

Comparison of Foreign MSME Development: Organizing the Creative Industry to Support the National Economy

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Abstract. Creative industries, especially Micro, Small, and Medium Enterprises (MSMEs), play an important role in Indonesia's GDP growth. However, many MSMEs lack adequate legal protection, especially regarding intellectual property rights such as copyrights, trademarks, and patents. This research uses a Normative legal method using a statutory approach, comparative approach, and conceptual approach. The research data is then analyzed and described descriptively, juridically, and normatively. Qualitative research processes qualitative data in the form of descriptive or narrative data. The results showed that Malaysia and Singapore are countries with large economies for Micro, Small and Medium Enterprises (MSMEs), with different approaches. Malaysia uses affirmative policies, fiscal incentives, and financing through SME Corp to empower MSMEs, with a focus on manufacturing and fiscal incentives. Despite facing challenges such as bureaucracy, low productivity, and global competition, MSMEs continue to grow. Singapore, on the other hand, emphasizes global competitiveness through support institutions and collaboration with multinational companies. Both countries are in the position that strengthening access to finance, skills training, and integration into global supply chains are critical to the success of MSMEs. Both countries stress the importance of coordinated policies, partnership strategies, and technological adaptation to build competitive MSMEs in the era of globalization.

1. INTRODUCTION

The era of trade in cyberspace based on information technology has given birth to the phenomenon of a new business paradigm with smart and creative intellectual capital. The internet era has made many internet-related activities/businesses develop. Currently, many aspiring entrepreneurs, professional entrepreneurs, academic non-profit organizations, and investors have and will enter into various Subscribe to DeepL Pro to edit this document. Visit www.DeepL.com/pro for more information. internet-related activities/businesses.¹ In many countries, MSMEs account for the majority of employment and contribute to overall economic growth. Therefore, it is important for MSMEs to continuously adapt to technological developments and utilize digital transactions as a way to improve their competitiveness and operational efficiency.²

In the context of a modern economy that is increasingly based on knowledge and innovation, the creative industry sector is at the forefront of creating sustainable added value,³ Production activities that can generate profits and maintain competitiveness are innovative and creative activities. These activities are influenced by various factors such as human resources, technology, and the industrial sector. With technology, a company can produce 10 to 100 goods per day, and companies that previously sold goods due to low demand can now improve the quality of their products and increase sales.⁴ The creative industry, which is an integral part of the growing industrialization, is a system of supply and demand transactions sourced from economic activities driven by the Creative Industry, which is an integral part of the creative economy.⁵

The creative industry has been heard lately, the Creative Industry can be interpreted as a collection of economic activities related to the creation or use of knowledge and information. The Creative Industries are also known by another name, the Cultural Industries, especially in Europe⁶ or also the Creative Economy.⁷ The main characteristic of the creative economy is its ability to generate added value through creativity, innovation, and cultural expression.⁸ The creative economy relies on human creativity, intellect, and cultural expression to generate economic value.⁹ The term creative economy began to be recognized globally since the emergence of the book *The creative economy: How People Make Money From Ideas*,¹⁰ The creative economy is one sector that has the potential to be continuously developed, and something that cannot be avoided in the development of sustainable

¹ Darodjat, R., & Utarie, F. (2022). Optimalisasi Penjualan Bahan Pangan oleh Petani dan UMKM dengan Memanfaatkan Teknologi Digital. *Dharmakarya: Jurnal Aplikasi Ipteks Untuk Masyarakat*, 11(1), Hlm 2

² Darodjat, R., Maulana, M., & Suryamah, A. (2024). Peningkatan Kapabilitas Umkm Melalui Pelatihan Kemasan Produk Dan Transaksi Digital Di Desa Cileunyi Kulon. *Sawala: Jurnal pengabdian Masyarakat Pembangunan Sosial, Desa dan Masyarakat*, 5(1), Hlm 12

³ Wahyudi, A., Anwar, G. S., Kamila, O. N., & Silviana, D. R. (2024). Strategi Pengembangan Sektor Industri Kreatif Dalam Mendorong Pertumbuhan Ekonomi Nasional. *CEMERLANG: Jurnal Manajemen Dan Ekonomi Bisnis*, 4(3), Hlm 275

⁴ Ika Yunia Fauzia dan Abdul Kadir Riyadi, *Prinsip Dasar Ekonomi Islam Perspektif Maqashid al-Syariah* (Jakarta: Kencana, 2014), hlm 124.

⁵ Dani Danuar, "Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) Berbasis Ekonomi Kreatif di Kota Semarang", dalam *ejournal UNDIP*, vol 2. No.4. 2013, hlm 3.

⁶ Hesmondhalgh, David (2002) *The Cultural Industries*, SAGE. Bisa dilihat juga di Wikipedia.

⁷ Howkins, John, *The Creative Economy: How People Make Money from Ideas*, Penguin. Bisa dilihat juga di Wikipedia.

⁸ Lestari, S., Annalisa, Y., & Syaifuddin, M. (2023). Perlindungan Hukum bagi Pemegang Merek pada Pembangunan Ekonomi Kreatif di Indonesia. *VERITAS*, 9(2), 65-80.

⁹ Prahara, R. S., & Jamil, A. S. (2018). Konsep Pembelajaran Ekonomi Berbasis Ekonomi Kreatif. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 1(1), hlm 10

¹⁰ Suparta, I. W. (2018). Strategi Pengembangan Ekonomi Kreatif Untuk Mendorong Pertumbuhan Ekonomi Di Kota Bandar Lampung. *Jurnal Ekonomi Pembangunan*, 12(1), hlm 2

civilization,¹¹ The Indonesian Ministry of Trade states that the Creative Industry is an industry that comes from the utilization of creativity, skills and talents of individuals to create prosperity and employment by producing and exploiting the creative power and inventiveness of these individuals.

The creative economy is a new economic concept that focuses on increasing information and creativity through the utilization of human resources. The creative economy is a model that strengthens the Indonesian economy by focusing on human resources as its foundation.¹² In general, Indonesia's economic sectors have experienced increased growth. The development of the creative economy-based MSME sector in Indonesia has started in the last 10 years. The number of micro, small and medium enterprises (MSMEs) in West Java alone that market their products through Blibli.com e-commerce is increasing.¹³ In 2016, the cumulative growth of the manufacturing sector to the Gross Domestic Product (GDP) amounted to 4.61 percent until the third quarter of 2016. The performance of the Indonesian economy in the third quarter of 2016 against GDP based on constant prices increased by 3.20 percent from Rp. 2,353,522.9 billion to Rp. 2,428,722.3 billion. While the contribution of the manufacturing sector to GDP in the third quarter of 2016 amounted to Rp. 511,165.2 billion or 19.90 percent. national almost reached 20 percent.¹⁴

As a supporter of the Indonesian national economy, the law must not close itself off from global market events, so that the provisions that have been mutually agreed on an international scale must be adopted by legal provisions in Indonesia,¹⁵ The Government of the Republic of Indonesia continues to encourage the development of the creative industry in Indonesia with various steps and efforts to ensure the safety of the creative industry business, some of which are:

1. Law No. 20 Year 2016 on Trademarks and Geographical Indications: This law provides legal protection for trademarks, ensuring that MSMEs can register their brands and preventing unauthorized use.¹⁶
2. Law No. 28 of 2014 on Copyright: This law protects original creative works, ensuring that authors and creators retain exclusive rights to their works.¹⁷
3. Law No. 13 of 2016 on Patents: This law protects innovation and inventions, encouraging MSMEs to develop new products and technologies.¹⁸
4. Law No. 20/2008 on MSMEs: This law supports the development of MSMEs by providing legal certainty and protection for their business activities.¹⁹
5. Law Number 5 of 1984 concerning industry, namely in Chapter VI Article 17 which states that industrial product designs receive legal protection.
6. Law Number 31 of 2000 concerning industrial design in the protection of intellectual property rights.
7. Government Regulation No. 24 Year 2022 on Creative Economy: This regulation facilitates IP-based financing schemes, allowing MSMEs to use their IP as loan collateral.²⁰
8. Decree of the Minister of Industry and Trade of the Republic of Indonesia Decree of the Minister of Industry and Trade No. 20/MPP/Kep/II/2001 on the establishment of the National Design Council/National Design Center (PDN).
9. From 2001 to 2006, the National Design Center (PDN) selected 532 of Indonesia's best product designs.
10. In 2006, the Ministry of Trade of the Republic of Indonesia initiated the launch of the Indonesia Design Power program, which consists of the Ministry of Trade, the Ministry of Industry, the Ministry of Cooperatives and SMEs and the Indonesian Chamber of Commerce (KADIN).
11. In 2007, the Indonesian Cultural Week Exhibition was organized, based on the President's directive, and initiated by: Office of the coordinating minister for Public Welfare, and involving cross-departments including: Ministry of Industry, Trade, Culture & Tourism, and Ministry of SMEs & Cooperatives.

In Presidential Instruction No. 6 of 2009, it has been explained about supporting the development of the creative economy.²¹ It is further emphasized in the Presidential Regulation of the Republic of Indonesia No. 6 of 2015, which explains the creative economy which is one of the economic fields that needs to be encouraged, strengthened and promoted as an effort to lift the community's economy.²² Against the characteristics of government affairs as such, the government carries out its duties and authorities, so that for smooth running it requires adequate devices or organs both in terms of quality and quantity.²³

Creative industries and MSMEs (Micro, Small, and Medium Enterprises) have a very close relationship, especially in their contribution to the Indonesian economy.²⁴ MSMEs also play an important role in opening new market opportunities in the creative

¹¹ Yuliandari, S. (2022). Jaminan Pembiayaan Berbasis Kekayaan Intelektual: Analisis Peraturan Pemerintah Tentang Ekonomi Kreatif. *Supremasi Hukum: Jurnal Kajian Ilmu Hukum*, 11(2), 125-140.

¹² Henny Puspitasari, "Perencanaan Pengembangan Industri Kecil dan Menengah Menuju Ekonomi Kreatif", dalam *Jurnal Ilmiah Adm Publik Universitas Brawijaya*, Vol.14. No. 1, 2013, hlm 525.

¹³ Robby, M. A., Mulyati, E., & Harrieti, N. (2022). Optimalisasi Pembiayaan Perusahaan Modal Ventura Terhadap Pelaku Usaha Kecil Berbasis Ekonomi Kreatif Yang Berkeadilan. *Pagaruyuang Law Journal*, 6(1), Hlm 28

¹⁴ Badan Pusat Statistik. *Perkembangan Indeks Produksi Industri Manufaktur 2014-2016. Katalog BPS No. 6102002* (Jakarta: BPS,2016), hlm 1.

¹⁵ Hapsari, D. R. I. (2018). Hukum dalam Mendorong Dinamika Pembangunan Perekonomian Nasional Ditinjau dari Prinsip Ekonomi Kerakyatan. *Legality: Jurnal Ilmiah Hukum*, 26(2), hlm 239

¹⁶ Hasibuan, P. M., Chairi, Z., & Afiah, A. (2022). Implementation of Legal Protection of Brand Rights for Micro, Small, and Medium Enterprises (Msmes) According to Law Number 20 Year 2016 Concerning Marks and Geographic Indications. *Jhss (Journal of Humanities and Social Studies)*, 6(2), 156-160.

¹⁷ Manurung, E. H., & Heliany, I. (2021). Forms Of Legal Protection Against Indonesian Msmes in the Field of Intellectual Property Rights. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 1(1), 11-21. Manurung, E. H., & Heliany, I. (2021). Forms Of Legal Protection Against Indonesian Msmes in The Field of Intellectual Property Rights. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 1(1), 11-21.

¹⁸ Pangaribuan, J. S. (2024). Pengaruh Hak Kekayaan Intelektual Dan Perlindungan Hukum Hak Kekayaan Intelektual Bagi Pemberdayaan Umkm. *Jurnal Hukum to-ra: Hukum Untuk Mengatur dan Melindungi Masyarakat*, 10(3), 456-470.

¹⁹ Widiarty, W. S. (2023). Legal protection for small businesses in the free market era in Indonesia review of law number 20 of 2008 concerning Micro Small and Medium Enterprises. *AL-MANHAJ: Jurnal Hukum dan Pranata Sosial Islam*, 5(1), 603-610.

²⁰ Herisetiawan, F., & Sari, P. (2023). Efektifitas Penerapan Sertifikat HKI sebagai Jaminan Kredit bagi Pelaku Ekonomi Kreatif dan UMKM. *Syntax Idea*, 5(12), 2395-2407.

²¹ Intruksi Presiden Nomor 6 Tahun 2009, *Tentang Pengembangan Ekonomi Kreatif*.

²² Peraturan Presiden Republik Indonesia Nomor 6 Tahun 2015, *Tentang Ekonomi Kreatif*.

²³ Ridwan, R. (2021). Eksistensi Dan Urgensi Peraturan Menteri Dalam Penyelenggaraan Pemerintahan Sistem Presidensial. *Jurnal Konstitusi*, 18(4), 828-845.

²⁴ Rindrayani, Sulastri Rini. "Strategi Industri Kreatif Pada Usaha Mikro, Kecil, Dan Menengah (Umkm) Dalam Rangka Menjawab Tantangan Masyarakat Ekonomi Asean (Mea)." (2017), hlm 69-78.

industry. Products produced by MSMEs in this sector not only meet the needs of the local market, but also contribute to international market penetration.²⁵ In the midst of global economic development, MSMEs, including in the creative industry sector, have great potential in supporting Indonesia's economic growth. The creative industry, which includes subsectors such as performing arts, design, film, and music, contributes significantly to the economy with more than 7% of the total national GDP (Creative Economy Agency [Bekraf], 2020).

At the international level, Indonesia as a country with great potential in the creative industry needs to improve legal protection for MSME players so that Indonesian creative products can compete globally. Indonesian creative products are often left behind in the international market due to weak copyright protection issues, whereas in the Pancasila economic system justice is very important in the Indonesian economic system. Justice is the spearhead, process and goal at once.²⁶ Without strict legal protection, Indonesian creative products will be more easily pirated, which in turn harms businesses and creates injustice in the global market.²⁷

Indonesia's creative industries have grown significantly, largely due to the contribution of Micro, Small and Medium Enterprises (MSMEs). These enterprises contribute to innovation, employment, and cultural development. However, ensuring legal protection for MSMEs is critical to their intellectual property and sustainable growth. This response explores the legal framework, challenges, and strategies to protect MSMEs in Indonesia's creative sector.²⁸ Many MSME players in the creative industry sector still lack an understanding of the importance of Intellectual Property Rights (IPR) protection as well as the right way to legally protect their works. IPR is an exclusive right granted by the state to anyone who can produce or create new works or inventions, and is an "umbrella term" or used as a legal umbrella for existing types of intellectual property.²⁹ Lack of knowledge regarding copyright, trademark rights, and other legal aspects often leads to them not registering their work or not even realizing the rights they have. As a result, MSME players cannot maximize their business potential, as they cannot provide adequate legal protection for the works they produce. In addition, legal uncertainty and procedures for registering IPR, in the form of technology, information, art, literature, written works, etc.³⁰ which are considered complicated and time-consuming are also a major obstacle for business actors to obtain proper legal protection.

2. RESEARCH METHODS

This research uses Normative legal methods In the field of legal science, it is mainly known as normative legal research (Investarization of positive law, discovery of the basic philosophy of making positive law, discovery of law in croceto to resolve legal cases, evaluation of whether a law is contrary to human rights, or contrary to the philosophy of the state, or not in accordance with theory, and so on).³¹ This research uses three approaches in the form.³² he literature study can reveal strategies that have been adopted and successfully applied in increasing the contribution of the creative industry sector to national economic growth.³³ The research data is then analyzed and described descriptively, juridically, and normatively. Qualitative research is conducted if the data is qualitative, qualitative research processes qualitative data in the form of descriptive or narrative data (words, descriptive of the situation or behavior).³⁴ Using qualitative methods, the data obtained is arranged qualitatively so as not to use statistical formulas and mathematical models.

3. RESULTS AND DISCUSSION

The broad interpretation of the concept of a welfare state has led to differences of opinion among experts. In principle, the welfare state is the implementation of the government's role as the representative of the state to improve the welfare and protection of society, which includes social and economic aspects.³⁵ Empirical reality shows that the creative economy in Indonesia is growing productively. The appearance of the book *The Creative Economy: How People Make Money from Ideas* written by John Howkins has a positive impact on the creative economy which is increasingly recognized by a wide audience. John Howkins defines the creative economy as "The creation of values as a result of ideas".³⁶ Economic law is a causal relationship or linkage of economic events that are interconnected with one another in everyday economic life in society or the birth of economic law due to the increasing growth and development of the community's economy.³⁷

Global Business Competition from year to year is getting tighter with various types of business competition,³⁸ Building a sustainable economy is a very important task to achieve the goals of a sustainable development agenda,³⁹ Micro, Small and Medium Enterprises (MSMEs) are one of the targets and focuses of the ASEAN Economic Community (AEC) in creating stability

²⁵ Krisna, Andy Endra. "Transformasi UMKM Melalui Industri Kreatif: Pendekatan Untuk Meningkatkan Daya Saing dan Inovasi." *Jurnal Publikasi Ilmu Manajemen* 3.4 (2024): 66-81.

²⁶ Pranoto, E. (2018). Pembangunan Sistem Hukum Ekonomi Indonesia Berlandaskan Pada Nilai Pancasila Di Era Globalisasi. *Spektrum Hukum*, 15(1), hlm 103

²⁷ Iswandi, Rizky, et al. *Hak Kekayaan Intelektual*. Guepedia, hlm 15.

²⁸ Bafadhal, F., Alissa, E., & Suhermi, S. (2024). Perlindungan Merek Dalam Pengembangan Usaha Kecil dan Menengah Bidang Ekonomi Kreatif di Indonesia. *Zaiken: Journal of Civil and Business Law*, 5(2), 152-168.

²⁹ Disemadi, H. S., & Kang, C. (2021). Tantangan Penegakan Hukum Hak Kekayaan Intelektual dalam Pengembangan Ekonomi Kreatif di Era Revolusi Industri 4.0. *Jurnal Komunikasi Hukum (JKH)*, 7(1), hlm 54

³⁰ Zulfikri, Zulfikri, and Zulkarnaini Zulkarnaini. "Legal Protection of Intellectual Property Rights: What Is Urgency for The Business World?." *Jurnal IUS Kajian Hukum Dan Keadilan* 10.1 (2022): 12-25.

³¹ Rianto Adi, *Aspek Hukum dalam Penelitian*, Jakarta:Yayasan Pustaka Obor Indonesia, hlm 9.

³² Salim HS, Erlies Septiana, *Penerapan Teori Hukum Pada Penelitian Tesis dan Desertasi*, Jakarta : PT. Rajagrafindo Persada, hlm 19.

³³ Rusli, M. (2021). Merancang penelitian kualitatif dasar/deskriptif dan studi kasus. *Al-Ubudiyyah: Jurnal Pendidikan Dan Studi Islam*, 2(1), 48-60.

³⁴ *Ibid*, hlm 9.

³⁵ Lismanto, L., & Utama, Y. J. (2020). Membumikan instrumen hukum administrasi negara sebagai alat mewujudkan kesejahteraan sosial dalam perspektif negara demokrasi. *Jurnal Pembangunan Hukum Indonesia*, 2(3), hlm 420

³⁶ Putra, B. M., & Akbar, M. I. (2022). Implikasi Peniadaan Peraturan Pemerintah Terhadap Undang-Undang Ekonomi Kreatif. *JAPHTN-HAN*, 1(2), Hlm 291

³⁷ Hartanto, H. (2019). Karakteristik Penerapan Hukum Ekonomi Terhadap Pembangunan Di Indonesia. *Widya Pranata Hukum: Jurnal Kajian Dan Penelitian Hukum*, 1(2), hlm 140

³⁸ Yuliaty, T., Shafira, C. S., & Akbar, M. R. (2020). Strategi UMKM Dalam Menghadapi Persaingan Bisnis Global: Studi Kasus Pada PT. Muniru Burni Telong. *Mbia*, 19(3), Hlm 294

³⁹ Darajati, M. R. (2023). Ekonomi Biru: Peluang Implementasi Regulasi Di Indonesia. *TheJournalish: Social and Government*, 4(5), Hlm 41

and economic development in the ASEAN regional area. Indonesia has great opportunities to develop domestic and export markets in the creative industry sector, both in regional and global markets,⁴⁰ Indonesian MSMEs have many challenges to face, especially regarding the quality of goods produced. Most of the quality of Indonesian MSME products has not met the standards. This is due to several factors. First, domestic production costs are very expensive so that they are unable to create production efficiency. Second, the lack of knowledge of business actors in producing quality goods or services. These two things are closely related and solutions need to be sought as soon as possible, both by the Government and business actors themselves.⁴¹

The economy is now moving towards the creative economy sector,⁴² Micro, Small, and Medium Enterprises (MSMEs) are a significant economic and political issue in Indonesia, with the Indonesian government often considered key to their development. Legal protection for MSME entrepreneurs in the creative industries is essential for intellectual property protection, innovation, and economic growth. Indonesia has made progress in the legal framework, but challenges such as lack of awareness, complicated registration processes, and weak law enforcement still exist. Addressing them through education, policy reform, and collaboration can empower MSMEs.⁴³

With the right policy support, this collaboration can generate new innovations, improve the competitiveness of Indonesia's creative industries in the global market, and create quality knowledge-based jobs.⁴⁴ collaboration between creative industry players makes it possible to utilize practical expertise and field experience in identifying real challenges faced in the production, marketing, and distribution of creative products.⁴⁵ MSME development is linked to community economic participation, which is critical to people's economic development. This is particularly important in Malaysia and Singapore, where the economic backwardness of the bumiputera is a sensitive political issue. Despite having similar policies, the visions of these two countries are different. In Malaysia, the focus is on improving competitiveness and the ability to deal with foreign products, while Singapore aims to increase market penetration. These policy differences shape the development of MSMEs in these two countries.

3.1. MSME Development in Malaysia

The Malaysian government prioritizes the development of MSMEs, a focus that has been seen since the 1970s through the New Economic Policy. The policy aims to promote prosperity and an ethnically balanced economic structure. The commitment to MSMEs is evident in the Industrial Master Plan (IMP2) and IMP3, and is also reflected in the 2020 vision.⁴⁶

The government seeks to build competitive and resilient MSMEs as part of building equitable economic prosperity and building national competitiveness. The Council is chaired by the Prime Minister and comprises 15 ministers and heads of four key economic institutions directly involved in MSME development. Bank Negara Malaysia serves as the secretary and houses the secretariat office of the Council. The NSDC's scope of work, includes: (1) Formulation of general policies and strategies to facilitate the overall development of MSMEs in all sectors. (2) Review of roles and responsibilities of the Government and Departments and Agencies responsible for MSME development. (3) Enhance cooperation, coordination to ensure effective implementation of MSME development policies and action plans. (4) Encourage and strengthen the role of the private sector in supporting the overall development of MSMEs. (5) Give priority to the development of Bumiputera MSMEs in all sectors of the economy.⁴⁷

Malaysian MSMEs are activity-dominated by economic activities related to the manufacturing industry. The general policy of MSME development is to include MSMEs as part of the value chain of manufacturing industry development. In terms of geographical location, the distribution of most manufacturing companies in Malaysia is on the West Coast of Malaysia which is close to Singapore. This is due to good transportation access in the form of port facilities and good roads. Johor Bahru has the largest concentration of manufacturing companies such as textile and apparel and wood-based industries due to the availability of cheap labor. After that, Selangor is another industrial area. For high value-added industries that demand skilled labor, the location is Pulau Pinang. MSMEs in Selangor are mainly in the transportation and electrical equipment sectors while in Johor, there is a large concentration in textiles and apparel and wood-based sectors. Most other sectors (such as food and food-related manufacturing) are concentrated in the states of Perak and Johor.⁴⁸

As mentioned earlier, MSMEs in Malaysia account for a significant portion of the total businesses in various sectors, and contribute a considerable share of the GDP. As in many other countries, MSMEs in Malaysia are involved in various industries. The most dominant are MSMEs engaged in the manufacturing industry MSMEs in the Malaysian manufacturing sector are involved in activities such as processing and production of raw materials, for example, food, beverages, textiles, petroleum, wood, rubber and assembly and manufacturing of electrical and electronic equipment and components. Malaysian MSMEs account for more than 90 percent of the total manufacturing enterprises in the country. According to SMIDEC, MSMEs contribute 27.3 percent of total manufacturing output, 25.8 percent of value-added production and contribute 38.9 percent of employment. While the output of MSMEs has grown by 9.7 percent annually with value added production has expanded by 11.8 percent and employment by

⁴⁰ Setyanto, R. P., Raharja, M. C., Fauzi, P., & Lestari, U. (2022, July). Strategi pengembangan ekonomi kreatif Kabupaten Banjarnegara. In *Proceeding of Midyear International Conference* 1.1 hlm 189

⁴¹ Muchtar, H. N., Chandrawulan, A. A., Budhijanto, D., Ikhwansyah, I., Sugiharti, D. K., Amalia, P., & Faisal, P. (2020). *Potensi Umkm Di Pangandaran Dalam Menghadapi Masyarakat Ekonomi Asean*. Kumawula: *Jurnal Pengabdian Kepada Masyarakat*, 3 (2), hlm 368.

⁴² Shabillia, L., & Santoso, B. (2023). Analisis Yuridis Terhadap Pembiayaan Berbasis Kekayaan Intelektual dalam Ekosistem Ekonomi Kreatif di Indonesia. *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam*, 5(1), Hlm 738

⁴³ Asri, D. P. B. (2020). Perlindungan Hukum Hak Kekayaan Intelektual Bagi Produk Kreatif Usaha Kecil Menengah Di Yogyakarta. *Jurnal Hukum Jus Quia Iustum*, 27(1), 130-150.

⁴⁴ Putra, G. S. A., & Maulana, N. (2018). Strategi Meningkatkan Daya Saing Industri Kreatif Indonesia: Studi Kasus Pengembangan Klaster Industri Alas Kaki Kecamatan Tamansari, Bogor. *Ultima Management: Jurnal Ilmu Manajemen*, 10(2), 97-109.

⁴⁵ Aryanti, A. N., Rahmi, P. P., Hendrayati, H., & Rahayu, A. (2023). Industri kreatif unggul melalui strategi inovasi dan pentahelix collaboration: langkah pemulihan bisnis di covid19. *INOVASI: Jurnal Ekonomi, Keuangan, dan Manajemen*, 19(1), 163-177.

⁴⁶ Abdullah, S. & Mohamed, A. 2005. *Training and technical assistance program for the development of small and medium enterprise (SMEs): A study of Bumiputera en- trepreneurs in Kedah state of Malaysia*. *Proceedings*. International Borneo Business Conference (IBBC) 2004. Universiti Malaysia Sarawak, Kuching.

⁴⁷ Abdullah, S. & Mohamed, A. 2005. *Training and technical assistance program for the development of small and medium enterprise (SMEs): A study of Bumiputera en- trepreneurs in Kedah state of Malaysia*. *Proceedings*. International Borneo Business Conference (IBBC) 2004. Universiti Malaysia Sarawak, Kuching.

⁴⁸ Abdullah, S. & Mohamed, A. 2005. *Training and technical assistance program for the development of small and medium enterprise (SMEs): A study of Bumiputera en- trepreneurs in Kedah state of Malaysia*. *Proceedings*. International Borneo Business Conference (IBBC) 2004. Universiti Malaysia Sarawak, Kuching.

3.7 percent. This positive development is due to increased labor productivity in Malaysian MSMEs (SMEIDEC 2007).⁴⁹

Table 1: Definition of MSMEs in Malaysia.

Size	Manufacturing (including Agro-based & Manufacturing-related services)	Primary Agriculture	Services Sector (including ICT)
Micro	Less than RM250,000	Less than RM200,000	Less than RM200,000
Small	Between RM250,000 and less than RM10 million	Between RM200,000 and less than RM1 million	Between RM200,000 and less than RM 1million
Medium	Between RM10 million and RM25 million	Between RM1 million and RM5 million	Between RM1 million and RM5 million

Sumber: BNM, SME Annual Report, 2007

Malaysian MSMEs have performed well in terms of exports, employment and economic growth, but they face several challenges and barriers that hinder their growth. These include lack of financing, low productivity, lack of managerial skills, access to management and technology, and heavy regulatory burden. The APEC survey highlighted these challenges as well, including the lack of a comprehensive framework for MSME development, too many agencies without effective coordination MSMEs still occupying land or sites not approved for industrial use, underutilization of technical assistance, advisory services, and other incentives provided by the government and its agencies, shortage of skilled labor, and deficiencies in utilizing incentives provided by the Investment Promotion Act of 1986 and the Income Tax Act of 1967. These barriers hamper the ability of MSMEs to grow further and face new challenges, from globalization, liberalization, institutional change, and technology.⁵⁰

MSMEs in Malaysia face various domestic and global challenges, such as intense competition from foreign producers (e.g., China and India), limitations in the face of market liberalization, weak technology management, low productivity, lack of modern business skills, and difficulty in accessing funding. In addition, Malaysian MSMEs also experience constraints in human resources, technology adoption, market information, and global competitiveness. A survey shows that 73% of MSME players in Asia consider Chinese MSMEs more competitive, while Malaysian MSMEs are only considered competitive by 27% of respondents and ranked 10th. To address these challenges, the government and relevant agencies have designed several MSME development strategies.⁵¹

The government educates MSME players and provides incentives to support the sustainability of their businesses. However, access to these incentives is often complicated and costly due to bureaucratic red tape and the role of third parties (such as consultants) who take advantage of the situation. To improve efficiency, the government should simplify procedures and reduce reliance on intermediaries. In addition, the government needs to expand MSME coaching centers that provide consulting services from various experts (IT, finance, marketing, etc.) so that MSMEs can access incentives more easily and affordably. In terms of funding, despite the allocation of funds (e.g. through the Malaysia Plan), MSMEs often face constraints such as strict requirements and lack of transparency. Bank Negara Malaysia (BNM) has provided clearer financing guidelines to address this. Some of the other programs undertaken include: 1. Strengthening business infrastructure, Easing licensing, fiscal incentives, and operational support. 2. Capacity building of MSMEs, Skills training, product development, and marketing. 3. Better access to financing Start-up capital, expansion funding, and business rehabilitation. These programs aim to improve the competitiveness and growth of MSMEs in various sectors.⁵²

SME Bank Malaysia offers various programs to encourage economic development and entrepreneurship. These include rural economic development schemes, which support halfway house, batik, and handicraft businesses, as well as financing programs for creative industries such as animation films. The bank also provides postgraduate programs for university graduates, including business incubators in Johor and Shah Alam. The bank also develops integrated industrial parks through financing facilities, leasing factories, training, and financial consultancy. This program, which started in 1985, is fully supported by the government and currently has 24 factories and 419 business units across the country.⁵³

According to Soo, Hasan and Lim, in order to promote industrial activities in less developed states or counties, the government introduced the concept of regional development by enacting the Investment Incentives Act 1968. Industries located in these regions would be provided with additional incentives. There is regional development covering the entire states of Perlis, Terengganu, Malacca, Sabah, Sarawak. Incentives were also given to less developed districts even though the country or state was in the developed category such as Kuantan.⁵⁴ The implementation of incentives increased after the enactment of the Incentive Investment Act of 1972. Incentives were given more to local investors and mainly to distribute industrial activities from more concentrated areas in more developed states. The most obvious implementation of this was the establishment of Industrial Estates with a subsidized concept.

Furthermore, according to Soo, Hasan and Lim, the 1986 Investment Promotion Act gave a different scope to the regions that could receive incentives. All western coastal areas such as Malacca, Kedah and Perlis were no longer incentivized and incentives were focused only on industries located along the east coast corridor of peninsular Malaysia. Manufacturing activities in these areas were relatively lacking and the economic sector remained dependent on the agricultural sector, which recorded

⁴⁹ Bank Negara Malaysia. 2007. *Overview of the National SME Development Blueprint*.

⁵⁰ Abraham, G. 2009. *SME Development in Singapore*, SME Development Committee. CACCI.

⁵¹ Munusamy, M. 2008. Development of SMEs In Malaysia. *Joint Regional Workshop On SMEs Development and Regional Economic Integration*, 22–27 September, Tokyo. Japan.

⁵² Aziz, Z.A. 2009. *Developing a Strong and Dynamic SME Sector*. Keynote Address by Dr Zeti Akhtar Aziz. Governor of the Central Bank of Malaysia, at the Launch of SME Credit Bureau, Kuala Lumpur.

⁵³ Aziz, Z.A. 2009. *Developing a Strong and Dynamic SME Sector*. Keynote Address by Dr Zeti Akhtar Aziz. Governor of the Central Bank of Malaysia, at the Launch of SME Credit Bureau, Kuala Lumpur.

⁵⁴ Soo, J. J., Hassan, G., Ali, A., & Lim, H.E. 2009. *The effectiveness of location incentive: An analytical study of manufacturing SMEs in the Kedah State*. *International Journal of Management Studies (IJMS)*, 16(2): 123- 153.

lower monthly incomes with higher levels of poverty, unemployment and outmigration. This policy has been generally successful in distributing mainly small-scale industrial activities to different parts of Malaysia.⁵⁵

Malaysia fosters Micro, Small and Medium Enterprises (MSMEs) through the establishment of 26 state agencies and government departments. The government implements policies to improve competitiveness, including integrating MSMEs into global supply chains, providing incentives for multinational companies, and promoting production competencies and international standards. Generous funding supports productive innovation in MSMEs. Research shows that innovation in MSME manufacturing is influenced by firm age, size and market orientation. Newer small firms innovate, while older medium and large SMEs are more innovative. Foreign ownership is not a significant factor.⁵⁶

To boost MSME competitiveness, the government encourages MSMEs to enter activities that have high added value. For apparel and furniture MSMEs, they are directed to do their own design and branding and register with patent institutions. Food MSMEs are directed to become bioorganic and halal food producers so that Malaysia's strength as the largest halal food producer is stronger. Palm oil producers are directed to become palm-based food processors such as margarine. In addition, the linkage model between MSME companies is encouraged to increase their role in the global market. As part of the effort to create successful MSME development, starting January 2009, SMIDEC became the Small and Medium Enterprise Corporation (SME Corp) and became the only lead agency in developing MSMEs in all sectors.⁵⁷

Government support for Bumiputera SMEs in the form of technical training was discussed by Abdullah and Mohamed. A sensitive issue in Malaysia is the reality of economic disparity between Bumiputera and Chinese. In order to address this issue the government is constitutionally obliged to differentiate their treatment.⁵⁸ Therefore, Bumiputera business ventures also receive strong support from the government. Currently developing as a central issue is encouraging knowledge-based business in the small business sector in Malaysia. To thrive, knowledge and skills play an important role for the development of small businesses (SMEs). For this reason, training activities in the form of 'Training and Technical Assistance Program for Bumiputera small businesses can be considered as an effort to encourage business growth and business development. The training contributed to understanding the importance of training and technical assistance for SME development in the state of Kedah, Malaysia and the results were significant.

Considering the five key thrusts of the economy, the priority is to promote the competitiveness of MSMEs, encourage opportunities for Malaysian companies to invest abroad, Encourage the growth of MSMEs through the application of technology, knowledge and innovation, establish industry-friendly and supportive systems and policy frameworks and support the growth and contribution of MSMEs in the services sector (SMIDEC, 2007).⁵⁹

3.2. MSME Development in Singapore

The important role of MSMEs is also recognized by the Singapore government. The commander of MSME development in Singapore is the Minister of Trade and Industry. In developing MSMEs in Singapore, the government formed an institution called SPRING.⁶⁰ Based on data, 99% of companies are actually MSMEs. Out of 151,000 companies, 99.4 are MSMEs and out of 1.7 million workers, 61% are absorbed by MSMEs. However, the contribution in value-added creation is only 47.5%. Singapore is making a conscious effort to encourage local private enterprises... The main problems of MSMEs are intensifying competition, labor issues, difficulties in hiring and firing workers, developing and retaining talent, rising operating costs, cash flow, lack of access to business opportunities and new customers and markets and access to financing. (DP Information Group, SME Development Survey, 2006)⁶¹

Enterprise development can be successful with or without government assistance. This is evident from the experience of a number of countries and territorial entities. Hong Kong is an example of a territory with dynamic private enterprises that developed essentially on their own without government assistance. Successful entrepreneurial achievements are supported by a combination of economic (free open market and free trade), non-economic (shift from political to private economic factors) and psychological factors. Taiwan is another example where business enterprises have thrived with government assistance in a low-interest rate region. In contrast, South Korea, which implemented a different policy where the government subsidized the interest rates of some large private companies and subsidized the costs of small businesses, also succeeded in achieving economic success.⁶²

Singapore has generally opted for an interventionist model in its MSME development. Intervention by the state implies dissatisfaction with the existing level or quality of entrepreneurial development. This includes the government's policy towards foreign investment in manufacturing, and the important role played by state enterprises.

In Singapore, MSME development is part of the drive for further economic development.⁶³ Multinational companies not only coach MSMEs but can also provide market outlets for their high-quality products. Singapore's top officials have always emphasized the need for the republic to maintain international competitiveness. This is clearly key to future economic prosperity. This emphasis has become part of the vision for the enterprise.⁶⁴

Singapore has approached the issue of MSME assistance in its own way. This can be seen in the MSME Master Plan. While many incentives and financial assistance schemes are in place for all MSMEs, there is a special emphasis on winners. Even in

⁵⁵ Soo, J. J., Hassan, G., Ali, A., & Lim, H.E. 2009. *The effectiveness of location incentive: An analytical study of manufacturing SMEs in the Kedah State. International Journal of Management Studies (IJMS)*, 16(2): 123- 153.

⁵⁶ Lee, C. & Ging, L.C. 2007. SME Innovation in the Malaysian Manufacturing Sector. *Economics Bulletin*, 12(30): 1-12.

⁵⁷ Abdullah, S. & Mohamed, A. 2005. *Training and technical assistance program for the development of small and medium enterprise (SMEs): A study of Bumiputera entrepreneurs in Kedah state of Malaysia. Proceedings. International Borneo Business Conference (IBBC) 2004. Universiti Malaysia Sarawak, Kuching.*

⁵⁸ Abdullah, S. & Mohamed, A. 2005. *Training and technical assistance program for the development of small and medium enterprise (SMEs): A study of Bumiputera entrepreneurs in Kedah state of Malaysia. Proceedings. International Borneo Business Conference (IBBC) 2004. Universiti Malaysia Sarawak, Kuching.*

⁵⁹ Bank Negara Malaysia. 2007. *Overview of the National SME Development Blueprint.*

⁶⁰ Doh, J.C. 2008. *The Strategy of SME Development in Singapore.* Nanyang Technological University Singapore.

⁶¹ Saleh, A.S. & Ndubisi, N.O. 2006. An Evaluation of SME Development in Malaysia. *International Review of Business Research Papers*, 2(1): 1-14.

⁶² Munusamy, M. 2008. Development of SMEs In Malaysia. *Joint Regional Workshop on SMEs Development and Regional Economic Integration*, 22-27 September, Tokyo. Japan.

⁶³ Doh, J.C. 2008. *The Strategy of SME Development in Singapore.* Nanyang Technological University Singapore.

⁶⁴ Abraham, G. 2009. *SME Development in Singapore, SME Development Committee. CACCI.*

encouraging Singapore's competitive position, foreign residents who invest in Singapore will be given special residency status.⁶⁵ Therefore, if we summarize the development of MSMEs in Singapore through four areas, namely: (1) *Business support services* which include the development of a complete information network through enterprise one so that MSMEs become part of the national MSME network including sales. An important program is the action community for entrepreneurship to facilitate networking. (2) *Develop key clusters* consisting of technical and information technology, life style and general manufacturing and services including education, health, logistics, and others. (3) *Technology Enterprise Commercialization Scheme (TECS)* which will provide funding, consultancy for new knowledge-based enterprises. (4) *Assisting enterprises* through MMK i.e. money, market, management and knowhow.⁶⁶

Table 2: MSME financing in Singapore.

Financing	Stage		
	Start-up Enterprise	Growing	Internationalization
Equity	Development Scheme (SEEDS)	Growth Financing Programme (GFP)	Growth Financing Programme (GFP)
	Business Angels Scheme (BAS)		Enterprise Fund
Debt	Micro Loan Programme	Local Enterprise Finance Scheme (LEFS)	Internationalisation Finance Scheme
		Loan Insurance Scheme (LIS)	Loan Insurance Scheme (LIS)
			Trade Credit Insurance

In terms of financing, collaboration between the government and the private sector is encouraged. For the establishment of MSMEs, adequate financing is provided by the government through Microloans, SPRING SEEDS and Enterprise Investment Incentive. For the development of MSMEs, Local Enterprise Finance Scheme and Growth Financing Scheme are available. For MSMEs that want to go global, there are many funds available, including the Internationalization Finance Scheme. Of course, other support such as education, exhibitions, and others.⁶⁷

3.3. Implications of MSME Development in Malaysia and Singapore

The Malaysian government's role in MSME development is very strong as it is part of the political process. The Malaysian government allocates funds under the Eight Malaysia Plan and delivers it through various agencies. Another program that is already in place is to develop bumiputera entrepreneurs to become vendors in certain industries by matching them with company requirements. The bank will work with vendors to support smaller MSMEs under the umbrella of funding and advisory programs. MSME development, programs implemented by various government departments & agencies are based on three (3) main strategic designs which include strengthening of business infrastructure, development of capacity and capability of domestic MSMEs and improving access to finance. The MSME Bank in Malaysia also has a special program which is the scheme for rural economic development, a special program was established in rural areas to encourage entrepreneurship where the bank is working with the Ministry of Rural Development.

In Singapore, MSME development is part of the drive for further economic development. So far, multinational companies are a very significant economic force in Singapore. The government therefore cooperates with multinational companies to diffuse technical knowhow, including skills upgrading and expertise whether production or finance. They have also helped Singapore MSMEs to become better connected to international trade and financial centers. Multinational companies not only coach MSMEs but can also provide market outlets for their high-quality products.

The creative economy is not only related to the creation of added value economically, but also the creation of added value socially, culturally and environmentally.⁶⁸ The ultimate goal of MSME development is to maintain international competitiveness. While many incentives and financial assistance schemes are available to all MSMEs, there is also a special emphasis on winners. This is not surprising as the aim is for MSMEs to make an effective contribution to Singapore's future development in driving Singapore's competitive position. Foreign residents who invest in Singapore will be given special residency status as a form of this policy.

4. CONCLUSION

Malaysia and Singapore are both big economies for Micro, Small and Medium Enterprises (MSMEs), with different approaches. Malaysia uses affirmative policies, fiscal incentives, and financing through SME Corp to empower MSMEs, with a focus on manufacturing and fiscal incentives. Despite facing challenges such as bureaucracy, low productivity, and global competition, MSMEs continue to grow. Singapore, on the other hand, emphasizes global competitiveness through support institutions and collaboration with multinational companies. Both countries have in common that strengthening access to finance, skills training, and integration into global supply chains are critical to the success of MSMEs. Both countries stress the importance of coordinated policies, partnership strategies, and technological adaptation to build competitive MSMEs in the era of globalization.

⁶⁵ Doh, J.C. 2008. The Strategy of SME Development in Singapore. Nanyang Technological University Singapore.

⁶⁶ Gibson, T. 2004. *Overview of Issues in SME Development and Finance*: APEC Finance and Development Program.

⁶⁷ Abraham, G. 2009. *SME Development in Singapore*, SME Development Committee. CACCI.

⁶⁸ Muchtar, Helitha Novianty, et al. "Stimulasi Urgensi Perlindungan Kekayaan Intelektual Karya Kreatif Dan Inovatif Karya Siswa Sma Negeri 8 Bandung Dalam Mendukung Ekonomi Digital." *Kumawula: Jurnal Pengabdian Kepada Masyarakat* 4.1 (2021): Hlm 70

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