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REGULATORY SUPPORT AND POTENTIALS OF COOPERATIVES IN THE ERA OF CREATIVE ECONOMY

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ABSTRACT

Creative Economy is expected to be a new force for the Indonesian economy. The contribution of the creative economy to the Indonesian Gross Domestic Product (GDP), labor absorption, and the export value confirms that the creative economy sector has tremendous potential to be further developed. The creative economy in Indonesia is very potential to develop, thanks to the abundant natural wealth, ethnicity, cultural diversity, and the demographic bonus. However, the creative economy in Indonesia still face various challenges. Cooperatives as an instrument of economic development are the appropriate institution as the driving force of the national economy. This study concludes that cooperatives have strategic potentials in the growth and development of creative economy. Cooperatives can play the strategic roles as the institutional forms of creative enterprises, capital sources, raw material suppliers, distribution and marketing centers, and as the forum for creative economy community development. These strategic roles cooperatives need the support from the government in the forms of regulations that deal with cooperatives and creative economy.

Keywords : *Cooperatives, Creative Economy, Regulation*