

Creativepreneurship Spirit For Students As Prospective Advertisers

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Abstract—This study was based on a self-evaluation of Visual Communication Design Study Program in the State University of Malang in which lately the students prefer to take working thesis (skripsi kearya) rather than assessment thesis. Most of the students who took the working thesis usually only made a product, service, or town branding, in the form of advertising media. In our opinion, those alumni who took the working thesis could develop themselves into reliable advertisers. In fact, later on, they only became a design employee in an organization, did not become a creative young entrepreneur. What was the cause? To find out this problem, we need to collect the data through interviews with the lecturers who taught the courses, observation on the students who worked and performed a final assignment exhibition, and literature related to creativepreneurship. The data analysis was carried out based on the learning activities done in the Study Program of Visual Communication Design in the State University of Malang as well as based on a curriculum oriented on the creativity that formed an entrepreneurship spirit, freedom of press and academics, multi-disciplined innovative research, education and training, creative communication climate, and educative referrals. The results of this study showed that the students had not been fully given learning of creativepreneurship innovation in the form of theory and practice. They were only taught creative innovation pointed to the academics improvement.

Keywords: *student, creativepreneurship, academics work, advertiser*

I. INTRODUCTION

Advertisement is a human's work that is beautiful, communicative and has a selling power. In today creative industry era, advertisement is required to have a high selling point value for a product or service. Upon the request of the market and the market players, the qualified human resources who have a creator spirit and entrepreneurship is needed to produce a beautiful and having high selling power advertising media. College Institution of Design Art becomes either a medium or former of reliable Human Resources who have creativepreneurship spirit, people who have the creative and innovative spirit in working and can sell their works that have a high selling value so they can increase the creative society-based nation economy as the nation competitiveness.

In 2009, the government launched "creative Indonesian year" as a strategic step for design art-based creative industry, the culture of archipelago and nation intellectual to economy

development to improve the image of Indonesia in the eyes of the world that has nation competitiveness. This strategy could be conditioned through college as an educated, proficient, expert, and professional intellectual base. To support Indonesia for becoming a creative nation, the human capital, as the reliable human resource in technology field (technological creativity), economy (economic creativity) and art and culture (culture creativity which were interrelated and filling each other towards a creative economy-based economy of nation, is needed [1].

One of the inhibitors of the creative industry growth in Indonesia is the creative education in the colleges does not have a strong foundation. The creative college institution that provides entrepreneurship education can give some contribution in preparing reliable creators and entrepreneurs in the form of creativepreneurship. To make the prospective creativepreneurship more participative and contributive in Indonesian economy, it needs a curriculum that is based on the theory and practice science towards creativity and creativepreneurship in accordance with the growth of global economy. Hence, a triangle relationship is necessary, between colleges as a place for developing knowledge of creativepreneurship for the students, industrial world as an applied application of the science gained from the college and government as the stakeholders that can accommodate new creators as new entrepreneurs. The college is not only the center of knowledge and technology development, but it also has to prepare and provide professional staffs who are independent in entrepreneurship, and also to do some research and development of products/ services as a support of nation economy. The government gives support and capital to grow it in various factors of creative economy. On the other side, the industrial world can provide the facilities and infrastructure for the development of knowledge and technology based on the creative economy for the creators. Art and design education environment, as a place where the creators are born, has this college doing some progressive steps in facing the global free market by preparing the prospective alumni with creativity science, management, and entrepreneurship in the form of creativepreneurship as taught in Visual Communication Study Program of State University of Malang.

II. METHOD

The outcome of creativepreneurship-based design art of higher education is expected not only to be utilized as employees in various creative industries but most importantly, they can create new employment, which is capable of hiring many people in creative industry field to increase the national economy. By the full attention of higher education institution that can accommodate some students who have creativepreneurship spirit, their independence to be a creative person in entrepreneurship towards a global economy can be formed. To find out this case, some research samples in the Study Program of Visual Communication Design in the State University of Malang are needed.

This study used a research approach of learning of creativepreneurship in three state universities of design art in Java Island. The data were collected through observation, interviews, and literature. The observation was carried out on the activities of the Visual Communication Design students in the State University of Malang in creating a piece of work and performing the final assignment exhibition. The interviews were undertaken with the lecturers who taught creativity, management, entrepreneurship courses, and also the manager of Entrepreneurship Unit at those state universities. The literature referred to the reference of books, journals, and the results of seminars proceeding. The data analysis was done based on the learning activities conducted in the three colleges, which based on: (1) creative-based curriculum that forms entrepreneurial spirit, (2) the freedom of academic press, (3) multidisciplinary innovative research, (4) institutions of education and training, (5) creative communication climate, and (6) educative referrals [2].

III. DATA AND DISCUSSION

A. Creative-Orientated Curriculum that Forms Entrepreneurship Spirit

College as a product of reliable Human Resource needs a curriculum that is capable to: (1) form students' competence in order they are capable to receive various kinds of challenge, view a change, and be brave in taking risks, digesting and taking decision appropriately in every situation and condition, (2) facilitate the students the intensively honing skills, developing talent, and improving creativity, (3) combine some sciences which are aesthetic in nature and the other applied science. In this discussion, this case leads some students to prefer the working thesis than assessment thesis. The data of the output of Visual Communication Study Program in the State University of Malang from 2002 – 2015 were 746 students; the students who had working thesis were 707 people (94.67%), whereas 39 students (5.23%) took the assessment thesis. In those working thesis, there are more students who brand a product, service, or town, where the results of their works are in the form of advertising media.

If we pay attention, the creativity-oriented curriculum and the number of students who program the working thesis relates to Advertising Management, Entrepreneurship, Business Plan courses, and Working Thesis. It was written on the Catalogue of Study Program of Visual Communication Design in the

State University of Malang edition [3] that: (1) In Advertising Management courses, the students should be capable of implementing some knowledge of: (a) macroeconomic frame and economic transaction, the principles of marketing, and the development of management, management process, work organization, human resource aspect, (b) product development, the principles of evaluation, investment, cost accounting, break event point analysis, principle cost reduction, and investment evaluation by considering the risks, (c) marketing strategies, marketing development, market research, market analysis, marketing promotion by considering the product which is produced, and (d) organization in process, doing, administration in advertising, (2) In Entrepreneurship course, the students should be able to think logically, critically, and motivated in the management and development of entrepreneurship, which consists of: (a) managerial knowledge of entrepreneurship science, (b) entrepreneurial concept through theoretical understanding of optimization of Emotional Intelligentsia, basic knowledge of AMT (Achievement Motivation Training), work culture, calculation of risk factor, an improvement, (c) self-ability in composing concept and developing entrepreneurial skill, and (d) practical application of entrepreneurship spirit. (3) In Business Plan course, the students should be able to adapt, read the market chance, and creatively and innovatively compose a business plan, and also have an ability to cooperate in building the work network with the stakeholders and market simultaneously. (4) In working Thesis course, the students should be able to understand the research methodology to develop a scientific work, writing skill in the form of working thesis, regarding some problems related to the art and design, based on the results of such research, literature review or development and based on such a problem carefully, and also to scientifically take responsibility of the research. According to some lecturers of those courses, the achievement of learning that leads to Creative Entrepreneur are: (1) Main Competencies: having the ability to manage the visual communication design business independently, (2) Supporting Competence: having the ability to adapt and read the market chance, (3) Other Competence: having the ability to develop a network of partnership work. However, in fact, it is only limited on the theory, it has not been applied in the reality of creative industry market of advertising.

To produce graduates who have creativepreneurship spirit, wake the students, who dream to become the best graduates, but do not dream to become the young entrepreneurs before graduate, up from their sleep. Awakening the students 'creativity needs a motivation support from the lecturers who teach the courses. Motivation is necessary to be built since in the early stage of becoming a new student, in order the student is challenged to be an actor of the advertising business. It can be done through an introduction to the reality of the creative activities which have the selling power, with a purpose to create a sense of curiosity, sense of willingness to move forward and also to do new things, until to create a new employment, to be an advertising entrepreneur.

Entrepreneurship is an activity which has a heroic spirit to do some positive creative activities by deploying treasure, goods, and mind to achieve more profits. To make entrepreneurship more realistic, according to Hakim [4], it

needs to be equipped with some right and high entrepreneurship basic patterns, such as (1) Mental attitude, to determine whether someone taking part in the business world is successful. It needs a good mental attitude to determine someone's success because there are proactivity, motivation, honesty, ethics, and perseverance in the entrepreneurship. (2) Leadership, as a thing that determines the direction and becomes the base for every process of decision making to control organization towards the right direction. (3) Management, as a system of management and setting of a work carried out earlier to enable the business runs better, fluently, and develops. (4) Skill, it functions as the causing-factor of the high or low quality of the work produced through the support of good mental attitude, leadership nature, and an ability to manage, so that the business can run appropriately. The success of learning of creativepreneurship innovation is the strategy in doing positive activities. Watson, the founder of giant organization of International Business Machines (IBM) states that someone's success is not determined neither by his talent nor the level of education and intelligentsia, but tenacity and persistence. Tenacity and persistence of someone will only appear if there is an intention or will, and realistic dream [4].

B. Freedom of Academic Press

The freedom of press and academics is a freedom to give opinion and express thought in college environment. The presence of critical climate for the students is expected can produce a qualified circulation of information in publishing media. This climate is useful for the students' intellectual development which is needed in building advertising business. The freedom of press in Visual Communication Study Program in the State University of Malang has begun to appear, such as the freedom for the students to draw some murals on their course building wall, and to write scripts in *Komunikasi* magazine under the control of Third vice of Rector. The lecturers assess each student during the learning process before the registration schedule in each semester. The guest lectures are also often executed by presenting some academicians and practitioners whose expertise corresponding to Visual Communication science. All those programs are conducted to motivate and support the students to have a high creativity and intellectual, either in speaking or attitude, which is produced in the real works.

Factually, the students of Study Program of Visual Communication Design in the State University of Malang are always required on their academics marks and promptness of their study. It is advisable that the educational institution should not only think of how to make the students graduate on time, but it should pay attention to the outcome leading to entrepreneurship. The graduates of that study program need to have creative exploration competence, creative experiment, and creative work embodiment. If those competencies are added entrepreneurship, the dream will come true so that the graduates can not only create some suitable works, but also have high selling power value. Either product or service produced by the graduates of this study program has a role to become the feeder of the lack of Human Resource in the creative industry, especially advertising bureau. Through Creative Economy Institution, this is always boosted to

increase Indonesian economy. If the graduates have such quality in producing some works, and quantity in the product variant, good in communication, and entrepreneurship spirit, a good economy that has a competitiveness of a nation will be created.

C. Multidisciplinary Innovative Research

Multidisciplinary innovative research is a research that is market friendly in nature, which can be applied in society. Multidisciplinary activities are the activities integrated with the different but mutual supporting science approaches. Aesthetic, social, cultural, political, economic, technologic scholarships are used to create a product that has a new patent, copyright, brand, and design that has commercial value. In the Study Program of Visual Communication Design in the State University of Malang, the Directorate of Higher Education / Direktorat Perguruan Tinggi (DIKTI) and the State University of Malang usually facilitate a grant research every year. Senior lecturers invite junior lecturers in order they experience the research process, so finally, they can be independent to propose a research grant. The collaboration of the lecturers of Visual Communication Design, Art, Dance Art, Fashion, Education Technology, and the other fields in multidisciplinary research enriches the results of the research. The students should always be invited in some research so that they will have some experiences from collecting the data until analyzing them, then they will know the aesthetic aspect of a design creation. The conducive climate in this research was kept harmoniously so that finally it produced a high-cost multi-uses research.

Some research conducted by the lecturers and students need to be improved towards a creativepreneurship, with a purpose of seriously knowing the condition of Study Program of Visual Communication Design with their scholarship. Because in the era development this Study Program is not outdated, it has to follow this scholarship. The demand of the times should be faced critically and followed up with an integrated systemized program in various knowledge fields. The Study Program of Visual Communication Design in the State University of Malang State is feasible enough to come forward to respond the time development to prepare a high-quality Human Resource. Human Resource with unready quality will create intellectual unemployment which can decelerate the process of the nation progress. Ciputra [5] viewed that in learning of creativepreneurship innovation, there should be two criteria, i.e.: (1) Entrepreneurship education is an education that produces new entrepreneurs. Study Program of Visual Communication Design should graduate alumni that not only know the entrepreneurship or understand the entrepreneur activities but they do not apply it, but also, the most important thing, have a mindset and spirit of entrepreneurship in the learning process. (2) Entrepreneurship alumni who can develop the future human beings will make some changes and creativities, so there will be creative changes, from unvaluable something becomes a higher commercial valueable thing.

D. Education and Training Institutions

Education and training institutions, especially in the Study Program of Visual Communication Design in the State University of Malang have a high creativity value. This study

program can trigger the motor of nation economy so that it needs to be improved in term of number and distribution in the entire regions of Indonesia. Students are educated and trained to finish some problems related to the condition of society. They find some problems and solve them until produce a creation as the answer to the existing problems. They are educated to be responsible for their works through a paper which is presented in front of the class either individually or in groups. They work to create a new thing for the other students and the new thing can be enjoyed by people in the college. Similar to something said by Quentin Newark [6], there are two significant things in creativity: (1) Making sense, to think simply and clearly to visualize works, so that the audiences do not feel confused or are not responsive. (2) Creating difference, having a high spirit in designing works which are different with the others to be developed into original and innovative works.

The works of the students of Study Program of Visual Communication Design in the State University of Malang in the form of advertising are designed simply so that the message delivery can be received by the audiences. Because the works are so simple, sometimes people who pursue the consultation result from the lecturer, are not maximum in aesthetics terms, because it is approved because of mercy. This condition makes the students 'works are less led to the market aesthetics, which can be received by the claince and public. If it happens continuously, Indonesia will be left behind by the other countries in economic sector produced by the creative industry.

If Indonesia wants to increase the economic growth, certainly it should be accompanied by an increased number and the quality of creators performing entrepreneurship. The number of Indonesian Human Resource is few compared to the other countries. Thus, we need to awaken and increase the creative industry. The role of colleges is essential to prepare and provide creative young entrepreneurs supporting the economic development in order Indonesia has a high competitiveness power with the other countries. Increasing or developing the advanced technology are not enough to move and increase the state economy. According to [7], creating a creative economy needs three concepts: (1) Talent, to produce the works which have a high competitiveness power, the talented Human Resources are required, they are people who have a special talent, and also a wealth of creative ideas. (2) Tolerance, when a region has a high tolerance level to the creative and controversial ideas, and supports some people who are broadminded and different. The presence of tolerance will make the climate to be creative and innovative will increasingly conducive and the creators will express freely. (3) Technology, it brings some changes and very strategic roles in speeding up, increasing the quality, and facilitating the economy and business activities. Many human's works are replaced by technology, so that human as the creator or the operator has much time to creatively explore the ideas, and create the new innovation.

E. Creative Communication Climate

The presence of creative communication climate does not encourage many people to move based on their willingness, but a group of individuals who have similar vision moves together. It can start with an exchange of knowledge, experience,

technique, and tactics, by interacting each other to create an initiative which is finally becomes an innovative business entity. To make the students innovative in creating a work, they have to: (1) have the interest in a problem and desire to solve it, (2) make sure that they do not have internal problem that inhibits themselves, (3) master some relevant information regarding the problems being solved, (4) understand the information and process it systematically, (5) feel quite and happy, (6) feel free without any pressure, (7) be free from any anxiety in thinking, (8) use stimulus in helping the solution, (9) need serenity to create an inspiration [8]. The student's self-internal motivation needs to be supported by the external motivation in the college environment, either the lecturers of the course or their college friends. The innovation of creativity actually can be forced, but it has to grow and develop. Individuals need an external condition that can improve their potential, thus it is significant to use the lecturers and the other students to collect the self-internal encouragement to develop their creativity.

Budiman [9] stated that the stages in the creative process of designing the advertising media usually consist of problem understanding, the basic concept of designing, selection of visual and verbal language, the execution of creative, the placement of media, and evaluation.

- Problem understanding stage is begun by collecting the data as the basic material to be analyzed. The data can be verbal, picture data (visual), and the other forms such as audio or audiovisual. Next steps are inventorying the data from the collected data, and analyzing them until an integral understanding appears related to its product knowledge and marketing objectives. The output of this stage is in the form of the client brief.
- The basic concept of designing is a stage of basic ideas searching. The most appropriate solution and the selection of communication language depend on the marketing objectives, the position of products, and market competitor (pioneering, competitive or retentive stage) and unique selling prepositioning (USP), or emotional selling preposition (ESP), where the output is in the form of creative brief.
- The selection of either visual or verbal data is done when we have found a concept, such as what kind of communication language which is the most appropriate to be used. What icon is the most appropriate for expressing the main message? This stage is a very decisive stage because it relates directly to the audiences' perception of the message being delivered. The accuracy in selecting the communication language will determine the effectiveness level of the message delivery.
- The creative executive needs the role of reliable visualizer who masters graphics software in visualizing the mature ideas into the layout becoming the final artwork (FAW), which later will be used by the printing or the other mass media.
- Media placement is an implementation of creative output into media which has been chosen on the basis of

conformity with the purpose, aim, and objective of the message to be efficient, effective, and communicative. In this process of implementation, it needs some strategies and thoughts of the production process of media and installation in the right place.

- The last stage is an evaluation, which is done in two steps, before and after the promotion media is delivered to the target audiences. The evaluation before the views on media (pretest) which is done internally between the client and the advertising agency is used to find out the picture of reception and denial level of the audiences to the promotion media which has been created. The second evaluation is carried out after the whole processes of promotion are done in accordance with the target that will be achieved by marketing. This wider evaluation usually involves survey institutions.

Creativity is an emphasis on a different process to produce a newer and more interesting thing than the previous works. Creativity is something owned by the students, in the form of ability to find out new approaches, breakthrough, and ideas used to face and solve some problems quickly and accurately by their own way and to create new and unique things, which are different from and better than before. Creativity is not just an ability, or talent, but it relates to the context and situation where someone catches the problem and carries out a process of work. Experience and familiarity will become a principal factor in determining the creativity in responding to such a problem. Creativity also means a process in creating the design works, the final result of the design works being created, and also value for the use of the design works. Thus, the students are given discretion and freedom to determine the problem and find out the answers in the form of innovation works which have the additional value.

F. Educative Referrals

Educative referral is a student’s development as a prospective creative human being who appreciates the culture and history. This referral is always responded by the Study Program of Visual Communication in the State University of Malang which is embodied inside the curriculum and educational policy so that Religious Education, Civic Education, and Pancasila Education become the required courses that should be taken by all students. Besides that, there is another required course that underlies the other courses as enrichment and deepening. A curriculum that loads creativity, management, and entrepreneurship courses has been made as the basic course to cover all practical courses. It should be collaboration of inter-courses to improve the scholarship to be richer and developing, which leads to an industrial world that produces a creative product as the identity of the nation.

The Minister of the Trade of the Republic of Indonesia, Mari Elka Pangestu [10] stated that Indonesia creative products have a high competitive value compared to the other products from abroad because they have local cultural values which are presented contemporarily. In market share, creative products give 7.6% contribution to Indonesian gross domestic products. The contribution of creative industry achieved until 8% on 2015. Coordinator Minister for Economic Affairs, Hatta Rajasa

[11] states that if the number of creative and innovative industries increase and is accompanied by the increase in the investment value, Indonesian economic growth will increase continuously, and in 2025 the per capita income of Republic of Indonesia will achieve US\$ 16,000. This data is extremely exciting for the prospective creators who will move into advertising business world which is very promising because all domestic products need advertisement to promote them.

This promising creative world for the students still gives notice to the local Archipelago culture as the identity of the nation. Hence, the lecturers of Study Program of Visual Communication Design in the State University of Malang always remember their students in working, they should maintain, explore, develop, and create an Archipelago art and culture-based works. We are proud of having various arts and cultures which are spread throughout the archipelago that can be explored to become new works. A book entitles *How Designer Think Creativity* written by [12] is full of meaningful words and it symbolizes an assessment of quality which names new thing. Referring to the learning of creativepreneurship innovation, the previous opinion needs to be added to something that has a beneficial value and commercial value. Design works do not only need full of creativity in digging and exploring until a new product is created, but it has to be able to attract the society’s attention and have economic added value.

The example is *Petak Umpet Advertising works* entitled *Bebarengan Mrantasi Gawe* which is sponsored by *Kedaulatan Rakyat Newspaper, Yogyakarta*. This work caught a social theme which happened in Yogyakarta society because at that time Yogyakarta experienced an earthquake that devastated the south coast area. This condition had made a sadness and silence in Yogyakarta society so that the other region societies participated to help them in order they could accept the situation and revive to live better. This condition made *Petak Umpet advertising team* intelligently dramatized it through the existing mural and used it as a means of communication. In this public service announcement, it was described through the mural that there was a group of people who were pulling something then the creative team combined this scene with a pedicab that was loaded with some heavy goods and the driver. These two different media and atmosphere were combined into a good and interesting advertisement. The message delivered from this advertisement contained a Javanese culture value that was mutual cooperation (*gotong royong*) in helping the other people in every condition.



Fig. 1. *Bebarengan Mrantasi Gawe* Public Service Announcement which combines two different elements into a unity. Source: *Petak umpet*

IV. CONCLUSION

The college institutions of design art have not completely led towards creativepreneurship, they only focus on creativity in creating work. The taught courses lead into innovation works to achieve the academic achievement that is pursuing the best marks to get the high-grade point, to be free from paying the Educational Cost. The students' mindset that leads to the academic achievement is not enough because it does not orient towards creativepreneurship. They need to add learning of creativepreneurship innovation which has a "selling value" insightful on their works, so that they do not only pursue the academic achievement marks from the lecturers but also have a commercial additional value that interests the prospective users. The students need sciences of creativity, management, and entrepreneurship, theoretically and practically, so that the created works are not only "Jago kandang" (someone who is active inside his/her environment only) in the college, but also "Jago perang" that can defeat the other works in the global world market. The students find not only the academic achievement but also a business achievement like "double-edges sword".

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