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## Research Article

# STRATEGY TO DEVELOP A CREATIVE AND INNOVATIVE ATTITUDE IN BUILDING BEHAVIOR, AND THE SPIRIT OF ENTREPRENEURSHIP

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### ABSTRACT

If we search and observe the word of creativity and innovation, those are phenomenon is very interesting and influential in life. Why can it be like that? Because basically, it can grow entrepreneurial spirit to support life, either individual or society. But before we form an entrepreneurial spirit, with right logic, we agree that the entrepreneurial spirit will not be formed without realizing on creative and innovative process. Therefore, innovative and creative mind power is very influential.

Both words are believed as aspects that makes life keep going. Without diminish the power and faith in God, most of individuals on earth can realize and overcome from any difficult conditions, because of the creativity and innovation. Individuals can deal with basic needs issues, such as economics and others.

Another important differences from the two terms above that creativity is the process of generating new associations between two or more different concepts to bring out a new concept that has not existed before. While innovation is liven up a new idea. The idea can be generated from creative ideas. However, sometimes innovative ideas may not come from something creative. If innovation does not have to be born from creative ideas, creative ideas themselves are not innovations if they can not be realized.

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## INTRODUCTION

Human is god's creature who has big potential and capability. Human's logical power is one of special things that distinguish human and other god's creatures. Because, with that logical power, they can find and create new things and improve their level of life. Actually, if human use their intelligence and experience maximally, they can get amazing advancement. In this condition, strength of inovation and creativity have strategic contribution to change people life quality and create dinamic society.

Inovation and creativity in modern world, science and technology which have big impact in human life, are determinant for advancement a country. Therefore, every country which ready to give opportunity to their society for develop their potential and creativity, it may simply that the country will get advancement easier.

Creative peoples are they who find new inovative method and utilize their mind potential maximally.

Although, there is no exactly terminology about entrepreneurship until nowadays, but generally they have nearly same essence. Those are reference to characteristics and criterium which adhere to someone who have strong desire to create inovative concept in entrepreuner world and responsibly can develop it.

If we see and compare, process to produce inovation is harder and longer than creativity. To produce creative idea, you can use techniques such as brainstorming which can help you create many idea in short time. But, to create an idea, it can take for years. Inovation process should go through hard challenge. The effort to explain inovation concept is more complex.

From two explanations above, we can say that creativity is focuss on process and inovation is focus on output. But both of them is linked, and it can be stand-alone. Inovation is focus on how to think creative, analytic, and systematic. Therefore, to create successful inovation, it really recommended to have holistic thinking pattern.

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Entrepreneurship is implementation of creativity and innovation to solve something and an effort to utilize opportunity everyday. Entrepreneurship is composite from creativity, innovation, and braveness to face some risks which do with laboriously way to protect new business.

### Definition of Creativity and Innovation

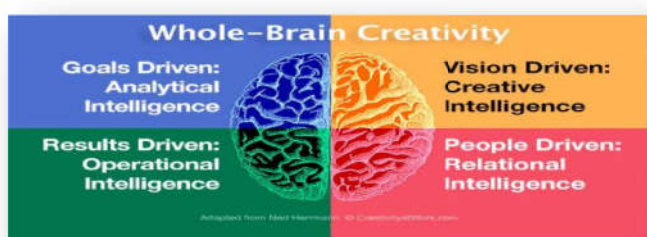
Definition of creativity and innovation completely are: Creativity is ability or action which contain original or unusual things; Innovative is implementation for something new. Invention is creation of something that never made before and admitted as a product from unique concept.

If you have doing brainstorming and dreaming dozen new idea, that means you have showed creativity but no innovation that can be implemented. Someone should take risk and give a creative idea that have to change to be an innovation. Invention is product or equipment or method that have never been before. Thus, every invention is innovation but every innovation not always an invention. When your company publish website for the first time which is means the biggest innovation for your company although there are other websites.

We always consider that innovation is new product, but you can innovate with process, method, business models, colleague, market routes or new marketing methods. Every your business operation is candidate for innovation. Peter Drucker said that 'Every organization should prepare carelessness for every thing that they do'. Thus, don't limit your product innovation vision. Some strongest innovation, which you can do, is business method and customer service.

Innovation can have incremental and radical characteristic. Every improvement that you make in product or service can see as addition innovation. Most of business and manager have good incremental innovation. They can see current problem and they can fix it. Radical innovation involve the way how to get something new. Therefore, the implementation of them is risky and hard.

### Think Creative and Entrepreneurial



Picture 1 Think Creative and Entrepreneurial

Zimmerer (1996) said that to develop thinking skills, someone use right brain. Whereas, to learn how to develop thinking skills it uses left brain, the characteristics are:

1. Always asking: 'are there any better way?'
2. Always challenging routine habits and tradition.
3. Trying to see problem from different perspective.
4. Realizing some possibility of answer than one right answer.
5. Seeing failure and error as the way to get success.

6. Correlating vague ideas for facing problem to produce solution of problems.
7. Having helicopter skill, that is ability to get up above routine habits and see problems from wider perspective, than focusing it for changing needed.

Theodore Levit said, creativity is ability to think something new and different. He said, creativity is thinking something new. So he explained that entrepreneurship is thinking and doing something new or thinking old things with new ways.

Zimmerer from Suryana book (2003) with title "Entrepreneurship and The New Venture Formation", said that creativity ideas often appear when entrepreneur see old things and than think different and new things.

### Developing and Implementing Creative and Innovative Thinking Attitude

Most of us still have opinion that we feel really not creative, in global business environment where way of business change faster, organization is demanded to have creative people who can anticipate of changing effectively. Writers and researchers which learn about creativity said that to be a creative person is depend on self decisions about: 1) What do you want from entrepreneurship?; 2) How do you do your business?; 3) and how do you do better and better?.

Those problems clearly involve a process, not only final result and perseverance to implement those pattern. According to researcher's opinions, there are three different creative type:

1. First, make or create. Creating is a process to make something from nothing to be present.
2. Second, combination and synthesize. Those are two or more things that not related before. In fact, many invention is make our life easier to do, such as telephone that created because of synthesis.
3. Third, modification something that already exist.

This modification find some ways how to form new functions, or make something that have different function for other people.

There are some ways to forming a man who have attitude, behaviour, and spirit of entrepreneurship. It is better if education of entrepreneurship start from senior high school, especially vocational high school. It should expand on entrepreneurship activities in house and society. Entrepreneurship motivation is process to develop which involve formal and informal education efforts practice.

Encouragement to develop talent of entrepreneurship behavior and spirit either boy or girl. Society can use human resources effectively and creatively. Entrepreneurship is equipment or method to stimulate creativity and new inventions for creating a better thing for society, and oriented for creating and encouraging human attitude which have independent feeling, confident, positive thinking, prestatative, brave to take risks and responsible.

According to Guilford analysis (in Endang Supardi), there are five attitude factors which is being creative thinking skills:

1. Fluency, is ability to produce many concept.
2. Flexibility, is ability to propose many resolution or approach for problems.

3. Originality, is ability to create idea organically and not cliches.
4. Elaboration, is ability to elaborate something more detail.
5. Redefinition, is ability to review something based on different perspectives with something that people already know.

There are some way to prepare our mind to thinking creative:

1. Attitude adoption as student along lifetime. Make our-self aware that educate our-self is an endless process. Look every situation that you find as an opportunity to learn.
2. Keep reading and reading not only something in your expert area. Many innovation come from ideas and concept from other diciplines such as science, engineering, business, and art. Reading many books, magazine, and newspaper which include variety things is the best way to stimulate a creativity.
3. Make a clipping the article that you read. If you interested, make those article to be one file. One day, you will build an encyclopedia which is contain many information and from these clipping you can get some ideas and inspirations.
4. Prepare your time to talk with someone, incluce people who know about field that you learn. Sometimes, questions from someone, that we don't know, will make we find new inventions and can be found new approaches for old problems.
5. Join professional organization and commerce, then attend event that they conducted. This thing will give you a brainstorming with other people which have same attention with you. Lear how to other people solve certain entrepreneurship and business innovation problems. Those will give new idea for you to solve your problem.
6. Invest your time to lear about other country and their culture, then visit those country. Our economic system will give big opportunity for entrepreneur to find new market for product which can produce. Therefore, globality economic, commerce, and investation have created many opportunity for entrepreneur to establish new business and expand company that already exist.
7. Develop auditory ability and skills. It is a thing which have really big benefit for you if you can take time to hear other people, especially old man who have many experiences. You need to lear something from every person that you know.

Motivation or encourage to innovate is main tool for an entrepreneur. Therefore, the company should understand and develop innovations as main elements on business strategy. The practice on business world, most of innovation idea appear from opportunity methodology analysis, either inside company or outside company (F. Drucker). Those opportunity can be an unexpected events, awkwardness, process necessary, industrial changes, demographic changes, perception changes, and new knowledge or ideas. These are some innovation stages which group to two phase:

- a. Creating innovation is creation of concept and dispute resolution for product or product solution.

- b. Adopting innovation is innovation acquisition or implementation which can be opportunities from that innovation.

### ***Relation of Creativity, Innovation with Entrepreneurship***

#### ***Creativity***

Creativity is thinking something, someone's ability to create new things either concept or creation which is different with something that already exist before.

#### ***Innovation***

Innovation is process to find or implement new things into new situations. This concept is different for every person because the chararistics is relative (something that considered new for someone or on a context can be something old for other person). Innovation is thinking and doing something which is increase or create useful value. To produce innovative someone's behavior, we should look innovation fundamentally as a process which can be managed.

#### ***Creativity and Innovation***

Creativity and innovation is different on same domain areas, but they have distinct constraint. Creativity is related to produce useful recency and idea. Whereas, innovation is related to produce or adopt useful idea and implement it.

#### ***Entrepreneur***

Entrepreneur is ability, that someone have, to see and assess business opportunity, collect resources which is needed to take appropriate action and take benefit to get success.

#### ***Entrepreneurship***

Entrepreneurship, in essence, is someone's natures, traits, and character which have desire to create innovative concept into real world creatively. To win competition, an entrepreneur should have high creativity power. That creativity power should be based on forward thinking, full with new concept which different with products that already exist on market.

Creative ideas usually can not be limited by space, type, or time. Genius ideas often give new breakthrough in business world initially based on creative concept which looks like imposible. But, even its good concepts, if it did not implement in daily life, it would be a dream. Genius concepts usually need high innovation power from entrepreneur which involved. High creativity still need contact from innovation.

Innovation that we need is entrepreneur's ability on increase value-in use and benefit value for a product and keep product quality which is looking at market oriented or something salable in market. With this increasing to a product, so the sell power will increase too, because economic value increase to that product for consumer.

To be a success entrepreneur, the main requirements that they should have is entrepreneurship spirit and character. Those entrepreneur spirit and character is influenced by skills, ability or competency. That competency is determined by business knowledges and experiences.

Every entrepreneur is someone who have certain spirit and ability on creation and innovation. He/she is a person who have ability to create new things and different or creative and

innovative ability. Those creative and innovative ability in real can seen on ability and desire to start business (start up), ability to do new things (creative), desire and ability to find opportunity (opportunity), ability and braveness to take risk (bearing risk) and ability to develop idea and collect resources. Those desire and ability are really need for:

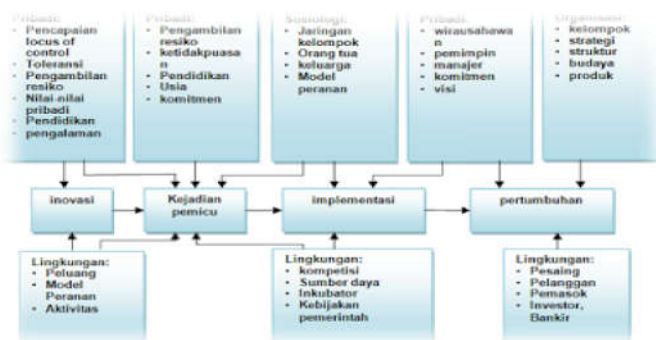
- a. Doing new process and technique;
- b. Producing new product or service;
- c. Producing new value added;
- d. Starting new business, which is refer to market;
- e. Developing new organization.

### Model of Entrepreneurship Process

Nassif *et al* (2010) cite on Bygrave (1994) explained entrepreneurship process as a combination of stages and events which follow each other.

The stages are: 1) *the idea or conception of the business*; 2) *the event that triggers the operations*; (3) *implementation*; and 4) *growth*.

Someone can success to do their business if they can combine value, nature, and behavior with knowledge, experience, and skill. Based on value, expectation from our-selft or our group will influence to entrepreneurship behavior.



Picture 2 Model of Entrepreneurship Process

Picture above is model of entrepreneurship process and its factors which is said by Carol Noore (in Suryana, 2003). Entrepreneurship initially develop by an innovation. This innovation is triggered by: individual factors, environment, and sociology. Individual factors which trigger entrepreneurship is achievement of locus control, toleration, risk taking, personal value, education, experience, age, commitment, and dissatisfaction. Trigger factors which come from environment are opportunity, role model, activity, competitor, incubator, resources, and government policy. Trigger factors which come from social environment are: family, parents, and group network. Growth of entrepreneurship depend on: 1) individual ability such as commitment, vision, leadership, and managerial skills; 2) organization such as group, structure, culture, and strategy; 3) environment such as competitors, customers, distributors, and finance organizations.

The process of entrepreneureruship growth on small business usually have three important characteristics:

1. Imitation and duplication phase, on this phase, new entrepreneur imitate idea from other people, such as imitate product and service which have been production from other business man. Not only product or service

that we imitate, but also production technique, design, organization, and marketing type.

2. Duplication and development phase; on this second phase, every entrepreneur start to develop their ideas. Such as duplication of product, we can add our design, develop organization type and marketing by our-self. But there are some entrepreneur that follow marketing models from other competitors or follow the desire of collecting traders, with believing will get profit.
3. Self creating different product and service phase; on this phase, entrepreneur have to create new and different things. Usually, entrepreneur feel the products in market are monotonous and boring, until it should be new nuance to give alternative for consumer. Dissatisfaction, which is felt by entrepreneur on this phase, trigger entrepreneur to create better things than other.

The success of entrepreneurship depend on some factors, those are desire, ability, opportunitu, and changes. Whereas, the factors cause of success are influenced by entrepreneur behavior.

There are some classifications of entrepreur behavior:

1. **Innovating Entrepreneurship.** Experiment aggressively, practice skilfully, and attractive transformation.
2. **Imitative Entrepreneurship.** Imitate inovation which is success from Innovating Entrepreneur.
3. **Fabian Entrepreneurship.** Carefully attitude and skeptical attitude but clearly doing imitation soon. If they do not do those things, they will lose relative position with related industry.
4. **Drone Entrepreneurship.** Drone means lazy. Rejection for using opportunity to do changes on industry formula, althoughthat thing will effect that they loosy than other producer.
5. **Parasitic Entrepreneurship,** on economic science context call as rent seekers.

Furthermore, Nassif *et al* (2010) cited on Bygrave (1994) explained that entrepreneur have higher locus of control than non entrepreneur, which means entrepreneur have more disire to decide their destiny (that entrepreneurs have a higher locus of control than non-entrepreneurs, which means that they have a higher desire to be in control of their on fate).

Explanation of entrepreneur characteristics from Bygrave concisely will be outlined by on 10 D: 1) Dream, have vision for future and can make it; 2) Decisiveness, not doing job slowly, make decision base on appropriate calculation; 3) Doers: make decisions and implement it; 4) Determination, doing activities attentively; 5) Dedication, have high dedication on giving efforts; 6) Devotion, love jobs that they have; 7) Details, pay attention the detail of critical factors; 8) Destiny, responsible on destiny and purpose which want to achieve; 9) Dollars, motivation is not only money; 10) Distribute, distribute their ownership to credible people.

### CONCLUSION

From problems explanation above, we can conclude that relation of creativiy, innovation, and entrepreneurship. Innovation is process to find or implemenet new things into new situations. This newness concept is different from others because the characteristics is relative (something that

considered new for someone in a context can be something old for other person in other context). Innovation is thinking and doing new things which increase or create useful value (social/economic) (Gde Raka, 2001). To produce someone's innovative behavior should see innovation fundamentally as a process that can be managed (John Adair, 1996).

Creativity is thinking something, someone's ability for creating new things either concept or real creation which relative different with something already exist before. Creativity can represent a thing or something that have not used before. Creative idea is related to new ideas, at least for the person who involved. This creative idea can involve combination two or more ideas directly (John Adair, 1996).

Innovation and creativity are different but on same domain areas, but have strict limits. Creativity is first step to innovation which consist some steps. Creativity is related to new production and useful ideas but innovation is related to production or adoption of useful ideas and implementation.

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