

ABSTRACT

This study aimed to analyze the competitiveness and the strategies of creative industry development, case study on fashion, culinary and craft sub-sectors in DIY by using the framework of Diamond Porter Model. Analysis of factors is used to analyze and to make rankings of each element and dimensions of competitiveness in the creative industries subsectors of fashion, culinary and craft in DIY. The analysis of data equipped with other analytical tools named SWOT analysis (Strength, Weakness, Opportunity and Threat). SWOT analysis method, the expected result is that researchers can offer the development of creative industries strategies, subsectors of fashion, culinary and craft in DIY. Based on the research that have been conducted the result is the dimension of demand conditions has the greatest role to see and assess the competitiveness in this industry. Followed by the dimensions of the condition factors; the dimensions of corporate strategy, structure, and rivalry; and the last is the dimension of supporting industries and related industries.

Keywords: *Creative Industries, Competitiveness, Development Strategies.*

