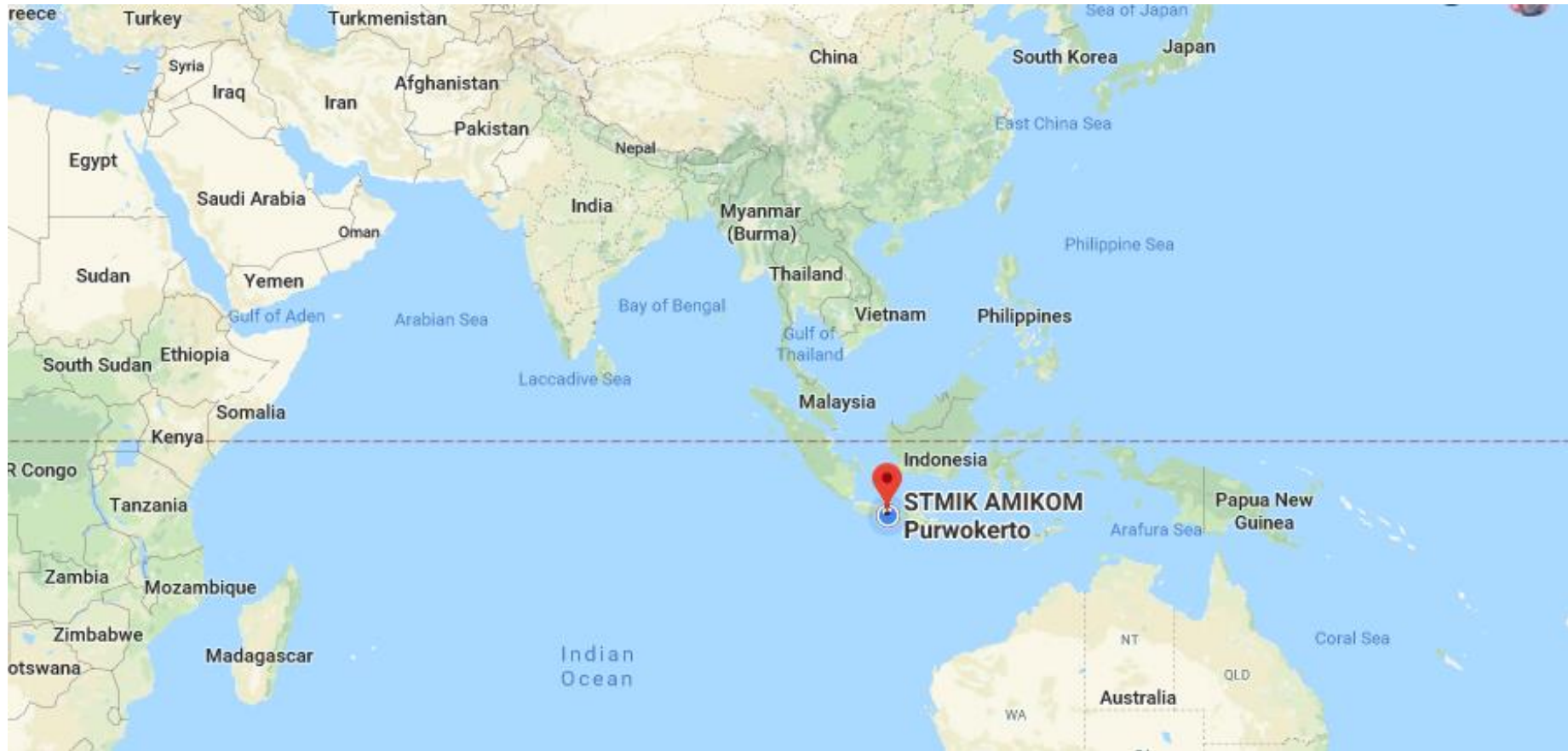
## 3 subsektor dengan kepemilikan HKI tertinggi



Film, Animasi, Video adalah subsektor dengan persentase kepemilikan HKI tertinggi, disusul oleh Kuliner dan TV & Radio.

Source : Survei Khusus Ekonomi Kreatif (SKEK) 2016 - BEKRAF

# STMIK Amikom Purwokerto



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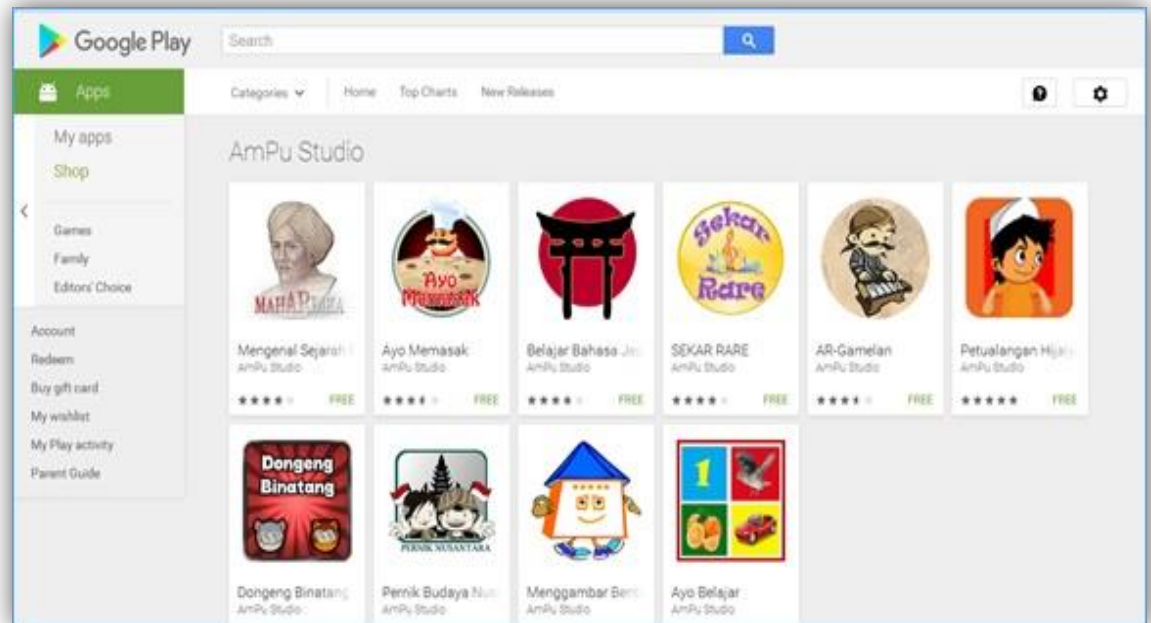


# STMIK Amikom Purwokerto



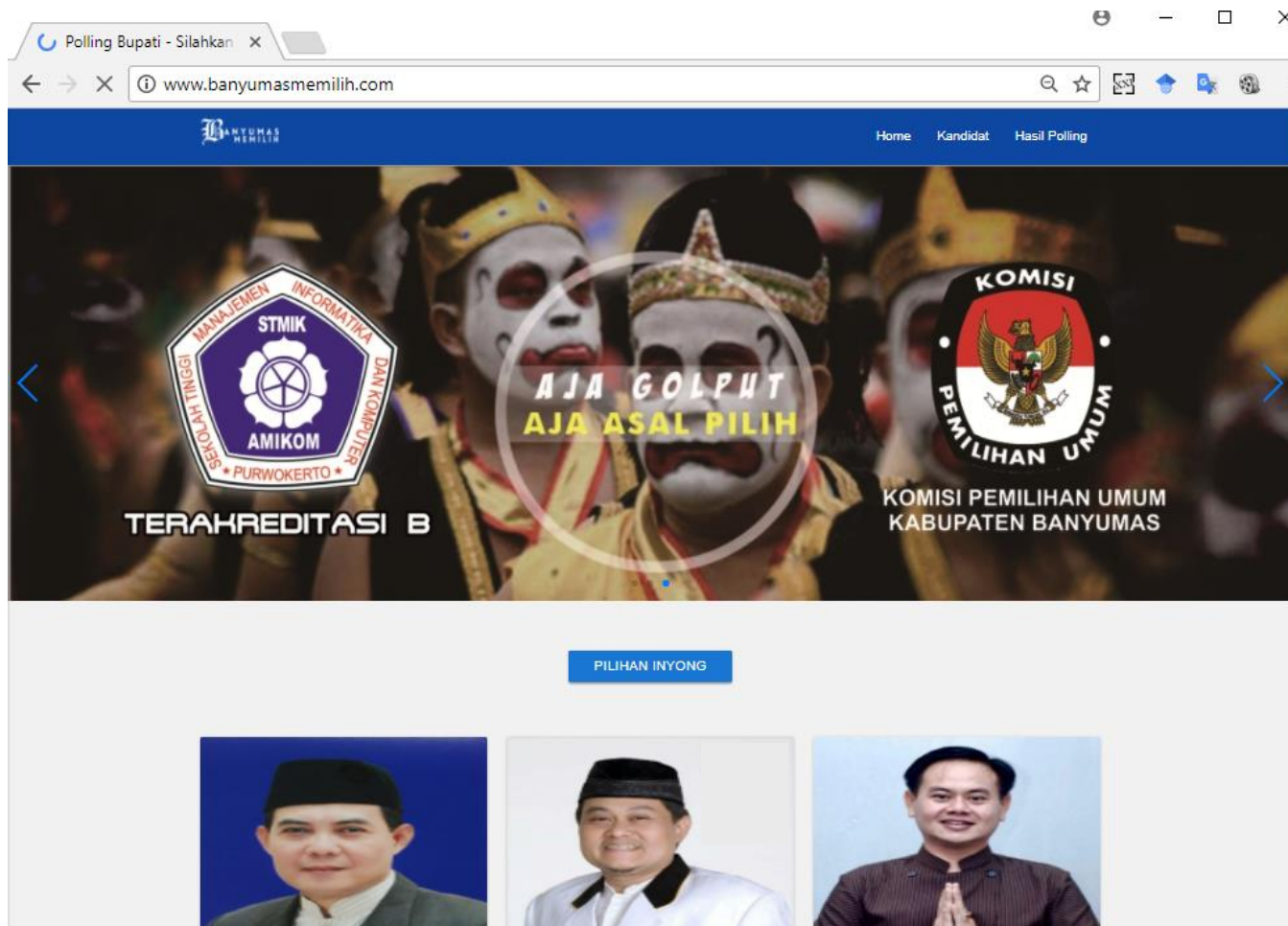
Games

# STMIK Amikom Purwokerto



## Mobile Applications

# STMIK Amikom Purwokerto



## Web Applications



# STMIK Amikom Purwokerto



Official Selection  
10<sup>th</sup> International Manga Awards  
Tokyo – Japan  
2016



Comics

# STMIK Amikom Purwokerto

Animation

# STMIK Amikom Purwokerto



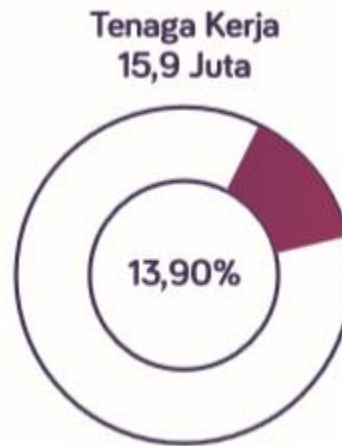
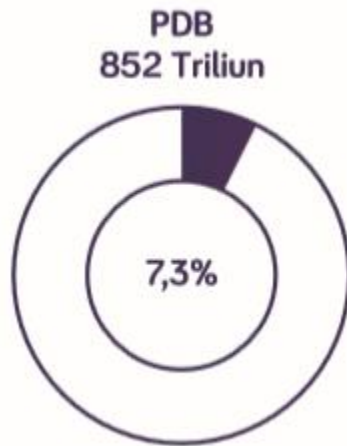
Short Animation

# STMIK Amikom Purwokerto

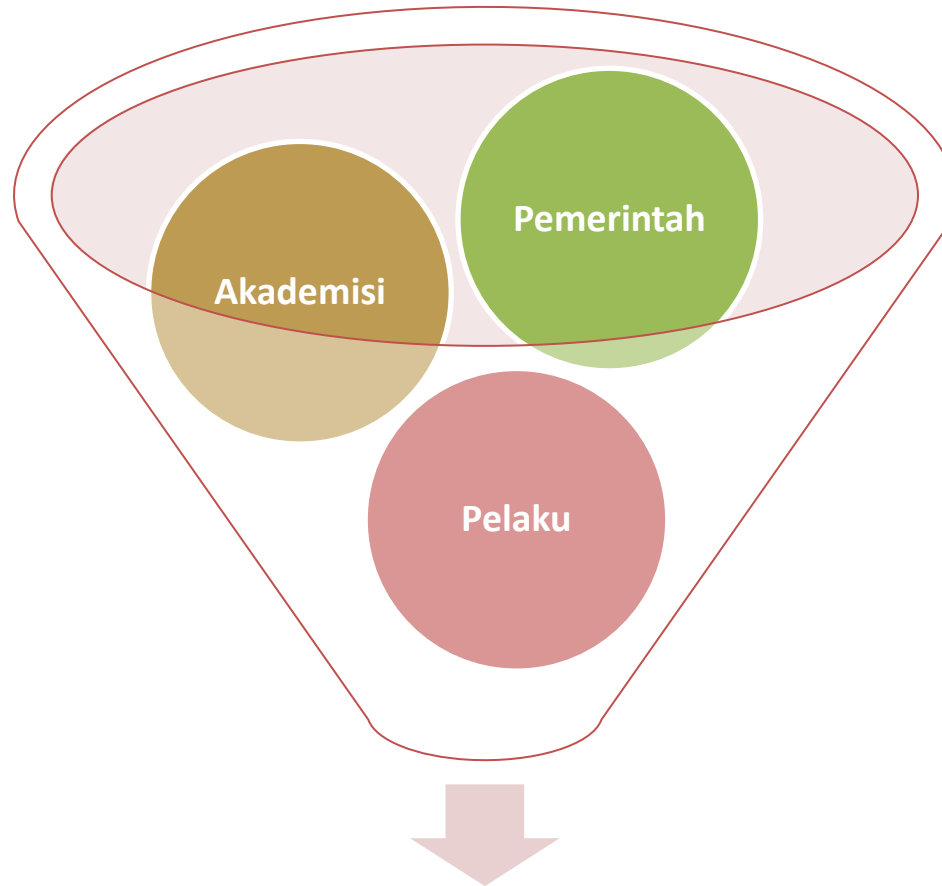


Short Animation

# Kesimpulan



# Kesimpulan



**Industri Kreatif**

Thank You!