ECONOMIC CREATIVITY AND STRATEGIC LEARNING SUPPORT TO INNOVATIVE IDEAS: A META ANALYSIS

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Economic Creativity and Strategic Learning Support To Innovative Ideas: A Meta Analysis

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This paper describes a creative economic idea for some sources of the latest innovations used by batik craftsmen in Indonesia. This study uses the meta-analysis method. Meta-analysis is a study of the results of research in similar problems. The unit of analysis in this study is published documents about learning research on several batik craftsmen consisting of deliberate journal articles and research reports. The main instrument of research is a documentation guide in the form of interviews to check the truth of information. The analysis of the data used is qualitative data from the results of narrative research on the studies encountered. The results of the study show that research on ideas related to the development of creativity which is packaged in the promotion of batik products as a local culture supports the improvement of craftsmens' thinking skills, ability to make decisions, and transfers in the form of collaboration with all communities in Indonesia.

Keywords: *Meta-analysis, Ideas, Innovation, Strategic.*

INTRODUCTION

In this day and age Indonesia must begin preparing to face the industrial revolution 4.0, including strengthening entrepreneurs from various circles. This is in line with significant learning for batik artisans who are still focused on results, while the world of technology has become new ideas in making sales online. Some batik craftsmen have not received regular training or assistance, so that it can be an opportunity to collaborate with various parties in improving the creative economy. Millennials are the main target to be able to reach regional batik without having to come directly to the craftsmen. Of course, product design innovations, unique packaging and good management will be absorbing for craftsmen and buyers alike.

Innovation in these emerging market conditions is not confined to product ideas. There is also considerable scope for finding alternative solutions to processing innovation problems in delivering key services like healthcare education. Importantly, it is not just a case of markets triggering simpler and cheaper innovations. Sometimes a novel conditions spawns completely new trajectories. For example, a emergence of mobile money in Africa came about because of the security risks of carrying cash, which meant that people began to use the mobile phone system to provide an alternative way of moving money around. Systems like M-PESA have now grown in sophistication and enjoy widespread application in emerging markets like Africa and Latin America, but they also offer a template for existing markets back in the industrialised world (Bessant, J. And Tidd, J, 2015).

Absorption is defined as the ability to understand and apply new knowledge received to innovate. Thus, effective transfer of new knowledge, potential and achievement of absorption must go hand in hand (Ngoc, 2005). Research that discusses the relationship between absorptive capacity and innovation has been carried out but has contradictory results. Some journals state that absorption is strongly positively correlated with innovation (Liao et al., 2006; Moon-Goo et al., 2007; Liao et al., 2010; Rahomee et al., 2014).

This study aims to test the hypothesis of whether there is a relationship between absorptive capacity through ideas that are able to improve the creative economy with sources of innovation. To test this hypothesis, this study applies meta-analysis as a method to integrate research that has been done before. In this study, the variables studied are extracting ideas in the creative economy as independent variables and sources of innovation as the dependent variable.

THEORETICAL FRAMEWORK

Push of innovation

In today's world, researchers spend around $1,500 billion every year on research and development (R&D). All this activity in laboratories and science facilities in the public and private sector is not for the sheer fun of discovery. It is driven by a clear understanding of the importance of R&D as a source of innovation. Knowledge push has a strong track record, for example, the rise of the global pharmaceutical industry was essentially about big research and development expenditure, in search of new blockbuster drugs. The same pattern appears in many industries, for example, semiconductors, which is a long term trajectory of continuous improvement interspersed with occasional breakthroughs. It is a story of occasional breakthroughs punctuated by long periods of incremental innovation, consolidation around ideas. A good illustration would be the camera, originally invented in the late 19th century, the dominant design gradually emerged with an architecture which recognised it. It included a shutter and lens arrangement, focused on principles, a back plate for film or plates, and others. But, this design was modified with different lenses, motorised drives, flash technology. In this case,

George Eastman's work created a simple and relatively idiot proof model camera (the Box Brownie) which opened up photography to a mass market.

Need Pull

It is a simple form in this idea of need pull innovation that is captured in the saying 'necessity is the mother of invention'. For example, Henry Ford was able to turn the luxury plaything that was the early automobile into something which became a car for everyman. While, Procter and Gamble began a business meeting needs for domestic lighting by candles and moved across into an ever widening range of household needs from soap to cleaners, toothpaste and beyond. Low cost airlines have found innovative solutions to the problem of making flying available to a much wider market, while micro-finance institutions have developed radical new approaches to help bring banking and credit within reach of the poor.

Need pull innovation is particularly important at mature stages in industry or product lifestyles when there is more than one offering to choose from and competing depends on differentiating on the basis of needs and attributes and/or segmenting an offering to suit different adopter types. But, it is also a key source of opportunity for entrepreneurial start-ups. Identifying a need which no one has worked on before or finding novel ways to meet an existing need lies behind many new business ideas. For example, Jeff Bezos picked up on the needs and frustrations around conventional retail and built the Amazon empire on the back of using new technology to meet these in a different way.

Make Processes Better

Needs are not just about products and services; they also apply as drivers for process innovation. Squeaking wheels and other sources of frustration with a way current processes operate can provide rich signals for change both in terms of incremental improvement and in finding radically new ways of working. For example, an approach is provided by the basic philosophy behind the total quality management movement in the 1980s, the business process re-engineering ideas of the 1990s and the current widespread application for concepts, based on an idea of lean thinking. So, all of these are essentially about taking the waste out of existing processes. One of the important aspects of process innovation is related to how organisations create and deliver whatever they offer by improving and radically changing a process with all employees that can potentially engage, since they are all users and operators of these processes. Such high-level involvement innovation lies behind the success of companies like Toyota in terms of their long-term productivity improvement. It was largely based on the idea of regular improvement ideas by Kaizen, collected from the majority of the workforce.

Watching Others and Learning from Them

The important thing about source of innovation is that is comes from watching others. Imitation is not only the sincerest form of flattery, but also a viable and successful strategy for sourcing innovation. For example, reverse engineering of products, processes, and development of imitations. Even impregnable patents is a well known route to finding many ideas. In this case, much of the rapid progress of Asian economies in the post war years was based on a strategy of copying and developing Western ideas and improving on them. For example, SouthEast Airlines became the most successful carrier in the USA by dramatically reducing the turnaround times at airports, an innovation which was learned from studying pit stop techniques at Formula One Grand Prix events. Similarly, Karolinska Hospital in Stockholm made significant improvements to cost and time performance through studying inventory management techniques in advanced factories.

A powerful variation on this theme is the concept of benchmarking. In this process, enterprises make structured comparisons with others to try to identify new ways of carrying out particular processes or exploring new product or service concepts. Any learn triggered by benchmarking may rise from comparisons between similar organisations such as firms, industries, and other sectors. It may come from looking outside the sector but at similar products of processes, which can help entrepreneurs to modification of their products, like batik designs.

METHODOLOGY

In the process of studying this meta-analysis and qualitative method with interview and survey, researchers adopted the method of literature review conducted by (Durst & Edvardsson, 2012), among others. The literature review method carried out has been systematic and can be applied to the study meta-analysis process. Steps taken include: (1) determining the area to be discussed and literature search, (2) determining inclusion and exclusion criteria, (3) analysis and (4) writing.

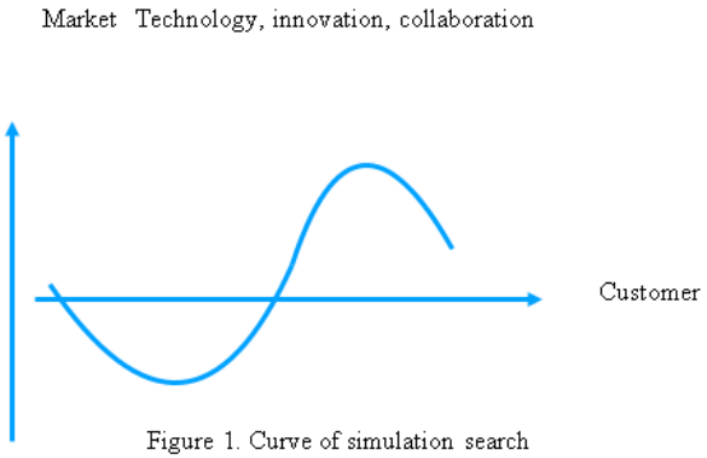

Figure 1. Curve of simulation search

Determining the Area and Literature for Discussion

For the first step, the researchers determined research questions and key words that are relevant to ideas and sources of innovation. This study aims to conduct a meta-analysis study of the relationship of learning ideas in creative economic improvement to the ability of entrepreneurs or batik artisans to innovate both offline and online. Based on these areas, the researchers used key words, including, absorptive capacity, ideas, innovation. Articles were searched using online databases through www.sciencedirect.com published 2000 to 2018 and books related to innovation and entrepreneurship. All article findings obtained were then considered according to the inclusion criteria.

Criteria for inclusion and exclusion

The criteria for articles included for the meta-analysis study is:
1. Scientific articles that discuss the absorptive capacity and ideas for economists as independent variables, associated with innovation in various forms.
2. Articles using English.
3. Articles published from 2000-2018.

In addition to these inclusion criteria, other articles included in the exclusion criteria were not included in the discussion of the meta-analysis study. Based on predetermined criteria, 10-25 articles were captured at the initial stage which discussed absorptive capacity, ideas, and innovation.

RESULTS

The results of the meta-analysis that has been carried out provide support for the research hypothesis which states that the development of ideas related to the creative economy includes expertise in creating sources of new innovations. The role of entrepreneurs or craftsmen is limited in determining innovation, so other factors such as motivation and collaboration can be driving factors for innovation and learning through digital processes. Sometimes, an urgency of a need can have a forcing effect on innovation, for example, wartime and other crises supports this view about crisis-driven innovation for batik design. For example, the demand for batik from customers in Indonesia is only to buy motif designs and colours, but revolution by technology is still needed in order to go to international markets. Many articles discuss innovation of product, but are limited regarding the methods of designing with a unique and sensitive fashion. In this study, the aim is to create a pull which leads to developments like the Bessemer converter. Similarly, the fashion of batik has a energy crisis and has a significant pull for innovation around alternatives to attract attention from customers. Both international and domestic customers may be excited to buy batik via digital technology, which shows the batik local product preferences of Indonesian society.

CONCLUSION

The conclusion for this study is about sources of innovation that can be categorised into two broad classes: knowledge push and need pull, although entrepreneurs almost always act in tandem. Innovation arises from their interplay. There are many variations on this theme, for example need pull can include social needs, market needs, latent needs, squeaking wheels', crisis needs. The basic forces of pushing and pulling have been a feature of the innovation landscape for a longtime. It involves a moving frontier in which new sources of push and pull come into play. Examples include the emerging demand pull from the bottom of the pyramid and the opportunities opened up by an acceleration in knowledge production in R&D systems around the world. User-led innovation has been important, but developments in communication technology have enabled much higher levels of engagement by crowdsourcing, user communities, co-creation platforms, and collaboration with the younger generation. Regulation is also an important element in shaping and directing innovation activity. New trajectories for change are established, through which entrepreneurs can take advantage of digital innovation. The new design of batik involves approach and also a related toolkit around prototyping which contributes to the growing of economic creativity in Indonesia.

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