

## ABSTRAK

### ANALISIS PERKEMBANGAN EKONOMI KREATIF DI INDONESIA SEBELUM DAN SELAMA PANDEMI COVID-19

Helesa Yuliana A.S

NIM: 192314048

Universitas Sanata Dharma Yogyakarta

2024

Penelitian ini bertujuan untuk melakukan analisis komparatif /perbandingan ekonomi kreatif sebelum dan selama pandemi Covid-19 di Indonesia. Jenis penelitian ini bersifat kuantitatif menggunakan data sekunder. Populasi dalam penelitian ini adalah seluruh sub sektor ekonomi kreatif di Indonesia. Sampel penelitian yang berjumlah 16 sub sektor ekonomi kreatif periode 2019-2020 diperoleh dengan teknik *purposive sampling*. Metode pengumpulan data sekunder dilakukan dengan mengunduh laporan ekonomi kreatif tahunan masing-masing sub sektor melalui *website* resmi Kementerian Pariwisata dan Ekonomi Kreatif. Metode analisis data yang digunakan adalah analisis komparatif dengan uji perbedaan. Proses analisis data menggunakan bantuan *software* SPSS versi 26. Hasil penelitian menunjukkan bahwa secara umum tidak ada perbedaan signifikan pada perkembangan ekonomi kreatif antara sebelum dan selama pandemi Covid-19 di Indonesia.

Kata kunci: ekonomi kreatif, analisis komparatif, pandemi Covid-19, Indonesia.

**ABSTRACT**

**ANALYSIS OF THE DEVELOPMENT OF THE CREATIVE  
ECONOMY BEFORE AND DURING THE COVID-19 PANDEMIC  
IN INDONESIA**

Helesa Yuliana A.S

NIM : 192314048

Universitas Sanata Dharma Yogyakarta

2024

This study aims to conduct a comparative analysis/comparison of the creative economy before and during the Covid-19 pandemic in Indonesia. This type of research is quantitative using secondary data. The population in this study are all creative economy sub-sectors in Indonesia. The research sample of 16 creative economy sub-sectors for the 2019-2020 period was obtained using purposive sampling technique. The secondary data collection method was carried out by downloading the annual creative economy report of each sub-sector through the official website of the Ministry of Tourism and Creative Economy. The data analysis method used is comparative analysis with a difference test. The results showed that in general there was no significant difference in the development of the creative economy between before and during the Covid-19 pandemic in Indonesia.

Keywords: creative economy, comparative analysis, Covid-19 pandemic, Indonesia.