

OVERCOMING THE PATH TO ENTREPRENEURSHIP THROUGH CREATIVITY

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Abstract. Stretching the path of tracing the path of creativity can begin by asking: what are our hobbies. If like sports; maybe we have the chance to become seasoned athletes, qualified coaches or respected commentators. Reading habits provide encouragement for someone to become a reliable writer, 'sharp' reviewers, critics, and librarians who may be the owners of large-scale reading parks or publishing business owners. Watch pleasure allows someone to desire to be a screenwriter, become a director or as a producer who is known to be selective. Even someone who likes to daydream like a Stephen Spielberg or J.K. Rowling, the popular fiction writer Harry Potter, was able to achieve success in her career. The expression no one knows everything but must be know something, provides the foundation that creativity should be owned by almost everyone because not everyone knows everything but everyone "knows" something.

Keywords: Entrepreneurship; Creative; Design; Art and Management Engineering.

I. INTRODUCTION

Characteristics of the creative personality: have a great deal of energy, but they are also often quiet and at rest tend to be smart, yet also naive at the same time have a combination of playfulness and discipline, or responsibility and irresponsibility, have alternate between imagination and fantasy at one end, and rooted sense of reality at the other seem to harbor opposite tendencies on the continuum between extroversion and introversion also remarkable humble and proud at the same time to a certain extent escape rigid role stereotyping, are thought to be rebellious and independent, very passionate about their work, yet they can be extremely objective about it as well. The openness and sensitivity of creative individuals often exposes them to suffering pain yet also a great deal of enjoyment (e.g., Leonardo, Edison, Picasso, Einstein, etc.)

II. BASIC THEORY

If it is then underlined the word 'willingness to take risks' is one of the bases of creativity, it seems that it is not wrong to try to confront it with the 'character' of entrepreneurship. The character of creativity can also be found in the figure of an entrepreneur. As creative individuals they display their competencies, display their basic characteristics, and stand out. As creative individuals they are also accustomed to starting their activities by setting goals and objectives. They have basic skills and special knowledge about something that will be done, besides having curiosity, motivation, confidence and willingness to take risks (one of the bases of creativity).

Creative entrepreneurs try to compete with themselves (controlling desires) skilled in managing themselves and believe that they can develop. They realize the availability of opportunities to choose and learn, and develop tolerance for something ambiguous and unusual. Creative entrepreneurs usually have an independent, independent, self-confident and competitive spirit. Entrepreneurs are generally committed to six things:

1. Work-oriented - there are results, passionate about going forward, pursuing profits, persevering tenacious

and firm, hard work.

2. Strongly motivated, risk takers, have the ability to take risks, like challenges.
3. Generalists, trying to learn, be oriented toward the future, have a long vision, are sensitive and are good at reading the situation.
4. Creative smart at creating / innovative, authenticity and originality, open minded, full of information, knowledge works.
5. Able to communicate effectively, confidently, independently, independently and optimistically.
6. Having the ability to do interpersonal relationships (interpersonal relationship), has the nature of leadership, socializing, responsive to suggestions and criticism.

Basically, creative entrepreneurship shifts resources from low productivity sectors to higher productivity economic sectors (Jean Baptiste Say). Entrepreneurship is a driving factor for technological change and economic growth by finding new combinations that have social and economic benefits (Joseph Schumpeter). The new combination can be: Products, Materials, Markets, Organizations. So far it needs to be realized that new ventures do not always mean entrepreneurship, because entrepreneurship generally requires an element of innovation that is part of creativity.

A. Creative entrepreneurship in a psychological perspective:

1. Creative entrepreneurship is not solely driven by economic motives but is mainly driven by motives for achievement (David McClelland).
2. A person's motivation can be individual (Maslow) or social (Alfred Adler).
3. Not every individual has the potential to be a creative entrepreneur because entrepreneurship requires courage to take risks.

B. Creative entrepreneurship in a management perspective :

Creative entrepreneurship is a systematic, planned, organized and structured process for creating change and utilizing these changes as innovative opportunities (Peter F.

Drucker). Some experts provide definitions of entrepreneurs, including the following:

1. Someone who with self-effort gets uncertain results / luck.
2. A leader, a resource manager, an innovator of ideas including invention thinking and a risk taker.
3. A production coordinator with managerial talent.
4. A creative creator (change creator), agent of change.
5. A manager who is responsible for directing and controlling uncertain business.
6. A managerial capable person who can sort out entrepreneurial abilities and is able to identify opportunities and develop small companies.
7. A moderate risk taker.
8. A person who needs high achievement.
9. A person who has high tolerance.
10. A person who needs high autonomy.
11. Expect small assistance and low conformity but have the characteristics of leadership, determine decisions, can determine, characterized perseverance and integrity.
12. A person who has or is able to control an internal place.
13. The real entrepreneur is a referee.
14. A person who has a type "A" behavior.

III. METHOD

Design in terms of designing 'goods', presenting 'existence', suggesting concepts, is increasingly needed. If we understand the process of designing and using design well for various designs and plans in their respective fields, design is not merely giving effect to increasing the comfort of goods or places, but can also increase the ability to improve business activities or government policies rationally according to aim. That is what is most expected from today's designs, designs that encourage the growth of an entrepreneurial culture.

In an effort to solve the main problems of industrial development in Indonesia in the short and long term, it is necessary to increase exports, increase small and medium enterprises, establish industrial relations, increase regional industries, create employment opportunities and so on. In connection with this, the design function as meant before is a very useful method for realizing policies in the industrial sector. In other words, the application of design can attract commodity goods to reflect the market needs and distinctiveness of the respective producer regions. The existence of design can encourage the formation of Indonesian identity, so that commodity goods become logical if it is expected to have competitiveness that does not depend solely on price factors.

The focus on improving small and medium enterprises has creative work opportunities, increasing the development of commodities with Indonesian colors. So far, Indonesian industry is very dependent on cheap human resources and natural resources, that it is a key element in suppressing the price of goods assuming that market competitiveness can be maintained. "Buyers" have been lured by cheap labor and product prices. Through design methods, Indonesian commodities can have added value and competitiveness that are no longer dependent on price pressures, so that they can help and realize the increase in small and medium enterprises, increase exports, establish

industrial relations, and increase regional industry. Designs that utilize potential Indonesian design resources are presented and channeled to world markets.

IV. DISCUSSION

The design starts from various things, so the design often means a lot. A design is not only focused on purpose, function, but involves a very complex problem, not just beautiful, because it involves human life as complex. A designer before pouring his ideas must always consider the complexity of human problems and the culture he faces. Typical products can be sold relatively higher than similar products of a general nature. In such conditions, by itself it has a different selling price; higher! Not all products are created to pursue low prices. The price of products that are of high quality and worth selling is actually more attractive for a mission to increase people's income. It could be that a concept starts from actually pursuing the 'unique' craft market that is bought by buyers of certain classes at higher prices (Please note that not all claims are intended for sale at low prices!). Remember that the human attitude that always looks at the example "more above", then will see; What kind of goods are sold more expensive? And who bought that expensive item? So slowly the attitude of 'imitating upward' began to 'contract'. Expensive goods; which is expensive indeed because the quality is good will also be consumed by other classes of society and gradually extends to various layers. Or in other words: people begin to understand the meaning of a product's quality.

If then the question is reversed: for a middle class, or middle to lower class, the value of a souvenir, or packaging is no longer an urgent matter. The purpose of purchasing a product is always directly to the point, or its contents. Then why buy the packaging that makes basic products more expensive? For this reason, an agreement needs to be made when perhaps the cultivation of the packaging is not intended for the average class who buys souvenirs, but for the class that appreciates the 'meaning' of a 'fruit' (in Japanese: omiyage) through the uniqueness of a function; skill exploitation. Do you need two product groupings: packaged with 'unique' and packaged just to be able to be taken home and arrive at home safely?

V. CONCLUSION

In both developed and developing countries there is a growing awareness of the importance of the role of entrepreneurship, especially its ability to absorb labor and its flexible nature of economic turmoil, so that the existence of entrepreneurs is seen as playing an important role in the economic structure of a country. Therefore developing and fostering the competitiveness of entrepreneurs facing the phenomenon of globalization is a priority of many countries.

Because of the characteristics of SMEs (which are generally the beginning of the creation of entrepreneurs) that are small-scale, labor-intensive, based on local resources and with various superiors, it is necessary to choose an SME development strategy that has advantages. One integrated approach that is deemed appropriate is the development of SMEs through a group approach and building interrelated business networks. SME business

activities can be found in almost all corners of the country as well as in various sectors. Thus if SMEs can develop effective networks, the concept of global production can be fulfilled because SMEs are able to produce products anywhere and market them anywhere and anytime. In other words, similar SME products are easily obtained by the community anywhere and anytime, in contrast to large-scale business products that require a reliable distribution network system such as coca cola (always!).

The characteristics of SME businesses in addition to bringing consequences that weaken their competitiveness also provide strength as a source of excellence. No exception for SMEs, the characteristics of SMEs, SME business characteristics must be developed to be able to develop their competitiveness through the following ways in an integrated manner, namely:

1. Produce products that are unique. This effort needs to be done so that SMEs are able to adhere to products that have distinctive features from other products. Products that have unique features are needed to make it easy to build an image as a source of excellence. Mercedes Benz? Design as a driver of competitiveness. Various activities that can be carried out to produce products that have distinctive characteristics are through innovation to produce quality specifications and the appearance of typical cash products. The strategy associated with this effort is to develop SMEs to conduct specialized business activities.
2. Cost leadership through efficiency. To have the competitiveness of the products produced by SMEs, the financing structure in the SME business process must enable it to produce goods and services at competitive prices. Institutional engineering must be carried out, among others, among others through a collective mechanism, so that SME businesses can improve efficiency through economies of scale and economies of scope even though the individual business scale of SMEs is relatively small and the activities are very limited.
3. Very fast response to the market (quick response). One of the globalizing product phenomena is a short life cycle. This may be as a result of the dynamics of the interaction of each other from the lifestyle of the community, so that a rapid change in the functions, features and models of a product becomes a challenge for all business people to anticipate it to guarantee its existence. The flexible business nature of SMEs should be a source of excellence to respond to dynamic market changes. Creativity is needed to build 'breath' and new spirit of the present.
4. A strong network, in conditions where business activities are borderless, companies that have excellence are companies that are able to answer the challenges that their products can be produced and supplied anywhere and anytime (concept always). The ability to present products anywhere and anytime certainly must be through efforts to build a broad and sturdy network. For large multinational businesses, building a wide network across national and cultural boundaries and even building strategic alliances with competitors is not difficult, but not so with individual

SMEs as companies. Customer concept, distinctiveness and design. That's entrepreneurial creativity! Eh.

Actors are a key element in the establishment of a successful new business. Investors are generally attracted to the creativity intelligence of the entrepreneur leader. Get ready, the future will be here any minute.

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