



REPUBLIK INDONESIA
KEMENTERIAN HUKUM DAN HAK ASASI MANUSIA

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

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Kewarganegaraan : Indonesia

Jenis Ciptaan : **Karya Ilmiah**

Judul Ciptaan : **Program Prioritization Of Creative Industries Household Based In Realizing Sustainable Development Of The Region**

Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 29 Juli 2015, di Banda Aceh

Jangka waktu perlindungan : Berlaku selama 50 (lima puluh) tahun sejak Ciptaan tersebut pertama kali dilakukan Pengumuman.

Nomor pencatatan : 000191835

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a.n. MENTERI HUKUM DAN HAK ASASI MANUSIA
DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL

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ISBN : 978-602-72019-8-1

PROCEEDING

INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH
SERAMBI MEKKAH UNIVERSITY

"Improving Human Resources Quality Through
Research and Development in the Era of AFTA"

BANDA ACEH, 29-30 JULY 2015



PROCEEDING
INTERNATIONAL CONFERENCE SERAMBI MEKKAH UNIVERSITY
“IMPROVING HUMAN RESOURCES QUALITY THROUGH
RESEARCH AND DEVELOPMENT IN THE ERA OF AFTA”

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Cover Design and Layout : Serambi Mekkah University Team

Publisher : Serambi Mekkah University, Banda Aceh
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Indonesia
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Banda Aceh, Indonesia
July, 30th 2015



Welcome Message From Rector

In the name of Serambi Mekkah University, I would like to welcoming for you all, especially for our guest, keynote speakers, presenters, and all participants. We are so glad you are all to be here in Serambi Mekkah University in International Conference.

This international conference is taken place on campus of Serambi Mekkah University Banda Aceh city, Aceh Province. The title of the international conference is “Improving Human Resource Quality Through Research and Development in the Area of AFTA”, Banda Aceh, July 29-30, 2015.

This international conference would also follow by more than 40 presenters that they would take place to present various of field study. There are four major field of study would be discussed in this conference that are: Sciences and Engineering, Natural Sciences, Applied Social Sciences and Social and Educational.

With this international conference, we do hope it will give benefit and a prospective for future science development especially Serambi Mekkah University future academic development, and also we do hope this event is not only a single event but it will have another international events which will be held with broad perspective of new field studies.

On behalf of Serambi Mekkah University, I would like to express my sincere thanks and wishes to organizers and participants of conference and I hope that we can learn much and sharing our knowledge and also develop our skill quality through this event.

Thank you for joining us to this event. I hope all of participants will take opportunity to enjoy this conference and have sweet memories in joining with this conference.

Banda Aceh, July, 29th, 2015
Rector, Serambi Mekkah University

Dr. H. Abdul Gani Asyik, MA

Welcome from Organizing Committee

It is a great pleasure to welcome delegations of Serambi Mekkah University of International Conference 2015. The international conference is a part of Serambi Mekkah University calendar. This international conference take place on campus of Serambi Mekkah University, Banda Aceh city.

There are more than 40 articles in four parallel sessions, four articles will be read by keynote speakers. Four parallel sessions are sciences and engineering, natural sciences, (applied) social science and educational perspective. Invited speakers are Prof. Dr. Nurahimah Mohd. Yusoff from Universiy Utara malaysia, Mr. Vahit Peker, from Turkey, from USAID, Prof. Dr. H. Djamaluddin Idris, M. Ed. Kopertis Coordinator region XIII Banda Aceh.

The topic of this internationa conference is “Improving Human Resources Quality Through Research and Development in the Era of AFTA 2015”, held by Serambi Mekkah University Banda Aceh.

I would like to thanks to all of committee members for the hard work, time and effort in organizing this conference. Also, I would like to thanks to all of our partners for their generous support and contribution in great long-term cooperation and find the solutions for long term cooperation.

Banda Aceh, July 2015
Head of Committee

Musriadi, S. Pd., M.Pd

Table Of Content

Welcome Message From Rector	i
Welcome from Organizing Committee	ii
Table Of Content	iii
I SCIENCES AND ENGINEERING	
1. Materials Barrier Testing Designed in RFID Systems Based on Microcontroller Arduino Attendance System <i>Dedi Satria, Syaifuddin Yana</i>	1 – 5
2. Potential of Coconut Shell and Coffee Waste in Aceh Province As Raw Material Activated Carbon: A Review <i>Eka Marya Mistar, Tata Alfatah</i>	6 – 10
3. Optimization and Effectiveness of Bridge Construction Development Based on Value Engineering <i>Hafnidar A. Rani</i>	11 - 18
4. Performance Measurement of Supply Chain Management in The Plastic Waste Recycling Industry <i>Syaifuddin Yana, Taufik Hidayat, Badaruddin, Halimatussakdiah</i>	19 – 26
5. Biosorption of Tofu Wastewater Using Water Hyacinth (<i>Eichornia crassipes</i>) <i>Vera Viena, Elvitriana, Cut Safarina Y, Irwandi</i>	27 – 32
6. Fish Waste Conversion As Adsorbent On Extraction Of Cananga Odorata (<i>Ylang ylang Flowers</i>) Using Enfleurage Method <i>Irhamni, Saisa, & Dewi Mulyati</i>	33 - 38
7. Potential of Kaolin Jaboi in Sabang As Raw Material of Alum in Water Purification Process <i>Dewi Mulyati, Saisa, Irhamni</i>	39 - 43
8. Design of Multimedia Content For Media Information Security Passes Cross-Based 2D Animation Multimedia <i>Samsuddin, Zulfan</i>	44 – 46
II NATURAL SCIENCES AND (APPLIED) SOCIAL SCIENCES	
9. Expectation, Optimism, Resilience, and Satisfaction of Employees: Study in PT. Bank BRI (Persero) Tbk Branch Banda Aceh <i>Mahdani Ibrahim, Sarboini</i>	48 – 51
10. Influence of Profitability and Financial Leverage on cash Dividend and Its Effect on Stock Price: A Study on Consumer Goods Companies Listed at The Indonesia Stock Exchange <i>RahmahYulianti</i>	52 – 58
11. Isolating Antibacterial Active Compound From Fruits of Laban (<i>Vitex pinnata</i> Linn) <i>Lukmanul Hakim, Syafruddin, Mutia</i>	59 – 61
12. Inadequate Funding May Hamper The Sustainability of Aceh Health Insurance Toward Universal Health Coverage For Aceh Population <i>Saputra I, Aljunid MS, Nur A</i>	62 – 72

13. The Potential of Extract Aceh Arabica Coffee as Antiaging to Improve Uterus Quality in Premenopausal Conditions 73 – 76
Safrida, Mustafa Sabri
14. Political Cult (Studies Issues Mobilization Heresy and State Failure to Prevent Conflict in The Name of Religion in Plimbang Bireuen Aceh) 77 – 88
Nirzalin, M. Nazaruddin, Fakhrurrazi
15. Effect of Temperature and Heating Periode on Characteristic of Fresh Rice–Based Spring Rolls Wrappers 89 - 94
Zaidiyah, Lukmanul Hakim, Fitriani
16. CSR Environmental Conservation: An Alternative Future for Indonesia Development 95 – 99
Ramziati, Hasani Mohd.Ali
17. The Effect of The Implementation of Programs in Increasing Local Revenues and Seeing The Extent of Its Influences on The Performance of Service Revenues Department in North Sumatra Province 100 – 111
Ismael, Erlina, Suwardi, Purwoko
18. Effect of Concentration Extract (Ethanol) Leaf *Kalanchoe Pinnata Pers* (Duck Bill Leaves) As Antiseptic Streptococcus Alpha 112 – 119
Teuku Salfiyadi, Cut Sirri Mulyati Halim
19. Gratification in the Perspective of the Positive Law in Indonesia 120 – 129
Fazzan
20. Analysis of Economic Aspect Soffarming Vegetables in Plateau Region Agropolitan in Simalungun North Sumatra 130 – 137
Bambang Hermanto, Sirojuzilam, Rujiman, Rahmanta Ginting
21. Domestic Tourists' Response to Tourist at Traction in Sabang 138 -142
Herlina, Abubakar Hamzah
22. Antioxidant Activity and Phenolic Content of Purple Sweet Potato with Varying Solvent Ratio and Extraction Temperature 143 – 147
Melly Novita, Nida El Husna, Dian Hasni
- III SOCIAL AND EDUCATIONAL**
-
23. The Analysis of Learning Materials in Character Education of The Sociology Teaching in the Senior High School Banda Aceh 149 – 158
Abubakar, Anwar
24. Application Learning Model Based on Problem By Using Modules in Improving Student Learning Outcomes of Mushrooms Concept 159 – 165
Musriadi, Rubiah
25. Model of Learning English in Writing Course (Research and Development) 166 – 173
Muhammad Usman
26. The Implementation of Performance Assessment to Assess Students' Mathematical Communication Ability on Topic Derivative at Senior High School Banda Aceh 174 – 183
M. Isa

27. Implementation Approach Science Technology Society (STS) in Topic Environment For Improving Life Skill Junior High School Students in Aceh Besar 184 – 189
Jailani, Nurlena Andalia
28. The Efforts to Improve Math Problem Solving Skills of Students in The Materials Calculate Multiplication Through The Jarimagic Operation Method in 2nd Grade Basic School in Lam Ura District Aceh Besar 190 – 194
Maulidar
29. Reduplication in The Local Language Pak-Pak Boang Kota Subulussalam, Provinsi Aceh 195 – 201
Yulsafli, Darmawati
30. Model-Based Development of English Language Learning Characters in Improving Students's Achievement of Senior High School in Banda Aceh 202 – 205
Sariakin, Razali Abdullah
31. Spreading Pattern in Intertidal Gastropod Beach Pulot Leupung Subdistrict District of Aceh 206 – 210
Erdi Surya, Asri Afrizal
32. Education of Primary School Teachers (PGSD) Students of Serambi Mekkah University Banda Aceh 211 – 216
Roslina, Murni, M. Saleh Ginting
33. Mathematical Development of Children Through Creative Curriculum 217 – 223
Israwati
34. Social Change and Its Relation to Islamic Inheritance Practice 224 - 229
Zulham Wahyudani, Raihanah Hj Azahari
35. The Model Citizen Project to Improve the Civic Education Skill in Developing Nationalistic Attitudes 230 – 234
Hafidh Maksum, Usman
36. Flavonoid Compounds Identification of The Methanol Extract in The Cactus Pakis Giwang Flower (*Euphorbia mili Ch. des Moulins*) 235 – 237
Ainun Mardhiah
37. Developing A Model of Learning Community Method in Learning English 238 – 242
Muchsin
38. An Applied Model of Teaching Materials to Improve Students' Speaking Skill 243 – 251
Tarmizi Rajab
39. Solid Geometry: Portofolio Assessment For Primary School Teacher Training 252 – 257
Burhanuddin AG, Murni, Erdi Surya
40. The Construction of an Online Curriculum-Based Multidimens Computerized Adaptive Testing 258 – 262
Muslem Daud, Bor-Chen Kuo and Mok Mo Ching, Magdalena
41. Developing English Classroom Language Module For Elementary Teachers In The Purpose Of Improving 263 – 269

- Communication Using English
Darmawati, Tursinawati, SepthiaIrnanda
42. Developing Module with Contextual Learning and Motivation to Improve Student's Learning Outcomes on the System of Colloid Topic 270 – 273
Sri Ismulyati, IbnKhaldun, Said Munzir, Zulfadli
43. Assessing Acehese Language Curriculum Based on CIPP Model 274 – 277
Razali, Abdull Sukor Shaari
44. Potential Diversion of Wild Boar (*Susscrofavittatus*) Home Range for Conflict Solution in Meuraxa Banda Aceh 278 – 283
Ainul Mardhiah, Abdullah, M.Ali S
45. One Variable Linear Equation Teaching By Quantum Teaching in Seventh Grade of MTsN Tungkob Aceh Besar 284 – 288
Yuhasriati, Yulianti
46. Program Prioritization of Creative Industries Household Based in Realizing Sustainable Development of The Region (Case Studies in Industries Household, District of Deli Serdang, North Sumatera, Indonesia) 289 – 296
Mohammad Yusri, Sirojuzilam, Badaruddin, Irsyad
47. The Influence of Creativity Exercise and Principal of Leadership in the Public Elementary School Teachers Performances in Pidie (An Exploratory Study of Elementary School Teacher Performance in Pidie District) 297 – 304
Bansu Irianto Ansari
48. Efforts to Increase The Appreciation of Motion Through The Model Grip Saman Dance at An Early Age Children in Ecd Rizky Lambaro Aceh Besar District 305 – 308
Putry Julia
49. Dominance Contained in The Family Fish Danau Lut Tawar 309 – 314
Nurlena Andalia, Nona Septiani
50. Integrative Character in The Implementation of Curriculum 315 – 320
Ibrahim, Mohd Isha Awang
51. Character Analysis of Students of Aceh Real Madrid Sport Social School Year 2014 321 – 325
Kurnia Khalik
52. Social Values Education For Children ECD Rogate at Pematangsiantar 326 – 330
Sarintan E.Damanik, Marlon Sihombing, Suwardi Lubis, Agus Purwoko
53. Implementation Of School Based Management (MBS) SMA District In North Aceh 331 – 336
Jalaluddin, Azwir, Nurul Akmal

Program Prioritization of Creative Industries Household Based in Realizing Sustainable Development of The Region

(Case Studies in Industries Household, District of Deli Serdang,
North Sumatera, Indonesia)

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Abstract

One of the most important aspects in the development of the area is the inclusion of the concept of local economic development, so we need a policy based on the priorities of experts, stakeholders and government. Objective : (1) Analyze household-based creative industries that can be developed in the highlands, in the lowlands and beach in District of Deli Serdang. (2). Analyze the effect of household-based creative industries to the development of the region in accordance with the potential of the region in a sustainable of Deli Serdang. and (3). Based on point 1 to 2, can be built Program Prioritization of creative industries household-based. The experiment was conducted in 4 expert persons around the District Deli Serdang from April 2015 to May 2015 with certain criteria, namely: inexperienced, has the capacity and mastery of problems related creative industries and territories in the region's economy and social. Synthesis Analitical Hierarchy Prrocess of Creative Industries Household for sustainable regional development of multi-criteria. The results show that the program occupies the first priority with priority weight is 0.155 qualified human resources program, followed Efficiency and Productivity program (0.151) and Creative Industry Attractiveness (0.136). Priority policies that facilitate the creative industries in particular an increase in skill and quality of Human Resources. Priority develop starting from the highlands, then the coast and lowlands.

Keyword: Creative Industries Household, Sustainable development.

1. Introduction

One of the most important aspects in the development of the area is the inclusion of the concept of local economic development where the concept is the development of local entrepreneurship followed by the growth of local companies, cooperation with local governments and private institutions in managing other sources of potential to boost economic activity, Based the concept is thought that the development of the region is largely determined by the growth of local industry, local entrepreneurs supported by existing institutions in the region, including the association of business, local government, local businesses including universities and others. The problem is how to mobilize the potential of these institutions and make it as a motivating factor for regional development.

In practice, implementation of the creative industries as mentioned above requires relatively small capital but has the flexibility and advantages in their work. But we realize that the growth of the creative industries that are part of small home appliances industry has not been significant. Arsyad (2011) says that the existence of small home-based industries is still limited. For example in the area of Java and Bali as Provincial industrialization region is relatively high, there should be at least 40 small businesses every village, but its existence is only just around 3.7% for each village. Therefore, in the future in order to stimulate the development of creative industries will require policy measures in accordance with the potential of each region.

Household-based creative industries particularly its existence in Deli Serdang has not encouraging. Therefore, instruction of President no. 6 in 2009 that the creative industry development program needs the support of the local government as part of supporting the sustainable development of region. The other hand, the availability of local resources (human resources, natural resources, institutional and its cultural is good enough.

Why the problem deserves as new research for the basic research is the statement about importance might involve the need to resolve any inconsistency in results of past work and/or extend the reach of a theoretical formulation. For applied research, this might involve the need to solve a social problem or treat a psychological disorder. When research is driven by the desire to resolve controversial issues, all sides in the debate should be represented in balanced measure in the introduction. Avoid animosity and ad hominem arguments in presenting the controversy. Conclude the statement of the problem in the introduction with a brief but formal statement of the purpose of the research that summarizes the material preceding it. For literature reviews as well as theoretical and methodological articles, also clearly state the reasons that the reported content is important and how the article fits into the cumulative understanding of the field.

State Hypotheses and Their Correspondence to Research Design

- a. Creative industries can be developed on the high plains region, plains and beaches.
- b. Creative industries based household positive effect on regional development in Deli Serdang.

2. Material and Method

2.1. Material, location and time research

The experiment was conducted in 4 expert persons around the District Deli Serdang from April 2015 to May 2015 with certain criteria, namely: inexperienced, has the capacity and mastery of problems related creative industries and territories in the region's economy and social. The respondents will be selected from academics, businessmen engaged in the creative industries (managers or business owners creative industries) and local governments (sub-district head). Sampling was conducted using purposive sampling. This exploratory study seeks ideas and relationships between the variables. Primary and secondary data collected by means of cross section.

2.2 The method of data analysis

To analyze the hypothesis 1 and 2 used the Analysis Hierarchy Process (AHP), which is a method that can be used by policy makers to understand the condition of a system and assisted in making prediction and for decision making was Analytic Hierarchy Process (Hierarchy Analytic Process).

2.2.1. Analytical Hierarchy Process (AHP)

Analysis Hierarchy Process (AHP) was first developed by Thomas L.Saaty, Amathematican from the University of Pittsburg, USA in 1970. AHP basically rationally designed to capture people's perceptions strongly associated with certain problems through a procedure designed to comprehend a scale of preference among the various sets of alternatives. This analysis is intended to create a model of the problem that has no structure, usually set out to solve the problem by measurable (quantitative). The Problems which need the opinion (judgment) in a complex situation or has not arranged in.

AHP is the analysis used in decision-making with a system approaching, where decision-makers are trying to understand the condition of system and help to make predictions in decision-making. Some of the advantages of the use of AHP are :

- i. To presented a system that can explain how changes in the higher levels have an influence on the elements at a lower level.
- ii. To Assited facilitate analysis for solve the complex problems and were not structured by providing a clear measurement scale in order to get priority
- iii. Able to got a logical consideration in determining priority by not forcing linear thinking.
- iv. To Measured comprehensively the influence of elements that have a correlation with the problems and objectivity, by providing a clear measurement scale.

The substructure of AHP is the process of establishing numerical scores to compile the ranks. the alternative decision is based on what the alternative should it be matched with the criteria of decision-makers (Saaty, 1990).

Analysis Hierarchy Process (AHP) can be used to comprehend the public's perception rationally strongly associated with the presence of household-based creative industries in Deli Serdang, North Sumatra. The perception will be arranged through a procedure that was designed to the scaled of preferences among the various sets of criteria and alternatives. By the AHP models of problem that usually responsive to stakeholders was able to solve the unstructured measurable (quantitative). The hierarchical structure of the AHP in this study consisted of:

1. Target / Goal: "The development of IKBRT accordance with the the potential of the region."
2. The criteria to achieve these goals are: a. highland region, b. lowland areas and c. coastal areas
3. Alternative program that can realize the third criteria above were namely (a) is Qualified SDA, (b) Qualified SDM, (c) is Attractiveness creative industries, (d) is Efficiency and productivity, (e) is Innovations local, (f) is Cooperation HKI and (h) is The role of government, private and cooperative, (g) is an increasing number of entrepreneurs.

3. Results and Discussions

3.1. Research Result

Inter-Criteria Matrix Pair-wise

The results matrix geometric mean weights of criteria for assessment of the respondents can be seen in the following table.

Table 1, Pair-wise 3 x 3 matrix of the Inter-Criteria

	Highland Region	Lowland Region	Beach Area
Highland Region	1.00	6.3	1.179
Lowland Region	0.158	1.00	0.877
Beach Area	0.848	1.139	1.00

Source: Primary data processed, 2015

From the table above can be seen upland area is more important lowland areas with 6.3 scale, and the lowlands is more important than the interests of the beach with the scale of 1,179. The coastal areas is more important than the low-lying region with the scale of 0877. Based on the assessment of the respondents, resulted the calculation of weighted priorities among these criteria, to determine the criteria that should be prioritized and developed IKBRT in realizing sustainable development of the region. The results of the analysis process with the Expert Choice software hierarchy is as follows.

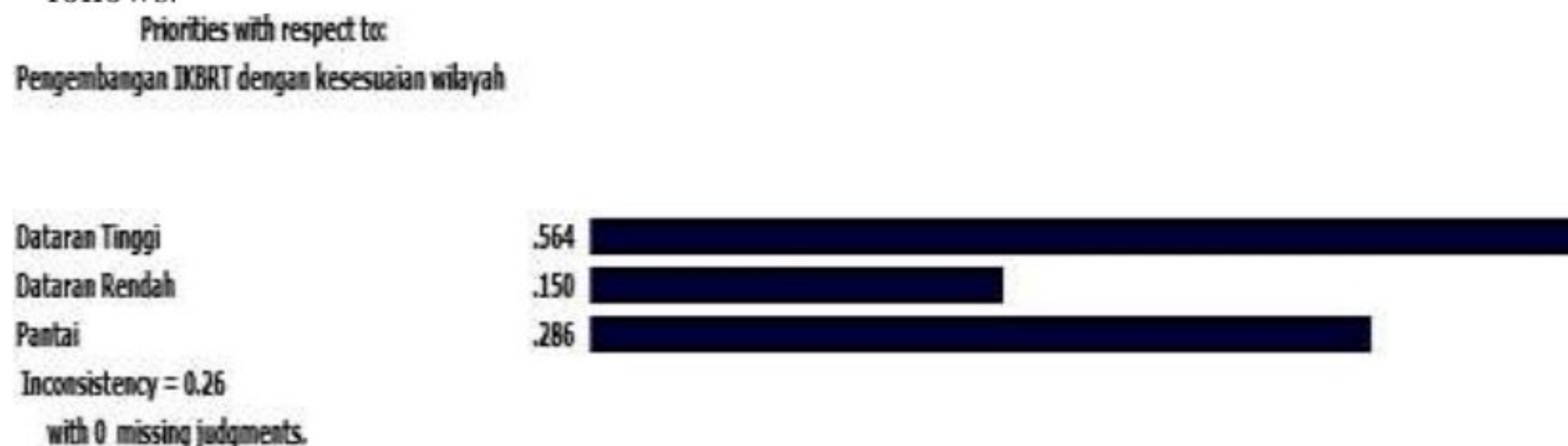


Figure 1, Expert Choice output priority weighting of criteria

From the figure above can be seen the results of the priority weighting of criteria creative industries household in realizing sustainable development of the region. Development of upland area occuppies

the first priority with priority weight 0,564. Followed coastal areas with 0.286 weight and final priority is a low-lying region with a weight of 0,150 With the level of inconsistency ratio of 0.26 (<0.5), then this result is acceptable.

Matrix Pairs Alternative Delivery Program Highland Region

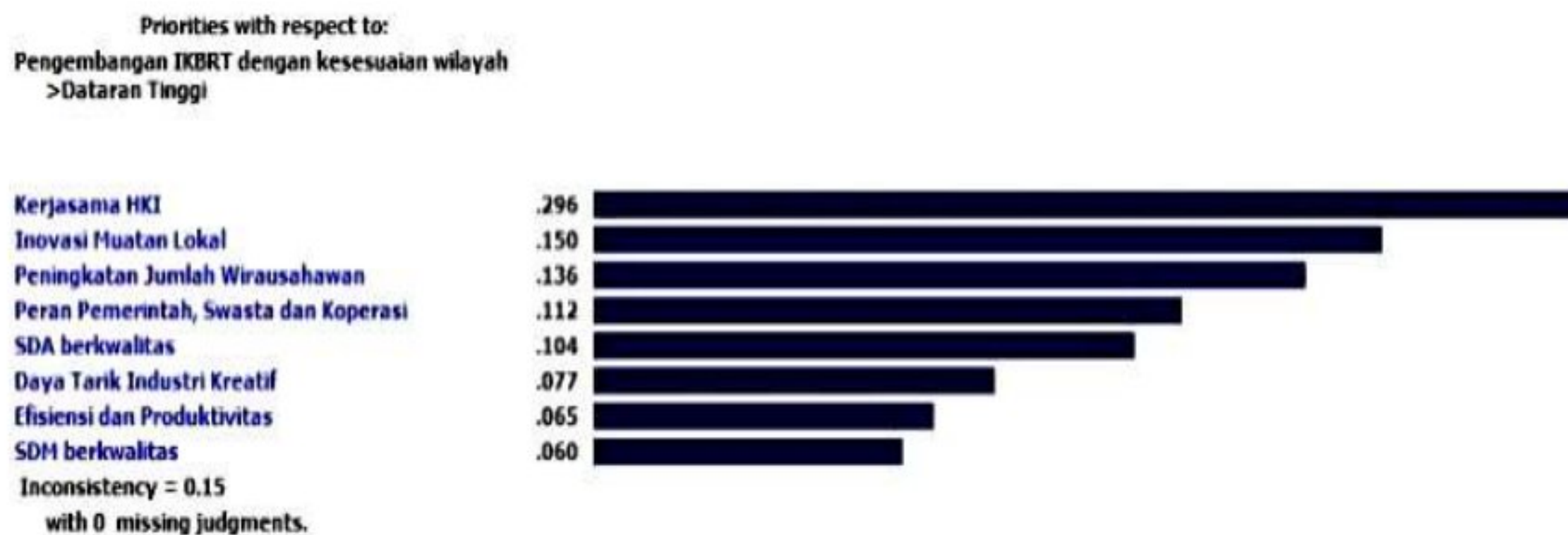
The results matrix geometric mean weights of criteria for assessment of the respondents can be seen in the following table. Where, a is Qualified SDA, b is Qualified SDM, c is Attractiveness creative industries, d is Efficiency and productivity, e is Innovations local, f is Cooperation HKI and h is The role of government, private and cooperative, g is An increasing number of entrepreneurs.

Table 2, Pairwise 8 x 8 matrix of the Inter-Criteria Highland Region

	a	B	C	d	E	F	G	h
a	1	0.93	0.93	2.14	0.75	0.80	0.99	0.82
b		1	0.57	0.35	0.33	0.57	0.38	0.75
c			1	1.06	0.23	0.23	0.16	1.84
d				1	0.18	0.47	0.23	0.82
e					1	1.13	0.28	0.38
f						1	0.13	0.58
g							1	1.23
h								1

Source: Primary data processed, 2015

From the above table can be a couple of alternative programming that addresses the importance of a program than other programs from the perspective of the highlands. Thus, after the weight



calculation expert choice of priority with software version 11, then alternate between existing programs obtained the following results.

Figure 2, Output Expert Choice Program Alternative priority weight based on criteria Highland Region

From the above figure can be seen the results weighted creative industries household program priorities in realizing the sustainable development of the region from the standpoint of (criteria) the development of the highlands. The results show that the program occupies the first priority with priority weight is 0,296 IPR cooperation program, followed by the local content innovation program (0,150), an increase in the number of entrepreneurs (0.136), the role of government, private sector and cooperatives (0.112), and so on. With this level of inconsistency ratio of 0.15 <0:50, then this result is acceptable.

Matrix Pairs Alternative Delivery Program Lowland Region

The results matrix geometric mean weights of criteria for assessment of the respondents can be seen in the following table. Where, a is Qualified SDA, b is Qualified SDM, c is Attractiveness creative industries, d is Efficiency and productivity, e is Innovations local, f is Cooperation HKI and g is The role of government, private and cooperative, h is An increasing number of entrepreneurs.

Table 3, Pairwise 8 x 8 matrix of the Inter-Criteria Lowland Region

	a	B	c	D	E	F	G	h
a	1	0.363	0.313	0.237	0.237	0.313	1.158	0.628
b		1	0.411	0.378	0.978	1.133	0.402	1.064
c			1	0.402	0.654	0.476	0.437	0.864
d				1	0.192	0.293	0.275	0.362
e					1	0.939	0.508	0.467
f						1	0.355	0.467
g							1	0.826
h								1

Source: Primary data processed, 2015

From the above table can be a couple of alternative programming that addresses the importance of a program than other programs from the perspective of the lowlands. Thus, after the weight calculation expert choice of priority with software version 11, then alternate between existing programs obtained the following results.

Figure 3, Output Expert Choice Program Alternative priority weight based on criteria Lowland Region



The figure can be seen from the above results IKBRT program priority weighting in realizing sustainable development of the region from the standpoint of (criteria) lowland regions. The results show that the program occupies the first priority with priority weight is 0.196 HKI cooperation program, followed by an increase in the number of entrepreneurship (0.166), innovative local content (0.154), the role of government, private sector and cooperatives (0.132), and so on. With this level of inconsistency ratio of 0.10, then the result is acceptable.

Matrix Pairs Alternative Delivery Program Beach Area

The results matrix geometric mean weights of criteria for assessment of the respondents can be seen in the following table. Where, a is Qualified SDA, b is Qualified SDM, c is Attractiveness creative industries, d is Efficiency and productivity, e is Innovations local, f is Cooperation HKI and h is The role of government, private and cooperative, g is An increasing number of entrepreneurs.

Table 3, Pairwise 8 x 8 matrix of the Inter-Criteria Beach Area

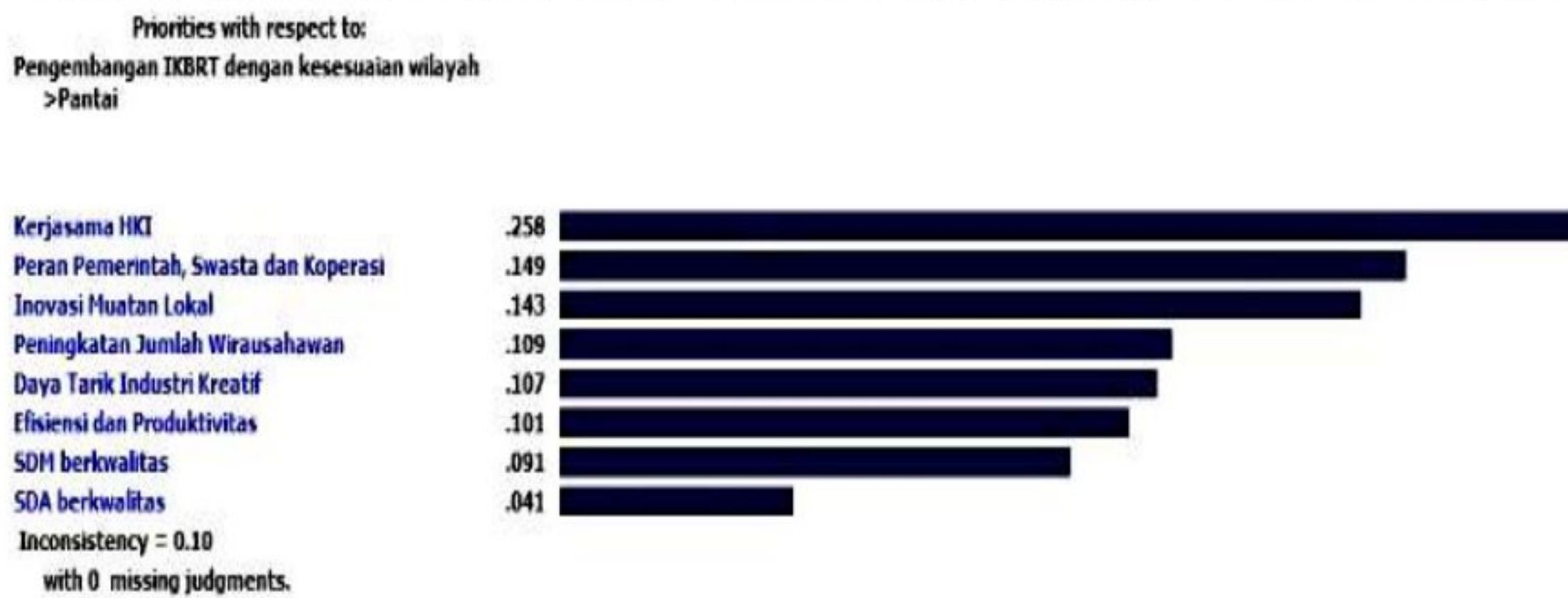
	a	B	c	D	E	F	G	h
a	1	0.333	0.313	0.333	0.333	0.333	0.333	0.386
b		1	0.438	0.438	0.826	1.158	0.476	0.936
c			1	0.438	1.064	0.476	0.476	1.158
d				1	0.192	0.476	0.180	0.759
e					1	0.467	0.293	1.236

f	1	0.439	1.236
g		1	1.236
h			1

Source: Primary data processed, 2015

From the above table can be a couple of alternative programming that addresses the importance of a program than other programs from the perspective of the beach area. Thus, after the weight calculation expert choice of priority with software version 11, then alternate between existing programs obtained the following results.

Figure 4, Output Expert Choice Program Alternative priority weight based on criteria Beach Area



From the above figure can be seen the results weighted IKBRT program priorities in realizing the sustainable development of the region from the standpoint of (criteria) coastal region. The results show that the program occupies the first priority with priority weight is 0.258 IPR cooperation program, followed by the role of government, private sector and cooperatives (0.149), innovative local content (0.143), an increase in the number of entrepreneurs (0.109), and so on. With this level of inconsistency ratio of 0.10, then the result is acceptable.

3.2. Discussion

Figure 5, Output Expert Choice Program Alternative priority weight based on criteria to goal



Compared to the research of Huang et al., (2009) with the title of the evaluation criteria for the creative industries cultural creativity center in Taiwan, eventhough has equations with my research, but there was other things that was different. Referred to in the results of research there was 7 criterias: potential market has the highest weight followed by regional development and cultural improvement. Also within by 6 creative lifestyle industries, crafts, and creative design are three of the most profitable industries chosen for the introduction and development in the new city center. Furthermore, according to Rini and czafrani (2010) with the title of creative economic development based on local wisdom by youth in order to answer the challenges of the global economy with the result that the development of the creative economy is much needed to introduced cultural diversity.

From the above figure can be seen in the results of the synthesis of AHP in determining the program priorities creative industries household in realizing sustainable development of multi-criteria territory. The results show that the program occupies the first priority with priority weight is 0.155 qualified human resources program, followed Efficiency and Productivity program (0.151), Creative Industry Attractiveness (0.136), HKI Cooperation (0.127), the role of government, private sector and cooperatives (0.125), innovative local content (0.111), an increase in the number of wirausahawan (0.108), and the quality of natural resources (0.087). With this level of inconsistency ratio of 0.17, then the result is acceptable.

4. Conclusions

- a. Synthesis AHP of creative industries household for sustainable regional development of multi-criteria. The results show that the program occupies the first priority with priority weight is 0.155 qualified human resources program, followed Efficiency and Productivity program (0.151) and Creative Industry Attractiveness (0.136).
- b. Priority policies that facilitate the creative industries in particular an increase in skill and quality of Human Resources.
- c. Priority develop starting from the highlands, then the coast and lowlands.

Acknowledgments

Thank you to the fellow academics, district government of Deli Serdang, and all actors of household based - creative industry that has support my research. following, thanks to colleagues who have assisted in conducting the research or criticize this research. thank you for the persons routinely involved in the review, help, and consulting this research in which was appear. Thanks for all people who has supported this researched.

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