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総説

Building Innovation Technology Concept in Creative Industry into Vocational Education Study Case in Indonesia, Malaysia and Thailand Industries

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Abstract

Printing education has made significant progress in Southeast Asia over the last 15 years. The paradigm has been totally changed by yearly development. The Indonesian and Malaysian printing industry have entered the information technology era. The main challenge in this industry is the stiff competition in printing quality. Since the academiaand industry share the vision and mission of the Government and Printing Association, the printing companies in both countries are unified by their pursuit of the same goal. Small and medium enterpriseshave also changed their mindset from labor-based to innovation-based. They have also shifted their focus from processing aspects to product aspects.. The processing aspect today has been replaced by technology, and a large number of workers/laborers is no longer needed in this area. Automation in production will decrease labor cost and optimize production in terms of cost value. The consequence of technology implementation is standardization in the field of education. Vocational education has become the new trend in industry, and this model will boost the industry for future development. This research shows that both Indonesia and Malaysia lack engineering expertise to support this industry. Within this collaborativeresearch, we developed a collaboration program called Asian Printing Training Center that compensates for academic weaknesses through industrial strength, and industrial weaknesses through academic strength. Thailand is our referencefor developingMalaysia and Indonesia. In the end, our hope is that the Asian Printing Training Center Project will help other countries upgrade their human resources quality and skills to meet or reach the Asian standard.

Keywords: creative, printing technology, managing information system, technology

Western country reduced the use of labor in production and replace by automation in each aspect. They need the labor as manage and leader the change and innovation. Making concept of system that delivered on production result is important rather than have so many labors with operators' job on processing field. Technology and Innovation will make so many short cut that the processing will be maximize. Learning from Thai Printing Industry, everything was changed, Old Model was disappearing and change to innovative and customized product. In Education Sector, Printing Course Major also changed. They no longer teach as old models

but they drive the student become creative and innovative, thinks to be Small and Medium Enterprise (SMEs) business.

Based on chart above, the opportunities in printing industry sector drive into creative and innovative industry already. Thailand was developing this concept and make preparation for 15 years, from education and lead industry to enter that Global Market. The basic that they developed in Printing Industry, made the basic education stronger. Thailand Government give facility to send many lecture study abroad. Creativity and Innovation couldn't have based on experience only. It must be