



---

## BUSINESS INNOVATION AND CREATIVITY TO INCREASE SALES IN THE NEW NORMAL ERA IN MSMES CIREBON

Ahmad Munajim<sup>1\*</sup>, FidyA Arie Pratama<sup>2</sup>, Marini<sup>3</sup>, Mohammad Ridwan<sup>4</sup>

<sup>1,2,3,4</sup>Universitas Islam Bunga Bangsa Cirebon, Indonesia

Email : [ahmadmunajim@bungabangsacirebon.ac.id](mailto:ahmadmunajim@bungabangsacirebon.ac.id)

---

Received: 2023-12-05 ; Accepted: 2024-01-11 ; Published: 2024-02-29

---

### Abstract

This research was conducted to determine business innovation and creativity to increase sales in the new normal era in smes in Cirebon. So that a business can run, develop and be in demand and tends to be liked by consumers. Therefore, an entrepreneur needs to make a new breakthrough (innovation) in the business he is running. In order to get large profits, creativity is needed in a business venture so that it can compete in its business field. Furniture is furniture that is necessary, useful or even liked by some people, such as goods or objects that can be moved around, used to equip homes, offices and so on. As well as supporting their daily activities. The large number of furniture businesses has made competition even tighter, coupled with advances in technology that require furniture businesses to be more creative and innovate. This research describes efforts to be creative and innovate any product or service so that product sales can continue to increase and keep the product afloat in the midst of a lot of competition.

**Keywords:** *Innovation, Creativity, New Normal*

---



Copyright © 2024 Authors

This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/)

### INTRODUCTION

Business is an activity in which a person or group creates, sells, promotes goods or services with the aim of making a profit. Business itself cannot be separated from humans, globally oriented industrial development, especially in the forestry sector as well as small industry and people's crafts, is directed at

ensuring the continuity of purchasing power and being able to continue the industrialization process. This is in line with the aim of industrial development, namely to improve the nation's quality of life, through increasing the independence of industrial development which is carried out based on objective potential which includes natural resources and human resources. The role of business activities in Indonesia is very important in the economic crisis which has been proven to save the nation's economy.

In order for a company to be able to compete in the business world and want its business to run smoothly, an entrepreneur must be capable of high levels of creativity because it greatly influences the success of a business that will be run. When running a business, entrepreneurs must have new ideas and have creativity. By having creativity, entrepreneurs are able to change existing ideas into new ones (Innovation), come up with new ones that competitors don't have yet so that customers feel satisfied.

Creativity is a person's ability to create something new, as the ability to provide new ideas that can be applied in solving problems, or as the ability to see new relationships between previously existing elements. Creativity can be seen from creative behavior or activities (Munandar, 2014). Meanwhile, according to Drucker (2012), innovation can be said to be a change made in creating a new product, creating an idea or a more developed process. Creativity in business is very important, not only business owners have creativity but employees must also be creative in working on or running a business and achieving business goals is the desire of every entrepreneur (Susanto, 2020). Small and medium industry is part of the national business world which has a very strategic position, potential and role in realizing national development goals.

In Indonesia itself, attention to small and medium industries (IKM) has become important not only for strengthening the structure of the national economy, but also for employment absorption and as a very strategic vehicle for the distribution of goods and services. It is hoped that the existence or development of small businesses can make a significant contribution to efforts to overcome this problem.

According to Leonardus Saiman (2009), an entrepreneur is someone who decides to start a business, as a franchisee, expands an existing company, or perhaps borrows money to produce goods or offer a new product or offer a new service. So that a business can run, develop and be in demand and tends to be liked by consumers. Therefore, an entrepreneur needs to make a new breakthrough (innovation) in the business he is running. In order to get big profits, therefore creativity is needed in a business venture in order to be able to compete in its field of business. Creativity itself means a mental process that

involves the emergence of new ideas or concepts between existing ideas and concepts. In another sense, this creativity generate new ideas for the progress of an ongoing business or activity.

The impact of the Covid-19 pandemic on the national and global economy was felt in the second quarter of 2020. In the first quarter of 2020, the national economy still grew 2.97%, although it was down compared to the first quarter of 2019 which was 5.07. This happens due to external influences where Covid-19 has spread in several countries such as China. In the second quarter, although there is no official data yet, Indonesia is estimated to experience a contraction (negative economic growth) of around 3%. This happened because the social distancing policy or Large-Scale Social Restrictions (PSBB) only started in mid-March. Social distancing and PSBB have greatly influenced economic activity. Indonesia's economic situation is still better at regional and world levels. Several countries experienced very deep contractions, for example Singapore at 41.2%, the United States is estimated at around 10%, and the UK around 15%. Meanwhile, the World Bank predicts that the global economy in 2020 will experience a contraction of 5.2% and Indonesia by 0.3%, which is the second best economic country after Vietnam which is predicted to experience positive economic growth. Economic observers and international institutions (IMF, World Bank, OECD) predict that there will be a world economic recession in 2020. This recession will be experienced more deeply by developed countries. Indonesia is predicted to experience a recession, but a mild recession because the economic contraction is estimated to be "only" around -3%-0% and will not last long, around 2 quarters. Synergy in National Economic Recovery This prediction certainly makes us more optimistic about implementing national economic recovery policies consistently and building cooperation from all components of the nation. The Central Government has adopted a holistic economic recovery policy. The implementation of this policy must be supported by the regional government. Regional governments have a strategic role in encouraging the acceleration and effectiveness of national economic recovery.

Regional governments understand the regional economic structure, demographics and socio-economic conditions of their communities. In addition, APBD policies can be synergized to encourage the acceleration of economic recovery in the regions. Apart from that, the community and business actors, including MSMEs, also have a strategic role in accelerating Indonesia's economic recovery. The government provides fiscal and monetary convenience/stimulus, which should be welcomed positively by business actors by moving their businesses well. National Economic Recovery Policy National economic recovery is carried out by adopting comprehensive fiscal and monetary policies. In

addition, the Government has also allocated APBN funds for economic recovery amounting to IDR 695.2 trillion. It is hoped that national economic recovery will begin to be felt in the third quarter. Even though it is not growing positively, it is hoped that the national economy will not contract as much as in the second quarter. Next, in the fourth quarter, it is hoped that the national economy will grow positively so that the contraction in 2020 can be kept as small as possible. Meanwhile, in 2021, it is hoped that the national economy will experience a significant recovery.

To achieve the above objectives, there are 3 (three) policies implemented, namely increasing domestic consumption, increasing business activity and maintaining economic stability and monetary expansion. This policy is implemented simultaneously with synergy between fiscal policy holders, monetary policy holders and related institutions. One of the drivers of the national economy is domestic consumption. The more consumption the more the economy will move. Consumption is closely related to people's purchasing power. Therefore, the Government has allocated a budget of IDR 172.1 trillion to encourage consumption/people's purchasing power. These funds are distributed through Direct Cash Assistance, Pre-Employment Cards, electricity exemptions and others. The government also encourages consumption by ministries/institutions/regional governments by accelerating the realization of the APBN/APBD. Consumption is also directed towards domestic products, thus providing significant multiplier effects.

The government is trying to mobilize the business world by providing incentives/stimulus to MSMEs and corporations. For MSMEs, the government, among other things, provides installment delays and bank credit interest subsidies, interest subsidies through People's and Ultra Micro Business Credit, working capital guarantees of up to IDR 10 billion and providing tax incentives such as Income Tax (PPh Article 21) borne by the Government. For corporations, the Government provides tax incentives including exemption from PPh Article 22 on imports, reduced installments of PPh Article 25 and preliminary VAT refunds; placing Government funds in banks for debtor restructuring. The government also provides working capital guarantees for strategic, priority or labor-intensive corporations. In order to support national economic recovery, Bank Indonesia maintains the stabilization of the Rupiah exchange rate, reduces interest rates, purchases Government Securities, and stabilizes the macroeconomy and financial system. The aim of reducing interest rates is to increase financial liquidity to encourage business activity (Dedy, 2020)

## **METHOD**

This research was conducted at Cirebon MSMEs. The method used is qualitative with unstructured interviews with information sources. The data analysis technique uses a qualitative descriptive model in the form of data collection, data reduction, data presentation, and drawing conclusions.

## **RESULTS AND DISCUSSION**

Furniture is furniture that is necessary, useful or preferred, such as goods or objects that can be moved around, used to equip a house, office and so on. What this means is that furniture is all objects that exist in a building and are used by the occupants to sit, lie down, store objects, and support their daily activities. The types of furniture products are very diverse, covering all furniture. Furniture products such as tables, chairs and cupboards are products produced in dominant quantities compared to others. With developments in this era, creativity and product innovation are needed to maintain the existence of this business, not only in products but also in marketing. It is not possible for a person to build a business for just 1 or 2 years but for the long term. Therefore, creativity and innovation in business are really needed to maintain consumer interest.

Creativity is the initiative towards a product or process that is useful, correct, appropriate, and valuable towards a task that is more heuristic in nature, namely something that is a guideline, instruction, or incomplete guide that will lead us to understand, learn, or do something. Which is more than other people so that he becomes superior to other people around him (Arifudin, 2016). Apart from that, people act creatively because they have a desire to achieve higher and do something that they feel is quite meaningful for progress. Therefore, creativity is really needed by every entrepreneur who wants to achieve success because if he is not creative then he will be the same as other people around him. Indicators in creativity consist of (Siregar, 2012):

1. Be open to new things.
2. Willing to accept other people's opinions.
3. Always want to learn.
4. Have high imagination.
5. Responsible for the decisions taken.
6. Able to manage risk
7. Originality

Creative ideas often emerge when entrepreneurs look at something old and think of something new and different. Therefore, creativity is creating something from something that did not exist. A creative person is a person who does not

stifle the creativity within him and always focuses creative habits in various aspects of his life when solving problems. Creativity is a process that can be developed and improved. Everyone is creative to some degree. However, people who have abilities and talents in certain fields can be more creative than other people. Creative humans have the following characteristics:

1. Openness to experiences, opinions and always willing to learn.
2. Think imaginatively.
3. Dare to take calculated risks.
4. Authenticity

People act creatively because they have a strong urge from within themselves to do something more than other people so that they become superior to other people around them. Apart from that, people act creatively because they have a desire to achieve higher and do something good, a pure idea plays an important role, and the creative mind develops it into a valuable idea. However, there is a significant difference between an idea that arises solely from speculation and an idea that is the result of perfect research, experience and work. More importantly, prospective entrepreneurs must have the courage to take an idea through the development stages (Riany & Dahmiri, 2020).

Thus innovation is a combination of vision to create a better idea and determination and dedication to maintain the concept through implementation. Innovation is very important for a company. Product innovation is also one of the impacts of rapid technological change. Rapid technological progress and high levels of competition require every company to continuously innovate which will ultimately increase the company's superiority (Riany & Dahmiri, 2020). Innovation has 4 characteristics, namely:

1. Having distinctiveness means that an innovation has distinctive characteristics in terms of ideas, programs, arrangements, systems, including possible expected results.
2. Has characteristics or elements of novelty, in the sense that an innovation must have the characteristics of a work and thought that has a degree of originality and novelty.
3. The innovation program is carried out through a planned program, meaning that an innovation is carried out through a process that is not rushed, but the innovation is prepared carefully with a clear program and is planned in advance.
4. The innovation carried out has a goal, the innovation program carried out must have a direction to be achieved, including a direction and strategy to achieve that goal.

Indicators of innovation, namely (Siregar, 2012):

1. Relative advantage
2. Compatibility
3. Complexity
4. Ability is tested
5. Observability.

The innovation of a company is characterized by entrepreneurial ability to introduce product innovation, marketing innovation and distribution innovation (Rosmadi, 2021).

1. Product innovation is a valuable product. Product innovation refers to the development and introduction of a product that is new and successfully marketed. Product innovation can take the form of changes to the design or components of the product.
2. Promotional innovation is a form of communication designed with the aim of promoting a product. Promotion is an important part of marketing. To be more effective in marketing their products, companies must be able to determine the target market and choose appropriate promotional tools.
3. Distribution innovation is a company's strategy to find distribution techniques and opportunities that are different from usual. Choosing the right intermediary channels, utilizing a supportive transportation network, and managing supplies also support a company.

From the discussion above, it can be concluded that to maintain furniture products in the Twin Jaya furniture shop in Ujungsemi Village, namely by carrying out creativity and product innovation. Can have a positive impact on business development. From the results of interviews, the creativity and innovation carried out by this shop is by innovating in furniture models in terms of carvings and styles, not only that, they also innovate in services, not only serving orders but also installation such as frames and windows. They also use experienced workers, in terms of the tools they use they are also starting to keep up with the times. They also implement SEO (Search Engine Optimization), which is a technique for increasing website rankings in search engines such as Google. By implementing good SEO techniques, the website you create will be easily found by potential buyers. Some SEO techniques that can be used include improving website content, improving URL structure, using appropriate meta tags, and so on.

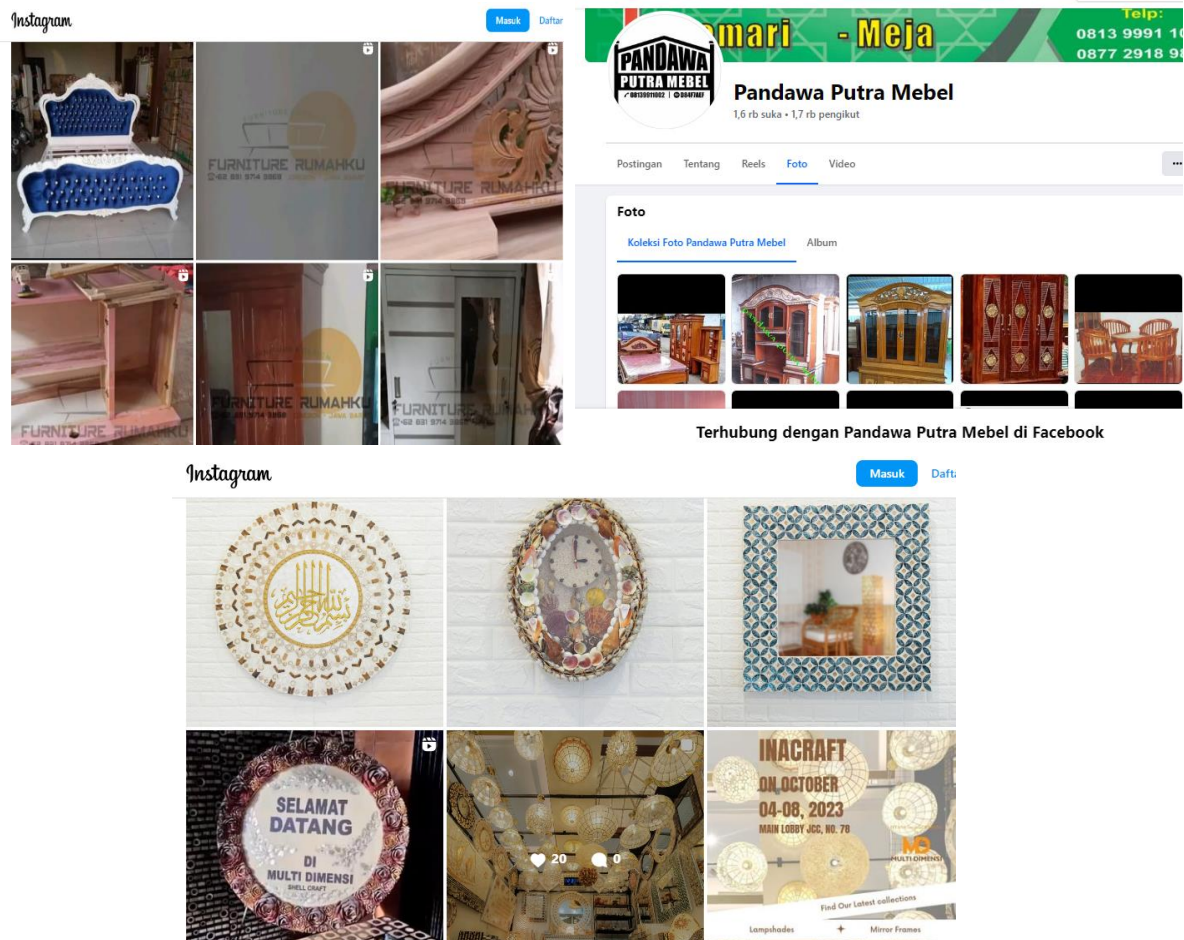


Figure 1  
An example of Cirebon MSME business innovation and creativity

## CONCLUSION

Two words that always go hand in hand in the business world are the words creativity and innovation. Creativity is related to finding new ideas about a product and innovation is how to implement this creativity. A customer will buy a product depending on whether the product meets the customer's tastes or not. For example, the shape, color, size, features as well as price and service are adjusted to the customer's tastes. Products must be created with various differences (differentiation) from similar businesses, so that consumers can choose and sort out which products are good according to them. The business you run must also create a special positioning for the consumers it serves. It can be concluded that creativity and product innovation efforts are really needed to ensure that these goods continue to sell on the market and can compete with other products.



## REFERENCES

- Al Mustaqim, D. (2023). *Strategi Pengembangan Pariwisata Halal Sebagai Pendorong Ekonomi Berkelanjutan Berbasis Maqashid Syariah*. AB-JOIEC: Al-Bahjah Journal of Islamic Economics, 1(1), 26–43. <https://doi.org/10.61553/abjoiec.v1i1.20>
- Ardiansyah, T. (2020). *Kreativitas dan Inovasi Dalam Berwirausaha*. Jurnal Usaha, 1(2), 19-25.
- Cresswell, J. W. (2018). *Five Qualitative Approaches to Inquiry*. Newyork. Sage Publication Inc.
- Dedy, S. (2020). *Strategi Kebijakan Pemulihan Ekonomi Nasional (PEN)*. Kementerian Keuangan RI. <https://www.djkn.kemenkeu.go.id/artikel/baca/13287/Strategi-Kebijakan-Pemulihan-Ekonomi-Nasional.html>
- Ginanjari, G. (2022). *Pengaruh Kreativitas dan Inovasi Terhadap Keberhasilan Usaha Mebel di Kabupaten Batanghari* (Doctoral dissertation, Manajemen).
- Isra, I. (2015). *Sistem Keuangan Islam: Prinsip dan Operasi*. Jakarta. Rajawali Pers.
- Khazin, A. A., Pratama, F. A., Ridwan, M., Amin, N. M. F., & Lesmana, T. (2022). *Inflation and the Stability of Islamic Finance*. ICOBBA\_2021, 404-409.
- Maspeke, R. R., Pioh, N., & Undap, G. (2017). *Manajemen Dana Desa Dalam Meningkatkan Pembangunan di Desa Doloduo Kecamatan Dumoga Barat Kabupaten Bolaang Mongondow*. Ilmu Pemerintahan, 2(2), 01–12.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis*. In SAGE Publications (2nd ed., Vol. 2). SAGE Publications.
- Nurhayadi Y, Kasim M.N, F. A. dkk. (2023). *Pengantar Ekonomi dan Keuangan Islam*. Sumatra Barat. CV. Azka Pustaka
- Pratama, F. A., Ridwan, M., Yulianti, N., Ratnawati, R., Maulana, A., & Masitoh, S. I. (2022). *Implementasi Persamaan Fungsi Non Linier Dalam Matematika Bisnis Pada Kehidupan Sehari-Hari*. Change Think Journal, 1(03), 289-299.
- Pane, I., Syazali, H., Halim, S., Asrofi, I., Is, M. F., Saleh, M., ... & Yuana, A. G. (2022). *Fiqh Mu'amalah Kontemporer*. Yayasan Penerbit Muhammad Zaini.
- Rahayuningsih, E. (2023). *Manajemen Risiko Pembiayaan KPA Trans Icon di Bank Mega Syariah dalam Perspektif Maqashid Al Shariah*. Jurnal Ilmiah Ekonomi Islam, 9(3), 3812-3823.
- Ridwan, M. (2020). *Upaya Masyarakat Dalam Publikasi Destinasi Wisata Untuk Peningkatan Ekonomi Desa Leuwikujang Kec. Leuwimunding Kab. Majalengka*. Ecopreneur: Jurnal Program Studi Ekonomi Syariah, 1(1), 30-45.
- Ridwan, M., Ghofur, A., Rokhmadi, R., & Pratama, G. (2023). *Pemikiran Ekonomi Islam Ibnu Khaldun: Sebuah Pendekatan Sosio Historis*. Iqtisad: Reconstruction of Justice and Welfare for Indonesia, 10(1), 113-130.

- Ridwan, M., & Yolanda, G. (2023). *Marketing Sales Promotion Girl Perspektif Etika Bisnis Islam*. JIOSE: Journal of Indonesian Sharia Economics, 2(1), 47-64.
- Stefanus, S., & Ridwan, M. (2022). *Analisis Strategi Marketing Syariah Untuk Meningkatkan Omset Penjualan Pada Era Globalisasi Di Toko Emas Pantes Sindang Laut Kabupaten Cirebon*. Change Think Journal, 1(01), 87-95.
- Topowijono dan Dwiatmanto, N. M. (2013). "Penerapan Manajemen Risiko untuk Meminimalisir Risiko Kredit Macet (Studi pada PT. Bank Tabungan Pensiunan Nasional Cabang Kediri)". 4,3.
- Utomo, P. E. S., Ridwan, M., & Budiana, B. (2023). *Fatwa Majelis Ulama Indonesia Tentang Konsep Pemanfaatan Bunga Tabungan Bank Dalam Tinjauan Hukum Islam*. Ecobankers: Journal of Economy and Banking, 3(1), 58-67.
- Wibawanthi, A., Hidayat, A. R., Hardiyanto, F., & Ridwan, M. (2020). *Analisis Program Dan Pendayagunaan Zakat, Infaq, Dan Shadaqah (ZIS) Pada Lembaga Amil Zakat Muhammadiyah (LAZISMU) Kabupaten Cirebon*. Jurnal Indonesia Sosial Sains, 1(01), 1-8.