

THE INFLUENCE OF CREATIVE AND INNOVATIVE WORK CULTURE ON ALYA TANI'S ENTREPRENEURSHIP

Eman Sulaeman¹, Alya Abidatul Maula², Delis Kartikawati³, Eva Amalia Nuralifah⁴

¹Program Studi S1 Manajemen Universitas Singaperbangsa Karawang,
eman.sulaeman@staff.unsika.ac.id

²Program Studi S1 Manajemen Universitas Singaperbangsa Karawang,
2210631020004@student.unsika.ac.id

³Program Studi S1 Manajemen Universitas Singaperbangsa Karawang,
2210631020015@student.unsika.ac.id

⁴Program Studi S1 Manajemen Universitas Singaperbangsa Karawang,
2210631020021@student.unsika.ac.id

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Abstract

The purpose of this study was to analyze the influence of a creative and innovative work culture on Alya Tani's entrepreneurship. The research method used is a qualitative research method using interviews and literature. In qualitative research methods, researchers interview respondents to get information directly from them. Besides that, the researcher also used the library method to collect information about the research topic from the literature. From the results of the analysis, it was found that the Alya Tani agricultural medicine kiosk is a place that provides safe and quality agricultural medicinal products, and its employees have high creativity so as to provide consulting services that are successful in solving customer plant pest problems. They also focus on maintaining product quality and services that satisfy consumers.

INTRODUCTION

Work culture is a perception, principle, and rule that is continuously applied by members of the organization, reflected in changing attitudes into concrete actions, beliefs, goals, views, and efforts that become a drive in optimizing productivity.

(Zakiul Amri Rizqina, 2017) Suggests that work culture is a philosophical expression that is able to bind employees because it can be officially described in

various company regulations and policies. Work culture represents the set of habits inherent in each individual in the organization. Developing culture also means reinforcing and nurturing positive aspects, as well as trying to internalize better behavior patterns in order to form a superior entity.

Work culture has become familiar to mankind over the years, but few realize that success at work depends on the values espoused and behaviors that become routine. The source of these values starts from the customs, religions, norms, and regulations that become the beliefs of individuals or organizations in carrying out work. This culture is the result of habits related to work quality, therefore it is known as work culture (Tengku Indraputra, 2013).

(I Wayan Widnyana, 2018) said that entrepreneurship is the ability to create, develop and manage businesses that focus on making profits. In the competitive business world, creativity plays an important role in the success of an entrepreneur. Creativity is the ability to pocket new ideas and innovative solutions, and to solve problems in unique ways.

Creativity in entrepreneurship involves the ability to find opportunities in the midst of challenges and generate new ideas that can help start or develop a business (Hadiyati, 2011). Creative entrepreneurship focuses not only on innovative products or services, but also on business processes, marketing strategies, business models, and different ways of thinking to solve problems. One of the reasons creativity is important in entrepreneurship is because the market is always changing. Customers, technology, trends, and consumer preferences can change rapidly. In the face of such changes, creativity allows entrepreneurs to adapt, identify new opportunities and create value that is different from their competitors (Panjaitan, 2017).

In addition, according to (Muhammad Fariq Ubaidillah, 2021) creativity can also help sellers stand out from the competition. In a crowded marketplace, creative and innovative ideas can make a business stand out and grab the attention of customers. Creativity can also build a unique brand image and strengthen its competitive position in the market. However, it is important to remember that creativity in entrepreneurship is not just about having a bright idea. These ideas must be developed into strong concepts, well executed, and of value to customers

and the market. Creativity must be supported by industry knowledge, market research, and a specific understanding of customer needs.

In conclusion, according to (Saragih, 2017) creativity plays an important role in entrepreneurship. Expertise in creating fresh concepts, revolutionary solutions, and solving unique challenges can give an entrepreneur a competitive advantage. Creativity helps in identifying opportunities, overcoming obstacles, differentiating oneself from competitors, and creating value for customers. Therefore, the development of creativity should be an integral part.

Innovative in entrepreneurship refers to the ability of an entrepreneur or organization to create and develop new ideas or creative solutions to achieve their business goals. Innovation can include the development of new products or services, more efficient business processes, the introduction of new technologies, new marketing strategies, etc. Innovation in entrepreneurship gives entrepreneurs the opportunity to win the competition by generating added value or creating new opportunities in the market. In addition, innovation can also help entrepreneurs improve their business and reduce production costs, as well as increase efficiency and effectiveness. Therefore, innovative entrepreneurship is essential to be able to grow and expand a successful company.

Innovative people or organizations are often able to see new possibilities, explore different ideas or ideas that have never been done before and have the ability to implement those ideas. In an organization, innovation can be an important factor in gaining competitive advantage. An innovative organization can carve out a better, more efficient or more economical product or service than its competitors. In addition, innovation can also help organizations improve their competitiveness, find new opportunities and increase customer loyalty.

The innovative goal of entrepreneurship is to create value for companies and customers. Innovations that can create new products or services that are better or more efficient can help a company increase its competitiveness and increase its market share. In addition, innovation can help companies build a strong brand image and improve the company's image in the eyes of customers. Another innovation goal is company efficiency. In this case, innovation focuses on developing more efficient systems or business processes to reduce costs and

increase employee productivity. Another innovation goal is to address business problems that companies face, such as when companies face marketing or competitive challenges. In this case, innovation can help companies find creative solutions to overcome these problems. In addition, innovation can also increase employee satisfaction and attract more customers to the company.

In conclusion, innovation is very important. (Intan Nurrachmi, 2021) revealed that the innovative purpose of entrepreneurship is to create value for companies and customers. Innovation can be used to create new products or services that are better or more efficient, make businesses more efficient, solve business problems and also increase employee satisfaction. Innovation helps companies improve competitiveness and increase their market share, as well as help companies develop a strong brand image and improve the company's image in the eyes of customers. Therefore, innovation must be the core of entrepreneurship to achieve success and sustainable growth (Hadi, 2020).

RESEARCH METHODS

The approach applied in this research is a qualitative research method that relies on the interaction of interviews and literature references. (Dr. Tjipto Subadi, 2006) Presenting different concepts from research is research. In various references, research is believed to come from a combination of the words 're' (return) and 'search' (search), which literally means to search again or do a re-search. Therefore, research can be interpreted as an investigation that is applied carefully, carefully, and critically using the scientific method to find additional facts and data. Thus, it can be concluded that research involves investigating a phenomenon or topic with a focus on obtaining scientific understanding through accurate and valid data collection.

According to (M.A, 2020) In the context of social sciences and humanities, qualitative research is an approach that is often applied, especially in micro-analysis. It focuses more on human patterns and behaviors as well as aspects that are not easily measured quantitatively. The focus of this research is to understand the experience of individuals in certain situations and to gain a specific understanding of the subject being studied. In qualitative research methods,

researchers interview respondents to get information directly from them. Not only that, the library approach is also adopted by researchers to collect information about research topics from literature.

In this study, researchers used a phenomenological approach to understand individual experiences in specific situations. Researchers interview respondents who have experienced the situation and gather information from relevant literature to understand the topic being studied. Through interview methods and literature methods, researchers can obtain comprehensive and specific information related to individual experiences and relevant research topics. The information obtained is analyzed and interpreted to gain a better understanding of the research topic.

RESULTS AND DISCUSSION

In this segment of research results and discussions, we detail observational findings, interview results, research findings, and analyses related to the research we have applied, namely the Influence of Creative and Innovative Work Culture on Alya Tani Entrepreneurship. The focus of this research is Creative and Innovative Work Culture towards Alya Tani Entrepreneurship. The location of this research is located in the city of Karawang, where researchers carefully look for informants who meet the requirements agreed in this research. In exploring and collecting information related to this research, researchers implement a qualitative research approach with a descriptive approach.

In the analysis phase applied by the researcher, the first step is to compile a series of special questions to be used as a guide when conducting interviews with informants to collect relevant data. After that, the information obtained from such informants is thoroughly analyzed with the aim of deeply understanding their contribution to the research. This process involves several stages, starting from interviews focused on research aspects that are being researched on how Creative and Innovative Work Culture towards Alya Tani Entrepreneurship.

In May 2023, researchers apply intensive interviews with sources to bag comprehensive data and engage directly in the field. After that, researchers analyzed the results of the interview. For reference, here is the interview schedule that this study followed:

Table 1. List of respondents

Name of Informant	Date	Time	Interview Venue
A Ali	May 12, 2023	10.00 a.m.	Alya Tani Kios
A Mugni	May 12, 2023	11.00 a.m.	Alya Tani Kios
A Engek	May 12, 2023	12.00 p.m.	Alya Tani Kios
Mr. Wawan	May 12, 2023	13.00 WIB	Alya Tani Kios

In the interview, Mr. Wawan Setiawan, the owner of Alya Tani's agricultural medicine stall, explained about the agricultural medicine stall. Here is a summary of the interview results:

1. Creative Aspects of Employees

Employees of Alya Tani agricultural medicine kios apply their creativity such as holding the latest medicinal products and offering them to buyers.

2. Employee Innovative Aspects

The employees of Alya Tani's agricultural medicine kios all apply their innovative attitude, such as every day they develop the latest products to sell, and what includes the latest products they offer to customers.

3. Aspects of Product Type

Alya Tani's agricultural medicine kiosk sells a variety of medicines or pesticides for agriculture, including drugs for pests of rice, vegetables, and fruits.

4. Aspects of Customer Satisfaction

Alya Tani agricultural medicine kiosk is committed to product quality and provides the best service to consumers. They also constantly update information about the development of agricultural products and technologies to provide the best to consumers.

5. Problem Consultation Aspect

Kios Alya Tani also provides consulting services for farmers facing problems in their farming. They provide proper guidance to help farmers deal with crop pests. The consultations provided by Alya Tani kios are almost

always successful in solving the problems faced by farmers. This consultation is based on meticulous testing so the success rate is high.

6. Product Quality Aspects

The products sold at this kiosk already have certificates and have passed laboratory tests, so they are safe to use for plants and the surrounding environment.

Overall, Alya Tani agricultural medicine kiosk is a place that provides safe and quality agricultural medicinal products, as well as providing consulting services that are successful in solving plant pest problems. They also focus on maintaining product quality and service that satisfies consumers.

The following is a documentation of the state of the Alya Tani kiosk that we took at the research site:



Figure 1. Alya tani stall

CONCLUSION AND ADVICE

The researchers came to this conclusion referring to exposure to achievements and analysis of data obtained after a series of data collection. By referring to the research achievements and discussions that have been detailed, it can be concluded that Alya Tani Entrepreneurship has a Creative and Innovative

Work Culture in terms of service, merchandise provision, and consultation.

Based on the findings and conclusions that have been detailed earlier, Alya Tani Entrepreneurship is expected to maintain the quality of plant medicines that are considered suitable for agriculture so that they are often purchased by the community. It is also expected to always pay attention to the quality of the goods, the materials used and the cleanliness of the packaging. In terms of service, a smile and friendliness are necessary to please customers.

THANK YOU SPEECH

Praise and gratitude for the presence of Allah SWT who always bestows His grace and gifts, so that for all his impositions, we are able to complete the article to complete the group assignment of the Human Resource Management Course entitled: "The Influence of Creative and Innovative Work Culture on Alya Tani Entrepreneurship".

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