

## Talent Of Personal Presence To Increase Tourism Business Creativity

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### Abstract

*The target for the development of creative industries can be done by strengthening the pillars of the creative industry, including sources human resources, in the form of increasing human resources with good quality creativity throughout Indonesia, improving educational institutions, providing budgets for creative people, increasing entrepreneurs creative. The tourism business has been proven to open up job opportunities, new markets, and the overall stability of the country's economy. Then the background of the problem is formulated as follows: How is the influence of Personal Presence, skills, on creativity. Moreover, the research objectives to be achieved are as follows: To analyze the influence of Talent of Personal Presence, skills, proactive personality on creativity in the creative industry in Malang Regency. This study will be carried out in 6 (six) sub-districts in the southeast region (32 – 70 km) of Malang Regency and concentrated on sub-districts and villages that have a potential population of migrants or TKI working abroad, as for the population of technical migrants. Sampling was based on the random sampling method; Harry King found a sample of  $200 \times 21\% = 42$  with a 95% confidence level with the tool Monogram. The analysis of this research uses the Regression Approach with the SPSS tool. The result of this research shows that Talent of Personal Presence influences creativity in research. The most important factor that influences creativity is self-confidence which is reflected in intellectual. The second factor influencing creativity is a proactive personality which is reflected in having principles. Skills have a lower effect on creativity than talent because research only focuses on the managerial level, not the operational level, while the entrepreneur's skill factor tends to prioritize the skill factor in preparing business plans.*

**Keyword:** Talent of Personal Presence, Tourism Business

### Introduction

The perception of "personal presence" determines decisions and actions every day. Buyers perform based on personal and persuasive presence, with the strongest personal presence, not necessarily the strongest argument, leaving the best deal, with the greatest confidence and skills, often outperforming more professionally qualified candidates. The strongest personal presence for work. Organizations often choose leaders based on the strength of a personal presence as conveyed through the media (Booher, 2019).

Achievement of the creative industry development targets in 2015 can be done by strengthening the pillars of the creative industry, including human resources, in the form of increasing human resources with good quality creativity throughout Indonesia, improving educational institutions, providing a budget for creative people *entrepreneurs* creative. In addition, the Ministry of Industry of the Republic of Indonesia stated that in 2011, the number of medium-sized entrepreneurs in Indonesia was only 1.56%, while the ideal number was 2-4% so that significant steps were needed to encourage the emergence of new entrepreneurs (Global Entrepreneurship Monitor, 2017).

The results of the 2007 Ministry of Trade mapping, the contribution of the creative industry to the Indonesian economy can be distinguished based on five main parameters, namely: (a) gross domestic product; (b) workforce; (c) many companies; (d) exports; (e) other sectors. However, in other Asian countries, Indonesia is still too low in both the number and growth of entrepreneurship compared to Singapore, which reached 4% and Malaysia 2.1% of the total population (Ministry of Trade of the Republic of Indonesia, 2008). For this reason, the National Entrepreneurship Movement, which was launched in 2011, is the right step as a national movement program for all parties, including the business world, education, and government officials.

Economic growth on the role of entrepreneurship increases per capita income and involves the introduction or implementation of changes in the structure of business and society (Hisrich et al., 2008). In addition, advances in technology and science drive the rapid development of entrepreneurship in various countries to entrepreneurial practices in new products and services for consumers.

The tourism business has been proven to open up job opportunities, new markets, and the overall stability of the country's economy. Then the background of the problem is formulated as follows: How is the influence of Personal Presence, skills, on creativity. Moreover, the research objectives to be achieved are as follows: To analyze the influence of Talent of Personal Presence, skills, proactive personality on creativity in the creative industry in Malang Regency.

## Literature Review

Creativity by Zimmerer (1996) is defined as the ability to develop ideas and find new ways to solve problems and face opportunities (*creativity is the ability to develop new ideas and to discover new ways of looking at the problems and opportunities*). According to Munandar (1988), creativity can be understood as a personal trait of an individual (and not a social trait internalized by society), which is reflected in the ability to create something new. Griffin (2014) explains that "*Creativity is most often defined as the creation of novel, useful products; in other words, both novelty and utility contribute to the understanding of creativity.*" Novelty and usability are two things that contribute to understanding creativity. Creativity is not just about developing art; it is more than that. Creativity results in many inventions, whereas invention is a manifestation of ideas.

Stenberg (1999) states that creativity is a broad scope, related to individual and social levels. At *the level* of the individual, creativity is relevant to solving problems in work and everyday life. Creativity can lead to scientific discoveries, new art movements,

discoveries, and new social programs at the social level. In the economic field, creativity has a sunny position when producing new products or creating jobs. In order to remain competitive, individuals, organizations, and communities must adapt to existing resources to change demands.

Sternberg (2003) explains the understanding of creativity from the following approaches: 1) Mystical approach related to the divine, where creativity is considered to fill an empty vessel which then creative individuals can pour into ideas to produce a product; 2) The pragmatic approach explains creativity in praxis; this main approach develops creativity by testing concepts in the field of praxis; 3) A psychodynamic approach that can be considered valid in the 20th century as a theory of creative approach. The background of this approach is that creativity is born from the tension between conscious reality and subconscious impulses; 4) psychometric approach, this approach assesses that someone who has high creativity can be imagined like Michaelangelo and Einstein is very rare and difficult to explore through a psychological laboratory; 5) cognitive approach, approach to understanding creativity through mental images and creative thinking processes; 6) social-personality approach, this approach uses personality variables, and socio-cultural environment related to creativity.

Characteristics of creativity can be characterized by curiosity, the ability to create ideas in solving problems, often submit individual responses, dare to take risks, have a high effort, and are sensitivity to the environment (Nurhayati, 2011). According to Semiawan (2009), creativity is characterized by the courage to take risks, have a positive role, define problems, solve problems, be patient with problems, and respect others. Creativity can also be distinguished from cognitive and noncognitive, wherein creativity's cognitive traits (*aptitude*) consist of originality, flexibility, smoothness, and elaborative and noncognitive traits can be seen as personality and creative attitude (Munandar, 2009). Creative characteristics, according to Campbell (1986), consist of 1) playing with ideas; 2) mental agility to think in all directions (*divergent*); 3) conceptual flexible (*conceptual flexibility*); 4) originality (*originality*); 5) prefer complexity over simplicity; 6) social background; 7) skills in various fields (*multiple skills*).

*Skills* are abilities needed in carrying out work obtained from the results of training and work experience. Nadler (1986) explains that skills are activities that require practice or can be the implications of activities. According to Gordon (1994), skills are the ability of workers to complete work easily and carefully. According to Singer (1980), skills are part of consistent success in achieving effective goals. Furthermore, according to Robbins (2001), skills are the ability to carry out tasks and perform an assessment of the job. Thus, skills require training, but basic abilities are needed to help produce something of positive value. Tovey (1997) defines skills related to a person's expertise in doing something real and refers to mental, manual, motor, perception, and even ability one is to socialize.

Characteristics of skills are categorized into four, namely: basic skills, technical skills, interpersonal skills, and problem-solving skills (Robbins, 2001). Basic skills are skills that must exist and must be possessed by individuals, technical skills are a person's expertise in developing techniques they have, interpersonal skills are a person's ability to interact effectively with other people and with colleagues, and problem-solving skills are a

process of activity to sharpen logic, reasoning, and problem-solving as well as the ability to find out causes, develop alternatives and analyze and choose good solutions.

Katz (1970) categorizes skills into 5 (five), namely: technical skills, administrative skills, human relations skills, conceptual skills, and skills diagnostic. Technical skills are specific competencies to carry out tasks using techniques, tools, procedures, and experience correctly and appropriately. Administrative skills are the ability to organize, manage, and record all information related to work implementation. Human relations skills are skills to motivate someone in a workgroup. Conceptual skills to coordinate and integrate all stakeholders of the organization. Finally, diagnostic skills are the ability to determine and test a particular condition and quickly obtain the correct cause through the correct facts.

Talent is a natural ability that needs to be developed or trained (Semiawan *et al.*, 1984), and Personal Presence is the ability to provide social power, so Talent of Personal Presence is the ability to provide social power a natural ability that needs to be developed or trained. Wijaya (1988) states that talent is a condition of a person who is possible if given special training to acquire skills, knowledge, and skills. According to Crow and Crow (1989), talent is the diversity of a person's qualities. Talent is considered a special advantage in the field of behavior or special talents that are more in line with individual conditions in participation in work and education.

Woodworth and Marquis (1957) define talent as an achievement that can be measured through special tests such as actual ability tests, potential ability tests, and talent quality tests. Guilford (1959) defines talent in different ways, stating that Talent of Personal Presence is the ability to perform confidently and comfortably, communicate clearly and persuasively, think even under pressure. People who have this talent act with intention. Perceptual dimensions, psychomotor dimensions, and intellectual dimensions. Each of these dimensions contains psychological factors such as memory and reasoning.

Talent, is a social Characteristics Individual Characteristics can be seen through perceptual, psychomotor, and intellectual aspects (Guilford, 1959). Perceptual aspects include assessing work results; psychomotor aspects are physical abilities such as physical strength, speed of movement, accuracy, and accuracy, coordination and flexibility of body parts; and intellectual aspects are the ability to remember and evaluate information. Based on the Personal Presence possessed, someone will be able to show advantages in acting and mastering and solving problems compared to others. In addition, someone who has a Talent of Personal Presence will quickly be observed because their abilities will develop rapidly.

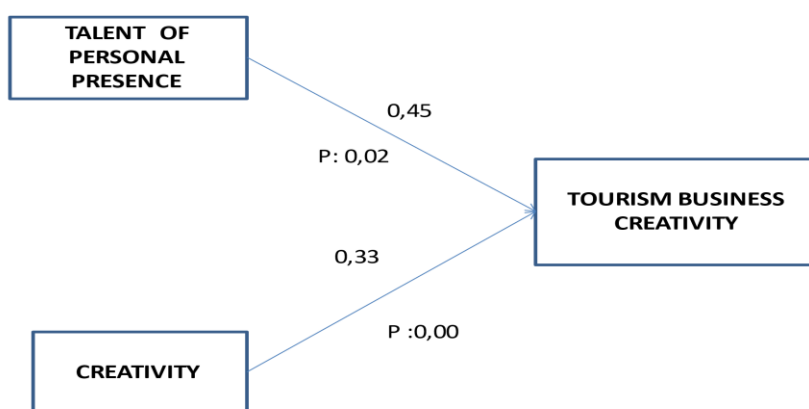
## Method

This study will be carried out in 6 (six) sub-districts in the southeast (32 – 70 km) Malang Regency and concentrated on sub-districts and villages that have a potential population of migrants or TKI working abroad, as for the total population For migrants, the population will be sampled based on the provisions of the Malang Regency Manpower Office, including 1). Arjowilangun Village in Kalipare District (38 km), 2). Sumbermanjing (70 km), 3). Brongkal village in Pagelaran sub-district (32 km), 4).

Donomulyo sub-district & village, 5). Gedangan Village in Gedangan District (65 km) and 6). Bantu District (50km).

The reason for choosing this location is because Malang Regency has the largest Migrant Village Enclaves in East Java, where most of the people work abroad and the villages cannot yet build productive, independent businesses. The sampling technique was based on the random sampling method; *Harry King* found a sample of 200 x 21% = 42 with a 95% confidence level with the tool Monogram. The analysis of this research uses the Regression Approach with the SPSS tool for.

## Results



**Figure 1: Framework for Research Concepts**

Hypothesis Testing shows that the Talent of Personal Presence coefficient on creativity is 0.45 with a *p-value* of 0.02. This value indicates that Talent of Personal Presence has a significant and positive effect on creativity. The skill coefficient on creativity is 0.33 with a *p-value* of 0.00. This shows that skills have a significant effect on creativity. The Talent of Personal Presence coefficient value on creativity is 0.45 with a *p-value* of 0.02 greater than skills.

## Conclusion

Talent of Personal Presence influences creativity in research. The most important factor that influences creativity is self-confidence which is reflected in intellectual. The second factor influencing creativity is a proactive personality which is reflected in having principles. Finally, skills have a lower effect on creativity than talent because research only focuses on the managerial level, not the operational level, while the entrepreneur's skill factor tends to prioritize the skill factor in preparing business plans.

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