

## **ABSTRACT**

*The city of Bandung is one of the cities that have a great opportunity to create a business that has creativity and high productivity. The existence of the ceramics Kebon Jayanti had reduction. Decorative Vases China making ceramic products Kebon Jayanti desolation interested. The impact is not only erode income craftsmen, but makes ceramics craftsmen plunged one by one. Now the number of ceramics craftsmen in Kebon Jayanti can be calculated finger. In addition to market competition, availability of raw materials, paying people also had a chance to fuel additional hurdle for the craftsmen.*

*This research aims to find out the influence of the relationship of creativity and productivity of business growth in the Micro Small and Medium Enterprises (SME) Collecting Antique Kebon Jayanti Kiaracandong Bandung. In this research that became the population is the craftsmen and the owner of SME ceramic that is located in the zoo Jayanti Kiaracandong Bandung. The population in this research measured, because the owner of SME ceramics have a clear data and has been registered. The number of samples in this research is 30 people.*

*The method of data collection is done through the spread of the questionnaire in the form of Google Form to 30 respondents in Kebon Jayanti Kiaracandong Bandung. From questionnaire scattered, obtained 21 questionnaire statement is valid. In this research the data obtained are processed using the help of IBM SPSS Version 23.*

*Based on the results of research and found that there is a significant impact between the creativity and productivity of business growth in the Micro Small and Medium Enterprises (SME) collecting antique Kebon Jayanti Kiaracandong Bandung.*

**Keywords: Creativity, Productivity, Business Growth, Ceramics, Small Medium Enterprise (SME)**