

ABSTRACT

This study aims to determine the factors that influence the Gross Domestic Product (GDP) of the creative economy in Indonesia. The variables used in this research are creative economy education, creative economy labor force, creative economy investment, and creative economy intellectual property rights. This study uses secondary data sourced from the Ministry of Tourism and Creative Economy in 2014-2018. The analysis used is panel data regression analysis. The results showed that 1) creative economy education had a positive and insignificant effect on the GDP of the creative economy, 2) creative economy labor force had a positive and significant impact on the GDP of the creative economy, 3) creative economy investment had a positive and significant impact on the GDP of the creative economy, and 4) intellectual property rights of the creative economy affect the GDP of the creative economy.

Keywords: *GDP, education, labor force, investment, intellectual property rights*