



Integrity
Professionalism
Entrepreneurship

Member of



**PEMBANGUNAN JAYA
GROUP**

Kreatif, Inovatif, Risiko

Jaya Launch Pad | Wawasan Kewirausahaan | Pertemuan 7

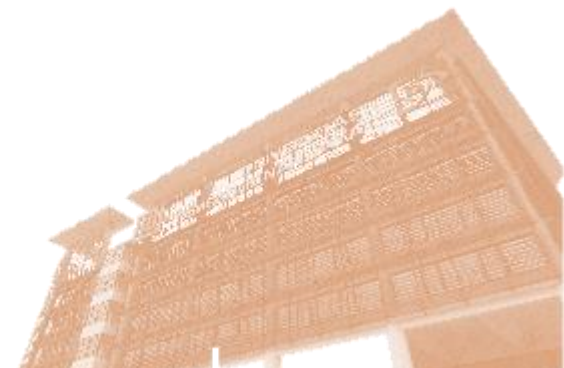
Manusia Jaya Membangun Negara



Capaian Pembelajaran

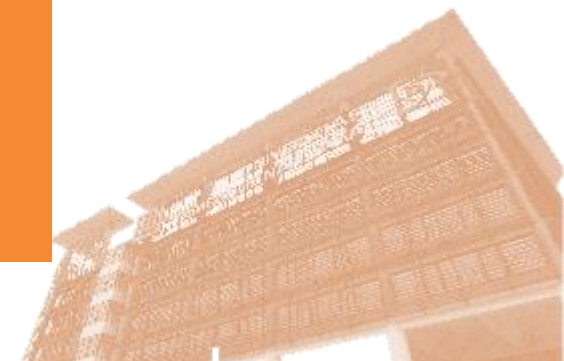
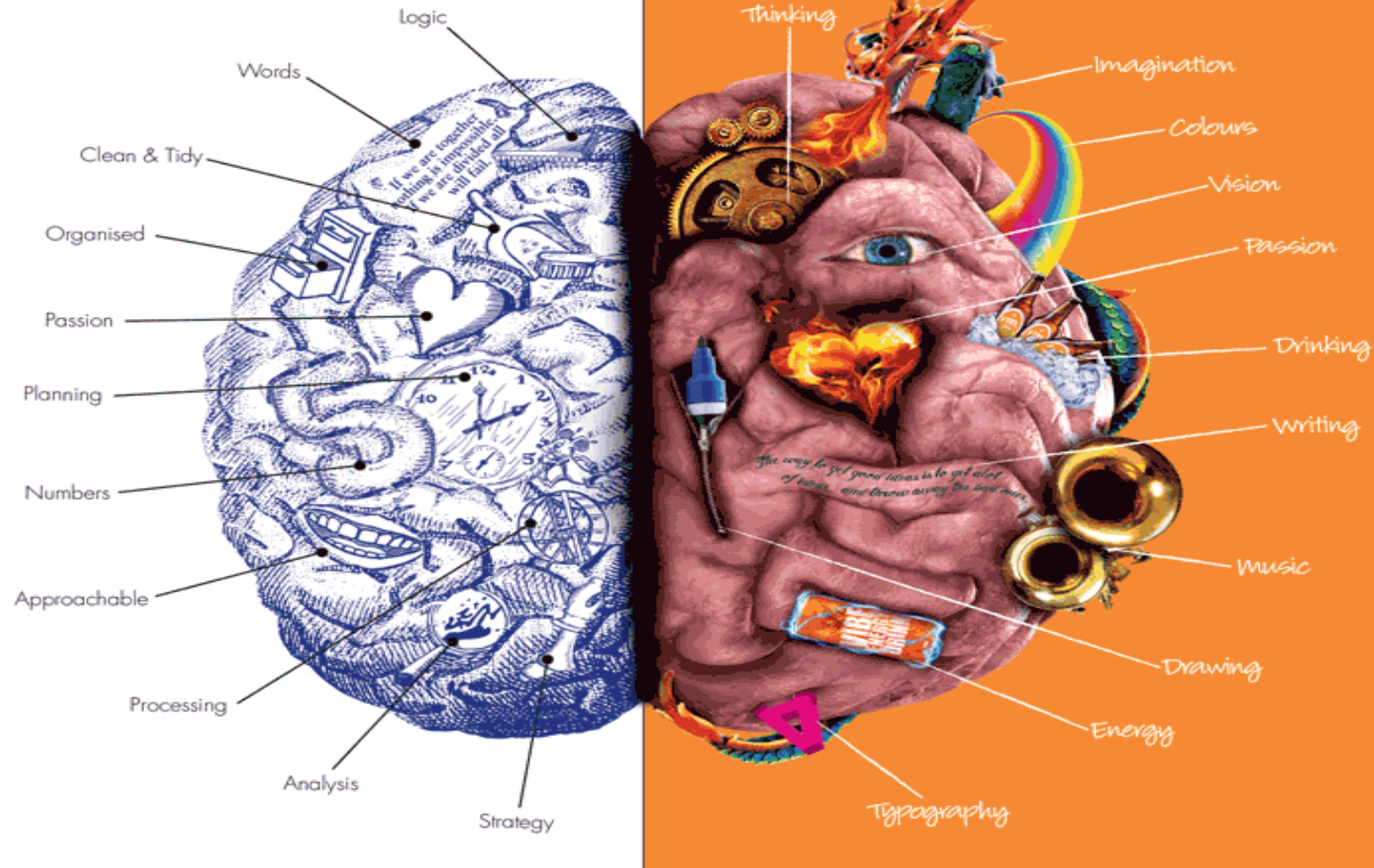
Setelah pertemuan 6 ini anda akan memiliki pemahaman tentang:

1. Konsep kreatifitas, inovasi dan risiko
2. Pemanfaatan kreatifitas dan inovatif dalam mengembangkan ide bisnis
3. Menilai risiko dan mengantisipasi risiko yang akan timbul



Apakah kreatifitas itu?

We use both sides



Apakah kreatifitas itu?

Menurut Kamus Besar Bahasa Indonesia (KBBI):

1. Memiliki daya cipta; memiliki kemampuan untuk menciptakan
2. Bersifat (mengandung) daya cipta: pekerjaan yang menghendaki kecerdasan dan imajinasi

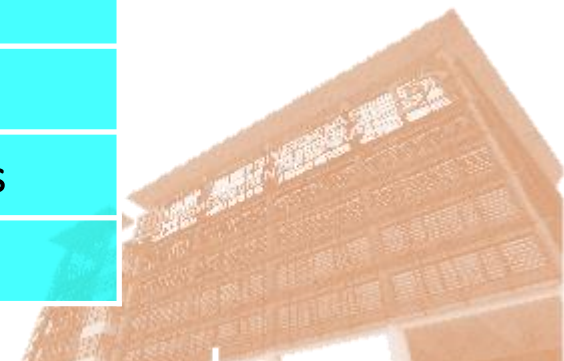
Menurut Hisrich, Peters and Shepherd (2005):

The ability to create and innovate has been observed throughout history and even though the fundamental tools may have changed the ability has been prevalent in every civilisation



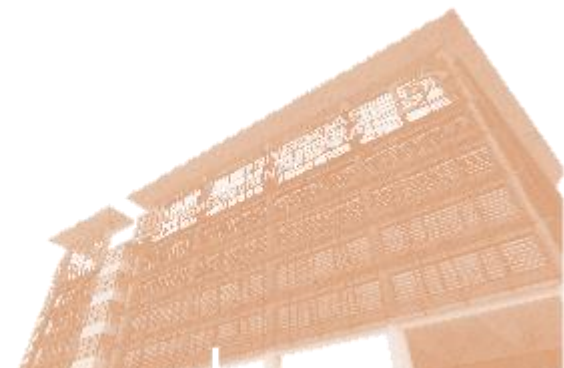
Kreatifitas: karunia Tuhan atau suatu fenomena?

Natures Creation?	or	Human Creation
Venoms & Poisons	or	Anaesthetics
The Leaf	or	Solar Panel (energy from light)
Brain	or	Computer/Electronic Circuitry
DNA	or	Computer Program
Ear Drum	or	Microphone
Eye	or	Camera (lens, focus, iris, film)
Eye Lid	or	Windshield Wiper
Tears	or	Wiper Fluid
Incisor Teeth	or	Knife
Heart	or	Pump
Spinal Chord/Nervous system	or	Communication/Telephone Cables
Song Birds	or	Music



Mengapa kreatifitas penting?

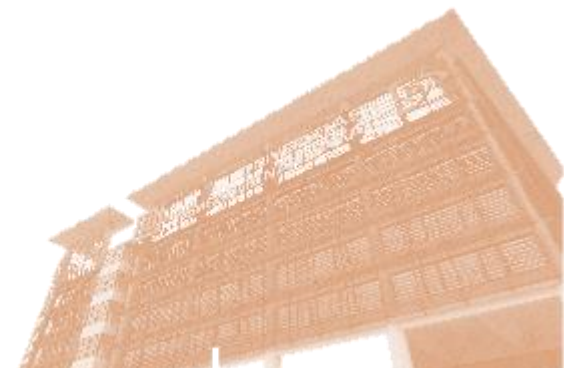
- Setiap bisnis memerlukan kebaruan (*novelty*)
- Hal-hal yang dianggap sudah lazim pun tetap memerlukan kebaruan
- Kebaruan bisa berarti hal-hal lama menjadi lebih baik, lebih berkualitas, lebih efisien dll
- Untuk mampu melakukan kebaruan, diperlukan kreatifitas



Edward de Bono menekankan pentingnya kreativitas:

“There is no doubt that creativity is the most important human resource of all. Without creativity there would be no progress, and we would be forever repeating the same patterns”

(Tak perlu diragukan, kreatifitas adalah elemen sumberdaya manusia yang paling penting. Tanpa kreatifitas tidak akan ada kemajuan, kita hanya akan mengulang-ulang aktifitas yang sudah biasa dilakukan)



Dua cara pandang atas kreatifitas → Is it nature versus nurture? (Feldmen, 1999)

The Elite View



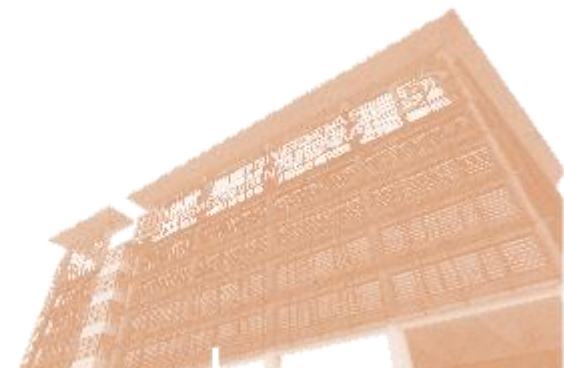
VS

Social-Emotional Stages of Development

(S. Greenspan and S. Wieder)

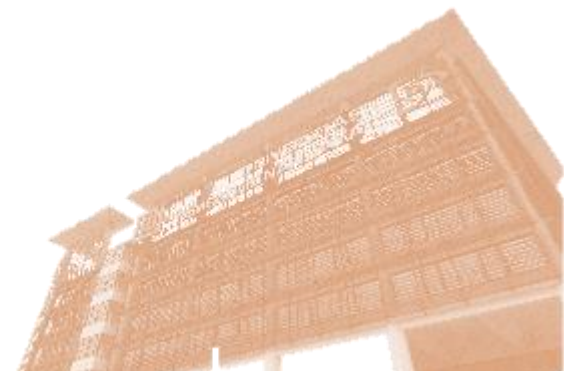


The Developmental View



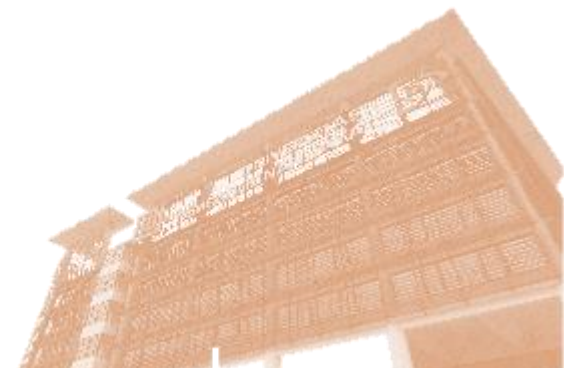
Aliran *Elite*, melihat kreatifitas...

- Getting New & Valuable Ideas
- A Rare Talent
- Creating Great Works of Art or Scientific Discoveries
- Unable to be Taught
- Not Relevant in My Job/ Organisation
- A Lonely Individual Process



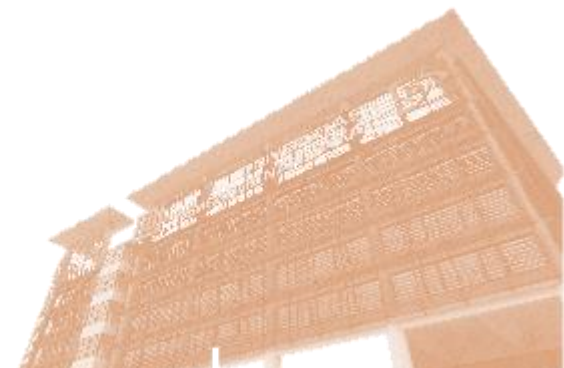
Aliran Developmental, melihat kreatifitas...

- Available to Everyone
- Evident in Personal & Modest Insights
- Released Through Training & Development of Personal Potential
- Within the Scope of All Jobs
- Encouraged or Discouraged Within Groups According to their Climate
- Escape from 'Personal Stuckness' & Reveals Itself in Results Which are Original & Potentially Valuable



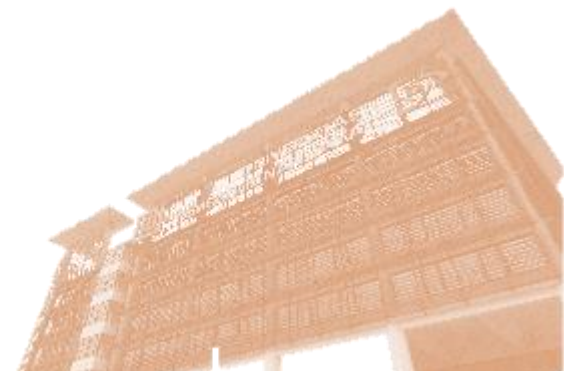
Realita tentang kreatifitas adalah...

- Kreatifitas bukan hanya untuk *'Elite' People*
- Kreatifitas dapat dikembangkan dalam diri siapapun
- Kreatifitas merupakan proses pemecahan masalah personal dan yang bersifat tidak rutin
- Kreatiitas dapat dipelajari, dipraktikkan dan diterapkan dengan sukses oleh setiap orang dalam kehidupan sehari-hari



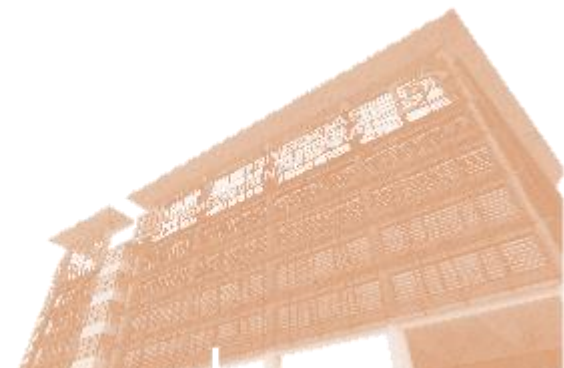
Tiga Komponen Kreatifitas adalah...

- Ketrampilan-ketrampilan yang relevan
- Proses kreatif
- Motivasi intrinsik



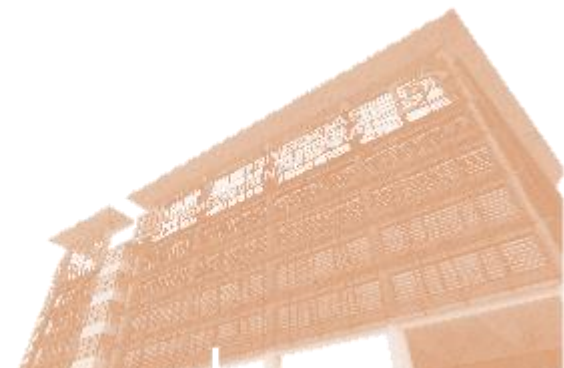
Proses kreatif menurut De Bono adalah...

1. Generating knowledge and awareness
 - Reading, learning, researching, finding out about the world in general and the area in which you wish to operate
2. Incubation
 - Time for reflection
3. Idea generation
 - Using your own knowledge and creative thinking techniques e.g. brainstorming, to create ideas
4. Evaluation and Implementation
 - Choosing your idea and making it work!
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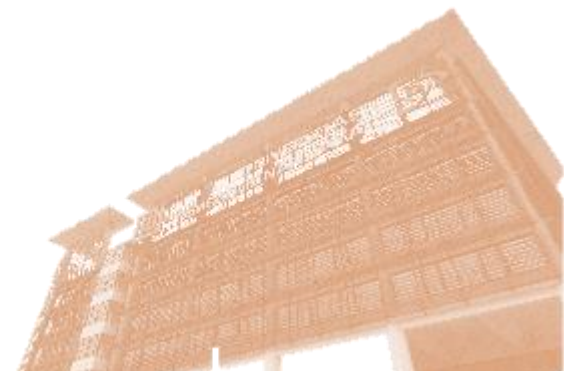


What is Innovation?...

Degree of Newness:

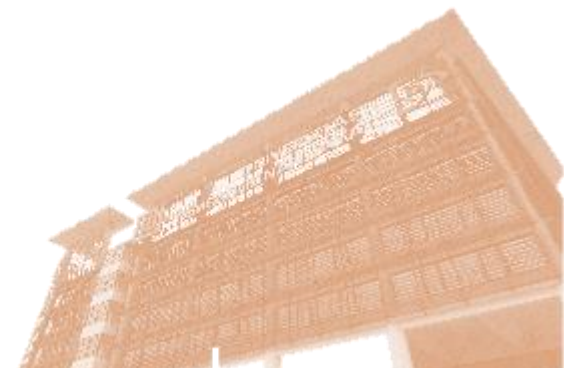
Radical Innovation

Incremental Innovation



Examples of Innovation

- Glass (3500 BC)
- Modern Public Library (1850-1945 depending on country)
- Electronic calculator (1961)
- Mobile phones (1973)
- World Wide Web / Internet (1989)
- Email (1993)





Integrity
Professionalism
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Terima Kasih

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