

ABSTRACT

INTERIOR DESIGNING COLLEGE OF MULTIMEDIA IN BANDUNG

The progress of creative industry intensified and has an important role in the economy of the country. Based on national data agency of creative economy, contribution of creative industry is 7.44% of the national economy in the 2016. In Bandung city alone increased 6.22% and most of creative industries key players are young people. The creative industries sector and subsector one most rapid in that year is multimedia subsector, as example film, animation, video, television, game development and etc. This sector has potential in the future of creative industries However, this potential has not been developed optimal because there's no multimedia institutions that could support user creativity. Therefore, it needs special institutions of higher learning in the multimedia field to produce experts in this field. College of multimedia Bandung is expected to accommodate the needs of information, the growth, and the promotion of creative industries especially in the multimedia field.

Keywords : *Creative industry, Education, College, Multimedia, Bandung*