

# Learning To Be New Youth Generation In Innovation And Creativity With Entrepreneurship

Erlina Puspitaloka Mahadewi<sup>1\*</sup>, Dihin Septyanto<sup>2</sup>

<sup>1,2</sup> Universitas Esa Unggul, Jakarta Indonesia

\* Corresponding author:

Email: [erlina.puspitaloka@esaunggul.ac.id](mailto:erlina.puspitaloka@esaunggul.ac.id)

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## **Abstract.**

*The present study is for achieve also improving the education and information provided to be new young generation in entrepreneurship with innovation and creativity. The Covid 19 epidemic in Indonesia in since year 2020 until today requires entrepreneurs who are strong enough to improve the economy of a country. Entrepreneurs must be able to compete and always be able to increase their productivity. One way is through creativity and innovation. The purpose of this research is to know that creativity and innovation support activities and activities of doing entrepreneurship. The research method uses qualitative research with a literature review approach, also in-depth interviews with informans where data is taken based on previous research. The results of the study prove that creativity and innovation are very helpful for entrepreneurial activities, especially during this corona or covid-19 pandemic. For new youth entrepreneurs in 2021 and the next future, the innovation and creativity are very vital basic capital to face the business world, especially in terms of very tight and competitive business competition. The conditions of very tight competition coupled with changes in the very dynamic business climate. Require entrepreneurs to always be ready to face existing obstacles and changes that are a consequence of competition and changes in the business climate, and even have to be a precursor or pioneer of change even as a benchmark also as a market leader in business competition for the youth generation now and future after pandemic.*

**Keywords:** *creativity, entrepreneurship, innovation, new youth generation*

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## **I. INTRODUCTION**

Since the beginning of year 2020, all countries in the world have been busy handling the Covid-19 pandemic. This has caused many countries to focus on how to tackle the problem. So that economic problems and other health problems are also a priority[1]. Many economic sectors will experience a recession, this can be seen in the Indonesian economy contracting to minus 5.3% in the second quarter of 2020, as well as other countries. The MSME sector (Micro, Small, and Medium Enterprises) was also affected by the pandemic. Especially after the implementation of the PSBB or as known Basic-Scale Social Restrictions in various cities in Indonesia, sales turnover has decreased drastically[2]. This requires business actors or the entrepreneurs to create new ways of selling their products, such as selling online and so on. The importance of creativity in running a business for entrepreneurs, creativity is a very vital basic capital to face the business world, especially in terms of very tight and competitive business competition. The conditions of very tight competition coupled with changes in the very

dynamic business climate, require entrepreneurs to always be ready to face existing obstacles and changes that are a consequence of competition and changes in the business climate, and even have to be a precursor (pioneer) of change even as a benchmark or as a market leader in business competition[3][4]. Creativity is very important for an entrepreneur because, among other things[5]:

1. Creative entrepreneurs can launch products that have never been made. Entrepreneurs are required to be able to solve problems that arise in the market by introducing new products or services that are continuously updated. Even though they are not inventors, with their creativity, entrepreneurs can become facilitators or bridge inventors with the market.
2. With creativity, it can lead entrepreneurs to become market leaders who are used as benchmarks for competitors.
3. First Mover Advantage, by becoming a market leader, then you will be able to easily move the market as a determinant of market direction (creating market trends)
4. Business competition will pave the way for an entrepreneur. Therefore, creativity is needed, where creativity is a powerful tool to find new ways or solutions, open breakthroughs and create differences that stand out and are liked or accepted by the market.
5. Reducing business risk. Creativity will make it easier for entrepreneurs to find alternatives that can solve (solutions) for the problems (risks) they face.
6. Creativity connects separate and isolated dots. Creative people are able to put together a 'mosaic' which is a secret code used to open the doors of difficulties in doing business.

Creativity as 'effective surprise'. This definition implies that the fruit of the creative process is something in the form of products and or ideas that is surprising because it is new, never existed, never thought of, unique and others[6]. Because of that surprise, the market can really pay attention, think or refuse such as because they haven't been able to. On the other hand, process of creative thinking divide creativity into three important elements, namely; (1) see with a new perspective (perspective), (2) find new relationships, or (3) form new combinations of objects, concepts, or phenomena. An ideal and useful idea is a focused mind for invention (ideas development), innovation (turning ideas into products) and patents (product protection). With patents, entrepreneurs can prevent the entry of new entrants or competitors illegally within a certain period of time. At the stage of growing ideas, the right brain will play a very important role. Sometimes the 'idea' comes when you are daydreaming or performing certain privacy rituals[7].

Theoretically, the emergence of ideas when relaxing is caused by having 'released' control of a person's left brain and shifting it to the right brain as was the case of the discovery of 'specific gravity' by Archimedes when he was soaking in his bath alone. The emergence of ideas as the soul of creativity requires concentration of mind

(focus). With focus on a person can very quickly sort out which information and activities support the 'idea', and which do not[8]. Youth entrepreneurs are starting a coffee shop business, for example, then the things that support and don't support the mission can be described as follows the statement that The Importance of Creativity in Running a Business just like the importance of focusing the mind on a particular idea can be summed up from the view of the world's most creative person, Leonardo da Vinci, the famous philosopher and painter, "A small room controls our thoughts, while a large room only confuses us". It is clear that ideas that are too broad need to be condensed, and those that are too broad to keep you from focusing need to be minimized so that you can focus and concentrate[9]. By focusing on the things that support it and ignore all that doesn't support it, the idea that you come up with can develop and be able to generate 'economic value' for to be the new youth entrepreneurs in this decade[10].

### **Creativity Barriers**

As a human you are a unique creation of God. Note that no two people are 100% alike, even if they are identical twins. In economics, all uniqueness has an economic value that can be turned into something valuable according to the nature of each of you or generate prosperity. In other words, if you have a high talent for painting, then plan and shape yourself to be a reliable painter, rather than trying to become a doctor who can be. Likewise, if you are gifted to be a doctor, then be an excellent doctor, rather than an ordinary painter. The biggest mistakes that many scholars make in their careers are ignorance and reluctance to explore and understand their own uniqueness, and the inability to overcome creative barriers.

As a result, they choose to live a mediocre and flat life. They are shackled by what they get hard for rather than exploring their own potential[11]. Many people feel uncreative and blame their work for not matching their talents. There are also those who confuse circumstances that do not support creativity. Or always blame 'The Boss' for not giving him space. Whatever the reason, people who are not creative always do the same thing over and over, tending to avoid risk. Remember that reasons are only made by humans for others, not to improve themselves. Perception barriers are barriers that make it difficult for humans to perceive problems or capture relevant information[12].

### **Stereotype Mindset**

Stereotypically, a flashlight is a tool to light up, find something in the dark or give a signal. In fact, flashlights can also be used for more than stereotyped ones. The battery can be used to make a fire, the sleeve can be used to hold water, the reflector can be used to make an SOS (help) signal during the day and so on. Stereotyping will cover your mind to look for alternatives or other possibilities. For the example, you are riding an airplane that is forced to make an emergency landing in a desert. As the only survivor, you have to use whatever you can to survive until the SAR team arrives. Near you is a flashlight[13].

### **Too Much or Too Little Information**

Too much information or overload information can be difficult. The opposite can also happen if there is too little information available. Information that is too abundant or too detailed can make one to capture the main or big picture. On the other hand, too much information can also cause problems to become very broad and wide (out of focus), making it difficult for you to sort through and make decisions. On the other hand, too little or too little information can lead you to make inaccurate decisions or even irrelevant to your mission[14]. There are many ways that can be used to improve, train or develop innovation and creativity, including take opportunities to develop new things. Take that risk and keep track of what happened. Learn and always act proactively and fix anything that comes up in this life[15].

### **Stages of Making Innovations.**

The process of innovation discovery can be grouped at the national, group, or individual level. For this, entrepreneurs must be able to manage the four stages of making process innovations such as like:

- a. Observations and research on the internal and external environment
- b. Choice of the trigger for innovation
- c. There are many choices of resources and the manufacture of products and or services through research.

The dimensions of the type of innovation, the stages of innovation, and the level of analysis are as follows[16]:

- a. Product innovation is the result of all employees in the company
- b. Administration in innovation is an innovation related to management, and is oriented to the structure process, and human resource management (HR), as well as the accounting system.
- c. Continuing of innovation is an incremental to radical change according to the level of change that is intended to work on innovation
- d. Process innovation is an effort to produce good products and services
- e. Technically innovation is an innovation that is directly related to the production of a product.

Several things that can provide success in creating innovation are: a. An atmosphere of innovation and vision, namely having a simple and clear vision and providing serious support to create an atmosphere of innovation like market orientation, which is based on the vision of those in the market. Make flat and small organization, or interactive learning process, namely in an organizational unit that innovates, the process of learning and research of ideas ignores traditional functions in an organization[13]. In business, it is necessary to create differences and differentiation or create new businesses that are always different from existing businesses. The business being carried out must create a special positioning in its activities, for example in terms of the commodities involved, its services and so on[17].

Differentiation and positioning can be done in terms of: products, must be created model, quality, special design that is different from other products. For examples a cake company, can make cakes that are differ in taste, shape, color, size and so on. Service, by providing special treatment, pick-up and so on[18]. Create convenience, prices are in accordance with the conditions of consumers served, provide convincing guarantees to consumers. A wide variety of products, so as to provide many choices for customers with provide a high level of trust, so that consumers do not feel anxious or doubtful about the manufacturer or seller. Then open space for easy and inexpensive communication links for everyone who wants to know company information. For example, communication can be done in various ways, namely: toll-free telephone, fax, email, cellphone and else like of kinship and friendship or give something better[8].

**II. METHODS**

This study is a literature review that is part of a qualitative research, related to the importance of creativity and innovation for an entrepreneur. To be a successful entrepreneur and what he produces is in demand by consumers, an entrepreneur should pay attention to the quality of the goods and services he produces. Improving the quality of its products requires creativity and innovation. Where creativity is finding new ideas in developing their business. While innovation is how creativity can be applied in producing products and services. With creativity and innovation, it is hoped that entrepreneurs can capture existing opportunities and generate decent profits.

The informants in the study were: 20 persons in charge as new youth businessman or entrepreneurs with healthcare products, and 2 lecturers who in charge of the entrepreneurs develop program from each area in Esa Unggul University Jakarta Indonesia. The method of data collection was carried out by in-depth interviews with informants using in-depth interview guidelines and secondary data analysis using a checklist. With this method the research in maintaining the validity of the data uses source triangulation; where in this study the researchers confirmed the service to customers, product developments with innovation and creativity, then triangulation of methods was also carried out; where the data obtained in in-depth interviews confirmed the completeness of the policy or related data involved.

**III. RESULT AND DISCUSSION**

Result of the study based on the statistic result on Fig.1 and Fig.2, there are significant differences in the knowledge of new youth entrepreneurs with innovation and creativity[12][19].

<b>Learning Innovation &amp; Creativity (LIC)</b>	<b>Mean±SD</b>	<b>Mean difference</b>	<b><i>p-value*</i></b>
			(N=20)

Pre-test	3.82±1.08	-1.00±1.35	0.089
Post-test	4.88±0.85		

\**wilcoxon signed rank test*

**Fig 1.** Pre-Post Test Score Results LIC to the Informans of Youth Entrepreneurs

This can be caused by the number of samples, so the variations in the differences are not significant enough. The results of this activity indicate that there is still a great need for follow-up, especially for your entrepreneurs in this pandemic era to conduct training on interpersonal and sustainable innovation and creativity skills. Based on questions and answers and discussions with participants, all the result given the positif directions. From the results and discussions that have been described previously, the researchers changed it into the form of a logical framework. After making the vertical logic of evaluating this activity, then horizontal logic is then made by looking at the indicators of each component, sources of information, assumptions, and also the results of the achievement of each component[10]. In terms of sources of information, what can be proven by informants are monthly activity evaluation reports, staffing data, procedure or policy books, and completeness of facilities. It can be seen that the output components that have not been achieved are clients who use the foundation support, with the reasons for the input components and activities described previously.

<b>Variables of Innovation and Creativity for Youth Generation</b>	<b>n (%)</b>
<b>Gender</b>	
Female	16 (80.0)
Male	4 (20.0)
<b>Age years</b>	28 (20-35) <sup>5</sup>
<b>Education</b>	
Diploma	15 (75.0)
College	5 (25.0)
<b>Skill Training</b>	
Once or Twice	
Never	13 (65.0)
	7 (35.0)
<b>Length of work, months</b>	18 (8-45) <sup>5</sup>

<sup>1</sup>N=20; <sup>2</sup>N=7, <sup>3</sup>N=9

**Fig 2.** The Characteristics of New Youth Entrepreneurs (Esa Unggul University, Jakarta Indonesia 2021)

The problems that have been found from the results of this study the researchers also made a problem analysis to describe the basis of this problem to make a solution[20]. It can be explained that the main problem is the use of key populations, which are not in accordance with the target and the causes are as follows: lack of a maximal approach to the general population, data collection for key populations is not

optimal, awareness of key populations to check and update themselves is still low in the area for upgrade their knowledge, especially and the existence of assumption that ongoing skills in creativity and innovation are expensive to reach with training[14].

#### IV. CONCLUSION

The two words that always go hand in hand in the business world of youth generation in entrepreneurship are the words creativity and innovation. Creativity is related to finding new ideas about a product and innovation is how to implement that creativity. A product will be purchased by customers depending on the product can meet the tastes of its customers or not. For example, the shape, color, size, features as well as prices and services are adjusted to the tastes of their customers.

Products must be created with various differences or differentiation with similar businesses, so that consumers can choose and sort out which products are good according to them. The business that is run must also create a special positioning for the consumers it serves, for example, for a business in the culinary field, it must have differentiation and positioning in its activities, such as differences in taste, shape, color, size and so on. Under current circumstances, an entrepreneur must also be able to take advantage of technology in selling his products and services, namely online sales, so that his marketing reach is even wider. Then this will be able to increase its profits and the company can survive in the midst of the Covid-19 pandemic.

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