

## THE ROLE OF CREATIVITY IN ENTREPRENEURIAL SUCCESS

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### Abstract

Creativity is an important element in the entrepreneurial process, forming the foundation for innovative ideas that drive business success. Entrepreneurship is the quality of a person's conscience, character, and will that enables them to creatively bring new ideas into the world. Someone who applies entrepreneurial principles will work independently, by starting their own business and using available resources creatively and innovatively. The approach is a review of the literature using knowledge of earlier studies' data obtained from journals, references on the internet relating to the role of creativity in entrepreneurial success. Based on this study, it was found that success in the world of entrepreneurship really depends on the level of creativity, because creativity functions in driving and developing business. In other words, business progress and success is closely related to the level of innovation that can be produced. A new venture's success can be greatly influenced by its creative energy. Whether it's creating original goods or services or coming up with creative fixes for problems, others' creativity can serve as a catalyst for their own successful entrepreneurship.

**Keywords:** creativity, entrepreneurial success

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## INTRODUCTION

In today's modern and digital era, the creative economy is probably often discussed by the wider community. Like, in various types of businesses together to improve creative concepts, this not only makes people's lives easier, but also to increase creativity. As time goes by, the creative economy eventually becomes the vanguard of economic growth. In this case, creativity is the most important factor in economic growth. However, considering the current situation, where we live in fear of conflict, creativity and new innovation must continue to be emphasized (Rusdiana, 2014).

Currently, the creative economy is one of the main sectors of population growth. It is noted that in Indonesia the creative economy has been developing since 2006 and continues to this day. The term creative economy is a relatively new economic theory that emerged at the beginning of the 21st century. It can be understood that this economic theory increases the value of intelligence in increasing money, increasing work productivity, and providing social welfare for the general public. In creative economic theory, creativity is the most important factor that must be considered. Because, the creative economy can strengthen the economy by utilizing human creativity to develop new products and services, increase global productivity, and create job opportunities in various industries.

The creative industry is a branch of the creative economy developed by innovators and creators. A concept in economics known as "Creative Economics" which emphasizes the importance of creativity, innovation and hard work in determining economic values. In the creative economy, economic activity is generated by the production, distribution and consumption of goods and services originating from intellectual and creative efforts. In general, the creative economy covers various fields including education, science, technology and innovation. Therefore, the creative economy is an economic process that includes the production and distribution of goods and services within a company which requires creativity and original ideas as well as intellectual capacity so that it can be developed (Saragih, 2017).

Entrepreneurship plays a very important role in the creative economy where an entrepreneur is a person who has the ability and willingness to be creative and innovative. he is someone who has the capacity to produce something new and distinctive, or what is called creative and innovative. The term entrepreneurship itself can be interpreted as the ability to work independently and with integrity to achieve prosperity. Additionally, entrepreneurship refers to the character, conscience, and will of an individual

who has the ability to bring innovative ideas to the world in a creative way. Someone who applies entrepreneurial principles will work independently, by starting their own business and using available resources creatively and innovatively (Kurniasari, 2018).

The growth of the creative economy is an important factor in driving overall global economic growth. This sector consists of many industries that provide goods or services with value based on knowledge, expertise and creative expression. Some creative industries include animation, fashion, design, music, film, television, video games, and many more. By using technology and innovation.

Technology and innovation have an influence in driving the growth of the creative economy. They provide new tools and platforms that enable creative industry players to develop, distribute and market their products in a more practical way. Like Tiktok, Shopee, Lazada, I sell and so on. With the development of increasingly sophisticated technology, the creative industry can continue to develop and provide more valuable experiences and attract customer attention. This also creates new opportunities for creative industry players to develop their businesses and receive greater payments for their services (Paramithasari et al, 2020).

In order to advance the creative economy as the basis for Indonesia's economic development, the development of the creative economy throughout Indonesia is emphasized not only as a means to boost the creative industry but also as a means to encourage innovation and creativity in all sectors of society and life. The search for solutions to various problems or potentials that exist in various priority sectors of national development needs to be focused creatively, innovatively and can be answered by creative industries or collaboration between various creative industries in order to be able to contribute to global competitiveness and improve the quality of life of the Indonesian nation (Andriopolous et al , 2001).

The capacity to come up with original solutions to problems or tasks is known as creativity. One thing that can encourage someone to pursue a career in business is creativity (Bello, B., Mattana, V., Loi, 2017).

One thing that might inspire and encourage someone to pursue a career in business is creativity. Being an entrepreneur truly demands significant creativity, as it is necessary for the business one builds to accomplish the intended results. Creative people typically have various approaches and ideas to achieve what they want (Keling & Sentosa, 2020).

Steve Jobs, founder of Apple Inc., is a clear example of how creativity can shape successful entrepreneurship. With his creative vision, Jobs introduced revolutionary products such as the iPhone and iPad. However, behind his success, Jobs' perseverance in facing failure and challenges helped shape the company into one of the largest in the world.

## **RESEARCH METHOD**

This article's methodology makes use of literature study, which is a technique for gathering data that entails comprehending and examining theories from a variety of research-related books. Preparing the required tools, creating a working bibliography, scheduling time, and reading or recording research materials are the four steps of library study in research. The process of gathering data for this study involves looking for and creating sources from a variety of sources, such as books, journals, and previously completed research. To bolster the claims and concepts, library materials gathered from a variety of references are critically examined and need to be thoroughly explored. The data analysis technique in this work uses the content analysis method, which can be used to draw correct conclusions that can be reviewed. In the analysis, selection, comparison, combination and sorting are carried out in such a way that what is relevant is found. Inspections between libraries and consideration of supervisors' comments are carried out to maintain consistency in evaluation, prevention and elimination of incorrect information, namely human misunderstandings that can result from a lack of library author factors (Adlini et al., 2022).

## **RESULT AND DISCUSSION**

### **Creativity Theory**

Creativity is the ability to produce or create something new, either in the form of ideas or real work that is characterized by originality and is relatively different from what already exists to drive human progress in the fields of knowledge and technology to solve existing problems (Octavia Jayanti, 2015 ).

Fluency, adaptability, and originality in thought follow the ability to develop an idea as traits of creativity. In order to attain good self-adjustment, people utilize their creativity to confront a variety of issues that arise when interacting with their surroundings and search for a variety of potential solutions.

Divergent thinking refers to the special mental process that goes into being creative, a process that is only used to make something. The capacity to

create anything that is essentially original and unknown to the creator—a composition, product, or idea is what is known as creativity. The ability to combine things that already exist or are known in order to create new ones is the outcome of an individual's interaction with his environment. This process is known as creativity.

A common definition of creativity is the capacity to produce original concepts or novel discoveries. Creativity is the driver of innovation. Without creativity, there is no motivation to create new creations. Creativity is influenced by two factors, namely humans and the environment. This means that creative thinking is produced from a brain that is originally creative and is transmitted generation by generation (Saleh, 2019).

Creativity has four dimensions: press, process, product, and personal. The following is a discussion of each aspect of creativity:

1. Personal

An individual's uniqueness in relation with his surroundings is shown through creativity. Artistic manifestations are those that showcase the uniqueness of the creator. It is envisaged that fresh concepts and ground-breaking goods will come from this distinctive personal expression. As a result, teachers ought to be able to value each student's individuality and gifts; after all, you can't expect everyone to accomplish the same tasks or have the same hobbies.

2. Process

Children must be given the chance to engage in creative activities in order to develop their creativity. Teachers should be able to encourage students to engage in creative endeavors by contributing to the infrastructure and resources that they require. Giving kids the ability to express themselves creatively is crucial in this situation, provided that it doesn't hurt anyone else or the environment.

3. Products

It is expected that creative products will emerge from creative individuals if they are in supportive personal and environmental environments, or if they are in an environment that offers possibilities for them to be creatively busy. Personal and contextual factors, specifically how much each pushes or encourages someone to engage in the creative process (busyness, activity), are what allow someone to produce a significant creative output. Teachers ought to value the artistic creations of their students and share them with others by, for instance, displaying or showcasing their work. This will enhance your creative ability.

#### 4. Pusher

The environment's encouragement and support, as well as an intense inward drive to create, are the two main factors that lead to the realization of creative potential. A nurturing atmosphere fosters the development of creative abilities. People's or groups of people's creative attitudes and behaviors need to be valued and supported in the home, classroom, workplace, and society at large.

Entrepreneurship is described as a process that takes advantage of opportunities and obtains recognition from the business it builds to obtain rewards for the results of hard work, through sales. Taking advantage of opportunities in digital business is still difficult for young people today, because they have not thought about becoming entrepreneurs. At this stage of the process of forming a new entrepreneur requires support from the environment and each has its own learning method (Van Horne et al., 2016)

Very rapid business development has given rise to tight market competition. An entrepreneur needs to try to come up with creative ideas. The methods that can be used to bring out creativity are as follows: 1) Create new and different (make something new and different). This means that thinking uniquely and differently, even though it may be difficult at first, with persistence and patience, will produce good results. An entrepreneur must use more power of conscience or intuition and imagination, creative ideas will emerge by themselves. Carrying out principles; 2) ATMs. The ATM referred to here is Observe, Imitate and Modify. Just do ATM as an initial idea, then modify the idea with certain characteristics. ATM can be carried out by means of comparative studies; 3) Carrying out DNA action. In this case, DNA is dream and action (having dreams and actions). DNA will be wasted if someone only has dreams without taking action. This action is related to the management principles of planning, organizing, actuating, and controlling (POAC) which are very important for the continuity of a company (Feryanto, 2018).

By using the brain's memory, imagination, and absorption capacity, as well as by boosting the quantity and diversity of information it receives especially about novel conceptscreativity can be fostered (Shalahuddin, 2018).

When searching for information that is crucial for their firm, creative entrepreneurs need to be aware of a few things, namely as follows: 1) Information about their personality and abilities; 2) Great opportunity; 3) Business opportunities that benefit the company; 4) Supplier of goods; 5)

Consumer needs and desires for products; 6) Competition in the business world; and 7) The business environment it faces, etc. (Shalahuddin, 2018).

### **Entrepreneurship**

Entrepreneurship is one of the driving forces of the economy. Entrepreneurship plays an important role in creating new jobs, absorbing labor, encouraging innovation and community independence, and increasing the country's competitiveness. The capacity to start and run anything new through an inventive and creative process is known as entrepreneurship, and it serves as a foundation, a source of advice, and a tool for looking for chances to succeed, find solutions to issues, and spot opportunities to better one's life or business (Ningrum et al, 2020).

The process of producing something else with time, effort, money, danger, and satisfaction in exchange for benefits, fulfillment, and personal independence is known as entrepreneurship. The process of starting, developing, or expanding a new company with the goals of turning a profit, adding value, and developing novel and distinctive goods and services is frequently linked to entrepreneurship. The practice of using creativity and invention to solve issues and identify chances to enhance life (business) is known as entrepreneurship. The goal of entrepreneurship is to attain both individual welfare and added value to society through the act of generating something new (new creation) and making it distinct from what already exists (innovation). (Peter Drucker, 2014).

Entrepreneurship has characteristics that play an important role in generating business success. Demographics, individual characteristics, personal qualities, entrepreneurial orientation, and entrepreneurial preparedness are examples of entrepreneurial traits.

#### **1. Demographic characteristics**

The age, gender, and experience of an entrepreneur are typically linked to their demographic traits. Numerous studies clarify that an individual's peak entrepreneurship activity occurs between the ages of 25 and 45. Similarly, those who have never run a business before will be less interested in starting one than those who have prior entrepreneurial experience.

#### **2. Individual characteristics**

The age, education, experience in management, industry exposure, and social skills of the business owner/manager are examples of individual traits. Entrepreneurship education produces individuals who have 5 independent businesses. Personal characteristics are related to the characteristics and

personality traits of business actors. Included in personal characteristics are motivation, self-confidence, tenacity, leadership, and other traits related to the personality of the business actor.

### 3. Entrepreneurial orientation

Entrepreneurial orientation is a personal drive related to running a business. Business actors who have a high entrepreneurial orientation will usually have high enthusiasm in capturing business opportunities and try hard so that their business survives and is more advanced compared to their competitors' businesses. The concept of entrepreneurial orientation contains five dimensions, namely autonomy, innovativeness, risk taking, proactivity, and competitive aggressiveness.

In entrepreneurship, business progress really depends on the creativity of the entrepreneurs' ideas. Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve business. Creativity greatly influences innovation, and vice versa, innovation can develop if it is based on creativity (Dr. Anang & Anita, 2020).

The capacity for innovation is among an entrepreneur's most crucial traits. A business will not be able to thrive for very long without innovation. This is a result of shifting client demands, desires, and wishes. Consumers won't constantly use the same item. If a customer feels that another company's product can meet their demands, they will search for other offerings from them. Because of this, the company needs to innovate continuously in order to grow and maintain its market position. Innovation is everything that has to do with products, services, or concepts that someone perceives as novel. For those who have only recently seen or experienced it, this concept may still be considered innovative even though it has been around for a while. Businesses can innovate in two areas: management (work procedures, production processes, marketing finance) and product innovation (goods, services, ideas, and places). When implementing innovation, it's important to keep in mind the following principles: leadership, simplicity and concentration, beginning small, identifying opportunities, and what has to be done to satisfy them (Adi Rohmah, 2021).

The capacity for innovation is the application of creativity to something that can be put into practice and add value to the resources that are owned, whereas creativity is the capacity to generate new ideas. This indirectly shows that innovation is formed from creative ideas that entrepreneurs have (Amabile et al, 2016).



## **Creativity in Entrepreneurship**

Entrepreneurial success is the primary goal of a company or business, with all operations aimed at achieving that goal. A company is said to be successful if it produces profits, but profits are not the only factor that determines a company's success. Profit, on the other hand, is an important aspect because profit is the goal of an entrepreneur. Dare to take risks as measured by three criteria, namely, being responsible, daring to compete, and daring to make decisions is an attitude that is necessary to realize the success of a business. If there is a decrease in profits or instability in profits, the company will have problems operating business processes and protecting business resilience (Rusdiana, 2014).

In the world of entrepreneurship, success really depends on the level of creativity, because creativity functions in driving and developing business. In other words, business progress and success is closely related to the level of innovation that can be produced. Creativity can play a big role in the success of a new venture. Starting from producing unique products or services, to finding innovative solutions to challenges, creativity can be a trigger for successful entrepreneurship from others. The importance of creativity is now increasingly necessary when the influence of globalization is increasingly rapid. With advances in technology and information, the world is increasingly connected. With the internet being able to connect with each other, this makes the flow of information spread very quickly, which in turn makes it easier for people to get information and makes them smarter (Hetty Karunia, 2016).

Creativity plays an important role in entrepreneurship and can drive success. Additionally, as technology advances and automation modifies how we conduct business, creativity plays a more crucial role in the dynamic business environment, where social responsibility and sustainability also gain importance. The use of creativity in business has a very bright future, and those who can tap into their imagination and come up with novel ideas will have a distinct advantage. A person who dares to start a business is able to create innovative ideas and make decisions to be different from what has existed before and ultimately contribute to society. In this way, no matter how small a business is, if it works by creating creative and innovative ideas and working hard it will produce huge profits (Adomodo et al, 2016).

Frederick, Kuratko and Hodgetts (defined four stages of the creative process. The four steps are:

1. Background or accumulated knowledge. Successful creation or creation usually begins with research and gathering information. This can be done by reading a lot, attending seminars or workshops, and gaining general knowledge regarding the problem being studied.
2. The process of incubating an idea. Creative people let their heads fill with information. The incubation process usually occurs when they are not carrying out activities related to the problem at hand. It is possible that incubation occurs during sleep. So schedule free time to do light activities, exercise, etc., so that the incubation process can take place.
3. Experiencing ideas is the most exciting stage in the creative process. This stage occurs when the idea or solution sought is found. Many experts call this process the eureka factor
4. Evaluation and Implementation This is the most difficult stage of creative work, because it requires discipline and determination. A successful entrepreneur knows how to identify ideas that can be implemented and has the skills to make them happen  
(Alifuddin & Razak, 2022).

## **CONCLUSION**

Creativity is defined as the ability to generate new ideas or fresh insights. Creativity is the driver of innovation. Without creativity, there is no motivation to create new creations. There are four dimensions of creativity, namely personal, press, process, product.

When seeking out information crucial to their firm, creative entrepreneurs should consider various factors. These include, namely as follows:

1. Information about his personality and abilities
2. Big opportunity
3. Business opportunities that benefit the company
4. Supplier of goods;
5. Consumer needs and desires for the product
6. Competition in the business world
7. The business environment it faces

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