

# ECONOMIC IMPACT OF THE EXISTENCE OF VALUATION DISTRO IN BANDUNG

By Mochammad Ma'mun Ihsan

Development of Economic Studies Program, Faculty of Economics and Business,  
Pasundan University

## ABSTRACT

Creative economy can be as an alternative to driving wheels of the economy, because the creative industry is an industry that comes from the use of creativity, skill and talent of individuals. Called creative economy as well as new economic era that prioritizes the information and creativity that is popular as a creative industry. Bandung is a city that has a considerable potential as a creative city for the development of the fashion industry in Bandung so that the industry and its creative economy in it becoming one of the economic driving Bandung. The purpose of this study was to determine what components of benefits and costs of the existence of the distro in Bandung seen from an economic perspective and to know how big the benefits and costs of components of existence distro in Bandung seen from an economic perspective. The method used is descriptive and qualitative analysis data calculation method using benefit-cost analysis. The results show the benefits and costs of components there are two benefits that produced namely direct and indirect benefits and costs resulting four is the cost of preparation, investment, operation, and renewal. The resulting value of the components of benefits and costs based on the NPV calculation of the value of benefits and value 3,242,997.63 1,874,022.62 and calculating the cost of the benefit-cost ratio shows The results show the benefits and costs of components there are two benefits that produced namely direct and indirect benefits and costs resulting four is the cost of preparation, investment, operation, and renewal. The resulting value of the components of benefits and costs based on the NPV calculation of the value of benefits and value 3,242,997.63 1,874,022.62 and calculating the cost of the benefit-cost ratio shows The results show the benefits and costs of components there are two benefits that produced namely direct and indirect benefits and costs resulting four is the cost of preparation, investment, operation, and renewal. The resulting value of the components of benefits and costs based on the NPV calculation of the value of benefits and value 3,242,997.63 1,874,022.62 and calculating the cost of the benefit-cost ratio shows  $\geq 1.73$  or value of the benefit is greater than the value of the cost.

**Keywords :** Creative Economy, distributions, Project Evaluation, Feasibility Project, Benefit-Cost Analysis, NPV, and the benefit-cost ratio.