

ABSTRACT

Breakdancing performing arts is one of the creative economy sub-sectors that contribute to Gross Domestic Product (GDP), besides that, it also has the potential to foster macroeconomic stability and provide non-monetary benefits for the creative economy actors of the breakdancing performing arts and the people around them or commonly known as the community. The purpose of this research is to analyze the understanding of the profits that the actors have through the process of business activities, so that they can identify if there is community exploitation.

The study used a qualitative approach with an unstructured interview method with three main actors who were the heads of breakdancing communities in the cities of Semarang and Solo and three people who were affected by these activities, namely members of the community. Interviews were conducted to obtain an overview of the understanding and motivation applied by business actors in interpreting profit.

The results showed that the creative economy, business actors in the breakdancing performing arts sub-sector interprets profit in a unique way based on the understanding and experience of the business actor operator. Each business actor has its own characteristics in determining profits and operating costs. The results showed that the understanding of the meaning of profit affects the behavior of creative economy, entrepreneurs in the breakdancing performing arts sub-sector in the implementation of their business activities.

Keywords: Hermeneutics, Profit Meaning, Behaviour, Creative Economy, Breakdancing Performing Arts