
Analysis of Creative Entrepreneurship Strategy for Sustainable Innovation in the Digitalization Era

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Abstrak: Penelitian ini bertujuan untuk menganalisis tantangan dan peluang yang dihadapi oleh para pelaku usaha kreatif dalam memanfaatkan teknologi digital, dengan penekanan pada dampaknya terhadap pertumbuhan ekonomi dan sosial. Kajian ini dilakukan dengan metode kualitatif melalui pendekatan studi kasus pada sejumlah wirausahawan kreatif di Indonesia dan di luar negeri, baik yang berhasil maupun yang mengalami kegagalan. Hasil penelitian mengungkapkan bahwa teknologi digital memegang peranan penting dalam memperluas jangkauan pasar dan meningkatkan efisiensi operasional, yang pada gilirannya menciptakan model bisnis baru yang lebih adaptif. Temuan dari penelitian ini menunjukkan bahwa inovasi berkelanjutan dan kolaborasi lintas disiplin merupakan faktor kunci dalam menghasilkan produk atau layanan yang kompetitif di pasar global. Para pelaku usaha kreatif yang mampu berinovasi secara konsisten cenderung memiliki keunggulan dalam menarik minat konsumen dan menjaga pertumbuhan bisnis yang berkelanjutan. Sebagai rekomendasi, penelitian ini mengusulkan perlunya dukungan dari pemerintah dan sektor swasta dalam bentuk pelatihan serta regulasi yang lebih mendukung pertumbuhan kewirausahaan kreatif berbasis digital di Indonesia.

Kata Kunci: Digitalisasi, Era Digital, Kewirausahaan Kreatif

Abstract: This study aims to analyze the challenges and opportunities faced by creative entrepreneurs in utilizing digital technology, with an emphasis on its impact on economic and social growth. This study was conducted using a qualitative method through a case study approach on a number of creative entrepreneurs in Indonesia and abroad, both successful and unsuccessful. The results of the study revealed that digital technology plays an important role in expanding market reach and increasing operational efficiency, which in turn creates new, more adaptive business models. The findings of this study indicate that continuous innovation and cross-disciplinary collaboration are key factors in producing competitive products or services in the global market. Creative entrepreneurs who are able to innovate consistently tend to have an advantage in attracting consumer interest and maintaining sustainable business growth. As a recommendation, this study proposes the need for support from the government and the private sector in the form of training and regulations that better support the growth of digital-based creative entrepreneurship in Indonesia.

Keywords: Creative Entrepreneurship, Digitalization, Digital Era

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INTRODUCTION

Creative entrepreneurship is now experiencing very rapid development in the digital era. The technological revolution has opened up opportunities for creative entrepreneurs to utilize various digital platforms in developing their businesses (Bujor & Avasilcai, 2016). Entrepreneurs working in the fields of art, design, music, and other creative industries can now reach a wider

market at a relatively low cost through the internet. In addition, the digital era also provides various opportunities to innovate by utilizing the latest technologies, such as artificial intelligence, augmented reality (AR), and virtual reality (VR) (Gouvea et al., 2021).

However, the challenges faced by creative entrepreneurs cannot be ignored. Increasingly tight global competition forces entrepreneurs to continue to innovate and find new ways to differentiate their products from competitors (Tantawy et al., 2021). On the other hand, rapid technological adaptation requires adequate digital skills, which are often an obstacle for entrepreneurs in areas with less access to technology and training. In this context, it is important to understand how creative entrepreneurship can optimally utilize the development of digital technology (Zahra et al., 2023). A holistic approach is needed to map the existing challenges and opportunities, both in terms of technology, regulation, and changes in consumer behavior (Hardianti et al., 2024). This study aims to provide a comprehensive picture of these conditions. This study will describe the background of the problem, the purpose of writing, and the importance of studying the phenomenon of creative entrepreneurship in the digital era. As part of the introduction, the author will also discuss the definition of creative entrepreneurship and basic concepts related to digital transformation and innovation in entrepreneurship. In the digital era, technological advances have changed various aspects of life, including the way of doing business. Creative entrepreneurship, which combines innovation and creativity with technology, is becoming increasingly important in the modern business world. Creative entrepreneurship has great potential to create added value and innovative solutions (Belitski et al., 2021). However, the challenges faced are quite significant, ranging from technological infrastructure, regulation, to changes in consumer preferences.

METHOD

This study uses a qualitative method with a case study approach to identify the challenges and opportunities of creative entrepreneurship in the digital era. Data were collected through in-depth interviews with creative entrepreneurs and relevant literature (Minayo, 2012). Data for this study were collected through interviews with creative entrepreneurs in various sectors (art, design, technology). Literature study on digital entrepreneurship and technological innovation. Observation of technology use by creative entrepreneurs. Data were analyzed using content analysis methods, where interviews and documents were categorized to identify patterns of challenges and opportunities.

RESULT AND DISCUSSION

Creative Entrepreneurship Opportunities in the Digital Era.

Despite its challenges, the digital era also offers many opportunities for creative entrepreneurs. One of the biggest opportunities is access to global markets through e-commerce platforms (Hardianti et al., 2024). Creative entrepreneurs can now sell their products worldwide at a much lower cost than traditional distribution methods (Gao et al., 2021). Digital technology also opens up opportunities for the development of innovative products based on technology such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) (Hisrich & Soltanifar, 2021). These technology-based products can create new experiences for consumers and add value to the products offered (Ostrowska et al., 2021).

Interdisciplinary collaboration is also an important opportunity in the digital era. Creative entrepreneurs can work with technologists and creative actors from various fields to create more innovative and competitive products in the global market (Hamid et al., 2024). This collaboration enables the creation of products that would have previously been impossible without digital technology (Rahayu et al., 2021). In addition, digital technology enables more flexible business models. With the right use of technology, entrepreneurs can improve operational efficiency and respond to market changes more quickly (Sutarman et al., 2023).

Creative Entrepreneurship Development Strategy.

Despite facing various challenges, the digital era also offers many opportunities for creative entrepreneurs. To overcome challenges and take advantage of opportunities in the digital era, creative entrepreneurs need to develop the right strategy. Developing digital skills is a key step in ensuring business success in this era. Education and training on digital technology are essential so that creative entrepreneurs can optimally utilize technology (Sihwinarti & Ujianto, 2022).

Product innovation is another key strategy. Creative entrepreneurs need to continue to innovate by using technologies such as AR, VR, and AI to create more interactive and engaging products for consumers. Cross-disciplinary collaboration is also important to create more unique and value-added products (Tidd & Bessant, 2020). Digital marketing is one of the important elements in the creative entrepreneurship development strategy. Utilizing social media, digital content, and data analytics will help entrepreneurs reach consumers more effectively (Bhutto, 2024). Here are some strategic recommendations for creative entrepreneurs to be able to compete effectively in the digital era:

- a. **Maximizing the Use of Digital Technology.** Leverage digital technologies such as ecommerce, social media, and mobile applications to reach a wider market and get closer to consumers. Use data-driven technologies such as data analytics to understand consumer behavior and market trends, so you can create products or services that meet customer needs. Integrate innovative technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) into your products or services to create unique and interactive experiences for customers.
- b. **Focus on Sustainable Innovation.** Make innovation a core element in product and service development. Continuously explore new ideas and creative approaches to create added value that differentiates your product from competitors. Conduct regular trials and experiments with new products, services or business models to assess market response and identify development opportunities. Build a culture of innovation within your team and encourage cross-disciplinary collaboration to generate creative ideas from multiple perspectives.
- c. **Strengthening Personal Branding and Digital Marketing.** Create a strong personal brand through consistent content on social media platforms, such as Instagram, YouTube, or TikTok. Tell your business story, brand values, and products in an authentic and engaging way. Leverage digital marketing techniques such as SEO, SEM, and email marketing to increase your online visibility and strengthen your position in the market. Use influencer marketing strategies by working with content creators or influencers who have a following that matches your target market.

- d. **Develop Digital Skills.** Improve your digital skills by attending training and workshops on digital marketing, data analytics, e-commerce management, and technology development. Both government and private organizations. Invest in your own development and that of your team to ensure that each member has the technology skills needed to run a business in the digital age.
- e. **Adapting to Changing Trends and Consumer Preferences.** Always monitor the trends that are developing in the market, be it product trends, technology, or consumer behavior. Be flexible and ready to adapt quickly to these changes. Using social media analytics and digital platforms to monitor consumer feedback, so you can better understand their preferences and needs. Continue to conduct market research to ensure that the products or services offered remain relevant and attractive to consumers.
- f. **Collaborating with Communities and Other Business Actors.** Establish strategic partnerships with other creative business actors, both in the same or different sectors, to create more innovative and far-reaching products or services. Actively participate in creative communities, events, and industry exhibitions to expand your network, share ideas, and get inspired by other entrepreneurs. Collaboration with government, academics, or related institutions to obtain support in the form of training, funding, or access to technology that can help business development.

CONCLUSION

In the digital era, creative entrepreneurship has great potential to grow, but also faces significant challenges. Therefore, the development of digital skills and technology-based product innovation is essential to ensure success in the global market. The government, along with private associations and related sectors, must also play a role in providing supportive regulations and adequate technological infrastructure so that creative entrepreneurship can develop optimally.

The suggestions in this study are to utilize digital technology such as e-commerce, social media, and mobile applications to reach a wider market and get closer to consumers. Using data-based technologies such as data analytics to understand consumer behavior and market trends, so that products or services can be created that suit customer needs. Integrate innovative technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) into your product or service to create unique and interactive experiences for your customers.

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