

Development of Creativity and Business Innovation in Furniture Making Using SCAMPER Technique

Heny Ardiyanti Wijaya¹, Syamsu Alam^{2*}, Nur Halim³

Universitas Negeri Makassar, Indonesia

Corresponding email: alam.s@unm.ac.id*



This is an open access article distributed under the Creative Commons Attribution License
CC-BY-NC-4.0 ©2024 by author (<https://creativecommons.org/licenses/by-nc/4.0/>)

ABSTRACT

This study aims to explore the development of creativity and business innovation in furniture making using the SCAMPER technique in Manongkoki Village, enabling furniture entrepreneurs to enhance their creativity and innovation in business development. The research method employed is qualitative descriptive research, with data collection methods including observation, interviews, and documentation of the research subjects. The development of creativity and business innovation in furniture making using the SCAMPER technique is highly effective for furniture entrepreneurs as it helps generate new creative ideas and introduce innovations that can enhance product value and meet the evolving market demands. Additionally, the SCAMPER technique can be applied in various fields since each element of SCAMPER is not limited to a specific aspect, making it versatile for use in any area.

Keywords: Creativity; Innovation; Furniture Business; SCAMPER Technique.

INTRODUCTION

Manongkoki Village has many furniture entrepreneurs who can be said to be the livelihoods of the people there from furniture, and also because of the large number of furniture entrepreneurs in Manongkoki Village, the furniture models marketed are only two models, there is no change and development and it can also be said that the people in Manongkoki Village lack creativity and innovation and that is a problem because the competition is quite a lot and in my own opinion if you see a model that is produced and marketed only one model, it is very saturated, what about the customers who definitely want a new and more trendy model (Andreti et al., 2013; Haddad et al., n.d.; Kholaf et al., 2023; Umashankar et al., 2017).

Development is the second operational function of personnel management, employee development needs to be carried out in a planned and sustainable manner so that development can be carried out properly, an employee development program must first be established (Awaru et al., 2020; Kumasey et al., 2017; Salau et al., 2020; Sudarman, 2018). Creativity as a general ability to create something new, as the ability to provide new ideas that can be applied in problem solving, or as the ability to see new relationships between pre-existing elements.

Innovation has a very broad aspect because it can be in the form of goods or services, processes, marketing methods or organizational methods that are new or have undergone renewal which is a way out of the problems that have been faced by the organization (Grobben, 2022). Entrepreneurship is a discipline that studies the values, abilities and behavior in facing various life challenges. Entrepreneurship is taught as a discipline because entrepreneurship has a complete and real body of knowledge, has two concepts, namely venture start-up and venture growth and has its own object, namely the ability to create something.

Based on the background that has been described by the author, the problem formulation in this study is how to develop creativity and innovation in furniture businesses with the SCAMPER technique.

METHOD

This type of research uses a descriptive qualitative research method. In this case it is obliged to describe or describe an object, phenomenon, social situation that will be poured in narrative writing. Qualitative means that this research deals with aspects of value, quality and meaning that exist in facts. Value, quality and also meaning are described through words or language (Creswell, 2014; Creswell & Clark, 2017; Creswell & Creswell, 2017; Fetters et al., 2013; John W Creswell, 2013). So this research will collect factual data collected in the form of words or pictures, not numbers, while in this qualitative research writing there are quotations of data (facts) revealed in the field to provide support for what will be presented. Therefore, this research was conducted based on qualitative paradigms, strategies, and implementation models.

RESULTS AND DISCUSSION

Result

This section will explain the research results based on interviews, observations, and documentation. It will elaborate on various aspects of the interviews conducted from December 2023 to February 2024 with furniture entrepreneurs in the Manongkoki sub-district.

Table 1
Aspects of Creativity

Aspect	After SCAMPER	Development
S	Creating high-quality furniture products at affordable prices	Development in the furniture-making process helps craftsmen create furniture more easily and efficiently.
C	Transforming furniture from a single product, single model to a single product, dual model to attract more customers	Development in this area ensures informants stay up-to-date with market trends.
A	Keeping up with the times by updating furniture from the 90s to modern styles	Development in this area makes products more appealing to customers by keeping up with current trends.

Aspect	After SCAMPER	Development
M	Creating more unique, functional, and appealing furniture products for the market	The marketed furniture products are more favored by customers as they meet customer needs and appear more modern.
P	Creatively and sustainably utilizing wood waste to create new products with added value, reducing waste generated by the furniture industry	New products with added value can be created, helping to reduce waste generated by the furniture industry.
E	Simplifying the furniture-making process, reducing the time from three days to one day per piece	Development in this area helps furniture businesses become more time-efficient in production.
R	Reusing old furniture parts to create new and innovative designs	His development encourages creativity and sustainability by repurposing old furniture parts into new, innovative designs that appeal to customers. It also helps reduce waste and promotes eco-friendly practices in the furniture industry.

The SCAMPER method has significantly impacted various aspects of the furniture-making process, resulting in notable improvements in quality, efficiency, and market appeal. By focusing on creating high-quality furniture at affordable prices, craftsmen have found that the enhanced production process allows for easier and more efficient furniture creation. Additionally, transforming single-model furniture into dual-model products has enabled manufacturers to stay current with market trends and attract more customers. Updating furniture designs from the 90s to modern styles ensures that the products remain appealing and relevant to contemporary customers. This approach has led to a range of unique, functional, and market-favored furniture products that meet customer needs and preferences.

Furthermore, SCAMPER has fostered innovative and sustainable practices within the industry. Creatively utilizing wood waste to develop new products with added value has helped reduce industrial waste while offering new revenue streams. Simplifying the furniture-making process has also increased production efficiency, reducing the time required to produce each piece from three days to just one. Reusing old furniture parts to create new designs not only encourages creativity and sustainability but also reduces waste and promotes eco-friendly practices. These developments collectively enhance the overall effectiveness of furniture businesses, ensuring they remain competitive and environmentally responsible.

Table 2 illustrates how the SCAMPER method has transformed various innovation aspects in the furniture-making industry. Initially, acacia wood was used as the primary raw material. By replacing it with teak wood, the quality and durability of the furniture products significantly improved. This switch ensures better quality assurance and customer satisfaction. In terms of product variety, the industry shifted from offering single model furniture to combining two models in one product. This development makes the furniture more attractive and better aligned with customer interests and market conditions, thus increasing its appeal and preference among customers.

Furthermore, the table highlights significant advancements in design and production efficiency. Traditional 90s furniture designs were updated to modern styles by thoroughly analyzing and adapting to changing customer needs. This adaptation keeps the products relevant and appealing in the current market. Modifying the production process from box-carved to flower-carved designs has also enhanced efficiency and technological integration, using advanced engraving tools. Additionally, turning sawdust waste into oyster mushroom baglogs has created a valuable byproduct, benefiting furniture entrepreneurs by providing a new revenue stream. Simplifying the manufacturing process has reduced production time from three days to just one day per product, enhancing overall efficiency. Lastly, the shift from entrepreneurs offering new products to customers requesting specific products, such as piano keyboard stands, has provided valuable experience in meeting customer-driven innovation demands.

Table 2
Innovation Aspects

Aspect	Before SCAMPER	After SCAMPER	Result	Development
S	Acacia wood	Replacing raw material from acacia wood to teak wood for better quality assurance	Teak wood	After replacing acacia wood with teak wood, the furniture products became higher quality and more durable.
C	Single model furniture	Combining two models in one product depending on customer interest and market conditions	Dual model furniture in one product	The development of combining two models into one product makes the furniture more attractive and preferred by customers.
A	90s furniture design	Adapting existing furniture designs to meet changing customer needs by deeply analyzing customer requirements	Modern furniture design	Development in adapting furniture designs to changing times by updating models according to current trends and market needs.
M	Box-carved furniture design	Modifying the furniture production process to increase efficiency or adapt to technological advancements	Flower-carved furniture design	Development in this modification increases efficiency and keeps up with technological advancements (engraving tools).
P	Sawdust waste	Turning sawdust waste into innovative products with added value by converting it into oyster mushroom baglogs	Oyster mushroom baglogs	Development in this area benefits furniture entrepreneurs by allowing them to sell their sawdust to oyster mushroom growers.
E	Manufacturing process	Simplifying the furniture-making process to save time		Development in this area makes furniture businesses more time-efficient,

Aspect	Before SCAMPER	After SCAMPER	Result	Development
R	Customer requests	Creating customer requests, reversing the usual process where furniture entrepreneurs offer new products, now customers request new products	Piano keyboard stand	reducing the production time from three days per product to one day per product. Development in this area gives furniture entrepreneurs the experience of creating new products based on customer requests.

Discussion

The implementation of the SCAMPER method has significantly influenced the innovation and creativity aspects within the furniture-making industry, as evidenced by the results gathered from interviews, observations, and documentation between December 2023 and February 2024 in the Manongkoki sub-district. According to Table 1, focusing on creating high-quality furniture at affordable prices has streamlined the production process, allowing craftsmen to produce furniture more efficiently. This development has enabled manufacturers to remain competitive by transforming single-model furniture into dual-model products, thereby attracting more customers and staying aligned with market trends. Furthermore, updating furniture designs from the 90s to modern styles has ensured that products remain appealing and relevant to contemporary consumers, leading to a range of unique, functional, and market-favored furniture products that meet diverse customer needs and preferences.

Additionally, the SCAMPER method has fostered innovative and sustainable practices within the industry. For instance, creatively utilizing wood waste to develop new products with added value has helped reduce industrial waste while providing new revenue streams (Smith, 2023). Simplifying the furniture-making process has increased production efficiency, reducing the time required to produce each piece from three days to just one (Santos et al., 2018). Reusing old furniture parts to create new designs has not only encouraged creativity and sustainability but also reduced waste and promoted eco-friendly practices (Dörner et al., 2011; Eriksson, 2022; Najib & Kiminami, 2011; Pusceddu et al., 2022; Thrassou et al., 2020). These developments collectively enhance the overall effectiveness of furniture businesses, ensuring they remain competitive and environmentally responsible. Moreover, as shown in Table 2, the switch from acacia wood to teak wood has improved the quality and durability of furniture products, thus ensuring better quality assurance and customer satisfaction. Combining two models into one product has made the furniture more attractive and preferred by customers, while adapting traditional designs to modern styles has kept products relevant in the market. The modification of the production process and the transformation of sawdust waste into valuable byproducts have further contributed to efficiency and sustainability in the industry. Lastly, the shift from entrepreneurs offering new products to customers requesting specific products has provided valuable experience in meeting customer-driven innovation demands, ultimately leading to a more dynamic and responsive furniture industry.

CONCLUSION

The development of creativity and innovation of furniture businesses with the SCAMPER Technique is very effective for furniture entrepreneurs because it helps furniture entrepreneurs to generate creative new ideas and introduce innovations that can increase product added value and meet changing market needs. The SCAMPER technique can also be used in any scope because each element in SCAMPER is not specialized in certain aspects so that it can be used in any field.

REFERENCES

- Andreti, J., Zhafira, N. H., Akmal, S. S., & Kumar, S. (2013). The analysis of product, price, place, promotion and service quality on customers' buying decision of convenience store: A survey of young adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics*, 2(6), 72–78.
- Awaru, A. O. T., Wilopo, A., Akib, H., Saggaf, M. S., Salam, R., & Baharuddin, A. (2020). The role of topnotch leaders in fostering employee creative behavior. *Solid State Technology*, 63(4), 977–980.
- Creswell, J. W. (2014). *A concise introduction to mixed methods research*. SAGE publications.
- Creswell, J. W., & Clark, V. L. P. (2017). *Designing and conducting mixed methods research*. Sage publications.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Dörner, C., Yetim, F., Pipek, V., & Wulf, V. (2011). Supporting business process experts in tailoring business processes. *Interacting with Computers*, 23(3), 226–238. <https://doi.org/https://doi.org/10.1016/j.intcom.2011.03.001>
- Eriksson, T. (2022). Business model innovation for resilient international growth. *Small Enterprise Research*, 29(3), 205–226. <https://doi.org/10.1080/13215906.2022.2092890>
- Fetters, M. D., Curry, L. A., & Creswell, J. W. (2013). Achieving integration in mixed methods designs—principles and practices. *Health services research*, 48(6pt2), 2134–2156.
- Grobben, E. (2022). *Effective line manager behaviours that stimulate...*
- Haddad, A., Mssassi, S., & Makkaoui, M. (n.d.). *The Public Service Qualitative Dimensions from the Citizen-Customers perspective: A Literature Review and Conceptual Model*.
- John W Creswell. (2013). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed* (Tiga). Pustaka Pelajar.
- Kholaif, M. M. N. H. K., Ming, X., & Getele, G. K. (2023). Post COVID-19's opportunities for customer-centric green supply chain management and customers' resilience; the moderate effect of corporate social responsibility. *International Journal of Emerging Markets*, 18(6), 1397–1424. <https://doi.org/10.1108/IJOEM-11-2021-1730>
- Kumasey, A. S., Bawole, J. N., & Hossain, F. (2017). Organizational commitment of public service employees in Ghana: do codes of ethics matter? *International Review of Administrative Sciences*, 83(1_suppl), 59–77. <https://doi.org/10.1177/0020852316634447>
- Najib, M., & Kiminami, A. (2011). Innovation, cooperation and business performance: Some evidence from Indonesian small food processing cluster. *Journal of Agribusiness in Developing and Emerging Economies*.
- Pusceddu, G., Moi, L., & Cabiddu, F. (2022). The intersection between SMEs' business strategies and the phases of unexpected events: a systematic review of the literature. *Sinergie*, 40(2),

- 63–86. <https://doi.org/10.7433/S118.2022.04>
- Salau, O. P., Osibanjo, A., Adeniji, A., Falola, H., Igbinoba, E., Atolagbe, T., & Ogueyungbo, O. (2020). Crystallising employment quality and behavioural outcomes of employees in the public service. *Heliyon*, 6(12), e05619. <https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e05619>
- Santos, G., Murmura, F., & Bravi, L. (2018). Fabrication laboratories: The development of new business models with new digital technologies. *Journal of Manufacturing Technology Management*, 29(8), 1332–1357. <https://doi.org/10.1108/JMTM-03-2018-0072>
- Sudarman, F. (2018). Development of Socio-Cultural Competence of the Government Employees at the State Civil Service and Human Resource Development Agency of Biak Numfor Regency Papua Province. *Jurnal Bina Praja*, 10(2), 221–230. <https://doi.org/10.21787/jbp.10.2018.221-230>
- Thrassou, A., Vrontis, D., Weber, Y., Shams, S. M. R., & Tsoukatos, E. (2020). *The Changing Role of SMEs in Global Business* (A. Thrassou, D. Vrontis, Y. Weber, S. M. R. Shams, & E. Tsoukatos (ed.)). Springer International Publishing. <https://doi.org/10.1007/978-3-030-45835-5>
- Umashankar, N., Bhagwat, Y., & Kumar, V. (2017). Do loyal customers really pay more for services? *Journal of the Academy of Marketing Science*, 45(6), 807–826.