

K. A. Suparmin, N. G. Bagautdinova*

Master Student, Kazan Federal University, Kazan, Russia

Doctor of Economics, Professor, Kazan Federal University, Kazan, Russia

*Corresponding author's E-mail: nailya.mail@mail.ru

CREATIVE INDUSTRIES AS A FACTOR IN THE ECONOMY OF THE REGION

Abstract

This research aims to explain the contribution of the banana chip industry, as a local creative industry, to regional economic development in Lampung. This research uses a qualitative descriptive approach with the interactive analysis model developed by Miles and Huberman. The data in this research were collected through interviews, observation, and documentation. Some informants contribute to this study consisted of three banana chips SME owners in Lampung Province. This research specifically focuses on the banana chips industry in Lampung as a representation of local creative industries and limits the discussion to its contribution to regional economic development in the digital era. This result find that the Banana Chip Industry commits to local economic advancement in Lampung through job creation, raised income, also promoted of local products. However, challenges remain, including limited on digital literacy, suboptimal use of e-commerce platforms, also weak digital marketing activities.

Keywords: Creative Industry, Economic Region, MSME, Human Development, PDRB.

Introduction

Several sectors within the creative industry, including media, art, design, and technology, are key to global economic growth. Contributing directly to Gross Domestic Product (GDP), the creative industry also shapes cultural identity, bringing innovation and job opportunities to human resource development.[1] According to Kalfas, CRIs have significantly impacted employment in Europe, with 74.4% contributing to job creation and thus reducing unemployment. Seventy-one-fourths of respondents acknowledged that CRIs contribute to regional GDP, demonstrating their economic importance, comparable to that of traditional industries. CRIs serve as a catalyst for the connection between social aspects and cultural identity, and 75.6% of respondents believe they unite diverse communities.[2] Researchers generally use qualitative and quantitative methods to examine how creative industries stimulate local economies through entrepreneurship, innovation, and market expansion[3]. Creative industries contribute not only to direct economic benefits but also to social and cultural development, especially in rural and regional areas.

In the context of developing countries, the creative industry can significantly contribute to economic development. For instance, in Serbia, the creative industry contributed to 7.1% of GDP in 2021, achieving faster growth than other economic activities. Similarly, in Shenzhen, the ratio of the cultural and creative industry to GDP was up to 6.7% in 2010, indicating its importance in economic growth. The creative industry's economic impact is not limited to GDP contribution [1].

Economic activities which are based on cultural creativity have existed in these nations, but these are generally craft-intensive[4]. These conditions show that creative industries in developing countries still require stronger institutional support and sustainable development strategies. Indonesia's creative economy has emerged as a key element in sustainable development by harnessing these strengths and driving a shift from traditional physical production to innovation-driven industries, enabling the country to compete more effectively on the global stage[5]. Previous studies have demonstrated that creative industries have a significant contribution to

economic growth and regional development. Research by Septina showed that the creative industry sector in Indonesia continues to grow through increasing export values, employment opportunities, and contributions to Gross Domestic Product (GDP), particularly in culinary, craft, and fashion subsectors[6]. Furthermore, Yeon explained that the creative economy plays a strategic role in strengthening local economies in the digital era by supporting MSMEs, expanding market access, creating jobs, and promoting local cultural identity, although challenges such as limited infrastructure, digital literacy, and access to capital still exist[5]. In addition, Syafri et al. found that creative industries in developing countries, including Indonesia and Malaysia, positively influence economic growth, innovation, export earnings, and regional competitiveness, with government support and cultural dynamics becoming important factors in their development[1]. Based on these findings, it can be understood that creative industries have substantial potential to support sustainable regional economic development.

Although previous studies have discussed the contribution of creative industries to economic growth, most of them focus on the national level or broadly examine the creative economy sector without specifically analyzing local-based industries in particular regions. Research related to creative industries in Lampung, especially the banana chips industry as one of the region's leading local products, is still limited. Previous studies have not comprehensively examined how the banana chips industry contributes to regional economic development through employment creation, local resource utilization, entrepreneurship, and digital market expansion. So, this research specifically focuses on the banana chips industry in Lampung as a representation of local creative industries and limits the discussion to its contribution to regional economic development in the digital era.

Theoretically, this research is expected to provide additional literature on the creative industry and regional economic development in developing regions and locally-based industries. Practically, this research is expected to serve as a reference for local governments and businesses in developing appropriate strategies to enhance the creative industry in Lampung through innovation, digital transformation, and sustainable economic policies. This research aims to explain the contribution of the banana chip industry, as a local creative industry, to regional economic development in Lampung. Specifically, this research aims to identify the role of the banana chip industry and identify the opportunities and challenges faced by creative industry players in competing in the digital era.

Research Methodology

Qualitative review seeks to make a view of how and why Lampung's food industry works. It moves beyond numbers to check the life stories, meanings, works, and relationship ideas of players. This part is based in a view, knowing many ideas, and uses a case study way inside a framework. Qualitative review is a deep, method-based research to find the ideas.[7]

This research uses a qualitative descriptive approach with the interactive analysis model developed by Miles and Huberman. According to Miles and Huberman, qualitative data analysis consists of three main stages: data reduction, data display, and conclusion drawing/verification[8]. The data were then organized and presented systematically in the form of descriptions, tables, and figures to facilitate interpretation. The data in this research were collected through interviews, observation, and documentation. Interviews were conducted with banana chips SME owners in Lampung through online meeting to obtain information regarding production activities, digital marketing strategies, and business development. Some informants contribute to this study consisted of three banana chips SME owners in Lampung Province. Two informants were from Metro City and one informant was from Bandar Lampung. These informants were selected as

research samples because they have relatively large production scales and considering its ability to represent the development of the banana chips industry as a local creative industry in Lampung. The research was conducted in Lampung Province, especially in several banana chips production centers that located in Metro City, Bandar Lampung, and Kotabumi. These locations were selected because its huge sales activity and brand image known in Lampung. The data analysis technique in this research uses the interactive analysis model developed by Miles and Huberman, which consists of three stages: data reduction, data display, and conclusion drawing. Data reduction was carried out by selecting and simplifying information obtained from interviews and observations. Data display was presented descriptively to facilitate understanding of the research findings. Finally, conclusions were drawn to identify the contribution of the banana chips industry to regional economic development as well as the opportunities and challenges faced by creative industries in the digital era.

Results and Discussion

Creative Industries Development Under Digital Economy: Challenges and Possible Solutions.

This research was conducted on three MSMEs in the banana chip creative industry in Lampung Province: Tunas Banana Chips, Metro Snack, and Kepok Cak Budi Banana Chips. These three businesses were selected because they represent banana chip processing businesses that still actively produce and market their products both conventionally and through digital media. The general profiles of these three MSMEs are presented in Table 1.

Table 1. Profile of Informants

No	Indicator	Description
1	Number of SMEs Studied	3 banana chips SMEs: Tunas, Metro Snack, and Keripik Pisang Kepok Cak Budi.
2	Business Location	Located in Lampung Province, Indonesia.
3	Main Product	Processed banana chips with various flavors and packaging types.
4	Production Capacity	Tunas: 3,200 packs/month; Metro Snack: 1,800 packs/month; Cak Budi: 4,800 packs/month.
5	Product Selling Price	Tunas: IDR 12,000/pack; Metro Snack: IDR 13,000/pack; Cak Budi: IDR 15,000/pack.
6	Number of Employees	Tunas: 8-15 workers; Metro Snack: 3 workers; Cak Budi: 5 workers.
7	Monthly Omzet	Tunas: IDR 38,400,000; Metro Snack: IDR 23,400,000; Cak Budi: IDR 72,000,000.
8	Digital Marketing Platforms	Instagram, WhatsApp Business, and Shopee are used by most SMEs. Tokopedia and TikTok Shop are not yet used.
9	Distribution Channels	Direct sales from production sites, online sales, and souvenir store distribution (especially Cak Budi).
10	Business Characteristics	Family-owned creative enterprises utilizing local banana resources and traditional processing methods combined with product innovation.

Source: Data research from Informants (2026).

Based on Table 1, the informants of this study involved three MSMEs operating in the banana chip creative industry in Lampung Province: Tunas Banana Chips, Metro Snack, and

Kepok Cak Budi Banana Chips. These three businesses represent examples of locally resource-based creative industries that process bananas, a leading regional commodity, into products with added economic value. Producing Lampung's signature food products, these three MSMEs also contribute to job creation, increased community income, and regional economic development.

The Current Digital Marketing Practices in The Regional MSMEs

Creative industry actors also face several challenges in adapting to the digital economy. The implementation of digital marketing among banana chip MSMEs in Lampung shows varying levels of digital engagement. Based on field observations and interviews, Keripik Tunas and Metro Snack have actively used digital platforms as part of their marketing strategy. Both businesses operate dedicated business accounts on Instagram and Shopee, allowing them to promote their products, communicate with customers, and expand their market reach beyond their local areas. These platforms are routinely used to showcase products, provide promotional information, and facilitate online transactions.

On the other hand Keripik Pisang Kepok Cak Budi relies primarily on conventional marketing channels. Product distribution is still largely conducted through partnerships with local souvenir shops and direct sales. While the business occasionally promotes its products online, this activity remains limited because the WhatsApp and Instagram accounts used for promotions are integrated with the owner's personal account, not a dedicated business account. As a result, the intensity and professionalism of digital marketing activities are relatively lower compared to the other two MSMEs.

All the three MSMEs recognize the importance of digital visibility in today's increasingly competitive market environment. The use of social media and online communication platforms has become an important complement to traditional marketing methods, helping businesses maintain customer relationships and increase product awareness. So, current digital marketing practices reflect a gradual transition from conventional marketing approaches towards more digitally integrated business models in Lampung's creative food industry.



Figure 1. Use of Digital Platforms by Banana Chips SMEs in Lampung, 2026

Figure 1 illustrates the distribution of digital platform usage among the three banana chip SMEs included in this study. Eventhough none of these SMEs currently operate their own TikTok Shop accounts or have active Tokopedia stores, digital promotions through TikTok still contribute to their market exposure. All respondents reported receiving promotional support from local TikTok influencers giving review products, create promotional content, and attach their business locations through Google Location services. This practice helps increase online visibility and

attract potential customers to businesses, even without Official TikTok Shop integration. It can be seen on the table bellow :

Table 2. Google Review Performance

<i>SME</i>	<i>Google Rating</i>	<i>Number of Reviews</i>	<i>Digital Presence</i>
Keripik Tunas	4.8	250	High
Metro Snack	4.7	180	High
Keripik Pisang Kepok Cak Budi	4.9	120	Moderate
Average	4.8	183	High

Source : Author's compilation based on Google Business Profile observations of respondent SMEs, 2026.

High ratings, ranging from 4.7 to 4.9, show customer satisfaction with product quality, service, and the overall purchasing experience. In the digital economy, online reviews serve not only as a feedback mechanism but also as a marketing asset that influences consumer purchasing decisions. So, maintaining positive digital engagement through Google Business Profiles can strengthen the competitiveness of banana chip SMEs and support their contribution to regional economic development. Tokopedia is not currently used by any respondents. Keripik Tunas previously had a Tokopedia account; however, the account is no longer active due to management and operational considerations. Here some pictures to describe how each local SMEs using social media and marketplace to upgrade their selling area:



Figure 3.3 Digital Promotion through Social Media of MSE in Lampung, 2026

Source: Research Observation through MSE's social media, 2026

Overall, the findings indicate that digital marketing in the Lampung banana chip industry is still in a transitional stage. Businesses have adopted some basic digital communication tools and selected e-commerce platforms, yet more sophisticated digital commerce channels such as TikTok Shop and Tokopedia have not yet been fully used. However, external digital promotion through influencers and Google-based location services demonstrates that digital transformation can occur not only through direct platform ownership but also through collaborative digital marketing networks.

The Challenges Faced by Creative Industries in the Digital Economy

Despite the increasing adoption of digital platforms among banana chip MSMEs in Lampung, several challenges continue to hinder the optimization of digital marketing activities. Based on field observations and interviews with respondents, the first challenge is the lack of a paid advertising strategy. The three MSMEs primarily rely on organic promotion through social media, customer recommendations, and repeat purchases. While this approach helps minimize marketing costs, it limits the reach of promotional content and reduces opportunities to attract new customers from a broader market.

The second challenge is the limited utilization of major e-commerce platforms. Although Keripik Tunas and Metro Snack actively use Shopee, none of the respondents currently operate an active store on Tokopedia or TikTok Shop. Keripik Tunas previously had a Tokopedia account, but it is now inactive. Similarly, although TikTok has become one of the fastest-growing digital e-commerce platforms in Indonesia, none of the MSMEs have created their own TikTok Shop account. As a result, they have not fully used the integrated shopping features and large consumer base available through this platform.

Another significant challenge relates to digital literacy. The findings indicate that digital marketing activities are still managed in a relatively rudimentary manner, with limited knowledge of advanced digital marketing techniques such as search engine optimization (SEO), social media analytics, paid advertising campaigns, content scheduling, and customer data analysis. In the case of Keripik Pisang Kepok Cak Budi, digital promotion remains limited because the business still uses personal social media accounts rather than dedicated business accounts, reducing the effectiveness of branding and customer engagement.

Possible Solutions for Strengthening Creative Industries

Based on research findings on the MSMEs Keripik Tunas, Metro Snack, and Keripik Pisang Kepok Cak Budi, several solutions can be implemented to increase the use of the digital economy in developing the creative banana chip industry in Lampung Province.

1. Marketplace Optimization

Marketplaces are a digital marketing channel that has not been fully used by the majority of respondents. Currently, only Keripik Tunas and Metro Snack have used Shopee, while Tokopedia is no longer actively used, and no MSMEs have used TikTok Shop.

2. Separating Business and Personal Accounts

The research results show that Keripik Pisang Kepok Cak Budi still uses social media accounts integrated with personal accounts, resulting in unprofessional promotional activities. Separating business and personal accounts is crucial for more targeted marketing communications, enhancing business credibility, and making it easier for consumers to obtain product information, business locations, and ordering contacts.

3. Digital Content Creation Training

Limited digital literacy is one of the main challenges faced by MSMEs. So, training in digital content creation, product photography, promotional design, copywriting, and the use of social media features is necessary.

4. Digital Marketing Integration

Digital marketing strategies need to be integrated across social media, marketplaces, and digital location-based services like Google Maps. Currently, the three MSMEs have benefited from indirect promotion from TikTok influencers who provide product reviews and link their business locations through Google Location.

Overall, the implementation of these solutions is expected to enhance the digital marketing capacity of banana chip MSMEs, expand market access, increase business revenue, and strengthen the creative industry's contribution to the regional economy of Lampung Province.

Creative Industries in The Strategies of Regional Development

The banana chip industry has become a significant creative economic activity in Lampung. The three SMEs operate as family businesses that process unripe bananas into value-added products with higher market value. This processing activity increases the economic value of local agricultural commodities and creates business opportunities for the surrounding community. Also these businesses provide employment for local residents, particularly in production, packaging, marketing, and distribution.

The results of the data collection are presented in Table 3.3 below:

Table 3.3. Annual Revenue of Banana Chips SMEs in Lampung (2021–2025)

Year	Keripik Tunas (IDR)	Metro Snack (IDR)	Keripik Pisang Kepok Cak Budi (IDR)	Average Revenue (IDR)
2021	403,200,000	245,700,000	756,000,000	468,300,000
2022	453,600,000	276,300,000	850,500,000	526,800,000
2023	506,880,000	308,745,000	950,400,000	588,675,000
2024	560,640,000	341,640,000	1,042,800,000	648,360,000
2025	614,400,000	374,400,000	1,152,000,000	713,600,000

Source: Field interviews and author's calculations (2026).

Based on Table 3, all MSMEs showed a consistent trend of increasing turnover during the 2021–2025 period. This increase indicates that the banana chip industry has good business prospects and is capable of providing a sustainable economic contribution to local businesses, also indicates increasing market demand for banana chips, one of Lampung's leading creative economy products. In addition to increasing business incomes, the development of this industry creates jobs, strengthens links with the banana farming sector, and encourages other economic activities that support regional economic development. So, the banana chip industry can be seen as a contributing factor to regional economic growth in Lampung Province.

The relationship between creative industry development and regional economic growth is examined by compared the average revenue growth of banana chip MSMEs with regional development indicators, namely the Human Development Index (HDI) and Gross Domestic Product (GDP) per capita in Lampung Province during 2021–2025.

Tabel 3.4

Average Revenue, HDI, and GRDP per Capita (2021–2025)

Year	Average Income of Banana Chips MSMEs (in Rupiah)	Human Development Index (%)	PDRB Per Capita of Lampung Province (in Rupiah)
2021	468,300,000	71,25	40.806.713
2022	526,800,000	71,79	44.982.396
2023	588,675,000	72,48	48.187.643
2024	648,360,000	73,13	51.386.836
2025	713,600,000	73,98	55.009.065

Source: Author's Compilation Data From BPS and MSMEs, 2026

Based on Table 3.4, all MSMEs shows a consistent trend of increasing turnover during the 2021–2025 period. This increase indicates that the banana chip industry has good business prospects and is capable of providing a sustainable economic contribution to local businesses. It can be illustrated with the figure below :

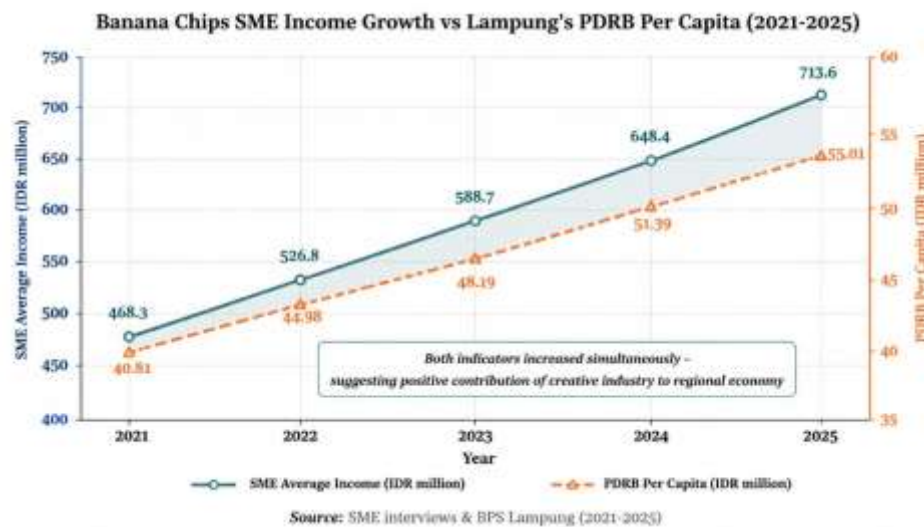


Figure 3.5 Rate of the Economic Growth and Banana Chips SME income

These findings indicate that the development of creative industries can function as a supporting factor for regional development, particularly in areas with strong local resources and distinctive cultural products.

The Model of Strengthening Creative Industries Role in The Regional Economy

From the research findings and theoretical analysis, this paper contributes a conceptual model to improve creative industries role in Lampung regional economy. This work is focused on the formation of the model for strengthening creative industries in



Figure 3.3.1 The Conceptual Model.

Source: Compile by the author based on interview results (2026).

Finally, this strengthening model is implicated in regional economic development, business competitiveness, job creation improvement income, improve entrepreneurship skills, strengthens regional identity also digital economy. While the integration of these aspects assists in developing creative industries which also supports SMEs to take part in sustainable development within Lampung's regional economy. In brief, the emergence of the model suggests that through actions related to digital transformation, institutional collaboration and sustainable entrepreneurship development creative industries can be transformed into a strategic regional economic lever.

Tatarstan Indonesia-Ties

The relationship between Tatarstan also Indonesia is able to view as one of raising strategic importance, especially in the fields of trade, investment, the halal economy, also inter-institutional cooperation. Tatarstan—with Kazan at its center—plays a pivotal role as a bridge connecting Indonesia with Russia, as the region actively cultivates international ties through business forums, economic dialogues, also regional partnerships. In this context, Tatarstan serves not merely as a venue for meetings, but as an intermediary space that aligns the interests of Indonesia also Russia through concrete forms of cooperation.

For Indonesia, Tatarstan serves as a vital gateway for gaining a closer also more nuanced understanding of the Russian market. Through forums held in Kazan, Indonesian business partners are able to engage with lenders, trade partners, also institutions interested in Indonesian halal products, processed foods, also creative goods. Conversely, for Tatarstan, its relationship with Indonesia reinforces its standing as a hub for economic connectivity between Russia also the Muslim world—including Southeast Asia.

Tatarstan owns role in bridging Indonesia also Russia is brightly evident in the organization of forums such as the Kazan Forum, which brings into unite entrepreneurs from diverse nations within one single international economic territory. This forum builds many opportunities for Indonesia to showcase its flagship products, find networks, also forge the new avenues for cooperation within the Russian market. Hence, Russia also get the benefits, as Tatarstan facilitates the entry of partners from broadly nations through more open also structured cooperative mechanisms. This study should be understood not merely as an academic inquiry, but as an integral part of the ongoing process of fostering economic also cultural ties among Indonesia, Tatarstan, also Russia.

Conclusions

This research found that the Banana Chip Industry commits to local economic advancement in Lampung through job creation, raised income, also promoted of local products. The company also supports digital-based economic activities through the use of some social media apps such as WhatsApp, Instagram, Shopee, also Google Business Profiles. However, challenges remain, including limited on digital literacy, suboptimal use of e-commerce platforms, also weak digital marketing activities. Strengthening the digital transformation also business innovation is mostly important to raise the competitiveness also sustainability of banana chip MSMEs in Lampung it selves.

Banana chip in small also medium sizes enterprises (SMEs) should optimize digital marketing by broadening the use of marketplaces also social media accounts. Government agencies also educational institutions are encouraged to provide training also mentoring in entrepreneurship also digital marketing. Future research should involve more creative industry businesses to provide broader insights into their contribution to regional economic advancement.

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К. А. Супармин, Н. Г. Багаутдинова

Магистрант, q.ayunin@mail.ru, Казан Федералды университети, Казан, Ресей

Экономика ғылымдарының докторы, профессор, nailya.mail@mail.ru,

Казан Федералды университети, Казан, Ресей

ШЫҒАРМАШЫЛЫҚ САЛАЛАР АЙМАҚ ЭКОНОМИКАСЫНЫҢ ФАКТОРЫ РЕТІНДЕ

Түйін

Бұл зерттеу Банан чипі өнеркәсібінің Жергілікті шығармашылық индустрия ретінде Лампунгтағы аймақтық экономикалық дамуға қосқан үлесін түсіндіруге бағытталған. Бұл зерттеу Майлз және Хуберман әзірлеген интерактивті талдау үлгісімен сапалы сипаттамалық тәсілді пайдаланады. Бұл зерттеудегі деректер сұхбат, бақылау және құжаттама арқылы жиналды. Бұл зерттеуге үлес қосқан кейбір ақпарат берушілер Лампунг Провинциясындағы БАНАН чиптерінің ҮШ ШАҒЫН ЖӘНЕ орта бизнес иелерінен тұрды. Бұл зерттеу Лампунгтағы банан чипсы өнеркәсібіне жергілікті шығармашылық салалардың өкілі ретінде ерекше назар аударады және талқылауды оның цифрлық дәуірдегі аймақтық экономикалық дамуға қосқан үлесімен шектейді. Бұл Нәтиже Банан Чиптері Өнеркәсібі Жұмыс орындарын құру, кірісті арттыру, сондай-ақ жергілікті өнімдерді ілгерілету арқылы Лампунгта жергілікті экономиканы дамытуға міндеттеме алатынын көрсетеді. Дегенмен, проблемалар әлі де бар, соның ішінде цифрлық сауаттылықты шектеу, электрондық коммерция платформаларын оңтайлы пайдаланбау, сондай-ақ цифрлық маркетингтің әлсіз қызметі.

Кілттік сөздер: шығармашылық индустрия, экономикалық аймақ, ШОБ, адам дамуы, PDRB.

К. А. Супарминов, Н. Г. Багаутдинова

Магистрант, q.ayunin@mail.ru, Казанский федеральный университет, Казань, Россия.

Доктор экономических наук, профессор, nailya.mail@mail.ru, Казанский федеральный университет, Казань, Россия.

КРЕАТИВНЫЕ ИНДУСТРИИ КАК ФАКТОР ЭКОНОМИКИ РЕГИОНА

Аннотация

Цель этого исследования - объяснить вклад индустрии банановых чипсов как местной креативной индустрии в региональное экономическое развитие Лампунга. В этом исследовании используется качественный описательный подход с использованием интерактивной модели анализа, разработанной Майлзом и Губерманом. Данные для этого исследования были собраны с помощью интервью, наблюдений и документирования. Некоторые информанты, участвовавшие в этом исследовании, были владельцами малого и среднего бизнеса banana chips в провинции Лампунг. Это исследование специально посвящено производству банановых чипсов в Лампунге как представителю местных творческих индустрий и ограничивает обсуждение их вклада в региональное экономическое развитие в эпоху цифровых технологий. Этот результат показывает, что производство банановых чипсов способствует развитию местной экономики в Лампунге за счет создания рабочих мест, увеличения доходов, а также продвижения местных продуктов. Однако проблемы остаются, в том числе недостаточная цифровая грамотность, неоптимальное использование платформ электронной коммерции, а также слабая активность в области цифрового маркетинга.

Ключевые слова: креативная индустрия, экономический регион, ММСП, человеческое развитие, PDRB.