

Influence Creativity and Social Media on the Success of Talang Bandung Culinary Village in Districts Ogan Commuting Ulu

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Abstract

The formulation of the problem in this study is whether creativity and social media affect the success of the culinary village in the Ogan Komeringbulu Regency. The purpose of this study is to determine the effect of creativity and social media on the success of the Talang Bandung Culinary Village in Ogan Komering Ulu Regency. The method used in this research is descriptive. Based on the results of data processing, the multiple linear regression equation is as follows: $Y = 2,200 + 0.168X_1 + 0.675X_2$. Based on the R-value of the correlation coefficient, it can be seen that $r = 0.870$ is in the interval $0.80 - 0.1000$, meaning that the relationship between Creativity (X_1) and Social Media (X_2) on Business Success (Y) in Culinary Villages is very strong. The value of the coefficient of determination R square is 0.756 , this shows that the influence of the variables Creativity (X_1) and Social Media (X_2) on Business Success (Y) is 75.6% while the remaining 24.4% is influenced by other factors not examined in this study this research. Based on the count for the Creativity variable (X_1) count = 0.890 and obtained stable = 2.042 so the value obtained is $0.890 < 2.042$ or count < table, the decision H_0 is accepted H_a is rejected so there is no influence between the Creativity variable (X_1) on Business Success (Y). Then for the Social Media variable (X_2) count = 3.917 and table 2.042 so the value obtained is $3.917 > 2.042$ or tcount > ttable, the decision is H_0 rejected, H_a is accepted, so there is an influence of Social Media (X_2) on Business Success (Y). Based on the Fount value, which is 46.561 , and Table 3.32 is obtained, it becomes $46.561 > 3.10$. So the decision was rejected H_0 H_a accepted. So there is the influence of Creativity (X_1) and Social Media (X_2) on Business Success (Y) in the Culinary Village of Talang Bandung.

Keywords

creativity; social media;
culinary village



I. Introduction

Baturaja City is quite densely populated, various businesses and businesses are carried out to get a lot of money. One of the most common businesses is effort culinary. Thing this because effort culinary considered having potency promising profits. Small businesses have an important role in the economy and community services, besides Becoming the vehicle main for absorption power work. This could imagine because feature companies are small, which are sensitive to the crisis economy because of the dependence they which minimum on sector funding monetary and their wide presence throughout the country (Susanti, 2014).

Creativity is a strong creative score taller and clearer in the creation and production of new items that are more practical. The new, good, true, changeable, effective, and efficient can all be seen as having a value in the greater one. While pragmatic refers to

anything more helpful, and beneficial for the community which is bigger, and more simple for achieving (Abdullah, 2013). Along with the development of technology the greater, the moment this Internet use is rampant to market a product. An effort which to do marketing product good goods or services with the used Internet can also be called E-marketing. Creativity is Skills that give an idea in the process think creative in creating something. Zimmerer (in Suryana, 2010:211) states that creativity is not only important pour superiority competitiveness but very need in reach business success. Creative thinking will make it easier for an entrepreneur to innovate and improve creativity which there is.

So it can be concluded that creativity is the ability of a person to find and create new things, new ways, and new models, which are useful for himself and society. New things are not always something that never existed before, the elements may already exist previously, but individual find combination new and construct new which has a different quality from the previous state. So, that new thing is something innovative. Creativity plays an important role in the life and development of man. Lots of creativity is based on intellectual abilities, such as talent intelligence, and learning outcomes, but is also supported by affective and psychomotor factors.

Social media is one of the instant media that currently has various functions in its role. In addition to functioning as a tool for communication, mass media is also a means for users to explore various information. The definition of social media is not necessarily an unfounded idea put forward by these experts. Social media has a role and impact on people's lives which must be designed in such a way that social media remains in the function and purpose of social media itself and has benefits in the life of each individual.

The definition of social media is a web-based social networking site that allows individuals to build public or semi-public profiles in a restricted system, list other users with whom they are connected, and view and explore their list of connections made by others with a system. , 2007: 3). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020).

Social media has characteristics that cannot be separated from the various characteristics of social media that are widely used today. Here are some of the characteristics found on social media:

a) Participation

Encourage contributions and feedback from everyone interested or interested in using it, thus blurring the line between media and audience.

b) Openness

Most social media are open to feedback and participation through means of voting, sharing, and commenting. Sometimes restrictions to access and also take advantage of the message content.

c) Conversation

In addition, the possibility of a two-way conversation or user.

d) Connected

The majority of social media thrives because there is an ability that can serve the connection between users, through a link facility to websites, sources of information, and other users.

According to Poerwardaminta (2007:27), the Big Indonesian Dictionary for Success has a simple but deep meaning. So success means success or luck. In the big English dictionary, success means success and good results. So, success is someone's success in achieving something.

Helmet (2012:32) asserts that success is an achievement of the desires we have intended to achieve or the ability to go through and overcome ourselves from one failure to the next without losing enthusiasm. Success is closely related to our accuracy in determining goals, while goals are targets that we have set.

From the understanding that has been expressed above, it can be concluded that success is a condition in which a person can achieve the goals that have been set. Being someone successful and successful is certainly not easy because being a person who excels is a lot of processes to be faced

II. Research Method

The types of data in this study are divided into two, namely primary data and data secondary (Sugiyono 2010:53). According to Sugiyono (2010:51) "descriptive method is a method that used to describe or analyze a research result but not used to conclude that wider". Data collection techniques in this study were carried out using Observation, Questionnaires, and Documentation. The data analysis technique uses quantitative analysis tools, namely tools which use models (for example mathematics) with results that served in the form of numbers which are then outlined or explained or interpreted in something description.

III. Discussion

This research was conducted to determine the effect of Creativity and Media on the Success of the Talang Bandung Culinary Village in Ogan Regency Komerung Ulu which includes gender, age, and name of the merchant's stall with the number of respondents 33 respondents as a guide for interpreting data as follows:

3.1 Characteristics Respondent

Characteristics respondents used for describing situations or respondent conditions that can provide additional information to withhold the results of the study. The presentation of the characteristic data of this study aims to be able to see the profile of the research data and the relationship between the variables used in the research. In Thing, this study divided the characteristics of the respondent be:

3.2 Characteristics Respondent Based on Type Sex

Research grouping of merchant respondents in Talang Culinary Village Bandung amounted to 33 people. The characteristics of the respondents studied in the study based on type sex are as follows:

Table 2. Type Sex Respondent

Type Sex	Amount	Percentage
Man	11	33.3%
Woman	22	66.7%
Amount	33	100%

Source: Data Processor, 2016

Based on The table of respondents' gender characteristics shows that 11 male genders (33.3%) whereas respondents type 22 female gender (66.7%). So it can be concluded more many female respondents are as much as (66.7).

a. Characteristics Respondent by Age

The grouping of respondents based on age is divided into 3 categories, namely 17-25 years, 26-35 years, and 36-50 years. Grouping of merchant respondents Village Talang Culinary Bandung based on age as follows :

Table 3. Age Respondent

Age	Amount	Percentage (%)
17-25 year	18	55%
26-35 year	10	30%
36-50 year	5	15%
Amount	33	100%

Source: Processing Primary Data 2022

Based on the table of respondents' age characteristics, respondents are aged 17- 25 years as much 18 (55%) respondent, aged 26 – 35 years as much 10 (30%) respondent, aged 36- 50 years as much 5 (15%) respondents. So could conclude amount respondents the most is aged 17-25 years with an amount of 18 people (55%) and among the amount respondents most a little aged >35 year total of 5 people (15%).

b. Analysis Distribution Frequency Response Respondent

From the results of the questionnaire that has been distributed to 33 merchant respondents of Village Culinary gutter Bandung, get data about the influence of Creativity and Media Social on the success of Village Culinary gutter Bandung in Ogan Kabupaten County Komering Ulu.

c. Variable Creativity (X₁)

Answers from respondents regarding the response to the Creativity Variable (X₁) are presented in the following table:

Table 4. Creativity (X₁)

NO	Statement	Answer					Amount
		STS	TS	RR	S	SS	
1	I To do innovation to a product which I sell	1 (3%)	1 (3%)	1 (3%)	12 (36.4%)	18 (54.5%)	33 (100%)
2	I am convinced that the product which I sell interested by consumer	2 (6.1%)	0 (0%)	2 (6.1%)	16 (48.5%)	13 (39.4%)	33 (100%)
3	I am person who abstinence give up in the face situation whatever in business	2 (6.1%)	0 (0%)	1 (3%)	11 (33.3%)	19 (57.6%)	33 (100%)
4	I accept critics and suggestion from consumer	1 (3%)	0 (0%)	1 (3%)	14 (42.4%)	17 (51.5%)	33 (100%)
5	I am happy to look for ideas from various references like the Internet and media social	1 (3%)	0 (0%)	2 (6.1%)	9 (27.3%)	21 (63.6%)	33 (100%)

Source: Data processing Primary, 202

Based on table 4 above which states the respondent's statement regarding creativity is explained as follows:

- 1) For the statement "I innovate on the products I sell" an answer very agree as much 18 (54.5%). The thing this show that merchants in village Culinary always do innovation
- 2) for the statement "I believe that the product I sell is of interest to" consumer" respondents answer agree as much as 16 (48.5%). The thing this showing that trader Village Culinary enough convinced of its products.
- 3) For the statement "I am a person which abstinence surrender in deal with situation whatever in business" 19 (57.6%) with answered agreed. This showing that trader Village Culinary is ready for any challenge.
- 4) for the statement "I accept criticism and suggestions from consumers" with agreeing on the answer as many as 17 (51.5%). This shows that the merchants are ready to accept criticism from the consumer.
- 5) for the statement I am happy to find ideas new from various references such as the internet and social media, 21 (63.6%). This shows that traders often seek new ideas through media social.

d. Variable Media Social (X₂)

Answer from respondents about the response to Variable Media Social (X₂)

Table 5. Respondent's Response about Media Social (X₂)

No	Statement	Answer					Amount
		STS	TS	RR	S	SS	
1	The role of social media currently having an impact positive for business in village culinary	1 (3%)	0 (0%)	3 (9.1%)	11 (33.3)	18 (54.5%)	33 (100%)
2	Social media help me promote products sold in village culinary	2 (6.1%)	0 (0%)	2 (6.1%)	11 (33.3)	18 (54.5%)	33 (100%)
3	Public know products sold in culinary village through media social	2 (6.1%)	0 (0%)	5 (15.2%)	12 (36.4%)	14 (42.4%)	33 (100%)
4	Social media can make means for accept suggestions and critics from consumer	2 (6.1%)	0 (0%)	4 (12.1%)	12 (36.4%)	15 (45.5%)	33 (100%)
5	the promotion team done culinary village clearly – convey a message to consumers	1 (3%)	0 (0%)	5 (15.2%)	18 (54.5%)	9 (27.3%)	33 (100%)

Source: Processing Data Primary, 2022

Based on table 5 which states the respondent's statement regarding media Social explained as follows:

- 1) For the statement "role media social impact positive for effort in village culinary" an answer was very agreed 18 (54.5%). This shows that the culinary village traders are enough to think about the positive role of the media social.
- 2) For the statement "media social help I in promotional products that are sold in the culinary village" the answer strongly agrees 18 (54.5%). The thing this showing that media social help trader village Culinary promote its wares.
- 3) For the statement "Public know the product which in sell in village culinary

through social media” with answers strongly agree 14 (42.4%). Thing This shows that people know about the merchant's products from the media social no too because most are from a person who comes directly to Village Culinary.

- 4) For the statement “social media can be used as a means to receive suggestions” and critics from consumers” with an answer very agree amount 15 (45.5%). This shows that traders are quite ready to accept various criticism via social media.
- 5) For the statement "the promotion carried out by the culinary village team is clear" convey to consumers” with 18 (54.5%). This shows that the culinary village team is quite agile in their work carrying out promotions on various social media so that traders can increase their turnover.

3.3 Variable Success Effort Village Culinary (Y)

Answer from respondent about response Variable SuccessBusiness (Y) served in the following table:

Table 6. Goodluck Effort (Y)

No	Statement	Answer					Amount
		STS	TS	RR	S	SS	
1	Turnover effort increase every month	1 (3%)	1 (3%)	4 (12.1%)	16 (48.5%)	11 (33.3%)	33 (100%)
2	Request customer Increase in every the month	1 (3%)	0 (0%)	6 (18.2%)	16 (48.5%)	10 (30.3%)	33 (100%)
3	Sales amount increase every month His	1 (3%)	0 (0%)	8 (24.2%)	16 (48.5%)	8 (24.2%)	33 (100%)
4	Target sale always achieved every month	1 (3%)	1 (3%)	7 (21.2%)	13 (39.4%)	11 (33.3%)	33 (100%)
5	My business network increase every month His	1 (3%)	1 (3%)	5 (15.2%)	15 (45.5%)	11 (33.3%)	33 (100%)

Based on table 6 above which states the respondent's statement regarding success effort is described as follows:

- 1) For the statement "business turnover increases every month" the answer agrees as many as 16 (48.5%). This shows that the turnover every month reasonable increase for the trader
- 2) For the statement "Request customer increase in every month" the answer agrees as many as 16 (48.5%). This shows that Request customer increases every month which is felt by the trader.
- 3) For statement "amount sale increase every the month" with 16 (48.5%). This shows that the number of sales increases every month for the trader.
- 4) For the statement "target sale always achieved every month" with answers agree as much as 13(39.4%). The thing this shows is that target sales are not too maximum / still said enough.

- 5) For the statement "my business network is increasing every month" answers agree as much as 15(45,5%). The thing this showing that network effort para trader is still not yet too a lot, so still need many more business network so that the turnover continues to go on.

3.4 Results Analysis Statistics

Validity test and reliability test, simple analysis, coefficient of determination, and test t used for test hypothesis which in apply. Answer this in the count based on the results questionnaire which has a spread on 33 respondent' trader Talang Bandung culinary village related to the influence of creativity and social media on the success of the culinary village of Talang Bandung in the district Ogan Komering Ulu.

Based on on results analysis on got test validity with level significant 95% ($\alpha = 0.05$) and n 33 obtained $r_{\text{count}} > r_{\text{table}} = 0.344$ from these results whole items variable declared valid. Based on the analysis of the results got the reliability test of the *Cronbach alpha value* > 0.60 from the test results is said that all variables in the study were declared reliable. From the results then it is said that all variable studies could be used as an instrument in the study.

The multiple linear regression equation is $Y = 2,200 + 0.168X_1 + 0.675X_2$ values constant = 2,200 means that Business Success will be 2,200 if not there is variable Creativity and Media Social. Variable Creativity (X_1) = 0.168 shows every change in one variable Creativity will change the increased sale as big as 0.168 with notes no there is factor other which affect. Social Media variable (X_2) = 0.675 indicates each change is one Social Media variable will change the increase in sales by = 0.675 with notes no there is other factors that influence.

The value of multiple linear correlations is $R = 0.870$ in the interval 0.800- 1,000 means the connection Between Creativity (X_1) and Media Social (X_2) to Success Effort (Y) is strong. The value of the coefficient of determination R square is = 0.756, this means that the influence variable Creativity (X_1) and Media Social (X_2) to Success Business (Y) is 75.6% while the remaining 24.4% is influenced by other factors that no researched in research this.

Based on the data obtained above, t is calculated for the Creativity variable (X_1) of 0.890 with $t_{\text{table}} (\alpha/2 = 0.05/2 = 0.025)$ and $df = (nk-1)$ that is $(33-2-1=30)$, for the two-sided test obtained $t_{\text{table}} = 2.042$. The value obtained is $t_{\text{count}} < t_{\text{table}}$ or $0.890 < 2.042$, so the decision H_0 received H_a rejected it means Creativity (X_1) does not affect the business success (Y) at Talang Culinary Village, Bandung because according to traders there is still a lack of creativity from the management who can interesting many more visitors.

Then for the Social Media variable (X_2) obtained $t_{\text{count}} = 3.917$ with $t_{\text{table}} (\alpha/2 = 0.05/2 = 0.025)$ and $df = (nk-1)$ that is $(33-2-1=30)$ for two-sided test parties obtained $t_{\text{table}} = 2.042$, the value of $t_{\text{count}} > t_{\text{table}}$ or $3.917 > 2.042$ then the decision H_0 is rejected, H_a is accepted, it means that Social Media (X_2) affects success effort (Y) in Village Culinary gutter Bandung. Based on calculation f_{count} as big as 46,561 results the then compared with f_{table} on level trust 95% or $\alpha = 5\%$ with $f_{\text{table}} = f(1-\alpha)$ (dk numerator = 2), (DK denominator = $33-2-1=30$) got $f_{\text{table}} 3.32$. So $f_{\text{count}} > f_{\text{table}}$ or $46,561 > 3.32$, so decision H_0 rejected H_a received it means all variables (X) that is Creativity (X_1) and Media Social (X_2) by together effect on business success (Y) in the Culinary Village of Talang Bandung.

Study this in line with a study done by Muhammad Septian Arsad (2020) under the title study influence Creativity and Media Social to Success Effort on *Lockerscare*. This concludes that results test regression showing that variable Creativity and Media

Social method together take effect positive and significant to Business success in Village Culinary gutter Bandung Thing this could concluded that Success effort influenced by Creativity and Social Media while the rest can be explained by variables others who not researched in research this.

V. Conclusion

Based on the results of the research and discussion conducted, it can be concluded that the multiple linear regression equation is as follows: $Y = 2,200 + 0.168X_1 + 0.675X_2$. Based on the R-value of the correlation coefficient, it can be seen that $r = 0.870$ is in the interval $0.800 - 1,000$ meaning that the relationship between Creativity (X_1) and Social Media (X_2) on business success (Y) in the Culinary Village of Talang Bandung is very strong. The coefficient of determination R square is 0.756 , this shows that the influence of the variables Creativity (X_1) and Social Media (X_2) on business success (Y) is 75.6% while the remaining 24.4% is influenced by other factors not examined in this study this research.

Based on the count for the Creativity variable (X_1) count = 0.890 and obtained stable = 2.042 so the value obtained is $0.890 < 2.042$ or count < table then the decision H_0 is accepted H_a is rejected so there is no influence between the Creativity variable (X_1) on business success (Y) because According to traders, there is still a lack of creativity from the management which can attract more visitors. Then for the Social Media variable (X_2) count = 3.917 and table 2.042 so the value obtained is $3.917 > 2.042$ or count > table, the decision is H_0 is rejected, H_a is accepted, so there is an influence on Social Media (X_2) Business success (Y). Based on the count value, which is 46.561 and the table obtained is 3.32 , it becomes $47.689 > 3.32$. So the decision was rejected H_0 H_a accepted. So there is influence. Creativity (X_1) and Media Social (X_2) to Success effort (Y) in Village Culinary gutter Bandung.

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