

**MSL** <editor@growingscience.com>

**Kepada:**reni\_kenanga@yahoo.com,ninajegeg@gmail.com,reni\_kenanga@yahoo.com,yudywijaya333@unhi.ac.id,info@growingscience.com

Min, 1 Mar 2020 jam 12.42

Thank you for your submission to MSL. Below is a copy of the information submitted for your records.

Submission ID: 2246

Title: Strategies and policies for developing SMEs based on creative economy

Author 1:

First Name: Made Kembar Sri  
Last Name: Budhi  
Organization: Udayana University  
Country: Indonesia  
Email: [reni\\_kenanga@yahoo.com](mailto:reni_kenanga@yahoo.com)

Author 2:

First Name: Ni Putu Nina Eka  
Last Name: Lestari  
Organization: Undiknas University  
Country: Indonesia  
Email: [ninajegeg@gmail.com](mailto:ninajegeg@gmail.com)

Author 3:

First Name: Ni Nyoman Reni  
Last Name: Suasih  
Organization: Udayana University  
Country: Indonesia  
Email: [reni\\_kenanga@yahoo.com](mailto:reni_kenanga@yahoo.com)

Author 4:

First Name: Putu Yudy  
Last Name: Wijaya  
Organization: Hindu Indonesia University  
Country: Indonesia  
Email: [yudywijaya333@unhi.ac.id](mailto:yudywijaya333@unhi.ac.id)

Contact Author: Author 1

Alternate Contact: [yudywijaya333@gmail.com](mailto:yudywijaya333@gmail.com)

Topic(s): Multiple Criteria Decision Making

Keywords: SMEs, creative economy, digital economy, inclusive economy

Abstract: SMEs have a major contribution to the Indonesian economy. Along with the development of a centralized economic direction on consumers, the use of technology in all fields, and information transparency, SMEs must also be able to adapt in the era of the industrial revolution 4.0. This research

aims to develop strategies for strengthening and developing SMEs, as well as mapping the hierarchy policy of developing a creative economy-based SME business model in the era of the industrial revolution 4.0 in the Province of Bali. The data in this study were collected through documentation, FGD, and interview techniques, then analyzed using SWOT and MULTIPOL analysis techniques. The ability of creative economy-based SMEs to compete in the global era depends on internal and external factors. The analysis shows that SMEs in the Province of Bali are in a position of growth and built, so the strategies adopted are intensive strategies or integration. Development policies for SMEs, especially in the era of the industrial revolution 4.0, need to be directed so that the guided SMEs become independent SMEs. The policy package for the development of target SMEs includes technology, capital, marketing and infrastructure policies.

**Growing Science** <growingscience@gmail.com>

**Kepada:Reni Kenanga**

Sen, 2 Mar 2020 jam 23.37

Dear Reni

I have received the comments from one of the reviewers and it appears that the paper could be considered for publication should it go under careful editing. We have a group of people who could do this and in case they do the editing your paper will be accepted. The cost of our service is \$500USD. However, it is not obligatory and you may use your own service. If you wish to use our service please let me know, otherwise, feel free to upload a high quality paper using UPLOAD option.

Sincerely  
Sadjadi

**Growing Science** <growingscience@gmail.com>

**Kepada:**reni\_kenanga@yahoo.com

Sen, 2 Mar 2020 jam 00.30

Dear Author

Please replace Figs 2-5 with high quality figures and upload a new revised version.

Sincerely  
Sadjadi

**Reni Kenanga** <reni\_kenanga@yahoo.com>

**Kepada:** Growing Science

Sen, 2 Mar 2020 jam 11.22

Dear Editor

I've uploaded the revised version.

Thank You

Sincerely

Made Kembar Sri Budhi

**Growing Science** <growingscience@gmail.com>

**Kepada:Reni Kenanga**

Sen, 2 Mar 2020 jam 11.43

Dear Reni

I have received the comments from one of the reviewers and it appears that the paper could be considered for publication should it go under careful editing. We have a group of people who could do this and in case they do the editing your paper will be accepted. The cost of our service is \$500USD. However, it is not obligatory and you may use your own service. If you wish to use our service please let me know, otherwise, feel free to upload a high quality paper using UPLOAD option.

Sincerely  
Sadjadi

**Reni Kenanga** <reni\_kenanga@yahoo.com>

**Kepada: Growing Science**

Sen, 2 Mar 2020 jam 14.13

Dear editor

I am interested in using the editing services offered. Please inform the payment method and procedure.  
Thank you.

Sincerelly

**Growing Science** <growingscience@gmail.com>

**Kepada:Reni Kenanga**

Sen, 2 Mar 2020 jam 23.26

Dear Reni

You may use the following two options to make the payment.

1. PayPal: In this case you you could make \$500USD+4%=\$520USD to our account: [growingscience@gmail.com](mailto:growingscience@gmail.com)
2. Bank account: Please make \$500+15\$=\$515USD to the following bank account

Account Holder First Name: Seyed Jafar

Account Holder Last Name: Sadjadi

Bank Name: CIBC

Bank Address: 27 King St N, Waterloo, ON N2J 3Z6, Canada

Transit Number: 00452

Bank Account: 9088636

International Bank Swift Code: CIBCCATT

The address of the bank account holder is also as follows,

970 Melbourne Ave  
North Vancouver BC,  
V7R 1N9 Canada

Once you make the payment, we will keep you inform shortly.

Sincerely  
Sadjadi



**Reni Kenanga** <reni\_kenanga@yahoo.com>

**Kepada: Growing Science**

Sel, 3 Mar 2020 jam 19.52

Dear editor,

I've sent the payment with paypal.

The document payment attached.

Thank You.

Sincerely

Made Kembar Sri Budhi/Reni

**Growing Science** <growingscience@gmail.com>

**Kepada:**Renj Kenanga

Sel, 3 Mar 2020 jam 19.54

Thank you very much. We will keep you informed shortly