

Innovation And Creativity As Core Value At Creative Industry Companies

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Abstract

In this article, the patterns of creative thought are explored so that readers may comprehend why it is needed to engage in creative thought in daily life and why it is so important to do so. This will assist readers to see why it is vital to engage in creative thought in daily life and why it is so important to do so. As a consequence of reading this, readers will comprehend why it is essential to participate in creative thinking in daily life and why it is so important to do so. After reading this, the reader will have a better understanding of why it is so important to engage in creative thinking everyday, as well as why it is necessary to do so. The purpose of this section is to encourage people to be more creative in their approach while striving to find solutions to the difficulties they face on a daily basis by examining the many various ways of thinking. In addition, it is my aim that readers will walk away from this essay with an understanding of the several ways that may be employed to enhance an individual's inventive and creative thinking abilities.

Keywords: Creativity; Assessment; Indices; Creative Industries; Culture.

Introduction

One's ability to think creatively is an asset in many contexts, from one's personal life to the quality of one's social interactions to the success with which one approaches one's professional responsibilities. It has previously been shown that the creative process gets an extremely low priority inside the conventional educational system that is prominent in today's society. This is the case because of the fact that conventional education is the predominant educational system. Therefore, in order to create one's own unique set of mental powers, it is essential for the person to put in the effort necessary to do so on their own. This can only be accomplished by independent effort. In order to carry out one's duty in a way that is sensible and disciplined, it is essential for one to realize the significance of their personality. In order to be able to do so, one must must accomplish this prerequisite first.

The development of one's own creative potential may be accomplished in a number of ways, one of which is the formation of creative thought patterns, which is one of the most essential and basic aspects of the cultivation process. The development of one's own creative potential is one of the strategies that might be used in the pursuit of this objective. By using this strategy, we have great expectations that each and every one of our listeners would ultimately include creative thinking into their lives as a natural and routine component of their routines. When someone makes it a habit to think creatively on a regular basis, they will discover that they are able to behave in a way that is flexible, imaginative, and dynamic. This is because creative thinking allows for the generation of new ideas. As they continue to think creatively, it will become clear to them how true this statement is.

Authentic creativity is closely tied to the notion that new ideas are formed via the unforeseen combination of well-known concepts and principles. This idea is at the heart of the creative process and cannot be separated from it. It is possible to describe creativity as the capacity to generate brand-new things by producing brand-new uses for old things that already exist in the world. This interpretation of creativity is a viable one. Take, for instance, the development of the mobile phone, which at first was created solely for the purpose of speaking, but which was subsequently outfitted with a camera, music player, and video capabilities in order to serve as an illustration of the simplest model for individual invention, which is based on the addition, subtraction, or replacement of activities. In order to serve as an illustration of the simplest model for individual invention, the mobile phone was subsequently outfitted with a camera, music player, and video capabilities.

In the context of this conversation, the mobile phone was first thought of and developed just for the purpose of making voice calls; nevertheless, in order for it to serve as an example, these other features were afterwards added to it. This was done in order for it to serve as an example. People who are not used to engaging in creative ideation may find that adjusting to the new environment is challenging; nonetheless, this obstacle is not insurmountable and can be overcome with little effort. In our day-to-day lives, each and every one of us encounters challenges that need the use of logical thinking in order to overcome them.

Creative thinking is not the antithesis of rational thinking; rather, creative thinking is logical thinking that has an extra component added to it. Creative thinking is logical thinking that has an additional component added to it. People that are creative continue to employ the principles of logical thinking, but they do it from a very wide range of unique perspectives. Producing three-dimensional films that are entertaining to watch, are well accepted by the demographic that is being targeted, and demand a lot of time and effort is difficult to do in the entertainment industry since it requires a lot of time and effort. Throughout the course of cinema's history, a vast number of illustrious individuals have, individually and together, made important contributions to the advancement of three-dimensional film.

William Priesse-Greene was the one who originally presented the idea during the 1890s, and Sineas was the one who made some more enhancements to it following William's initial work. Following that, Sineas made other contributions to the development of it. The creation of three-dimensional motion pictures requires the participation of a huge number of filmmakers, each of whom adds a substantial quantity of unique ideas to the process of production. In general, in order to reach the degree of uniqueness that they had envisioned for themselves as the end result of their efforts.

Research Methodologies

This study employed a qualitative research approach to complete its objectives. Our approach will be heavily based on trying new things as we go along. This study will rely on a wide range of resources to emphasize the importance of the creative industry and its function in enhancing people's lives and economy. As such, we hope that the results of our study will serve to further demonstrate the importance of the creative economy and the good contributions it makes to society and the economy at large. The primary focus of this research is to analyze how the creative sector helps raise living standards. Also garnering great focus in this research is the newly available information on the physical and mental well-being of persons who are engaged

in the creative industry sector of the creative business sector. This study will provide a comprehensive analysis of the creative sector and its economics by compiling a wide range of literature on the subject. Its ideas and points of view will center on the creative economy and industry. The development of a paradigmatic discourse that includes research on the economic developments in the creative industries is essential. Because of this transformation, we will have a way to look at spatial tendencies in the creative sectors that we haven't had before. This paradigm will shed light on novel approaches to analyzing spatial patterns in cutting-edge businesses by moving the focus to the significance of context. The shift to the new paradigm will provide you with that. This change in thinking will bridge a gap in the past, enabling scholars to get a deeper appreciation of spatial patterns in the creative economy.

Results and Discussions

Different points of view, each with their own unique potential to spark fresh ideas

The making of anything is a significant focus throughout much of the creative process. Utilize your own one-of-a-kind set of abilities, such as your emotional fortitude or your sense of aesthetic beauty, to come up with innovative solutions to issues that you are faced with. The reverse is true; all it takes is enough practice for anybody to be able to accomplish it. Not only is the production of creative ideas the goal of lateral thinking, but it also aims to improve the basic talents that are necessary for the creation of original ideas.

There is no impact on any significant aspect of life, including the social, political, or individual domains. Thinking in a positive or vertical direction involves words and numbers, while thinking in a horizontal direction involves words and numbers. In order to think in a vertical form, one must either follow a process step by step or write it down in a sequential fashion. The disappearances themselves, as well as the activities that follow them, are carried out at random. When you adopt a more lateral view, you stop perceiving data mainly in terms of its immediate relevance and start concentrating on the influence it has on your company instead. This is because a more lateral perspective allows you to perceive more connections between seemingly unrelated events. During the process of lateral thinking, you could give consideration to material that has very little to do with the central problem at hand.

In the meanwhile, the selection of information and the narrowing of it down based on its relevance is an essential phase in the processing of any sort of data. As a result, de Bono establishes four fundamental guidelines for sideways thinking, which are as follows: (1) advance the principles of polarizing ideas; (2) provide different perspectives on the same issue; (3) exert strong command over one's own vertical thinking; and (4) make use of each polarization. In a situation like this, making decisions for anybody is like trying to ride a horse while blindfolded. In point of fact, he could only see what was directly in front of him. Since the coachman has the authority to choose the path that will be taken, it is possible that he will do so. The same may be stated of a person whose mind is intellectually bound by the norms of common sense and whose attachments he thinks bind him. In this case, both factors contribute to the individual's feeling of being tied. To transgress the boundaries of what is considered to be "normal" cognition is to think "sideways."

Thinking horizontally is universal if it is, but thinking vertically is selective. However, horizontal thinking cannot be replaced for vertical thinking in its practical ability since it is dependent on correct deviation in day-to-day work. After proceeding through a set of logical

stages, an individual who has the ability to engage in vertical thinking will be able to arrive at reasonable conclusions. To discover solutions to problems that at first glance seem to be unsolvable, you need a creative mind. When new concepts are generated via the use of lateral thinking, they may then be developed through the use of vertical thinking in an uncomplicated way. Vertical thinking includes digging many holes in order to achieve the required depth, as opposed to digging only one hole.

These ways of thinking may be of use to you if you do not feel that you possess any creative qualities that are inherent to your nature. Because, as was said before, everyone has the capacity for creative thinking, one cannot conclude that creativity is a talent. The term "creativity" refers to a way of thinking that places value on the generation of original ideas, regardless of whether those ideas are intended for artistic creations, practical applications, or theoretical explorations. Creativity can be defined as a mode of thinking that places value on the generation of original ideas.

Although original thinking cannot be explained away as a result of a lack of aptitude or innate talent, it is also not a skill that is universally held by everyone. Those who are incapable of creative thinking have a propensity to unquestioningly accept and believe all that they take in via their senses. People who lack creativity typically have notions that limit them and their potential. On the other hand, people who score high on the creative scale frequently have a high degree of leeway in the tasks they are responsible for at work.

Strategy for Fostering Creativity and Innovation in the Working World of the Creative Industries

According to Ronggowarsito, the two "capitals" that are most essential to one's success in life are "remember" and "alert." Be sure to communicate the concept that all choices and actions must be based not only on common sense and experience but also on deliberate thinking and investigation. To behave with discernment in relation to one's environment is what we mean when we say that we are aware. The primary takeaway from this experience is that the next life will be challenging on account of the presence of competition, strife, and rivalry, as well as deceitful propaganda. The reality surrounding Ronggowarsito has just come to light after having been previously referred to as "crazy times." Having a calm attitude means generally accepting your lot in life, which may be difficult in today's world since business competition is fierce, information sources are many, technology is developing swiftly, and just surviving demands a lot of effort. Those individuals who are unable of adjusting to novel ways of life will, in due course, become extinct.

Everyone now has to have the self-discipline to adjust to the new "crazy time." As things develop in the environment, it will be required to maintain a careful eye on them in order to forecast their future path, define their requirements, and come up with feasible answers. The road ahead is one of self-improvement and growth. Transform into a representation of uniqueness and creativity. Ronggowarsito's two key resources for encouraging personal creativity are the individual's own competency and the richness of the surrounding environment. The phrase "wild times" may have a number of different meanings depending on the cultural standards that are currently in place.

The social order is precarious; the affluent are further impoverishing the poor; the average life expectancy is unknown; and so on and so forth. Corruption is pervasive; there is

a dearth of halal wealth; there is an excess of criminal activity; there is a scarcity of halal money. As a consequence of this, it would seem that Ronggowarsito implicitly endorses the idea that everyone should turn to criminal activity as a means of sustenance. On the other hand, the Javanese word for "crazy" might really refer to something rather original. People who conceive of new ideas that the general public has never considered before are sometimes referred to as "crazy." In the same way that people who think of new ideas outside the box are referred to as "mad," so are those who produce. It is the height of insanity to engage in any activity that is counter to the received knowledge. Because of this, Ronggowarsito has placed an emphasis, beginning in the eighteenth century, on the need of individual initiative and inventiveness. Children's potential to develop their imaginations may be encouraged in a variety of settings, including the home, a place to play or hang out, and intellectual pursuits.

Children that are bright and imaginative may do well in this environment since they will be encouraged to wonder, fantasize, and reach their greatest potential. It is not enough to just fantasize or dream; one must also get themselves out of their sleepy stupor. The next step is to make use of efficient cognitive processes and your working memory in order to come up with original ideas. As a result, in an effort to develop graduates who are creative, imaginative, and entrepreneurial, the course entitled "Creativity and Innovation in Business" has been designated an obligatory subject at a number of different educational establishments. TAITRA, in collaboration with the International Forum Design, is in charge of the administration of a number of prizes for product design in the commercial sector. One of these prizes is called the Computer Design & Innovation Awards, and it is given to companies that have developed innovative computer hardware and software.

The unique e-learning solutions developed by Pustekom, as well as BPPT's commitment to the success of micro, small, and medium-sized companies (MSME), have both been awarded accolades by the government. Despite this, these aspects, on their own, are not enough to provide an environment that is conducive to the growth of persons who are capable of creative thought. Being creative requires effort on your part. Everyone has the potential to be creative; nevertheless, in order to develop this talent, it is necessary to consciously look for it and practice it often, as was previously said. A creative person has to be able to combine the many frameworks and ideas that he has taken in, in addition to drawing on his current body of knowledge and experience, in order to produce work that is both unique and perceptive. The breadth of the creative production is both original and noteworthy, which is something that has been remarked on quite a few occasions. Naturally, there must be quality standards in place for what is termed new in order to discern between the two. Similarly, the public understanding of whether or not creativity is beneficial for life is a vital aspect in determining the relevance of creative outputs.

Learning on the job takes study, reading, or field experience. The painter learns from taking in the works of others, as well as through hearing the comments of others and reflecting on their own actions and judgments. In the same manner, investing in one's own education and growth is an integral component of producing creative contributions across all disciplines, since it helps to enrich and speed the process of repeating creative works. Attending school for the goal of learning a topic or developing a skill sets counts as well. No two students can expect to emerge from a period of study in a foreign language, on the piano, in singing, or in shamanic with the same degree of ability. Both achievements and failures are normal. Every

student understands that increasing their working memory is vital to their academic achievement.

The perceiving process is what enables you to open up; if you don't use it, if you act a priori, if you don't care about your surroundings, then you'll never have an opportunity to ponder, and you won't acquire an interest in any specific subjects. Steve Jobs's charm and inspiration have made him a marketing force. The Sony Walkman was a gift from Sony, and after receiving it, Steve Jobs removed it to investigate its inner workings. John Scully used to work for Pepsi-Cola, and he was a marketing wizard there. John Scully is a marketing professional, whereas Steve Jobs is a design expert. They combine their abilities to offer each Apple product the precise shape it needs to satisfy a niche in the market.

It is impossible to dismiss the importance of a person having access to environmental facilities (domains) and access to regions in order for them to grow and achieve their potential, interests, and creative potential. Both of these qualities are true and have the potential to produce successful creative outcomes. Creativity is a trait that requires a highly complex personality, thus identifying its traits may be challenging. The cell tissue of the brain is very distinct from the cell tissue of other parts of the body. If you exercise consistently, your other limbs, such as your arms, legs, chest, and so on, will become stronger and larger, but your brain will remain the same size. It has been shown with the brain of Albert Einstein, who had a brain weight that was just one-fifth of what the average human brain weighs. It is possible to draw the conclusion that people's IQ does not directly correlate to the size of their brains. People with lower levels of intelligence are sometimes referred to as having "shrimp brains," which is a metaphorical term. It is well known that the head of the shrimp takes up a disproportionately big amount of space in comparison to the rest of its body structure. In light of these findings, the organization must be home to a sharp mind that is capable of coming up with novel concepts for new products. The CEO of the firm in issue is the company's most senior executive. They are the wellspring from which the concepts emerge that lead to the advancement of the organization, but there are not many of them.

When there are not a large number of CEOs to choose from, the firm will be more efficiently managed. mostly due to the fact that they do not have to spend a lot of time negotiating the proposal. Their concepts and ideas have the potential to bring a business to life. If nothing else, they are reckless, which means that the firm will fall behind. One may say that the firm is in desperate need of an intelligent and creative brain (leader) in order to give it some color. There are businesses that are forward-thinking and inventive, and there are other businesses that are stagnant and lack originality. The present age of the corporation is considered to be successful not because of the number of people or assets, but rather because of the level of innovation and intellect shown by the organization. In the perspective of many people, creativity is something that can only be possessed by those who are artistic.

Everyday folks like you and me have creative potential that is on par with that of internationally renowned artists. Every single person on earth is born with their own unique capacity for creativity, and the human brain is split into two halves known as the left brain and the right brain. Each individual brain serves a certain purpose. People who want to be creative need to find ways to get their right brains working so that they can come up with ideas. Stimulation, sometimes known as exercise, is something that may be done continually from childhood until maturity. Things that have the potential to stimulate the creative abilities

of the right brain are almost entirely forgotten. Since of this, children's creative potential is stifled because the kinds of activities that encourage creativity are not being used.

Creativity is an essential quality that must be present in every human being; anybody who claims to be less creative than others is making a serious error. They have innovative ideas, but they don't put any effort into developing such ideas since they don't exercise their minds. Humans are able to demonstrate their inventiveness in their everyday lives by the manner that they communicate. They will change the phrases they employ and their vocabulary on a daily basis. Plagiarism might be accused when someone repeats anything they've heard or read in their everyday lives. It is not feasible for two people to pronounce the exact same phrase or statement at the same time. The way we express ourselves in words is the equivalent of being labeled creative. It can be demonstrated with the example of Tukul Arowana, who at first had a very restricted amount of information available. However, he made up for it with the creativity he created, specifically the jargon "back to laptop, katro, susi similikiti, ndeso, satisfied, satisfied!" with his unique style, so that it remains ingrained in the minds of the audience, which helps to ensure that the show is still popular to watch.

Failures that occur in the world of business may sometimes result in lucrative opportunities, as is the case with the product known as post-it. Initially, the 3M corporation sought to manufacture a glue that was very strong, but instead they produced a glue that had a poor adherence. They came up with the idea to employ the adhesive in stationery items, namely post-it notes. Swiss cheese is another example of a failed product that contributes to the development of cavities in cheese. However, by doing so, the cheese transforms into the distinctive flavor of exquisite Swiss cheese. If a description of creativity is provided, it may be relatively simple to comprehend; yet, developing a working definition of creativity is somewhat challenging. Thoughts creatively involves spreading out in one's thinking in order to come up with fresh ideas. Someone will think about ways to address difficulties by coming up with a variety of different options, which is an example of branching thinking. According to Edward de Bono, the creative process results in something that is inexhaustible and cannot be confined to a single form. It is necessary for the new object to have this increased value. The element of surprise is essential to creativity, and so is the capacity to adapt to shifting circumstances.

Strategy for the Development of Creative Environments

It is not necessary for a product to be novel on a global scale in order to be considered a creative product; rather, a product is considered creative if it is novel in the context in which it is used. In order to be activated, creativity needs some kind of outside stimulus. Creativity may be thought of as a cognitive process or a processing of the brain that is done on purpose. Products that are creative might be born out of serenity, the coolness of the atmosphere, the joy of the heart, or the development of issues or obstacles that they must confront from the surroundings. Because working memory cannot function at its full potential, it has the potential to stifle creative endeavors and prevent them from being created. This is the result of living in a chaotic and congested atmosphere that is full with the stresses of everyday life.

It plays a role in exploring and stimulating the growth of creativity by separating the activity of generating ideas from their evaluation I testing assumptions (ii), avoiding patterned thinking (iii), creating new perspectives (iv), minimizing negative thinking (v), and taking

wise risks (vi), the six main working principles. Create a wall between the generation of ideas and the analysis of those ideas. Someone investigates as many new ideas as they can throughout the creative process from the commission side so that there are numerous opportunities for new ideas, such as by performing permutations. This takes place during the combined performance phase. If we assume there are four main concepts, then when those ideas are mixed using permutation, we get at least nine different pairings of ideas. When a new concept is formed, there is no need to do an evaluation to determine whether one is excellent, right, or right. The development of divergent thinking may naturally give rise to a variety of different series of ideas, which can then be explored further. Evaluation tasks need to be carried out in order to ascertain which of a number of imaginative concepts is more significant, and which of those concepts may be used suitably so that they can be generated in the actual world.

The process of testing assumptions is not only the most significant component of the creative thought process, but it is also the most crucial aspect. The kind of thinking that is done is determined by the assumptions that someone builds up as a result of viewing something. The first impressions that a person has of anything are called assumptions, and they are utilized to help influence how that person will ultimately perceive things. If the fundamental assumptions or perceptions that are employed are different, then it is possible for the same thing to yield different outcomes when it is viewed by various people. Similarly, when it comes to coming up with fresh concepts via creative thinking. The accumulation of many different perceptions of the same stimulus (the stimulus) will result in a string of concepts. When a person is exposed to a greater variety of stimuli, they are able to draw from a larger pool of ideas. In addition, when activities are carried out in groups, the development of perception and the presence of stimuli rises, leading to an increase in the quantity of ideas in the storage facility. Because we have so many ideas saved, it will be much simpler for us to choose the one that has the potential to be developed the most successfully.

Testing each preexisting assumption is what has to be done in order to arrive at the best decision. The examination of these presumptions will lead to the discovery of paradigm-shifting perceptions, points of view, or brand-new viewpoints that include novel patterns of vision. The end product is a ground-breaking new concept. In the meanwhile, testing these assumptions entails nothing more than asking further questions about previously presented hypotheses and a larger pool of ideas in order to get a better understanding.

Try to avoid thinking in patterns. Everyone has been schooled to do every work in a systematic fashion, and environmental education is largely responsible for this. A youngster is more used to utilizing his right hand while taking something from someone or when getting something. Make a fresh impression on people. If one never makes use of their conscious and creative thought, they will, quite simply, fail to perform a daily ritual. A fresh realization will emerge as a direct consequence of engaging in in-depth reflection on the natural world from a variety of vantage points. Reduce the amount of negative thoughts you have. One of the characteristics of negative thinking is having unfavorable impressions while forming or observing the views of other people. It is only possible for an expert to provide constructive criticism of the work or ideas of others.

One needs to make it a habit to always keep a balanced perception when accepting new ideas in some way. This includes taking the ideas of others as input, appreciating every idea

that others put forward, and using a balanced response every time one evaluates a new idea. Thinking negatively all the time can be avoided by making it a habit to always keep a balanced perception. Every individual who is creative is also capable of taking calculated risks and must have the courage to face the possibility of failing. Even being unsuccessful may be a stepping stone on the path to creativity. Nevertheless, the dangers that each individual runs while making a selection from among a range of options are not the same. When compared to the danger of actually putting a new concept into action, the risk of articulating a new thought is often not quite as high. To choose the path with the lowest potential for harm requires education, experience, and mature decision making.

Conclusions

This research aims to educate readers on the strategy of boosting creative thinking and innovation within an organization by providing an explanation of the concept of raising one's own level of creativity. The purpose of this research is to educate readers on the strategy of raising one's own level of creativity. This study's objective is to offer the reader with information on the strategies that may be used inside an organization to encourage innovative and creative thinking on the part of its employees. The purpose of this research is to provide the reader with information on the methods that may be used inside an organization to inspire innovative and creative thinking on the part of the workers that make up that company. This investigation was carried out with the purpose of expanding, for the reader's advantage, on the technique that was used, and it was done so for the following reasons: The accomplishment of this purpose will be made possible by the transmission of information to the readers on the process of strengthening one's own creative potential inside oneself. In particular, this will be accomplished by: In addition to that, this chapter of the book delves into the psychological aspects of creativity, which is a topic area that falls under the general heading of the scientific discipline of psychology and is covered in greater depth here.

In addition, this will be accomplished by: In addition, this chapter of the book delves into the psychological aspects of creativity, which is a topic area that falls under the general heading of the scientific In particular, this will be performed in the manner described below: Additionally, this chapter of the book dives into the psychological components of creative thinking. This section of the book also offers an explanation of the processes that are involved in the development of creative talents and distinctive ways of thinking. An explanation of this may be found in the following sentence: The investigation of creativity may be approached in this manner to establish a connection between the psychological characteristics of an individual and the physiological characteristics that are possessed by that particular person.

There is a relationship here between an individual's capacity for creative thinking and their capacity for thinking in a non-conventional manner. It is possible for a single individual to simultaneously display both of these psychological and physiological characteristics. The creative character of the individual is what sets the way for the creation of this connection since it promotes more open communication between the two parties. This is the factor that lays the groundwork for the development of this link. In this section, we also discuss the connection between the presence of creativity and the circumstances as well as the dynamics of the relationships between people who are a part of a given social order. This is an important topic because it can shed light on why certain social orders are more creative than others. This

relationship is discussed in relation to the dynamics of the interactions that take place between individuals who are participants in a certain social order. The dynamics of the interactions that take place between persons who are members in a specific social order are explored in regard to this relationship as it relates to those dynamics. In the context of this connection, the dynamics of the interactions that take place between people who are members of a certain social order are investigated, with particular focus on how those dynamics relate to this relationship.

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