

ABSTRAK

DETERMINAN PENYERAPAN TENAGA KERJA SEKTOR EKONOMI KREATIF: STUDI KASUS 34 PROVINSI DI INDONESIA

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Penyerapan tenaga kerja merupakan indikator penting dalam mengukur keberhasilan pembangunan ekonomi, terutama dalam sektor yang berkembang pesat seperti ekonomi kreatif. Penelitian ini bertujuan untuk menganalisis pengaruh rata-rata upah pekerja ekonomi kreatif, tingkat pendidikan, dan penggunaan internet terhadap penyerapan tenaga kerja di sektor ekonomi kreatif pada 34 provinsi di Indonesia selama periode 2018 hingga 2021. Selain itu, penelitian ini juga menguji apakah terdapat perbedaan signifikan dalam penyerapan tenaga kerja ekonomi kreatif sebelum dan selama pandemi *Covid-19*. Hasil penelitian menunjukkan bahwa variabel rata-rata upah pekerja ekonomi kreatif memiliki pengaruh negatif dan tidak signifikan terhadap penyerapan tenaga kerja. Sementara itu, tingkat pendidikan dan penggunaan internet memiliki pengaruh positif signifikan terhadap penyerapan tenaga kerja sektor ekonomi kreatif. Temuan ini memperkuat teori human capital dan skill-biased technological change yang menyatakan bahwa pendidikan dan teknologi meningkatkan kualitas dan peluang kerja. Selain itu, terdapat perbedaan signifikan dalam jumlah tenaga kerja ekonomi kreatif antara sebelum dan selama pandemi *Covid-19*, yang dimana pada saat pandemi *Covid-19* jumlah Tenaga Kerja Ekonomi Kreatif mengalami penurunan dibandingkan sebelum terjadinya *Covid-19*.

Kata Kunci : Ekonomi Kreatif, Tenaga Kerja, Upah, Pendidikan, Internet, *Covid-19*.

ABSTRACT

DETERMINANTS OF LABOR ABSORPTION IN THE CREATIVE ECONOMY SECTOR: A CASE STUDY OF 34 PROVINCES IN INDONESIA

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Labor absorption is an important indicator in measuring the success of economic development, especially in fast-growing sectors such as the creative economy. This study aims to analyze the influence of the average wages of creative economy workers, education level, and internet use on labor absorption in the creative economy sector in 34 provinces in Indonesia during the period 2018 to 2021. In addition, this study also examines whether there are significant differences in the absorption of creative economy labor before and during the Covid-19 pandemic. The results of the study show that the average wage variable of creative economy workers has a negative and insignificant influence on labor absorption. Meanwhile, the level of education and internet use have a significant positive influence on the absorption of labor in the creative economy sector. These findings reinforce the theory of human capital and skill-biased technological change that states that education and technology improve the quality and opportunities of employment. In addition, there is a significant difference in the number of creative economy workers between before and during the Covid-19 pandemic, where during the Covid-19 pandemic the number of Creative Economy Workers decreased compared to before the occurrence of Covid-19.

Keywords: *Creative Economy, Labor, Wages, Education, Internet, Covid-19.*