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CREATIVE AND INNOVATIVE IS  
ENTREPRENEUR MINDSET

Meilya Karya Putri

Management Study Program, Indragiri Institute of Technology and Business

[meiliya@stieindragiri.ac.id](mailto:meiliya@stieindragiri.ac.id)

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**ABSTRACT**

*Successful Entrepreneurs are caused by having the ability to think creative and innovative. Creativity is thinking new things, and innovation is doing something new and different. Therefore, the essence of entrepreneurship is the ability to thinking new things and different. This study aims to find out that creative and innovative are the mindset of entrepreneurs in running a business. The method used in this study is the Library Review method (literature review/literature research). A method that identifies, assesses, and interprets all findings on a research theme. The method used is part of a qualitative research method. Creative and innovative are personal characteristics that are firmly entrenched in true entrepreneurs. Businesses that are not based on creative and innovative efforts usually cannot thrive forever. The dynamic business environment conditions require entrepreneurs to always be able to adapt in all changes to seek new breakthroughs. To win the competition, an entrepreneur must have high creativity. The power of creativity should be based on an advanced way of thinking, full of new ideas that are different from the products that have been on the market so far.*

**Key Word : Creative, Innovative, Entrepreneur**

**INTRODUCTION**

Successful Entrepreneurs are caused by having the ability to think creative and innovative. Creativity is thinking thinking new things, and innovation is doing something new and different. Therefore, the essence of entrepreneurship is the ability to thinking new things and different (Drucker in Suryana, 2013).

The Covid-19 outbreak that has lasted more than two years has prompted several countries in various parts of the world to further spur the development of the creative economy and make the sector a new growth engine. Indonesia is no exception. Even Indonesia has great potential to develop a creative economy based on its local wisdom so that these products can compete with creative products from other countries in the global market. Nevertheless, the perpetrators of Indonesia's creative economy products need to be continuously honed to produce superior and competitive product innovations. The reason is, it must be admitted that Indonesian creative products are unique compared to similar products in other countries (Hidranto, 2022).

As an illustration, Sandiaga Uno said the value of Indonesia's creative economy exports throughout 2021 had reached USD 20.58 billion. It is expected that by 2022, the economic value will be USD 21.28 billion. "I hope that the export value of the creative economy will improve significantly to USD 21.28 billion. With such a large value, added Sandi, Indonesia is now in the third position in the world. Meanwhile, number one is occupied by the United

States (US) with the Hollywood film industry and the second rank is occupied by South Korea with the K-Pop music industry and Drama. "Therefore, Indonesian human resources must be qualified in the creative economy. Through creative and innovative human resources, they can answer the challenges ahead," said Sandiaga Uno (Hidranto,2022).

The wave of the industrial revolution 4.0 has brought fundamental changes to various orders of global life, marked by the growing development of creativity and innovation by the use of information technology that disrupts various aspects of global life, including competition in the economy. We can see this disruption quickly due to the use of Artificial Intelligence (AI), Internet of Things, Human-Machine Interface, and the spread of the sharing economy phenomenon, making creativity and innovation as the front line in winning global economic competition (Sugiarto, 2022).

## LITERATURE REVIEW

### Mindset

Mindset is a person's ability to think, analyze, and conclude something based on a certain point of view. Every human being certainly has a different mindset depending on their respective points of view (Fajrillah, 2020).

Mindset is beliefs that influence a person's attitude and a set of beliefs or a way of thinking that determines a person's behavior and views, attitudes, and future (Gunawan in Asnawati, 2021).

### Entrepreneur

Entrepreneur comes from the French "Entreprendre" which means a brave and risky or difficult business. Richard Cantillon (1680-1734) is called the Father of Modern Economics who first used the term Entrepreneur, suggesting that Entrepreneur is a person who bears the risk of uncertainty to earn a profit. Furthermore, Joseph Schumpeter (1883-1950) who is known as the originator of the Entrepreneurship theory stated that Entrepreneur is an innovator and creative (Radianto, 2018).

An entrepreneur is someone who has a certain soul and ability to create and innovate, he has the ability to create something new and different (Tobari, 2021).

### Creative

Creative is the ability to develop new ideas or ideas and find new ways to view problems as opportunities to grow a business (Fatimah *et.al*, 2022).

### Innovative

Innovative is the ability to utilize abilities and expertise to produce new works or results (Fatimah, *et.al*, 2022).

## RESEARCH METHODS

The method used in this study is the Library Review method (literature research). A method that identifies, assesses, and interprets all findings on a research theme. The method used is part of a qualitative research method.

Collecting data in the form of literature, namely literature originating from research journals, books and articles including publications in the last 10 years and according to the research title used.

The findings of journals and books on the mindset of creativity and innovation were selected using the criteria approach of journals, books and articles that have been determined. The journals used are published nationally or internationally.

## FINDINGS AND DISCUSSION

Creativity as a field of study in psychology in the William James era in the first 50 years of the 20th century is doubted because it is considered unscientific, mysterious, disturbing and too corrupt (May in Wangsa, 2022). This is also felt by creative people themselves who find that there is nothing to talk about creativity. This situation changed when Max Wertheimer launched his work entitled "Productive Thinking" (Ney York: Harper, 1945) which attracted the attention of academics from various universities to conduct interdisciplinary studies on creativity. Creativity and creativity in question at the level of general abilities possessed by each individual are at least able to find clarity when creativity and creativity itself are practiced, applied, and used directly to respond to a problem. That is, the nature of an individual's creative potential is shown when an approach to problem solving can be found. Creativity and creativity are practiced (Wangsa et.al, 2022).

Creativity is also defined as an initiative towards a product or process that is useful, correct, appropriate, and valuable towards a task that is more heuristic in nature, namely something that is an incomplete guide that will lead us to understand, learn, or find something. the new one. The attributes of a creative person are: open to experience, like to pay attention, seeing things in unusual ways, earnestness, accepting and reconciling contradictory things, tolerance for things that are not clear, independent in making decisions, thinking and acting, and require and assuming autonomy, self-confident, not subject to group standards and control, willing to take calculated risks, persistent, sensitive to problems, fluent ability to scrape many ideas, flexible originality, responsive to feelings, open to unclear phenomena, motivation, free from fear of failure, think in imagination, and selective (Hadiyati in Kurniullah et.al, 2021).

Following the theoretical development of implicit theories, two creative mindset or belief systems have been identified : fixed and growth mindset (Karwowski in Diaz and Arroyo, 2017). As stated earlier, a fixed mindset is characterized by the belief that creativity and creative skills are fixed and there is no much one can do to improve. A fixed creative mindset is equivalent to an entity view of intelligence. Conversely, a growth mindset deals with the belief that creativity and creative skills can improve with time and practice (Karwowski in Diaz and Arroyo, 2017).

According to Ellitan and Anatan in Muchson (2017), innovation is a system of organizational activities that transform technology from ideas to commercialization. The terms innovation, entrepreneurship, invention, discovery, and R&D are often used interchangeably, but there are actually differences between these terms. Innovation refers to the renewal of new products, processes, and services. Entrepreneurship involves identifying and exploiting opportunities for innovation. Invention and discovery refer to the beginning of the innovation process and R&D is a format process for carrying out creative ideas.

According to Zimmerer and Scarborough in Tobari (2021), innovation is the ability to apply creative solutions to a problem along with opportunities to improve or enrich one's life. Entrepreneurs are innovators, not just inventors. It does not just stop at the process of creating or discovering ideas, but continues to be realized in the form of innovation. The requirements for innovation are: 1) to produce products that are beneficial to society and the environment; 2) produce relatively new products; 3) produce products that meet individual or group needs.

The innovation process is the creation of ideas as well as the implementation of these ideas. Thus creativity is part of the innovation process. Idea implementation encompasses activities such as selling ideas, mobilizing sponsorship, gathering the necessary resources, creating the innovation, and introducing the innovation to the marketplace (Axtell et.al in Fetрати and Nielsen, 2018).

The Process of creating new venture is inherently to be dynamic and versatile. There are

some aspects to be taken and stages of creative approach. Below showsome insight of explanation on the creative process (Mazla et.al, 2019):

#### Step 1: Preparation

Preparation is a basic step need to be taking care off. It is a process to prepare your mind to be in creative thinking. The basic starts is identify a problem and look out for related information. Get your mind ready by study and research more on the field of expertise. Take more time to involve in professional or trade association to gain more experience and knowledge.

#### Step 2: Thinking the unthinkable

In this step required entrepreneur to go beyond the comfort zone. The phrase thinking outside the box often be used to create the creative problem solution and expression that has been used in psychology, business and marketing.

#### Step 3: Creativity Isn't Magic

Creativity is the ability to generate, reapplying, changing or combining between new and existing ideas. The simplest way to obtain new idea is by combining the ideas and existing elements.

#### Step 4: Incubation

In this stage involve alot of works in order to achieve the main goal that is to find a solution. By evaluating the existing project can elp to generate potential idea.

#### Step 5: Illumination

In this stage, ideas that generate from incubation stage need to be clarified. Now the creativity process leads to knowledge of some practical ideas that can be put to work.

#### Step 6: Verification

This stage is to validate the idea accurate and useful. The idea will be determine either it is potential to solve a problem or not. The idea may be rejected, accepted, modified with minor or major changes. If the idea is rejected, the whole processes need to start again.

#### Step 7: Critical thinking

Critical thinking allows an entrepreneur to assess their own abilities in evaluating ideas. Critical thinking offers many advantages to entrepreneurs such as helping to formulate the best ideas and enabling them to explore new horizons.

In the age of knowledge, innovating is a way to take advantage of creative moments, often making use of a pre-existing knowledge that together with other small knowledge can assimilate new skills and new solutions, this process involves a cycle that includes taking advantage of development, production, and all possible interactions and feedings between phases (Carvalho and Sugano in Rosa et.al, 2021).

In today's competitive world, innovation is vital to the survival and prosperity of creative individuals and inventive business. If innovation is lost, businesses are destined to degradation and destruction due to the rapid pace of global economic growth, high demand, and limited supply (Fadaee and Alzahrh, 2014).

Creativity, as human ability or capacity, is predicated on the presence of some reality. Human behavior is dependent on an order of existence and sphere of activity, whether from a religious or philosophical standpoint. As a result, human creativity may be considered to be derived from and reliant on reality's constructed or objective order. A past reality or creation must exist for people to be creative. The main point here is that the present order of reality

contains fundamental possibilities that are inherent or entrenched in it. On the basis of this established order, human creativity finds and actualizes these possibilities in some way. Physical (material) and metaphysical factors have a role in the offered of objective reality or creation (Ballor and Claar in Salem and Beduk, 2021).

According to Cruz in Rosa et.al (2021), the creative activity can manifest it self in the human being early, accompanying him throughout life, in smaller or larger propotions depending on several factors that can be personal or contextual, and that some experinences translated into knowledge lead to the argument that the creative act is also constructed through elements of reality that the person knows.

In a business, it is very necessary to be creative to develop new ideas and find new ways of looking at problems and opportunities. maximizing creativity will give birth to innovation, so the managed business will be able to look different and can increase the selling power of products in the market. Creativity is creating new things such as an idea of thought or a real work where this creativity has the uniqueness of things that do not yet exist so that it becomes something new. (Supardi in Fikri et.al, 2022).

Creative and innovative are personal characteristics that are firmly entrenched in true entrepreneurs. Businesses that are not based on creative and innovative efforts usually cannot thrive forever. Dynamic business environment conditions require entrepreneurs to always be able to adapt to all changes to seek new breakthroughs. Habits of being complacent and tending to be passive are the same as bringing business to traffic jams (Utami et.al, 2022).

To win the competition, an entrepreneur must have high creativity. The power of creativity should be based on an advanced way of thinking, full of new ideas that are different from the products that have been on the market so far. Creative ideas generally cannot be limited by space, form, or time. Often genius ideas that provide new breakthroughs in the business world are initially based on creative ideas that seem impossible (Safitri and Maryanti, 2022).

According to Ridhuan (2021), there are many tips, techniques or ways to build and develop a creative, innovative and productive business, one of which is to use the 5W 1H approach.

- a. What, what does it mean. This is a question that asks what is the creative idea, what is the name of the business that will be built.
- b. Who, means who. This question specifically asks who are the business actors, who are the partners and who are the consumers.
- c. Where, means where. Regarding the question of where the business is located: the admin office, production and warehouse locations, strategic marketing locations for stores (outlets), marketing using the web online in the market place.
- d. When, means when. This question concerns the dimension of time to start business operations.
- e. Why, means why. This question is closely related to the background and objectives to be achieved. Regarding the background why should you open a business?
- f. How, means how. This question actually concerns the procedures, techniques, tips and strategies in opening a business business and operating the built business so that it can run, grow, develop and be successful.

The definition of creative comes from English, to create which means to create or produce, to cause new things to exist, to produce new things using talent and imagination abilities. In the Big Indonesian Dictionary, the definition of creative is having the power to create, having the ability to create or being creative with the presence of intelligence and imagination. While creativity in the Big Indonesian Dictionary is the ability to create, have the power to be creative, or be creative. Thus, it can be simply understood that creativity is a

process to produce something new and obtained through imagination (Jumari in Prasmoro and Zulkarnaen, 2021).

Innovative behavior is the involvement in the innovation process as an initial part of innovative results. The concept of innovative behavior is broader than that of creativity (Shin et.al in Sarwoko, 2020), since innovative behavior includes activities ranging from fighting for ideas to implementing new process (Jansen in Sarwoko, 2020), while the focus of creativity is narrower only on raising useful new ideas (Shalley in Sarwoko, 2020).

## CONCLUSION

In today's competitive world, innovation is vital to the survival and prosperity of creative individuals and inventive business. Creative and innovative are personal characteristics that are firmly entrenched in true entrepreneurs. Businesses that are not based on creative and innovative efforts usually cannot thrive forever. Dynamic business environment conditions require entrepreneurs to always be able to adapt to all changes to seek new breakthroughs. The definition of creative comes from English, to create which means to create or produce, to cause new things to exist, to produce new things using talent and imagination abilities. In a business, it is very necessary to be creative to develop new ideas and find new ways of looking at problems and opportunities. A fixed creative mindset is equivalent to an entity view of intelligence. Creative skills can improve with time and practice. The creative process : Step 1: Preparation, Step 2: Thinking the unthinkable, Step 3: Creativity Isn't Magic, Step 4: Incubation, Step 5: Illumination, Step 6: Verification, Step 7: Critical thinking. Creative ideas generally cannot be limited by space, form or time. The innovation process is the creation of ideas as well as the implementation of these ideas. Thus creativity is part of the innovation process. Innovative behavior is the involvement in the innovation process as an initial part of innovative results. The concept of innovative behavior is broader than that of creativity, since innovative behavior includes activities ranging from fighting for ideas to implementing new process, while the focus of creativity is narrower only on raising useful new ideas.

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