Nama : Haqqan Amien Maziun

Nrp : 130119054

Kp : A

Journal Review

The Importance of Innovation And Creativity in Digital Technology

(Tayibnapis, Wuryaningsih, & Gora, 2019)

Indonesia is a country that still today has an appeal in the eyes of investors and business people. This is due to portfolio instruments in financial markets and capital markets. And also Indonesia has a fairly large market, competitive price competition, and has a high purchasing power. This is a special feature of Indonesia is different from other countries. The flow of foreign capital into the portfolio instrument is a form of Investor confidence for Indonesia's economic stability and includes the prospects and projections of Indonesia's economic policy.

Indonesia is still in the transmission phase towards digital marketing. Many understand that digital marketing is limited to moving content to digital media platforms. In fact, digital marketing methods involve production strategies to measure the impact of business content. After the 2019 election, Indonesia's economy began to follow the development of the digital economy and leisure economy that will create new opportunities and businesses in 2020. Companies are required to be closer to customers to face a climate of increasingly tight business competition. The era of disruption requires companies to have something intrinsic in their DNA to address urgent socio-cultural problems.

On the other hand, it seems that digital marketers are still understood as an effort to move content to digital media platforms. Whereas digital media is also a method of digital marketing actually involving strategic production to measure the impact of content on business. Indonesia is actually still in the transmission phase towards digital marketing where business media is still a traditional media as a mainstay means to market products. Industrial Era 4.0 based on digital technology requires human resources that have competence and are able to contribute to the company's business. HR processing is important and needs to be an integral part of the company in order to win the market.

In this study, more use descriptive qualitative method by using case study approach to economically analyze the condition of business and marketing in Indonesia in the industrial era 4.0 which is also based on the Internet of Things in digital technology. The purpose of this research is to investigate also find cases that occur in business and marketing problems that occur in Indonesia. The case studies used in this study are intrinsic case studies to find other unique cases in business innovation and marketing. How to collect data is by conducting interviews openly to informants through data collection with snowball sampling techniques, as well as non-participant observations of PT. Star Toedjoe, PT. Sambu Island, PT. United-Tractors Pandu Engineering which intends to capture, record, interpret and also present various information that adheres to the process of coding data, data collection, and also support from the review of libraries

One way to encourage innovation and creativity in the company is to foster the spirit to no longer get caught up in the company's operational activities and performance targets. Some companies in Indonesia have a unit of corporate transformation work or change management office or operational excellence or strategy initiative management office in an effort to develop innovation and creativity including fulfilling the capabilities of the team to realize innovation and creativity by using process management excellence method. Meanwhile, the digital economy began to find critical mass, and produced the whole new world, including the demands of customization and personalization became inevitable, considering digital brand, engagement became an important and the scope of the advertising world is very wide that affects the skills, skills, quality of creative personnel, as well as the production of creative content that develops and transforms rapidly. The results showed that the new innovations were carried out only in the development of products or packaging, and not changes in the overall sense. Most are still on a state of combining existing and modified things.

References

Tayibnapis, A.Z., Wuryaningsih, L.E., & Tn., R.G.(2019). Pentingnya Inovasi dan Kreatifitas Era Teknologi Digital. Seminar Nasional dan Call for Papers.