

Innovation and Creativity as Capital in the Creative Economy Sector

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Abstract— The era of Information and Communication Technology (ICT) today makes creativity and innovation important. Communication and information networks gives benefit in creative and productive ways. The resources needed are skills, abilities, and expertise in the field of creative industries because those are the key to the new economy. Workers seen from their ideas, knowledge, abilities, skills, innovation, and creativity. Those who successful in the creative industries are designers, illustrators, musicians, artist, and others. The alumni of Visual Communication Design of Universitas Komputer Indonesia are part of the information community who has the resources of innovation and creativity as capital to engage in the creative world. With the skills and creativity possessed by alumni succeeded in becoming professionals in the creative field and could even establish a company in the creative industry field to open new job openings. This study aims to find out the personal experiences of alumni who have successfully run entrepreneurship in the creative industry field and can encourage students to be motivated to become professionals or entrepreneurs who are competing in the creative industries. The method used is to do literature research and ethnography through interviews. The results of the study are the founding of creativity elements in the scope of Visual Communication Design of Universitas Komputer Indonesia's alumni in building creativity and innovative in the creative industries.

Keywords—Creative Industry, Visual Communication Design, Universitas Komputer Indonesia

I. INTRODUCTION

The information revolution or 4.0 connects people with the world. The rapid advancement and flow of information technology, changing the social order of countries around the world in a concise and concise manner. Information especially internet technology is as important as economics, education, health, and other vital things in human life in the information age. People who live in the era of information and communication technology (ICT) are information society. According to Daniel Bell [1], the information society is the post-industrial society, people who live in an era of information advancement. In the information society, the resources processed are information, which is in the form of data and computer transmission. Therefore, it is very dependent on the advancement of information technology, connectivity, and acceleration to make the world always connected, "placeless connectivity".

Entering the new information era with the digital domination of e-information and e-society information, the

continuous use of the internet has a significant impact on changes in society in the way they communicate and consume as well as produce information. The use of mobile devices as information and communication technology creates new media such as social media, interactive media, digital television, e-commerce or online stores, which presented creatively with attractive visualization features. All Indonesians with various age levels spend an average of almost half the time each day accessing information, viewing various news on web pages, shopping at online stores, uploading videos on YouTube, Tiktok, Smule, socializing on social media such as Facebook, Instagram, and Twitter, write and answer emails, upload and download data from drive or cloud, and so on.

The existence of the internet and social media is a great opportunity as a new economic source for Indonesia, it can be seen from the formation of the BEKRAF Institute created to manage Bekraf's creative economy in charge of assisting the president in formulating, establishing, coordinating, and synchronizing policies in the creative economy. Joko Widodo believes that the creative economy will become the backbone of the Indonesian economy. [2] The strength of the creative economy rests on the excellence of human resources that produce works of art, architecture, books, technological innovation, animation, crafts, fashion, cosmetology, cosmetology, and other potential creative ideas.

Visual Communication Design is part of the creative economy industry and fields created by information technology, in which there are various fields that have creative economic potential. Animation, web design, graphic design, illustration, fashion design, cinematography, and others. These fields produce human resources such as animators, illustrators, web designers, graphic designers, fashion designers, creative directors, and others. Visual Communication Design Universitas Komputer Indonesia Student Alumni, are part of the information society that has the resources of innovation and creativity as capital to be involved in the creative world. [3] With the skills and creativity possessed by alumni of Visual Communication Design, Universitas Komputer Indonesia students succeeded in becoming professionals in the creative field and could even establish a company in the creative industry field and open new jobs. Alumni of Visual Communication Design Universitas Komputer Indonesia Students who succeeded in becoming professionals in the creative field or who have succeeded in establishing companies in the creative industry, need to know the elements of innovation and creativity they

have and use in carrying out their profession in the creative field.

II. METHOD

The method used is qualitative using library research and ethnography through interviews. The method also used library research to find out about how the relationship between innovation, creativity, and the information age in the opinion of experts in theory. Use ethnography through interviews with creative industry practitioners from the Visual Communication Design of Universitas Komputer Indonesia alumni, both as professional designer workers or startup founders, to find out how the elements of innovation and creativity operate their creative industries.

III. RESULTS

A. Innovation and Creativity

Innovation and creativity are fundamental to all fields. The creative process is an important component to discuss in work in various fields, specifically industry or the creative economy sector, in fostering creativity and innovation. Innovation and creativity have different meanings [4].

According to Vygotsky, "Innovation can be broadly thought of as new ideas, new ways of looking at things, new methods or products that have value. Innovation contains the idea of output, of actually producing or doing something differently, making something happen or implementing something new. Innovation almost always involves hard work; persistence and perseverance are necessary as many good ideas never get followed through and developed. Creativity is an active process necessarily involved in innovation. It is a learning habit that requires skill as well as a specific understanding of the context in which creativity is being applied [5]. The creative process is at the heart of innovation and often the words are used interchangeably.

Based on these definitions, creativity is an inseparable part of innovation. Creativity as an active process of finding new ideas, the discovery of new ideas called innovation.

According to Kaufman and Beghetto (2009) [6], creativity divided into 4 categories, namely Big-C creativity, Pro-c creativity, Little-c creativity, Mini-c creativity (See table I).

TABLE I. CATEGORIES OF CREATIVITY

Big-C creativity	It is the work of masterpieces that changes their discipline with their inventions. Ideas and results are generally accepted as a breakthrough and innovative, even considered controversial when first created. Some examples are scientific works such as Einstein's theory of relativity and Darwin's theory of evolution, and works of art such as Picasso Guernica, novels of Jane Austen, Emma or Symphony No. 9 in Ludwig van Beethoven in D Minor. The creativity of Big-C is beyond the reach of most of us, and the creators of Big-C themselves are often as extraordinary as their creations.
Pro-c creativity	This type of creativity has involved time (usually at least 10 years) and efforts to develop. For example, a musician at the undergraduate level and teaching and playing classical music can be classified as pro-c. A physicist who works at a university that teaches and conducts academic research can also be classified as pro-c. in this case, creativity at the level is creativity because of experience.

Little-c creativity	Creativity is based on acting with flexibility, intelligence, and new things in everyday life ', producing something new that has' originality and meaningfulness'. This type of creativity can be found every day in the kind of people who can solve complex problems in the workplace, such as art workers, photographers at the beginning and students. Creativity at this level can involve practice and can be developed over a long period of time. To develop creativity at this level, you can use the internet as infrastructures such as YouTube, Instagram and Etsy websites that enable creative people to share their expertise and work.
Mini-c creativity	The level of creativity that can be fostered by teachers and parents, 'Mini-c occurs when someone shows" flexibility, intelligence and novelty "in their thinking. This is usually applied, but not limited to children's creativity. One understands new material for themselves. Mini-c creativity can illustrate student achievement in finding several different ways of approaching mathematical problems. This can also involve making new connections between their existing knowledge and a new piece of information that helps them to understand the subject more fully.

B. Creative as the Capital of Innovation

Creativity as the heart of innovation is an important component in understanding learning experiences. Creativity owned by everyone, not only owned by an artist. In the general public, there are still many misperceptions about creativity and understanding, especially in the academic environment. Education and practice of creativity in schools have not been optimally applied, it has not been progressive and teaching staff have not been comprehensively in thinking and doing creativity practices. [7].

One of the perceptions of creative understanding as stated by, namely "creative is still understood as a status that belongs to someone, such as artists, designers, and similar professions. Creative is considered as a person's talent. Creative crazy or unique. Creative understanding according to namely "Creative is an" activity "carried out by anyone. Creative is perspective, empative, inclusive, integral and as a mind in order to be able to compete and adapt in the era of hyper-competitive ".

Based on Rizal's statement about creative as an activity and not talent but as a result of learning activities, efforts, experiments, and exploration in solving a problem, creative as a thought process taught to anyone. "Creativity and innovation are fundamental to all disciplines and an essential part of the learning process, forming an important dimension of learning how to learn [8].

Creative thinking learning involves challenges, increasing understanding, by thinking hard about an issue. Characteristics of the process of creative thinking that requires knowledge and understanding of the object under study, the willingness to question and not limited by existing knowledge.

The johnson-laird statement 'One cannot think creatively unless one has the knowledge with which to think creatively. Creativity represents a balance between knowledge and freeing oneself of that knowledge' [9].

Creative thinking is an activity of deepening and expanding learning, understanding the content being investigated. People doing an important creative process have a sufficient understanding of the material in creative activities. Creative practices need perseverance and develop basic skills. In Bloom's Taxonomy diagram, there are stages of the creative thinking process. Which consists of stages of remembering, understanding applying, these stages are at the lower level of the ability to think creatively. Analysis, evaluating and creating are stages at the top level of the ability to think creatively can be seen in Fig 1.

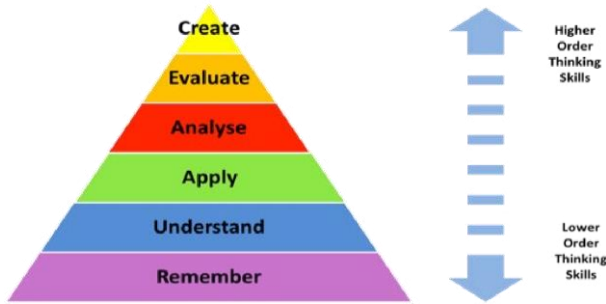


Fig 1. Revised Bloom's Taxonomy, 2001. (Krathwohl, 2002)

Based on Bloom's taxonomy, innovation results from the process of creative thinking. Without doing the creative thinking stages of innovation towards the discovery of new ideas, new ways, new solutions, new ways of seeing, which are useful for all fields in human life, not found.

C. The Creative Economy Sector

The creative economy deals with ideas and money. It is the first kind of economy where imagination and ingenuity decide what people want to do and make. And what they want to buy. The largest sectors are art, culture, design, entertainment, media, and innovation. A creative economy measured just like any other: demand, price, profit, and margins. We also look at jobs, output, and productivity[9].

The scope of the creative economy sector according to UNCTAD consists of 4 fields namely, Heritage, Arts, Media, and Functional Creation can be seen in Fig 2.

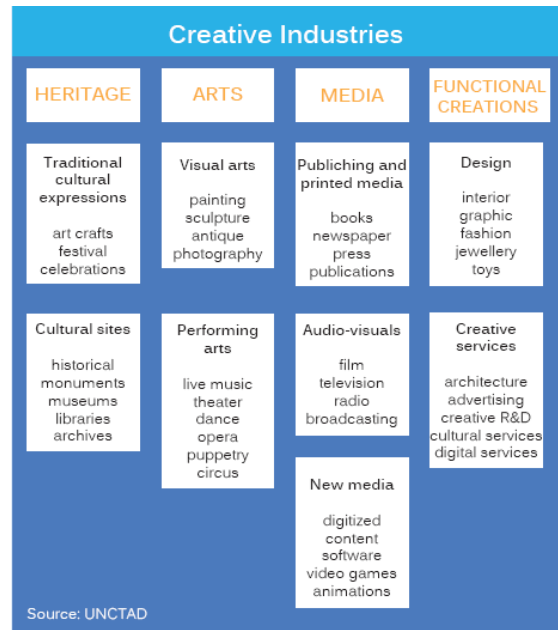


Fig 2. Diagram Creative Industries Source: nitary.org/ksi/what-creative-economy

Based on the 2012 UNCTAD report, data on exports of creative goods around the world, which illustrate the field of design and new media, accounted for 69% of sectoral goods exports from the creative industries, while 31% from the fields of publishing, visual arts, craft arts, audiovisuals, and art show. This shows that the creative economy sector has a great opportunity in industry 4.0 can be seen in Fig 3.

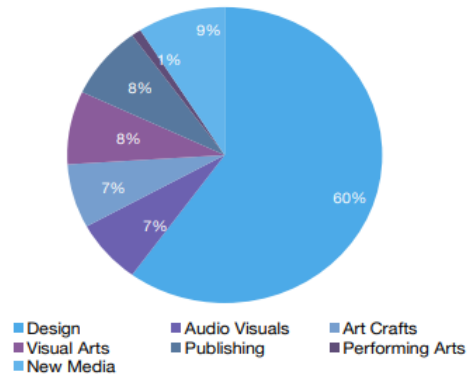


Fig 3. Diagram Exports of creative goods, 2012 Source: UNCTAD 2015

IV. DISCUSSION

Creativity Empowering Success in the Creative Economy Sector. The industrial era 4.0 is changing the global economic order. The creative industry sector is a new source of income for the country. Based on data from UNCTAD (2012), export and import data in the creative industries from 2003 to 2012 increased sharply can be seen in Fig 4.

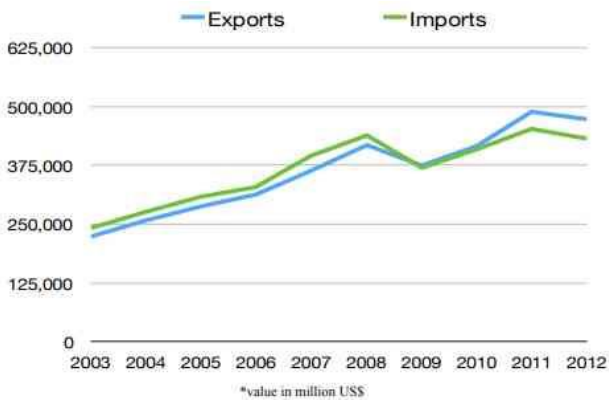


Fig 4. Exports and Imports of Creative Goods Worldwide, 2012.

Based on this, the opportunity to work or open a business in the creative industry is very wide open, especially for the design graphic, fashion and visual arts. Creativity in the era of the creative economy is an important component in reviving the creative industry.

Visual Communication Design of Universitas Komputer Indonesia curriculum has several subjects such as creative experiments, basic element design, visual communication studios, and others. The course trains students to think hard about generating creative ideas. To find out the importance of the creative thinking process in producing innovation in the field of Visual Communication Design, interviews conducted with the alumni of Visual Communication Design of Universitas Komputer Indonesia.

Interview questions directed to explore the understanding of Visual Communication Design of Universitas Komputer Indonesia alumni who work in the creative industry, regarding the role of creative thinking in; generate new ideas and new works, solve problems, increase the economic value of the design work created, open up independent business opportunities, and compete in the global economic era.

The Alumni stated that the process of creative thinking is important in solving problems, getting new ideas and producing new products or designs. The results of creative thinking as innovations that produce new design works if accepted by consumers can increase the economic value of the design work that is made. In the era of the creative economy and the use of information technology such as the use of internet networks to promote products, we must continue to be creative in order to compete in the global market can be seen in Fig 5.



Fig 5. With creativity, naqa.id gaining success in the fashion business.

The results of interviews with alumni of Visual Communication Design of Universitas Komputer Indonesia show the stages of creative thinking in Bloom taxonomy as an important stage undertaken by creative economy practitioners. How do they think hard in the process of creative thinking to produce an innovation. Its relevant to Vygotsky statement that creativity and innovation are fundamental to all disciplines and an essential part of the learning process.

This is in line with the statement that "in creative thinking requires a condition of perspiration where someone thinks hard to foster fertile conditions so that ideas or inspiration arise. Perspiration is a deliberate attempt to stimulate ideas to emerge".

The process of creative thinking that involves the stages of thinking as shown in Bloom's taxonomic diagram, is an important stage in creative thinking carried out by someone in finding new ideas as innovation, they are fundamental in the practice of creative thinking that can benefit business people or creative designer working in the creative economy.

The results of interviews conducted with *Desain Komunikasi Visual* Universitas Komputer Indonesia Alumni who work in the field of the creative economy, prove that the process of creative thinking needs to be done to generate new ideas, new products to increase the economic value of the creative products. in this regard, the field of visual communication design that is very factual with the era of the creative economy that is taking place throughout the world requires alumni who understand well about creativity and its processes to support its success in the creative industry.

The skills and creativity possessed by alumni of Visual Communication Design of Universitas Komputer Indonesia students succeeded in becoming professionals in the creative field and could even establish a company in the creative industry field and open new job openings. This study aims to find out the personal experiences of Visual Communication Design of Universitas Komputer Indonesia alumni who have successfully run entrepreneurship in the creative industries field and can encourage and motivate Visual Communication Design of Universitas Komputer Indonesia students to become professionals or entrepreneurs who are trying in the creative industries. The method used is to do library research and ethnography through interviews. The results of the study found elements of creativity in the scope of Visual Communication Design of Universitas Komputer Indonesia Alumni in building entrepreneurship in the creative industries.

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