

A LOOKING FOR ECONOMIC CREATIVITY ROUTES MAP FOR YOUNG GENERATION BY TECHNO-PRENEURSHIP INNOVATION: SCOUTING FOR BATIK CIREBON

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ABSTRACT

Batik is one of the icons between rural and urban community creativity in Cirebon. This only reaches buying and selling activities of batik according to the wishes of consumers, but is not based on deep curiosity to try to know the unique method and design of batik and the lack of interest in giving creative ideas to MSME ac-tors. With this, it was hoped that this research will be able to reveal how the craftsmen's creative routes in innovating both online and offline. This study used qualitative analysis methods carried out in several rural batik artisans in Cirebon. The results show that the participation of young people is needed to explore new ideas that can bring batik to the whole world through digital economic industry platforms to help the economy growth in Cirebon and Indonesia. Creativity is also to explore where, why, and when creativity matters is available on the innovation platform.

Keywords: : Batik, Creativity, Young-Generate, Innovation

INTRODUCTION

Batik in Indonesia has a unique design that is different, which is the richness and preservation of batik culture from the past until now. Countries in this world may not have the wealth of unique and well-measured batik motifs that the Indonesian people have.

Batik Trusmi Cirebon was established since the 14th century, where at that time there was an area that had various types of plants, then the local residents tried to cut down the plants, but then the plants grew back immediately. So that the land is called the village of Trusmi which originates from the word continues to blossom. Originally the Sultan of the palace told people to make batik as he wished without bringing an example of batik, he only allowed to see the design of the motif. When maturing, the traditional man then came back with the batik he had designed. At that time the traditional people asked for the original batik to the Sultan and then wrapped both batik (original batik with batik designs). Traditional people then ordered the sultan to choose the original batik, but because there were many similar designs, the sultan could not distinguish them. So, there is no duplicate batik missing from the original batik. The Sultan acknowledged that the batik made by Trusmi people was very unique and good, without bringing an example of the original batik that could make the exact same batik as before.

In general Cirebon batik is included in the Pesisiran batik group, where some Cirebon batik is included in the Keraton batik group. This is due to the fact that Cirebon has two palaces namely the Kasepuhan Palace and the Kanoman Palace, which are said to be based on the history of the two palaces. , Ayam Alas and others.

Some important things that can be made the advantages of Cirebon batik compared to batik production from other regions are as follows:

1. Cirebon Batik has unique classic traditional designs such as wadsan (rock) motifs in certain parts of the motif. Besides that there are elements of a decorative cloud (mega) in parts that are adapted to the main motive.
2. Cirebon batik is always characterized by a younger colored background (fabric base) compared to the color of the main motif line.
3. The background or base of the cloth is usually clean of black stains or unwanted colors due to the use of broken candles so that the coloring process causes unwanted dyes to stick to the fabric.
4. The lines of motifs in Cirebon batik use single and thin lines (small) of approximately 0.5 mm with an older line color compared to the background color. This is due to the process that Cirebon batik excels in blocking areas using special canting (canting walls and bleber).
5. The colors of the classic Cirebonan batik are usually dominant in yellow, black (sogan rub) and cream base color, some are dark red, blue, black with a cream or ivory white base.

The Cirebon batik group in coastal areas has designs that are influenced by the character of the population of the people who generally have an open soul and are easy to accept foreign influence. This is because there are some foreigners who stop at the port until another ethnic marriage (assimilation) occurs, so Cirebon Cirebon batik is more likely to receive outside influences. In addition, Cirebon batik is more likely to meet or follow the tastes of consumers from various regions (more to the fulfillment of trade commodities and commerciality), so that the Cirebon batik colors of Coastal are more attractive by using many colors.

In the present, Cirebon batik production consists of Written batik, Cap batik, and combination batik written stamp. In 1990–2000 there were a number of Cirebon batik craftsmen who produced Cirebon batik motifs with hand printing techniques, but lately the hand-screen printing technique is almost extinct, because it is inferior to the machine screen printing technique owned by companies that greater than. The regions producing and crafting Cirebon batik are found in 5 different village areas, precisely the areas around the village of Trusmi (Cirebon batik center). Villages around the village of Trusmi include Gamel, Kaliwulu, Wotgali,

Kalitengah, and Panembahan villages. The growth of Trusmi batik seems to be moving rapidly starting in 2000, this can be seen from the number of emerging batik shops around the main roads of the villages of Trusmi and Panembahan. Trusmi batik shop owners are almost entirely owned by the original Trusmi community even though there are only one or two owned by the government.

A lot of creativity research has been around convergent and divergent thinking, so some study suggest that people or entrepreneur has different approach and ideas to growth up with new innovation like batik Cirebon motif. This mean that challenge of innovation creativity's can find multiple ways of doing so. It was not simple pattern for a matter of finding magnificent on batik Cirebon design, but rather one of building the context in which people can deliver their particular skills with scouting.

There is some different contexts about when, where to stage in development of need for creativity's such as:

1. How to develop a creative vision followed by incremental improvement and refinement around the core idea, pivoting, and learning by experiment?
2. How to solve the problems of keeping the entrepreneurial advantages of speed and flexibility while growing in size that open new markets and increase control over processes for creativity's about batik Cirebon?
3. How to improve across the board frontier that mobilize everyone or entrepreneur to help with continuous development?
4. How to get out of the box of new design batik by digital?

THEORITICAL FRAMEWORK

Innovation

Innovation is source of advancement and development. Firms and nations that continuously innovate manage to sustain economic vibrancy. Thus, it is no coincidence that countries (US, Japan, and parts of Europe) in which the highest patent activity or R&D investment intensity is observed are leaders on the ladder of economic development. Tushman and Nadler (1996) focus on the firm in noting that innovation is the creation of any product, service, or process which is new to the business unit. Innovation comprises of two parts, the generation of an idea or invention and the fruitful commercialization of that invention or idea (i.e. innovation= invention + exploitation). In looking at the multiplicity of meanings given to innovation it is possible to discern a number of characteristics:

1. Innovation as creation: A focus is on use of resources (people, time, and money) to invent or develop with many more strategy such as a new product and service.
2. Innovation as diffusion and learning: A focus on acquiring, support or using a product, service, or ideas of mindset.
3. Innovation as an event: The focus of attention here is on a discrete event, such as the development of a single product, service, idea, and decision.
4. Innovation as a stream of innovation trajectory: This is recognition that a single act of innovation (as that in a discrete event) can facilitate a family of innovation to be derived from the original source.
5. Innovation as change incremental or radical: Innovation enacts change. Some innovation is minor adjustments whilst other innovation are radical or discontinuous in nature.
6. Innovation as a firm level process: In this view innovation is not a single act, but a series of activities that are carried out by a firm to lead to the production of an outcome (namely, the innovation).
7. Innovation as a context (region, nation, etc.) level process: A view sees innovation as an act beyond the confines of an individual or firm. This kind of view captures institutional frameworks and socio-political networks.

In term of research, it is often used loosely and is ascribed a variety of meanings. Scrutiny of the multiplicity of meanings allows two observations worthy of note to be made. First, an innovation may be seen as a value-adding process as well as an outcome. Innovation as a value-adding activity is an enabling process. Innovation as an outcome embodies the value-added in products, services, thoughts and behaviors. Second, innovation as a term is used to describe a range of factors only some of which are under the control of the firm, some that can be influenced and some that are outside the firm's influence.

Product Innovation

Product innovations are either technology driven or marketing driven. Technological or marketing advance is embodied in the features of the product. Technological embodiment of an innovation is often observed in the visible functional characteristics of a product. For example, Unilever's dimension 2 in 1 shampoo failed despite possessing a technological advancement not captured in any other competitive offerings at the time.

Process Innovation

Process innovation refers to the change in the conduct of a firm's organizational activities. Technological process innovations often improve the efficiency of manufacturing operations or enhance product attributes. As development of new product capabilities and features these represent product innovation.

Strategic Innovation

Strategic innovation often involves either a significant adaptive shift in the organization's current business model or an adoption of a new business model. At time the strategic shift may be driven by innovations occurring within the organisation itself, such as product and process innovations, or it may be driven by external innovations and challenges. The basic building blocks of e-business are online information exchange, electronic execution, delivery of services, customized or personalised services, resources pooling, business intelligence, online collaboration, and offering aggregation (Baghci and Talsie, 2000).

Creativity

Creativity as the use of imagination or original ideas to create something and that's a pretty good starting point. Bright ideas are the fuel for innovation so understanding how we come up with them is worth exploring. There is been plenty of research in this direction and the good news is that we do have a growing understanding of how it operates and how we can help it happen.

Individual and Group Creativity

This can recognize the power of interaction with others such as personality, experience, and approach, then set a problem and solution in entrepreneurship platform industry because of different perspectives. So, it can combine some approach to sparking ideas off each other and building on shared insights are all-powerful ways of amplifying creativity.

Creativity As a Process

This pattern can be seen in many accounts of creativity where people talk about how they came up with apparently radical new solutions. It's a key resource for thinking more about a model of the creative process such as recognition/preparation, incubation, insight, and validation/refinement.

Does Creativity Matter?

Evolutionary psychology point out the stage at which human beings began to accelerate in their development and link it to the evolution of the brain, especially the frontal cortex and the underlying theory of mind which accompanied it. Being able to imagine, to stimulate, and to play with ideas and possibilities gave us a huge advantage when dealing with a complex and dangerous environment. That's very important because of highlights the need to think about managing creativity right across the novelty spectrum and to find ways in which people can deploy their natural skills in support of the process.

Who Is Creative?

For imagining people being creative usually leads to pictures of exceptional individuals, gifted and often troubles geniuses who process the magic ingredient of creativity. In reality, every human being has the capacity for creativity watch any group of children in a playground to be reminded of this wonderful facility fitted as standard equipment. In this case, it is about how young people generation are creatively and how to innovate and to unlock what is already there and then hone, develop so mind kind of skills.

METHODOLOGY

This studies have five areas such as developing thinking skills, developing personal skills, developing group-level creativity's, developing the environment, and developing a digital processes.

RESULTS

Developing Thinking skills

Creativity's had moved a long way from the notion that there is some magic spark in a few gifted individuals. A lot of about the neuropsychological processes which is underpin the creative processes and gives some useful clues about how develop skills to enhance ability for young entrepreneur generation to think creatively condition and also do new wonderful motif. Examples of tools to help develop creative thinking skills such as recognition or preparation (redefining and exploring the problem of product), incubation (support development of new insights of modern design of batik Cirebon), insight (make insights available to other entrepreneur generation), and validation or refinement (test and adapt, then modify a new motif batik Cirebon the core insight).

Developing Personal Skills

So far, it looking at thinking skills and some tools to develop these, but creativity is also about motivation and communication. This only feel more comfortable taking about a risk of trying out something new or trusting our intuition or business like batik Cirebon. For few people, creativity is their way of life. They are also constantly challenging and questioning, but for most people there is an element of self-imposed limitation to it. Build confidence in some good ideas and developing skills in communication and handling the feedback on other area that it can develop creativity capabilities. Successful entrepreneurs are not just able to come up with creative insights, also resilient in the face of feedback, and to help shape then adaption to a new idea. Entrepreneur is very strong sense of vision and can communicate, then engage others in share insight. They are skilled at pitching such as

communication the core idea to others in ways which get past their critical comments and engage their interest and hopefully for resource support from others.

One key point is to understand the nature of the creative process as describe and to recognize that it is not entirely rational, emotions, institutions, and odd insights are a valuable part of it, then some ideas which are emerge can be useful stepping stones or valuable in their own right.

Developing Group-Level Creativity's

Creativities are something capable of that all come up with novel and useful ideas on our own. But, it working together with others can amplify that process, leading to more good ideas and more different insights, which can lead to novel solutions. People differ in some experience, personality, and perspectives in the world and this diversity is a rich resource to help creativity's to happen it. So, this suggest that entrepreneur need to look at ways and can amplify the positive aspects and minimize the negative, then there are various tools which can help in this process of batik. Brainstroming also provides a simple set of rules to protect any entrepreneur based on postponing judgement. Instead of reacting to ideas, people are encouraged to share and build on creativity's in Cirebon areas. The power of brainstorming is that it counters some of the negative effects of working in a group and builds on the positives thinking like diversity of batik Cirebon products. It enables practices like improvisation around a theme, acceptance, and also build on whatever comes up, a core principle is quantity breeds quality. Additionally, young generations are possible unique ideas statistically allows for the emergence of more good ones.

It is important not to see the group as the solution to everything. While, there are positive effects arising from interaction with others, there is also value in individual creativity's. Many creativity's workshops make use of both options, such as encourage people to work individually on a problem and write down good ideas before sharing with a group and allow for creativity's exploration.

Developing The Environment

Creativities does not happen in a vacuum being able to come up with different new and unique ideas of batik Cirebon is a process, which is influenced by a whole series of external pressures, which can act and react as a barrier, push creative ideas for young generate back into the bottle. There are many kinds of environment effect such as physical environment, time, space, and permission to play, and creative climate, reward, and recognition, establish a process of batik Cirebon, training and skills development, then good leadership.

Developing Entrepreneurial Creativity's

Creativity's matter is starting a new entrepreneurial venture, try to improve performance with established by organization or help a mature one find new directions and get out of the box. In this study, looked at some of the factors which affect ability to draw out the creativity's. The creativity, innovation, and entrepreneurship are process essentially entails identifying and evaluating opportunities to growth up of batik products. During the process, business ideas will be assessed to determine that represent an entrepreneurial opportunity like young generate. This situation where sustainable value and wealth can be created. There are many different tools available for evaluating entrepreneur opportunities, most of which have been developed by business consultants. The aims to assess an opportunity should address three critical issues such as:

1. Product feasibility can made or service delivered of batik Cirebon products are use currently available, least feasible, technology.
2. Market feasibility has the batik Cirebon product any features that someone values and would be ready to pay for it.
3. Economic feasibility can be a batik Cirebon products be developed, manufactured and distributed while generating a profit of new design of product.

Developing Digital Processes

The Role Of Entrepreneurship In Economic Growth And Development

At a macro economic level, entrepreneurship is a process of creative destruction. By this, Schumpeter referred to the simultaneously destructive and constructive consequences of innovation. The new destroys the old. Entrepreneurs are central to the process of creative destruction that they identify opportunities and bring the new technologies and new concepts into active commercial used it. However, a good proportion of creation is non-destructive, and many innovations satisfy new demands rather than displacing existing batik Cirebon products and services. Research showed that roughly 70 per cent of the goods and services consumed in the 1990s bore little relationship to those consumed a century earlier. And even when the creation does involve some destruction that there are some positive aspects to consider for society. For example, the innovations developed by entrepreneurs often increase productivity and improve general living standards.

In the words, entrepreneurial capitalism produces a bigger pie and allows more people to exercise their creative talents. However, it is disruptive nonetheless. It increases the rate at which enterprises are productive people, and forces workers to move from one job to another. By studying economic history, entrepreneur can learn valuable lessons about the conditions that allow entrepreneurs and growth to flourish.

Linking Creativity, Innovation, and Entrepreneurship

These paths include internal and external linkages. At the model, innovation represents the firm's capabilities and its linkages with both the market place and the science base. The entrepreneurial process is influenced by two main factors. On the other hand, the unsatisfied needs in the marketplace are one source of opportunity for developing and commercializing new products or new services (pull factors) for batik Cirebon product. On the other hand, technology progress or concept such as power full computers, microscopes, digital networks, and scanners, that combined with the advance of science produce knowledge at an exponential rate (push factors). New knowledge can be a formidable source of opportunity for young generate who are able to use this knowledge about digital industry and unique product. Here, many entrepreneur see the successive stages of ideas generation with creativity of batik, ideas evaluation (innovation) and ideas implementation like young entrepreneur as being distinct and separate. Three important concepts are developed:

1. Creating new knowledge about creativity of batik Cirebon
2. Creating new ideas about innovation of batik Cirebon
3. Creating new technology of batik Cirebon by digital

CONCLUSION

It is some young employee generation can creatively to give a new innovate for batik and to unlock what is already there, then to develop new design by personal skills. It can be creative and occasionally push the boundaries and explore some good significantly novel such as innovation and economic platform industry in Cirebon and Indonesia. For the long-term, young employee generation can survive with entrepreneur scale in the world such as personal dimension of creativity that linked to share experience and expertise. The emerging conclusion is people or young entrepreneur generation need both sets of skills for effective creativity such as trained and developed. Much of they have learnt about managing creativity is about configuring tools and resources to enable different young employee generation to feel comfortable and also supported in the process such as digital economic industry. For some this may be a very loose unstructured environment where simple ideas around design and motif for drawn a batik Cirebon. So, it may be more structured and systematic to support young entrepreneur generation in a guided process by digital in which they can find and solve some problems in an incremental fashion about batik.

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