

ABSTRACT

In maximizing the growth of creative economic in Indonesia, special assistance is needed to help in the role of the government so that it can potentially be moved to move the wheels of the domestic economy in the coming years. Bandung Creative Hub are one of the creative city centers of Bandung Interior Design reflects the style of creativity that is in accordance with the creative economy sub-sector. The establishment of the Bandung Creative Hub is inseparable from the support system factor provided by the government for the creative economic community

This study aims to identify the role of stakeholder engagement for community development in developing a creative economy and to know more about the influence of the role of the support system on the creative community in using the Bandung Creative Hub facility. This study uses qualitative methods, using data collection techniques by observation and interviews. The interview process was carried out on the actors involved in community development related to the Head of the Bandung Creative Center UPT, Chair of the Creative Community and the creative community of BCH.

This research is a qualitative method research with descriptive exploratory presentation. The source of the data in the study are the Head of UPT Bandung Creative Hub, Community Activity Coordination and four division heads from the creative economy sub sector. Data obtained by interview, observation and documentation. The validity of the data validity in this study use source and methods triangulation.

Based on the results of data processing, it can be known that stakeholder engagement with the community in Bandung Creative Hub has a lot of influence on community development in this variable, there are many stakeholders involved in community development where each stakeholder has a different role to develop the creative industry in Bandung. relevant stakeholders to develop the community and the empowerment of resources carried out by stakeholders.

In the Support System Variable, the results of study found that the influence of the support system of cont namely Administrative support, Secterial support and Facilities Support influenced the development of the creative industry in Bandung, while Business Expertise did not affect the development of the creative community in Bandung.

Keywords: Smart ciy, stakeholders, support system.