

The Importance of Creativity in Production of Roofs For Increasing Tiles Business Income in Jatisari Kecamatan Kebumen Village, Kebumen District

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Abstract. Small industry "Roof", has a big role in helping the economic life of businesses because they can take advantage of free time in addition to farming so that they can increase their income. For this reason, to get an increase in the income of tile craftsmen, it is necessary to give input on the importance of creativity in tile roofing. The existence of creativity is expected to get an increase in the number of tile sales, especially in the area of Jatisari Village, Kebumen District, Kebumen Regency, Central Java. Based on the description discussed above, the main problems in this study are: How to develop creativity in roof production to increase the income of tile business in Jatisari Village, Kebumen District, Kebumen Regency? In this study the aim was to find out how to develop creativity in roof production to increase roof business revenues in Jatisari Village, Kebumen District, Kebumen Regency. The results of this study are expected to be useful and provide benefits to all parties, among others: It is expected to be used as a material consideration or input for small industries to pay more attention to aspects that affect the income.

Keywords: Creativity, Production, Roof, Revenue

1 Introduction

This era of globalization, an entrepreneur is required to be able to continue to innovate, present something new, unique, more efficient, and better than previous products and services. An entrepreneur who can continue to innovate in his business can maintain his business to a long life.

Along with the development and rapid competition in entrepreneurship requires entrepreneurs to be more creative and innovative in developing their products or services in order to harmonize increasingly diverse and unlimited consumer needs. In his book entitled *Toward a Theory of Instruction*, Bruner defines creativity as "a surprise that effective. "It can be expected that the results of the creativity process are something (can be a product or idea) that is surprising. For example, because it is new, has never existed, has never been thought of, unique, and so on (Rhenald Kasali, et al., *Entrepreneurship Module*, 2010: 38).

Creativity and innovation are the heart or core, the secret of entrepreneurship. Successful entrepreneurs and successful caused by having the ability to think creatively and innovatively. Creativity is thinking something new and different (thinking new thing), and innovation is doing something new and different

(thinking new things), the essence of entrepreneurship is the ability to think of something new and different (thinking new things and different) (Drucker, 1994). Entrepreneurship is not only creative (thinking), but also acts of innovation to produce something new and different.

Sales on a product are very competitive. When an entrepreneur is able to innovate well, it certainly will have an impact on the company's sales performance. There are various ways that an entrepreneur can take to innovate for example by thinking about prices, product uniqueness, even the value of the product itself.

Small industries have a considerable role in supporting the economy of the community even during the crisis that hit Indonesia like this, many small industries were able to survive in the crisis situation. The strength of small industries is that they are able to survive because small industries are very flexible and very quick to respond to changes, besides that most of the raw materials and natural resources used are local. But not all small industries use local raw materials, there are some that use imported raw materials, but there are relatively few in number. Because it is local so small industries can still produce.

The tile craftsmen in Kebumen District, Central Java in recent years have begun to complain about the decline

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in Sokka and Jatisari roof prices from the region. The craftsmen fret until some of the craftsmen go bankrupt. The roof craftsman Samsul Muzaki said that Sokka and Jatisari tiles from Kebumen were typical tiles produced since the Dutch era.

The Jatisari Kebumen tile business is currently experiencing many problems, ranging from inefficiencies, to manufacturing processes that still use traditional methods. Therefore, artisans have asked the government to provide facilities for upgrading tiles. With technology, manufacturing costs are suppressed, so that prices can compete with light steel made by manufacturers.

Revenues in small industries obtained by businessmen "GentengPres" in Jatisari, Kebumen Subdistrict, Kebumen Regency, between one tile entrepreneur with another roof entrepreneur is not always the same number. Usually the size of the amount of income received depends on the number of sales, the costs incurred and the number of workers that influence the amount of income received.

Small industries are mostly carried out in rural areas, this is done because of consideration of various aspects, namely cheap labor costs, a lot of available labor, and the availability of raw materials that are easy to obtain. This aspect can attract rural residents to open businesses both as a side business and a main business besides farming and other businesses. Small industries "Genteng" are mostly carried out by residents in Jatisari Village, Kebumeb District, Kebumen Regency because most of them earn their living as farmers.

Small industry "Roof", has a big role in helping the economic life of business people because they can take advantage of free time in addition to farming so that they can increase their income.

Method

The preparation of this article uses legal research methods, namely normative juridical research which is intended to process positive legal provisions and positive legal instruments [5]. The positive legal provisions used or referred to as primary materials use the Government Regulation no. 24 of 1997 concerning Land Registration, PERMEN ATR/BPN No. 6 of 2018 concerning PTSL Acceleration, and Technical Instructions No. 01/Juknis-No. 300. UK.01.01/II/ 2019 concerning Complete Systematic Land Sector Measurement and Mapping. In this legal research, the law as conceptualized as what is written in a statutory regulation or law can be conceptualized as a rule or norm that becomes a benchmark or model for human behavior that is considered appropriate [6]. The approach used in this research is a *statute approach* and *conceptual approach*. The Legislative approach, looks at the suitability of a law with other laws or regulations[7].

For this reason, to get an increase in the income of roof craftsmen, it is necessary to give input on the importance of creativity in roof roofing. The existence of creativity is expected to get an increase in the number of roof sales, especially in the area of Jatisari Village, Kebumen District, Kebumen Regency, Central Java.

2 Research Methods

2.1 Understanding Creativity

According to Supriadi in Yeni Rachmawati (2005: 15) stated that creativity is the ability of a person to give birth to something new, both in the form of ideas and real works that are relatively different from what is there. Creativity is a high-level thinking ability that implies an escalation in thinking ability, characterized by succession, discontinuity, differentiation, and integration between stages of development. Creativity is the ability to create or create creativity (Big Dictionary of Indonesian Language, 1990: 456), creativity can also be meaningful as the newest and original creation created, because creativity is a unique mental process to produce something new, different and original. Creativity is an organized, comprehensive, imaginative brain activity leading to an original result.:

There are six creative assumptions (Dwijanto, 2006: 221) which are based on theory and various studies of creativity, as follows.

1. Everyone has creative abilities with different levels. No one has absolutely no creativity, and what is needed is how to develop that creativity.
2. Creativity is expressed by creative products, both in the form of objects and ideas. Creative products are the top criteria for assessing the high and low of one's creativity.
3. Actualization of creativity is the result of the process of interaction between psychological factors (internal) with the environment (external). In each person, the role of each of these factors varies. This assumption is also referred to as interactional or social psychological assumptions that view these two factors complementary.
4. In a person and his environment there are factors that can support or actually inhibit the development of creativity. These factors can be identified equations and differences in groups of individuals with one another.
5. A person's creativity does not take place in a vacuum, but is preceded by, and is the development of the results of the creativity of those who worked before.
6. So creativity is a person's ability to create new combinations of things that already exist so that they give birth to something new. Creative work is not born only by chance, but through a series of creative processes that require strong skills, skills and motivation.

There are three factors that determine a person's creative achievements, namely high motivation or commitment, skills in the field he is engaged in, and creative skills.

Based on the opinions of the experts above, creativity can be formulated as a process of one's cognitive activity to give birth to something new, both in the form of new works and combination works which are all relatively different from what was before.

2.1.1 Definition of Entrepreneurship

Entrepreneurship or Entrepreneurship is the process of identifying, developing, and bringing a vision into life. The vision can be innovative ideas, opportunities, better ways of carrying out things. The final result of the process is the creation of new businesses that are formed in conditions of risk or uncertainty. Entrepreneurship has different meanings among experts or reference sources because of the different points of emphasis and emphasis. Richard Cantillon (1775), for example, defines entrepreneurship as self-employment.

Whereas according to Ahmand Sanusi, Entrepreneurship is a value manifested in behavior that is used as the basis of resources, driving forces, goals, tactics, tips, processes and business results. Entrepreneurship is the ability to create something new and different (ability to create new and different). (Drucker, 1959).

According to Zimmerer, 1996. Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life. In addition, the Decree of the Minister of Cooperatives and Small Business Development No. 961 / KEP / M / XI / 1995). Entrepreneurship is the spirit, attitude, behavior, and ability of a person to handle a business or activity that leads to efforts to find, create, and implement new ways of working, technology and products by increasing efficiency in order to provide better services and or gain greater profits.

Soeparman Spemahamidjaja stated that Entrepreneurship is an ability in creative thinking and innovative behavior that is used as the basis, resources, driving force of goals, tactics of tips and processes in facing life's challenges.

2.1.2 Creativity and innovation in entrepreneurship

Creativity is the ability to create something new that is different from before, either in the form of ideas or real works by combining pre-existing elements. The new thing here is something that is not yet known by the person concerned, even though it is something familiar to others, and not only from what does not exist, but also from a new combination of something that already exists.

According to Prawirokusumo, entrepreneurs are those who make creative and innovative efforts by developing ideas and gathering resources to find opportunities and improve life. In line with the above opinion, according to Suryana, entrepreneurs or entrepreneurs are someone who has a combination of elements (elements) internally which include a combination of self-motivation, vision, communication, optimism, encouragement, and the ability to take advantage of business opportunities.

Something that is innovative is not only giving birth to something new, but it must be beneficial to the innovator or other people as well, meaning that something innovative can be useful for innovators. For example, it can save more, be more efficient in terms of

product manufacturing, and can generate more profits and benefit others.

The innovation process begins with an analysis of opportunity resources that become objects. Conceptual and perceptual innovation, can be understood and seen by innovators must see questions and hear others in seeking innovation. They think hard with all the ability of their brains, they do their calculations carefully and listen to the opinions of others, and pay attention to the potential users of innovation that are sought to meet expectations of values and needs. Successful innovation is generally simple and focused and aimed at applications that are designed distinctive, clear and careful. Innovation involves more physical work than thinking.

Innovation consists of four types, including discovery, development, duplication and synthesis.

1. Discovery.
Creation of a new product, service, or process that has never been done before. This concept tends to be called revolutionary.
2. Development.
Development of an existing product, service or process. Concepts like this are different applications of existing ideas.
3. Duplication.
Imitation of a product, service, or process that already exists. However, duplication is not merely an imitation but adds a creative touch to improve the concept to be more able to win the competition.
4. Synthesis.
The combination of concepts and existing factors is a new formulation. This process includes taking a number of ideas or products that have been found and formed so that they become products that can be applied in new ways.

The role of Innovation and Creativity in Product and Service Development Innovation plays an important role in developing products and services in business. Various entrepreneurial successes in the world are caused by creativity in developing products. Strict competition in entrepreneurship encourages entrepreneurs to have high creativity. The power of creativity must be based on advanced thinking, new ideas that are different than existing products. Creative ideas generally cannot be limited by space, form or time and provide new breakthroughs in the business world which at first seem impossible.

Currently various innovations based on entrepreneurial creativity are superior products and services. Entrepreneurship through creative and innovative processes creates added value for goods and services which then creates various advantages including competitive advantage. Companies like Samsung, Microsoft, Sony, Honda, and Toyota Motor, are examples of companies that are successful in their products because they have creativity and innovation in the field of technology.

2.1.3 Ways to Develop Creativity and Innovation

Many things can be done to improve creativity. The following are things that can help develop personal abilities in programs to increase creativity as stated by James L. Adams (1986).

1. Recognizing relationships

Many inventions and innovations are born as a way of looking at a new and different relationship between objects, processes, materials, technology and people. Like mixing the aroma of jasmine flower with the water then bottling it into a fragrant bottle and fresh taste.

To help increase creativity, we can carry out our static perspective on existing people and environment relationships. Here we try to see them with new and different perspectives. Creative people will have a certain intuition relationship to be able to develop and recognize new and different relationships from the phenomenon. This relationship can later show the idea of new products and services.

2. Develop a functional perspective.

If further developed, we can see that there is a functional perspective of things and people.

A creative person will be able to see other people as a tool to fulfill his desires and help complete a job. For example, often we unconsciously use a kitchen knife to install a bolt because the hammer we are looking for is not found. Another way we have to start from a non-conventional perspective and from a different perspective.

3. Use reason

Research on the use of brain function in separate parts of the left and right has been carried out since the 1950s and 1960s.

The right brain is used for things like analogy, imagination and others. While the left side of the brain is used for work such as analysis, making a rational approach to problem solving and others. Although the function is different, but in his work, he must be interconnected. The process of creativity includes logical and analytical thinking on knowledge, evaluation and implementation stages. So, if we want to be more creative, we must

4. Remove feelings of doubt

Many mental habits limit and inhibit creative thinking. A study found that adults only use 2-10 percent of their creativity potential.

3 Results and Discussion

A roof serves to protect especially against rain. Depending on the nature of the building, the roof can also protect from heat, sunlight, cold and wind. Other types of structures, for example, a building for gardens, will protect from cold, wind and rain but can be translucent. A house can be topped with material that protects it from sunlight but does not block other elements.

Each type of roof cover has its own advantages and disadvantages. You can choose it by considering the appearance, practicality, shape and age of each plan.

Analysis of Correlation Coefficient The researcher uses the Karl Pearson Product Moment correlation formula as follows:

Formula:

$$R_{xy} = \frac{n \sum xy - (\sum x) (\sum y)}{\sqrt{\{n \sum x^2 - \sum x^2\} \{n \sum y^2 - \sum y^2\}}} \quad (1)$$

Remarks:

n = Number of samples

x = Creativity

y = Income Increase

x^2 = Results of rank from Creativity

y^2 = Rank from Income Increase

xy = The result of multiplying the variables x and y

R_{xy} = correlation coefficient between x and y

Table 1. Analysis of Correlation Coefficients Between Variables X and Y with the Karl Person Product Moment Formula

No Subject	Creativity (x)	Increased revenue (y)	xy	x2	y2
1	46	46	2116	2116	2116
2	40	42	1680	1600	1764
3	49	49	2401	2401	2401
4	49	49	2401	2401	2401
5	41	41	1681	1681	1681
6	45	44	1980	2025	1936
7	36	42	1512	1296	1764
8	34	40	1360	1156	1600
9	34	41	1394	1156	1681
10	38	40	1520	1444	1600
11	29	33	957	841	1089
12	41	38	1558	1681	1444
13	40	39	1560	1600	1521
14	38	41	1558	1444	1681
15	40	39	1560	1600	1521
16	40	37	1480	1600	1369
17	43	38	1634	1849	1444
18	42	41	1722	1764	1681
19	43	40	1720	1849	1600
20	38	34	1292	1444	1156
21	33	34	1122	1089	1156
22	37	42	1554	1369	1764
23	37	36	1332	1369	1296
24	40	41	1640	1600	1681
25	41	39	1599	1681	1521
26	37	40	1480	1369	1600
27	38	40	1520	1444	1600
28	40	40	1600	1600	1600
29	42	40	1680	1764	1600
30	35	34	1190	1225	1156
31	39	42	1638	1521	1764
32	41	42	1722	1681	1764
Σ	1266	1284	51163	5660	5192

Calculation:

$$R_{xy} = \frac{32 \times 51.163 - (1.266 \times 1.284)}{\sqrt{(32 \times 50.660) - (1.266)^2 \times (32 \times 51.952) - (1.284)^2}}$$

$$= 11.672$$

Calculation:

$$r = r\sqrt{n} - 2$$

$$= (0,733 \sqrt{32} - 2) / (\sqrt{1} - [0,733]^2)$$

$$= 8,681$$

$$t \text{ table, } h \ 32 - 1 \times 0,05/2 \quad t \text{ table, } h \ 32-1 \times 0,05/2 \\ = 31 \times 0,05/2 = 31 \times 0,05/2 \\ = 0,775$$

From the calculation of hypothesis testing obtained t count = 8.681 and t table = 0.775. This shows that t count 8.681 > t table 0.775. Then it can be concluded that the null hypothesis (Ho) which says "there is no positive relationship between creativity and increasing tile business income" is rejected. While the working hypothesis (Ha) reads "there is a positive relationship between creativity and an increase in tile business revenues received."

4 Conclusion

Today's competition in the business world is very tight, starting with price competition, quality and the most important thing is the product itself (there must be something new) if the entrepreneur cannot maintain the existence of the product, it will obviously be displaced by competitors and can take over consumer attention, if the consumer's attention switches can be ascertained our products are not consumed as usual.

Innovators also have to take risks in every path taken. An entrepreneur must have a calm attitude when facing difficult conditions though. An entrepreneur who can innovate will be calm to face any situation because he will continue to create something new with his creation, trying to use economic value and most importantly can be beneficial for entrepreneurs and others.

Small industry "Roof", has a big role in helping the economic life of businesses because they can take advantage of free time in addition to farming so that they can increase their income.

From the explanation above, the author suggests that to get an increase in the income of tile craftsmen, it is necessary to give input on the importance of creativity in tile roofing. The existence of creativity is expected to get an increase in the number of tile sales, especially in the area of Jatisari Village, Kebumen District, Kebumen Regency, Central Java.

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