

ABSTRACT

Creative economy has become one of the centers of attention of the Indonesian government. The evident is the establishment of the Badan Ekonomi Kreatif (Bekraf) in 2015. The creative economy is a strategic sector for future national development because it is considered to contribute significantly to the national economy. In its development, the creative economy is driven by the industrial sector called the creative industry. But funding or capital is still the main obstacle for creative industry startups in developing their business. The difficulties faced by creative industries caused by banks or financial institutions are because the majority of the creative industry sub-sectors are intangible assets. This study focuses on one of the creative industry sub-sectors which are intangible assets, namely sub-sectors application and game developer.

The absence of definite indicators that can be used by investors in choosing a company to invest in Indonesia makes it difficult for investors to make good investment choices, also for businesses in fulfilling the criteria desired by investors in order to obtain funding. This study has purpose to analyze whether the indicators found in the variable of loans, credit and funding and organizational & institutional can be applied as an indicator that influences funding at creative industry startups in Indonesia sub-sector application and game developer.

The study was conducted using qualitative methods by utilizing triangulation to test the validity and reliability of data. The sample used in this study is investors who are under the auspices of the Badan Ekonomi Kreatif who attended the event held by the Badan Ekonomi Kreatif itself namely Go Startup Indonesia which took place on 25 and 26 October 2018 in the city of Bandung.

Based on the results of the study, in the loan, credit, and funding variables, the three indicators, namely the business stage, investment period, and fiancing model, were approved by respondents that this indicator affected investors when making investment decisions. Whereas on organizational & institutional variables, only 10 of the 11 indicators agreed by respondents that these indicators affect investors when making investment decisions. These indicators are positive expectation, network, market feasible ideas, innovation concepts, endorsement, sustainability, transnational, value added, intellectual property right and portfolio company profile. Time to IPO is considered not to be part of the consideration in assessing new startups or businesses before investing.

The results of this study are expected to be used as a reference for investors in the selection of investments as well as to help the creative industry entrepreneurs to get access to the funding.

Keywords: Creative Industries, Funding Indicators, Startups, Investors