

## *Abstract*

*The development of the creative industries is a collaboration between the various actors that play a role in the creative industries, namely Scholars (Intellectuals), Business (Business) and the Government (Government). Higher Education has a very important role in meeting the needs of competence in the field of creative industries. This research recommended that enhancing the competence of creative industries. This is because the creative industries do not have any competence in creating new ideas, new technologies and new contents. At this recent days, graduates in the creative industries is still only a small numbers, as the impact of the limited number of colleges that have majors creative industry in Indonesia. This limitation can not to be separated with the high demand for higher education curriculum in Indonesia that is not memorized, so it will have an impact on the fighting spirit of the students in real life.*

*Keywords: Industry, creative, higher education, SWOT*