

ABSTRACT

The dynamics of the creative economy in Indonesia have an impact on national economic growth which increased significantly. Creative economy close relation to creative industries which is a subsystem of the creative economy. Creative industries is driving the creation of economic value in the era of creative economy consists of 15 subsectors. Now, handicraft products is one of the products featured in the creative industries for SMEs in the regions. One SMEs producing various handicrafts made of vetiver which is located in the town of Garut is the Joint Business Group (KUB) Zocha. This study aims to map the value net of Zocha and provides the coopetition strategy design using PARTS so that it can create a new value co-creation. The type of the research is qualitative method involving SMEs in Garut city in the time period of September to December 2014. The used data collection techniques are interviews to five player (sample) who has criteria as informants about Zocha business processes which using purposive sampling as sampling technique. From the analysis, it was found that in implementing a new value co-creation, the elements which experience a change in PARTS are Player, Added Value, Tactics and Scope while Rules remains the same with the existing condition of value co-creation. This research gives implications in improving Zocha's role as the value co-creator in Garut city as well as a reference in combining the potential SMEs in order to create a greater business value in the form of collaboration, both for Garut city and other cities.

Keywords: *Coopetition, KUB Zocha, SMEs, PARTS, Value Co-creation, Value Net*
