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Title: The Influence of Innovation Diffusion on Creative Economy (Case Study: Karinding Music Group in Bandung)

With fastest city growth in Asia and predicted 68% country population to live in urban areas by 2025, Indonesia is experiencing rapid and huge transformation from rural and agricultural-based to urban and service-based economy. However, difference in geographical characteristics and natural resources forces cities in Indonesia to build relevant strategy for their economic growth. Several prominent cities choose creative economy as a promising avenue for regional economic development, including Bandung city, the capital city of West Java province. Enforced by regional policy from the former mayor, Bandung has specific mission to become creative city not only in national but also in the international level. As innovation becomes one of the most important elements and sources for this goal, geography has significant role in shaping diffusion pattern of any innovation and ideas as well as their adoption to become income generating activities. This study examines how diffusion of innovation can impact development of creative economy in city level, attributing Karinding music (traditional music originated from West Java) group as the case study with qualitative method—combination of snow ball interview and field observation. To investigate innovation pattern of Karinding music and its leverage on creative economy in Bandung, there are five variables: distance, time, communication, human characteristic, and society structure, supporting spatial analysis in generating figure of innovation diffusion pattern of Karinding music. The study shows that diffusion process of Karinding music has expansive pattern with random path of spread immensely determined by intensity level of interaction between propagator and potential adopter. Thus, during diffusion process, the role of community network is considered critical for the success of adopting innovation by new potential adopter. Furthermore, the diffusion process also influences the development of music industry, identified by appearances of various music activities and showcases, and the emergence of businesses in creative economy field, such as clothes, merchandises, handcrafts, and musical instruments. Result of this study can be a figure to describe both innovation’s process and geographic diffusion in certain region to basically generate the idea of improving innovation leverage in developing creative economy which also sustainably conserves local wisdom and values.