STRATEGY OF HUMAN RESOURCES AND MODERN MARKETING ABILITY TOWARDS IMPROVING THE CREATIVE ECONOMY THROUGH SUPPORT GOVERNMENT IN LAKE TOBA TOURIST DESTINATION

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Abstract

In improving tourist destinations, especially concerning the process that will be developed by creative business actors to be able to improve the creative economy, modern human resource and marketing capabilities are needed which illustrate the existence of strategies carried out through internal processes so that the impact has an influence in improving the creative economy of the Lake Toba tourist destination. The purpose of this studyreview and analyze HR Capabilities and Online Marketing Strategies for Government Support in improving the creative economy at Lake Toba tourist destinations.This study uses data analysis methods using softwareAnd*SmartPLS.*The results of the study showedModern HR and marketing capabilities have a significant effect on government support. Government support has a significant effect on increasing the creative economy. Government support as an intervening variable has a significant impact on increasing the influence of Modern HR and Marketing capabilities on increasing the creative economy.

Keywords: *HR capabilities, modern marketing, increasing the creative economy, government support*

INTRODUCTION
Background

Lake Toba tourist destinations are currently being improved and developed, this can be seen from the central government's program to build infrastructure in the Lake Toba area to make it better and build tourist attractions that are destinations that are widely visited. Currently, the government is focused on building the process towards Lake Toba, many developments have been carried out, especially those concerning tourist attractions that are believed to provide opportunities to improve the economy or business growth.

The phenomenon that occurs in the Lake Toba tourist destination can be seen that every year visitors who come to Lake Toba feel that the Lake Toba tourist destination is not in accordance with the satisfaction or feelings when tourists visit and they see the need for better follow-up or better strategies so that the Lake Toba area can provide services for tourism. The conditions that are often seen, especially concerning the creative economy in the Lake Toba area, cannot provide positive value or do not give visitors the impression to shop in the Lake Toba destination area.

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In addition to the ability of human resources to improve the creative economy, it is also necessary to see modern marketing variables. If it is seen that the promotion or marketing carried out by business actors in the Lake Toba area destination is not in accordance with the conditions or does not show a picture of the marketing carried out. Modern marketing is very much needed in improving the creative economy in the Lake Toba area. Modern marketing in question is when the technology and communication delivered can be understood by visitors then modern problems as a strategy so that the right strategy in building or providing selling value.

Research purposes

Based on the formulation of the problem that has been described regarding the partnership of large companies in increasing the economic growth of the Indonesian people, the objectives of this research are:
*Review and analyze modern HR and marketing capability strategies*towards improving the creative economy through government support.

Literature review
HR capabilities

In (Pragiwani, et al., 2020) human resource management is the recruitment, selection, development, maintenance, and use of human resources to achieve individual and organizational goals. Human resource management is the science and skill of managing workforce relationships and functions so that they can contribute effectively and efficiently to the realization of organizational, employee and community goals (Astarina & Windartini, 2022).

Human resource management is recruiting, selecting, developing, rewarding, retaining, evaluating and promoting people in an organization. Human resource management focuses specifically on the workforce and how a leader carries out his supervision of employees or workers so that they are expected to be able to carry out their duties properly and better. (Astarina & Windartini, 2022).

Modern Marketing

The roots of modern marketing thought began with economics in the time span between 1800-1920, especially the classical and neoclassical economics with figures such as Alfred Marshall, J. Say, A. Shaw, and Adam Smith. Economics is indeed the first social science that is able to achieve a level of quantitative sophistication as characteristic of natural sciences. This perspective views the value aspect as something that is inherent or integrated into the manufacturing process (value-added, utility, value-in-charge), where goods are viewed as standard output (commodities). In other words, value is evaluated based on the utility obtained from physical products. In this case, the role of marketing is relatively limited to the distribution aspect, namely the process of delivering goods to consumers (Tjiptono, 2016).

Every human being living in this world certainly needs goods and services to meet their daily needs, be it the need for shelter, clothing, food, or other service needs. As a human society creature, of course, human life is related to each other and the surrounding nature where humans live. This nature is what then gave rise to the concept of marketing. By looking at the diverse needs, desires and demands of humans, several people emerged who thought intelligently and creatively to pioneer a work that could be used to meet the needs, desires and demands of one and another human being. These three factors are what gave rise to transaction activities in the market which are one of the marketing activities (Choirunnisak, 2012).

Government support

Support is a form of social interaction, where in this interaction there is a relationship of giving and receiving assistance as a form of attention, so that a person can develop themselves and have the courage to fail and learn from their failures (Trisnawati, 2014). King (2012) argues that social support can be defined as feedback information from others that shows that someone is valued, respected, cared for and involved in a network of reciprocal communication and obligations. To survive in society, everyone needs social support in relationships with others.

According to Rook in Smet quoted by Samanth (Iowa State University, 2018), social support is one of the functions of social ties that describes the general level of quality in interpersonal relationships. These ties and friendships are considered as components that provide emotional satisfaction for a person. Social support refers to interpersonal relationships that protect people from the negative effects of stress. Individuals who receive social support can feel calm, cared for, valued, confident, and competent. In entrepreneurship, social support is one of the factors that plays an important role in achieving success. Not only support but the quality of social support itself plays a role in a person's success in entrepreneurship (Okoye, et al., 2017).

*Social support*based on this study referring to the research of Seyoum et al., (2021) where social support is a factor that can influence entrepreneurial intentions. The social support in question includes support from family, friends, and the community which can give women confidence that they have the ability to succeed.

Creative economy development

According to (Sutiah, 2017) the term development refers to an activity that produces a new tool or method, where during the activity the assessment and improvement of the tool or method are continuously carried out. In everyday life, there are many development results that we can find, such as: cooking utensils, room cleaning tools and so on, even people who open empty areas into housing can be called developers, meaning that what originally did not exist becomes existing and meaningful, so it is called development in the general sense. Development is an effort to improve the technical, theoretical, conceptual, and moral abilities of employees according to the needs of the job/position not only through education and training (Ode, 2017).

Creative Economy Creative economy is defined as an industry that originates from the use of individual creativity, skills and talents to create welfare and employment through the creation and utilization of the individual's creative power and creativity. The creative industry can also be understood as an industry that provides creative business services, such as advertising, public relations and sales. So, 18 in substance the creative industry is the ability to create in the fields of arts and crafts. The aesthetic aspect is something that is very prominent. If other industries are more supported by capital and labor, then the creative industry relies on works. This is in accordance with the character of the creative industry which originates from the use of individual creativity, skills and talents to create welfare and employment by producing and exploiting the individual's creative power and creativity (Sari et al., 2020).

He continued that creativity from an economic perspective, shows more of an act of human creation. Creativity shows a phenomenon where someone creates something new, either in the form of a product of goods and services, the work of an artist, humor or in the form of solving a problem in a matter or a new product and service that has economic value. Creativity is the ability to produce something new (creativity is the ability to generate something new). If only ideas, concepts, imaginations and dreams, then it is only said to be a process of "creative thinking" and has not become a product of the "creative economy". In order to become a product of the creative economy, the results of the thinking must be realized in action, and create something new.

RESEARCH METHODS

Types and Nature of Research

This research is a survey research, meaning that the research takes samples from one population and uses a questionnaire instrument as the main data collection tool. Survey research is used to determine specific characteristics related to a group (Purwanto, 2011). Survey research examines a population by selecting and studying a sample selected from that population, to determine the relative incidence, distribution and interrelationships of its variables.

According to the type of research, this research is a quantitative descriptive research that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and patterns of relationships between variables. This research uses a causal-comparative method, namely regarding cause and effect research. The purpose of comparative causal research is to investigate the possibility of a causal relationship between independent variables and dependent variables through intervening and moderating variables. The nature of the research is explanatory research. Sugiyono (2016) stated that explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

Population and Sample

According to Sugiyono (2016), "population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn". The population of this study is all those who are inat the Lake Toba tourist destination in North Sumatra Province. Sampling was carried out in accordance with the predetermined research objectives. Sample is part of the population consisting of elements or objects that are expected to have the same characteristics as the

population. The sampling technique used in this study using the census method, namely all populations are used or made as samples (Sugiyono, 2016).

Data Collection Instruments

Research Instruments The quality of research results is influenced by the quality of the research instrument. In qualitative research, the researcher becomes the instrument or research tool. In other words, in this research the researcher becomes the research instrument. According to Sugiyono (2014), in qualitative research the researcher becomes the instrument or research tool. The researcher must be validated to see the researcher's readiness. The researcher as an instrument must be validated, by understanding qualitative research methods, mastering the field being studied and being ready to enter the field. In this research, the researcher went directly to the location to interact with members of the actors, the Kelurahan community, and traders, officers and visitors to the priority area.

Data collection technique

The data collection technique used in this research is as follows:
a. Primary data consists of
1. Observation, namely conducting direct observations and studying things related to research directly at the research location.
2. Interviews, namely by conducting interviews with sub-section heads and employees who are related to the problem being researched and who are also the objects of research.
3. Questionnaire: This is a method of asking questions that have been prepared in writing by distributing a questionnaire and accompanied by alternative answers that will be given to respondents.
b. Secondary data consists of
1. Documentation
2. Report

Data Types and Sources

The types and sources of data in this study are primary and secondary data as follows:
1. Primary data is data obtained directly from research respondents to be further processed by researchers, obtained from distributing questionnaires to obtain clear information.
2. Secondary data is supplementary data related to the research problem, which is data that has been processed by the company where the research is conducted, in the form of documents.

Identification and Operational Definition of Variables

In this study, the independent variable is while the dependent variable. The scale technique used in this study is the Likert scale which is part of the attitudescales type. The Likert scale is where respondents state their level of agreement or disagreement regarding various statements about behavior, objects or events (Sugiyono, 2016).

Data Analysis Techniques

This study uses a data analysis method using SmartPLS software version 2.0.m3 which is run on a computer. According to Abdillah and Jogiyanto and (2015), PLS (Partial Least Square) is: Structural equation analysis (SEM) based on variance that can simultaneously test measurement models and test structural models.

The measurement model is used for validity and reliability tests, while the structural model is used for causality tests (hypothesis testing with prediction models). Furthermore, Abdillah and Jogiyanto (2015) stated that Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS is one of the SEM statistical methods based on variance designed to solve multiple regression when specific problems occur in the data,*variance*), specific variance, and error variance. So that the total variance becomes high. The development model uses path analysis as follows:

$$Y = a + b1X1 + b2X2 + b3Z1 + e$$

Result Determination Criteria

The criteria for determining results can be done by testing the hypothesis in this study as follows:
a. Analysis of Determination Coefficient (R^2)
b. Partial/Individual Test (t-Test)

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The structural model (inner model) is evaluated by looking at the percentage of variance explained by the $R2$ value for the dependent variable using the Stone-Geisser Q-square test measure (Ghozali, 2016) and also looking at the magnitude of the structural path coefficient.
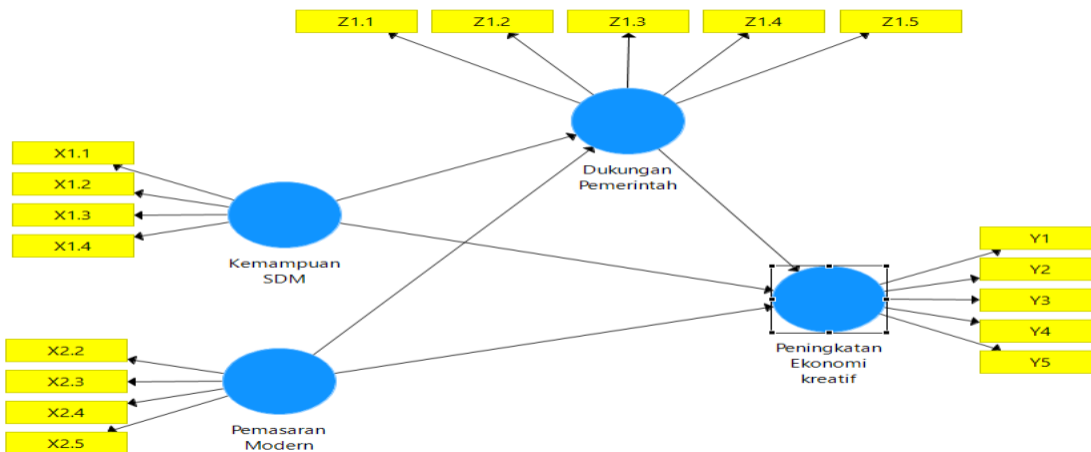
Research result
Method*Partial Least Square*(PLS)

In this study the method used is*Partial Least Square*(PLS), the reason for using this method is to explain whether or not there is a relationship between
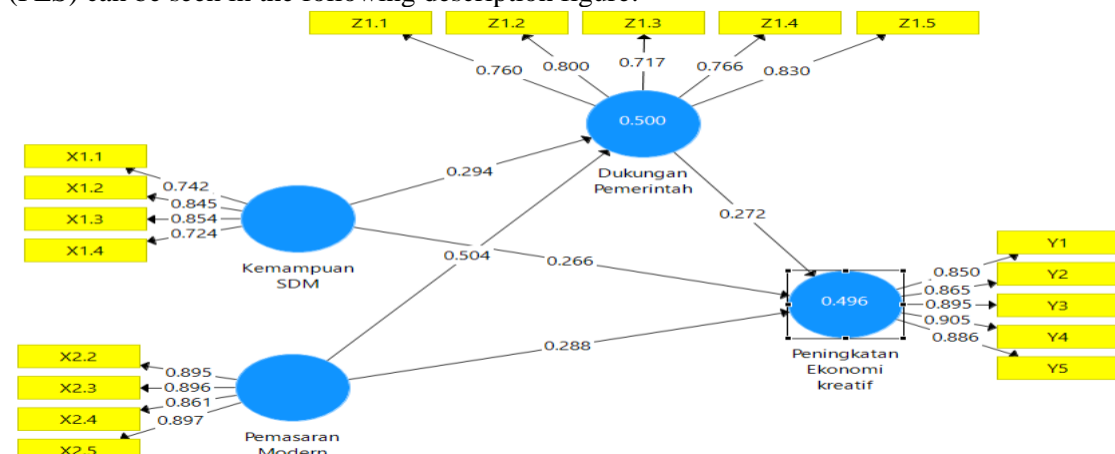
Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses analytical techniques.*Partial Least Square*(PLS) with the SmartPLS program, the following is the PLS program model scheme that was tested:

Figure 1 Outer Model PLS

Source: Research Results, 2024 (processed data)

Figure 1 shows the Outer Model PLS built from the conceptual framework. This figure explains the relationship between each variable sourced from various theories and previous studies. For each variable tested, it is equipped with indicators built from the relationship between theories. The analysis model using Partial Least Square (PLS) can be seen in the following description figure:

Figure 2 Inner Model PLS

Source: Research Results, 2024 (processed data)

In Figure 2, the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the values of each indicator and the variables and the relationship values of the exogenous variables that are connected to the endogenous variables. Based on the inner model scheme that has been shown above, it can be explained that the path coefficient value is as follows:
1. The influence of HR capability on government support is 0.220
2. The influence of HR capabilities on increasing the creative economy is 0.677
3. The influence of government support on increasing the creative economy is 0.425

Model Evaluation
Convergent Validity

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.60. The following is the outer loading of each variable:

Table 1 Outer loading

Outer Loadings

	HR capabilities	Modern marketing	Government support	Creative economy development
X1.1	0.742			
X1.2	0.845			
X1.3	0.854			
X1.4	0.724			
X2.2		0.895		
X2.3		0.896		
X2.4		0.861		
X2.5		0.897		
Y1				0.850
Y2				0.865
Y3				0.895
Y4				0.905
Y5				0.886
Z1.1			0.760	
Z1.2			0.800	
Z1.3			0.717	
Z1.4			0.766	
Z1.5			0.830	

Source: Research Results, 2024 (processed data)

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7. The outer loading results show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminate Validity

Discriminant validity test uses cross loading value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables. The cross loading value of each indicator is as follows:

Table 2 Cross Loading

	HR capabilities	Modern marketing	Government support	Creative economy development
X1.1	0.742	0.314	0.331	0.446
X1.2	0.845	0.525	0.512	0.448
X1.3	0.854	0.516	0.492	0.487
X1.4	0.724	0.331	0.443	0.446
X2.2	0.484	0.895	0.578	0.544
X2.3	0.495	0.896	0.593	0.534
X2.4	0.524	0.861	0.589	0.527
X2.5	0.415	0.897	0.591	0.566
Y1	0.527	0.529	0.525	0.850
Y2	0.504	0.522	0.555	0.865
Y3	0.476	0.496	0.468	0.895
Y4	0.514	0.544	0.565	0.905
Y5	0.507	0.595	0.576	0.886
Z1.1	0.343	0.482	0.760	0.433
Z1.2	0.441	0.553	0.800	0.511
Z1.3	0.480	0.413	0.717	0.458
Z1.4	0.471	0.544	0.766	0.488
Z1.5	0.453	0.562	0.830	0.481

Source: Research Results, 2024 (processed data)

Based on Table 2, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) for each indicator, the required value must be > 0.5 for a good model. The average variant extracted (AVE) value is as follows:

Table 3 Average Variant Extracted (AVE)

Construct Reliability and Validity

	Average Variance Extracted (AVE)
HR capabilities	0.629
Modern marketing	0.788
Government support	0.601
Creative economy development	0.775

Source: Research Results, 2024 (processed data)

Based on Table 3, it is known that the AVE value of HR Capability, Government Support and Increasing the Creative Economy is > 0.5. Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value from each variable used in this study:

Table 3 Composite Reliability

Construct Reliability and Validity

	Composite Reliability
HR capabilities	0.871

Modern marketing	**0.937**
Government support	**0.883**
Creative economy development	**0.945**

Source: Research Results, 2024 (processed data)

Based on Table 3, it can be seen that the composite reliability value of the HR Capability and Government Support variables for increasing the creative economy (Y) is > 0.60. These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbach Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.7, the following are the Cronbach's alpha values for each variable:

Table 4 Cronbach Alpha

Construct Reliability and Validity

	Cronbach's Alpha
HR capabilities	**0.802**
Modern marketing	**0.910**
Government support	**0.833**
Creative economy development	**0.927**

Source: Research Results, 2024 (processed data)

Based on Table 4, it can be seen that the cronbach alpha value of each variable of Human Resource Capability and Government Support for the Improvement of the Creative Economy is > 0.70. Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Path Coefficient Test

If the path coefficient value of one independent variable on the dependent variable is greater, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

Based on the data processing that has been carried out using the smartPLS program, the R-Square Adjusted value is obtained as follows:

Table 5 R-Square Values

R Square

	R Square	R Square Adjusted
Government support	0.500	0.495
Creative economy development	0.496	0.488

Source: Research Results, 2024 (processed data)

Based on Table 5, it can be seen that the R-Square value for the government support variable is 0.500, the value obtained explains that the large percentage can be explained by the ability of human resources and modern marketing by 50%. The R-Square value for the variable on the increase in the creative economy is 0.496, the value obtained explains that the large percentage of the increase in the creative economy can be explained by the ability of human resources and modern marketing by 49.6%. The results of the study indicate that the relationship between human resources and modern marketing capabilities on the increase in the creative economy (Y) is not good because the R-Square values obtained are below 50%. The assessment of goodness of fit is known from the q-square value. In regression analysis, where the higher the q-square, the model can be said to be better or more fit with the data. The results of the calculation of the q-square value are as follows:

$q\text{-}Square = 1 - [(1-R_1^2) \times (1-R_2^2)]$

$\qquad = 1 [(1-0.500) \times (1-0.496)]$

= 1 – (0.500 x 0.504)
=1-0.252
=0.748

Based on the calculation results above, the Q-Square value is 0.748. This shows that the magnitude of the diversity of research data that can be explained by the research model is 74.8%, while the remaining 25.2% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Direct Effect Hypothesis Test
Explanation of the partial direct effect hypothesis test can be seen in the following table:

Table 6 T-statistic and P-Values Directly

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Government Support -> Creative Economy Development	0.272	0.277	0.067	4,053	**0,000**
HR Capability_ -> Government Support	0.294	0.297	0.071	4,139	**0,000**
Human Resources Capability_ -> Increasing the Creative Economy	0.266	0.266	0.056	4,734	**0,000**
Modern Marketing -> Government Support	0.504	0.500	0.066	7,687	**0,000**
Modern Marketing -> Increasing the Creative Economy	0.288	0.285	0.080	3,610	**0,000**

Source: Research Results, 2024 (processed data)

Based on Table 6, the partial test results are as follows:
1. The partial influence of the calculated t value for Government Support of 4.053 is greater than the t table value of 1.96 and the sig t value for Government Support of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Government Support..Thus, partially, government support has a significant effect on increasing the creative economy, meaning that the direction of the influence is positive, indicating that the government support variable provides good results for increasing the creative economy.
2. The partial influence of the calculated t value for HR Capability of 4.139 is greater than the t table value of 1.96 and the sig t value for HR Capability of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for HR Capability. Thus, partially HR Capability has a significant effect on Government Support, meaning the direction of the influence is positive, indicating that the HR Capability variable provides good results for Government Support.
3. The partial influence of the calculated t value for HR Capability of 4.734 is greater than the t table value of 1.96 and the sig t value for HR Capability of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for HR Capability.Thus, partially, HR capability has a significant influence on increasing the creative economy, meaning that the direction of the influence is

positive, indicating that the HR capability variable can provide good results for increasing the creative economy..

4. The partial influence of the t-count value for Modern Marketing is 7.687 which is greater than the t-table value of 1.96 and the sig t value for Modern Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Modern Marketing. Thus, partially Modern Marketing has a significant influence on Government Support, meaning that the direction of the influence is positive, indicating that the Modern Marketing variable provides good results on Government Support.

5. The partial influence of the calculated t value for Modern Marketing is 3.610 which is greater than the t table value of 1.96 and the sig t value for Modern Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Modern Marketing..Thus, partially, modern marketing has a significant influence on increasing the creative economy, meaning the direction of the influence is positive, indicating that the modern marketing variable can provide good results for increasing the creative economy.

Indirect Influence Hypothesis Test

Explanation of the indirect influence hypothesis test can be seen in the following table:

Table 7 T-statistic and P-Values Indirectly

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Human Resources Capability -> Government Support -> Creative Economy Development	0.080	0.082	0.027	2,999	**0.003**
Modern Marketing -> Government Support -> Creative Economy Development	0.137	0.140	0.042	3,263	**0.001**

Source: Research Results, 2024 (processed data)

Based on Table 7, the results of the indirect influence test are as follows:

1. The calculated t value for the Influence of HR Capability on the improvement of the creative economy through Government Support as an intervening variable of 2.999 is greater than the t table value of 1.96 and the sig t value of 0.003 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Government Support as an intervening variable has a significant impact in increasing the influence of Modern Marketing on the improvement of the creative economy.

2. T-value for InfluenceModern marketingtowards the improvement of the creative economy through Government Support as an intervening variable of 3.263 is greater than the t table value of 1.96 and the sig t value of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Government Support as an intervening variable has a significant impact in increasing the influence of HR Capability on improving the creative economy.

Total Effect Hypothesis Test

Explanation of the total influence hypothesis test is used to see the total influence of each exogenous variable on the endogenous variable, which can be seen in the following table:

Table 8 T-statistic and P-Values of Total Influence

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Government Support -> Creative Economy Development	0.272	0.277	0.067	4,053	**0,000**
HR Capability_ -> Government Support	0.294	0.297	0.071	4,139	**0,000**
Human Resources Capability_ -> Increasing the Creative Economy	0.346	0.347	0.055	6,309	**0,000**
Modern Marketing -> Government Support	0.504	0.500	0.066	7,687	**0,000**
Modern Marketing -> Increasing the Creative Economy	0.425	0.425	0.068	6,244	**0,000**

Source: Research Results, 2024 (processed data)

Based on Table 8, the results of the total influence test are as follows:

6. The total influence of the calculated t value for Government Support of 4.053 is greater than the t table value of 1.96 and the sig t value for Government Support of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Government Support..Thus, in total, government support has a significant effect on increasing the creative economy, meaning that the direction of the influence is positive, indicating that the government support variable provides good results for increasing the creative economy.

7. The total influence of the calculated t value for HR Capability of 4.139 is greater than the t table value of 1.96 and the sig t value for HR Capability of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for HR Capability. Thus, in total, HR Capability has a significant effect on Government Support, meaning the direction of the influence is positive, indicating that the HR Capability variable provides good results for Government Support.

8. The total influence of the calculated t value for HR Capability of 6.309 is greater than the t table value of 1.96 and the sig t value for HR Capability of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for HR Capability.Thus, in total, HR capability has a significant influence on increasing the creative economy, meaning that the direction of the influence is positive, indicating that the HR capability variable can provide good results for increasing the creative economy..

9. The total influence of the calculated t value for Modern Marketing is 7.687 which is greater than the t table value of 1.96 and the sig t value for Modern Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Modern Marketing. Thus, in total, Modern Marketing has a significant effect on Government Support, meaning that the direction of the influence is positive, indicating that the Modern Marketing variable provides good results for Government Support.

10. The total influence of the calculated t value for Modern Marketing is 6.244 which is greater than the t table value of 1.96 and the sig t value for Modern Marketing is 0.000 which is smaller than alpha (0.05). Based

on the results obtained, H0 is rejected and H1 is accepted for Modern Marketing..Thus, in total, modern marketing has a significant influence on increasing the creative economy, meaning that the direction of the influence is positive, indicating that the modern marketing variable can provide good results for increasing the creative economy.

CONCLUSION
1. Partially, HR capability has a significant effect on government support, meaning the direction of the influence is positive, indicating that the HR capability variable provides good results on government support.
2. Partially, HR capability has a significant effect on increasing the creative economy, meaning the direction of the influence is positive, indicating that the HR capability variable can provide good results for increasing the creative economy.
3. Partially, modern marketing has a significant effect on government support, meaning the direction of the influence is positive, indicating that the modern marketing variable provides good results on government support.
4. Partially, modern marketing has a significant influence on increasing the creative economy, meaning the direction of the influence is positive, indicating that the modern marketing variable can provide good results for increasing the creative economy.
5. Partially, government support has a significant effect on increasing the creative economy, meaning the direction of the influence is positive, indicating that the government support variable provides good results for increasing the creative economy.

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