

## ABSTRACT

Bandung Creative Hub becomes a new center of activity for creative industry sector for the public of Bandung. With the high population of young adult and the number of community in Bandung. Bandung Creative Hub hosted many activities related to creative industry sector regularly every week. With the implementation of community engagement until the sustain performance it is expected that Bandung Creative Hub can create a new creative economy activists and make the creative economy's gross domestic product income increases. This research objective to analyse how Bandung Creative Hub manages the community engagement so that the Community can become business entities or creative industry actors that sustain in the future.

Community engagement is the develop of mutually beneficial partnerships to tackle pressing social issues. This research analyzes community engagement by identifying from evaluation and program implemented aspect from Bandung Creative Hub. The research method used is a qualitative method using non-probability sampling techniques and data collection through interviews with the number of four interviewees from the Government of Bandung's Office of Culture and Services, Bandung Creative Hub Management, and Creative Communities.

The results of this research found that there was no program and community engagement until the sustainable stage. When the research conducted Bandung Creative Hub did not have a vision and mission yet. The temporary goal is to implement creative economic activities in Bandung and maximize the occupancy of the building and in accordance with the 16 listed sub-sectors of the creative economy.

Keyword: *creative industry, community engagement, sustainability, evaluation*