

**THE ANALYSIS OF COMPETITIVENESS AND THE STRATEGIES OF
CREATIVE INDUSTRY DEVELOPMENT**

(A Case Study on Fashion, Culinary and Craft Sub-Sectors in DIY)

**ANALISIS DAYA SAING DAN STRATEGI PENGEMBANGAN
INDUSTRI KREATIF**

(Studi Kasus pada Sub-Sektor Fesyen, Kuliner dan Kerajinan di DIY)

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Date, Yogyakarta April 17th 2017