

# Increasing Entrepreneurial Creativity Through the Introduction of Information Technology Utilization

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**Abstract.** The purpose of holding community service activities is to provide knowledge about the use of information technology to enhance the entrepreneurial creativity of the partner communities. Information technology in its current development is very fast and perfect for all aspects of life, therefore and it is very necessary information that is very necessary for the community and labor to increase power and power in the business. The methods used in this activity include training, training, mentoring and discussion. The results included in this activity are; 1) Participants get basic knowledge about creativity and information technology, 2) Participants understand about the use of information technology to improve creativity and employees, 3) Participants try to apply information by creating facebook and instagram pages to promote their business, 4) Para participants began to use the internet and online stores to find information about products needed for raw materials and sales.

**Keywords:** Creativity; Entrepreneurship; Information Technology.

## 1 Introduction

Business continuity someone besides influenced by internal factors also influenced by external factors[1]. One factor that has a strong influence is environmental technologies that will help improve efficiency during business activities, especially during the production process. The development of the business world are always in line with the development of technology for the advancement of technology is very helpful in maintaining business continuity. Given the high competition[2][3] and intense competition in the business today, businesses must excel in innovation and services and prioritizing customer satisfaction. The role of technology and information is very important in the development of the business world. Some business fields that currently utilize technology and information between e-business, e-commerce, e-banking and others. The very basic thing that supports businesses using technology and information is time and cost efficiency[4]. The rapid development of technology and information has affected the development of the business world. The condition of business people who are not ready for the development of information technology raises a variety of problems, including the number of small and medium businesses that go bankrupt because they cannot compete with online stores[5]. This is where the Internet plays a role in

the business world, one of which is to make it easy for companies to communicate with consumers both directly and indirectly[6]. The concrete example is that of an American businessman, Jeff Bezos, founder of Amazon.com. The internet stores a database of detailed information on transactions that occur between companies and consumers. Through its website, Amazon.com, Jeff offers recommendations to consumers based on the history of product purchases they have purchased. As a result, companies are becoming more sensitive to consumer needs and this is very supportive in expanding businesses, as evidenced by Amazon.com, which used to only sell books, now sells a variety of products. The potential of the internet network makes a far reaching achievement and certainly has a big influence in the business world on many levels.

Whatever the form[7][8], online trading or better known as e-commerce has become a lifestyle for some people. Plus the role of social media in providing social networking sites like Instagram, Facebook and Twitter is one of the drivers of success. Indonesian entrepreneurs are already quite a lot of "literate technology." Internet benefits are not only enjoyed by big entrepreneurs who have business partners abroad, but small entrepreneurs and home industry drivers are also aware of the importance of the Internet to facilitate their business, especially now that the Internet connection is installed easier and affordable. Business people also don't want to be just participants, but they take advantage of that moment to advertise their products through the Internet so that they can be seen by the world community[1]. With relatively low costs, they can do marketing globally. Small scale industries do not have sufficient capital[9]. With the Internet, there are many things they can save, for example when entrepreneurs use the internet to sell goods and services they offer in the form of online stores. Their business activities can continue without the need to rent a shop. They can divert the cost of renting a store as a backup capital or creating multiple sites so that they can have multiple displays on the Internet rather than having to rent a store, design and pay for shopkeepers.

In addition, advertisements and displays that have been installed on the Internet are more durable, while advertisements in newspapers and other print media only last one day when the newspaper is published so people will simply skip because the newspaper is no longer read[10]. Entrepreneurs and small industry drivers can also use their website as a communication medium, where buyers can directly select and order products on the website, and can provide input on products offered through special interactive features provided on the site. The online media that can be used for business development are; 1) Website or Blog, both free and paid. Free examples are wordpress or blogspot, 2) Market place or buying and selling sites. Buying and selling sites that are currently popular include tokopedia.com, bukalapak.com, blibli.com. The benefits of transactions at the market place or buying and selling sites are not charged, all are provided free, 3) Online Communities, 4) Social Media, for example Facebook, Twitter and Instagram. The advantage of using this social media besides being free is being able to capture many customers through friendship, then being able to load many product images and be able to communicate through the comments column.

The temporary problem based on the initial observations faced by partners is the lack of knowledge and technology utilization of members of small and medium enterprises, so that creativity in entrepreneurship has not yet emerged and cannot compete with other business actors[2]. Looking at the above problems, we realize that to be able to change habits and bring forth motivation and creative ideas is not easy, many problems and constraints are faced, so this requires a process and cooperation between partners and MSME players guided by these partners. But in the context of increasing[3] the welfare and development of MSME actors in the future, it has become a necessity for partners and SME players to be fostered in a gradual

and sure way to be able to use and use information technology in their business developers. Therefore we want to share our knowledge by providing training on the introduction and utilization of information technology and how to bring up entrepreneurial creativity ideas with several solutions that can be offered as follows:

- a. Providing knowledge about information technology
- b. Providing knowledge about the use of information technology in the business world and the practice of utilizing information technology for business development.
- c. Providing knowledge about techniques to bring up creative and innovative entrepreneurial ideas.

The targets of community service activities are:

- a. The Partner knows and understands the development of information technology and its benefits for business development.
- b. Partners are increasingly motivated to manage business well and bring creative entrepreneurial ideas through the use of information technology.

## 2 Methodology

This activity is in the form of material delivery and discussion, training and mentoring. The implementation of this activity was carried out for 3 (three) days, namely on 10, December 17, 2017 and January 7, 2018 at the Omah Pincuk Pasar Minggu Resto, South Jakarta. At the first meeting on December 10, 2017 at 10.00-14.00 WIB, the activity was filled with material about information technology, the introduction of the internet, the benefits of internet use and how to use the internet and social media. Before giving the material the participants were given a questionnaire about biodata, the efforts made and the introduction of internet and social media information technology.

The second meeting, December 17 2017 at 10.00-14.00 WIB, was filled with material on entrepreneurial motivation and entrepreneurial creative ideas, followed by discussion. Then the third meeting, January 7, 2018 at 10.00-14.00 was filled with the practice of internet use and the use of social media for business followed by discussion and assistance. The event was finally closed with the submission of an activity evaluation questionnaire.

## 3 Results and Discussion

At the beginning of the training the participants consisting of MSMEs were given a questionnaire to find out about the business being carried out and the introduction of information technology[6]. The participants consisted of 30 people who had backgrounds ranging from elementary school to bachelor. Tables 1 and 2 show that out of 30 participants 33 percent have elementary school background, 37 percent are junior high, 23 percent are high school and equivalent, 7 percent are undergraduates. Based on age 17% are under 25 years old, 33% are aged 25-40 years and 50% are over 40 years old.

**Table 1.** Background of Participant Education

No	Education	Amaount	%
1	SD	10	33%

No	Education	Amaount	%
2	SMP	11	37%
3	SMA	7	23%
4	Sarjana	2	7%
		30	100%

**Table 2.** Age of Participants

No	Age	Amaount	%
1	Less Than 25 Years	5	17%
2	25-40 Years	10	33%
3	More Than 40 Years	15	50%
		30	100%

**Table 3.** Types of Business, Duration of Business and Use of Information Technology in Business

No	Types of Business	Amaount	Duration Of Business			Use of Information Technology In Business	
			< 2 Years	2-5 Years	> 5 Years	Yes	No
1	Culinary	15	2	3	10	2	13
2	Fashion	8	4	2	2	3	5
3	Education Services	2			2		2
4	Health Services	1			1		1
5	Loundry	1	1				1
6	Travel	1	1			1	
7	Printing	1	1				1
8	Contract	1		1			1
		30	9	6	15	6	24

According to the data in table 3, it shows that of the 30 participants, almost half were Micro, Small and Medium Enterprises engaged in the culinary field (50%), then fashion (27%), education services (7%), while the others were 3 percent. The duration of business participants is 50 percent over 5 years, between 2-5 years 20 percent and under 2 years 30 percent. While in carrying out its business, around 80 percent still do not use information technology and 20 percent have used it.

From the data above there are still many partners who have not used information technology in running their businesses. This is because the business carried out is only makeshift or continues the business that is already running. Through this training the participants began to recognize how effective and efficient marketing strategies are by maximizing the use of internet information technology through the use of facebook pages, Instagram or online stores in developing their businesses. During this time there are still many partners of the trained partners who are still not maximal in the use of information technology and do not even know the use of facebook pages, Instagram or online stores in developing their businesses. They use cellphones mostly for telephone, sms and watshapp.

The participants were very enthusiastic in participating in this training, some participants were very quick to understand the material presented. This is because they are actually familiar with mobile phones, even most of the participants already have Facebook, but their

use is still limited to the use of status updates and regular conversations. So that when delivered material about the use of internet and mobile information technology for the development of their business they were very enthusiastic and serious in attending the training to completion. In general the implementation of the training went very well and in accordance with expectations, especially the number of attendees who almost filled the training room prepared. Some of the obstacles in this training activity include the majority of participants from the UMKM consisting of housewives with education that are still low so there are still many who have difficulties in using information technology and the internet. From the results of the evaluation of activities through questionnaires, the partners and trainees were very satisfied with the implementation of the training activities, and wanted this training to be conducted routinely with different topics. The training that is highly expected to be implemented soon is training on product and trademark packaging and digital marketing.



**Fig. 1.** Photograph Documentation of Community Service Activities

#### **4 Conclusion**

Based on the results and discussion, we can explain the conclusion that in general this Abdimas activity was quite successful and went well. Participants get knowledge about the use of information technology which is quite important in increasing the creativity and development of their business. The participants were happy because the material provided was very easy to understand and the delivery techniques used in the training were very fun and full of familiarity. Participants must immediately practice the use of information technology for the development of their business. It is necessary to maintain the use of information technology in order to succeed as desired and the need for further training to further enhance the role of information technology in the development of participant businesses.

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