

ABSTRACT

Today's world economy has entered a new era known as the Creative Economic Era, marked by the rise of creative industry development. This economic phenomenon then attracted the attention of West Java Government. Together with BEKRAF, the Governor of West Java agreed in cooperation in order to develop the creative potential in West Java Province to boost the economy of West Java society. It is marked by the publication of Peraturan Daerah Provinsi Jawa Barat Nomor 15 Tahun 2017 tentang Pengembangan Ekonomi Kreatif and Peraturan Daerah Provinsi Jawa Barat Nomor 10 Tahun 2018 tentang Pengelolaan Kekayaan Intelektual. To be able develop such creative potential, an infrastructure that can provide activities in the process of development of the potential is needed. It is a creative center. This creative center will be built in several cities and districts, and one of them is in Tasikmalaya City.

Tasikmalaya City itself saves a lot of creative economic potential seen from the rise of the work of the creativity industry such as kain bordir, kelom geulis and payung geulis. In addition, Tasikmalaya has a creative potential that comes from his young ones who created creative community. But unfortunately the potential that come from this creative community is lack the attention of the Government of Tasikmalaya itself proved from the lack of infrastructure appropriate to the needs and activities of the creative community. Therefore, the development of Creative center in Tasikmalaya City is important for the purpose of being a center of facilities supporting the creation activities, production and discussion that also provides entrepreneurship training for members of the community In Tasikmalaya.

Keywords: Creative Center, Creative Economy, Tasikmalaya City, West Java Province.