

## **ABSTRACT**

*Since 2015, the government has fully supported the creative economy in Indonesia by establishing Badan Ekonomi Kreatif (Bekraf) which aims to improve the growth of Indonesian economy. Creative economy is an economic activity that has an impact on social culture and generates income, employment and exports which are creative industry activity. Creative industry in Indonesia has several obstacles that can hinder the growth of the creative industry. One of them is the limited funding, especially in the Application & Game Development subsector. To overcome these constraints, it can be overcome by knowing the funding indicators of creative industries start-up that refers to previous research. This research will analyze the administrative and loan/credit/funding indicators as variables in this study, to find which indicators that can be used as funding indicators for the creative industries start-up funding in Indonesia subsector of Application & Game Development.*

*This research is a qualitative research and use triangulation method to reduce subjectivity and testing the validity and reliability of the research finding. The sampel of this research were the investors who were be a speaker and pitching judge at the Go-Startup Indonesia event which was held on October 25<sup>th</sup>-26<sup>th</sup>, 2018 in Bandung. From the results of this study, it can be concluded that administrative and loan/credit/funding indicators can be use as funding indicators of indonesian creative industry start-up subsector of Application & Game Development for investors who are under the auspices of Bekraf.*

*Keywords: Creative Industries Start-up Funding, Funding, Start-up.*