

The Role of Knowledge Transfer in Increasing the Productivity of Human Resources in the Creative Industry

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ABSTRACT

The creative industry is growing rapidly, as can be seen from the rise of new creative industry that offer unique concepts, maintain product quality. The obstacle faced is the lack of knowledge transfer so that the productivity of human resources decreases, this has an impact on the lack of knowledge and skills of creative industry players. This conceptual paper will discuss the role of knowledge transfer in increasing the productivity of human resources in the creative industry. This is because the creative industry is one of the leading sectors which contributes to the regional and national economy. The purpose of this research is to analyze the role of knowledge transfer in increasing the productivity of human resources in the creative industry. This paper is expected to provide useful insights and recommendations for stakeholders to improve the quality of human resources in the creative industry sector. Based on the conceptual framework, the recommendations that can be given are as follows. In order to increase knowledge transfer to human resource in the creative industry, (1) Knowledge of New Product Innovations is required; (2) Knowledge of more efficient Product Processing Methods; (3) Knowledge of attractive packaging and labeling for the products offered; (4) Knowledge of more effective marketing strategy innovations; (5) Knowledge of organizational innovation and internal management of a creative industry (6) Knowledge of creative industry capital; (7) Knowledge of service speed; (8) Knowledge of financial management.

Keywords : Knowledge Transfer, Productivity, Creative Industries

1. INTRODUCTION

Creative Industries which are generally small-scale often face problems that the products produced do not match market needs, low innovation and creativity, lack of funds, business networks that are not extensive, inability of managers and human resources to utilize technology and sufficient business knowledge (Lestari, 2019) Various obstacles can be faced by creative industry players, both internal and external. Among them are capital problems, legal entity status, poor financial management and incompetent human resources. The basis for selecting the Knowledge Transfer topic is because knowledge is a basic aspect for all components of an industry. Knowledge gives ideas to creative industry players how to carry out promotions, how to market products, how to manage finances, how to manage human resources, what are the rules for establishing a business and so on. Therefore, this paper tries to present how knowledge transfer and management can overcome the problems that are often faced by creative industries.

In the 2025 Indonesian Creative Economy Development Plan formulated by the Indonesian Ministry of Trade, it is explained that there is an evolution in the creative economy. Based on this plan document, it can be seen that there has been a shift from the agricultural era to the industrialization era and then to the information age accompanied by many discoveries in the field of information and communication technology and economic globalization. The development of industrialization creates work patterns, production patterns and distribution patterns that are cheaper and more efficient. The existence of targets that are cheaper and more efficient in the production and distribution process has resulted in a shift in industrial concentration from western countries to developing countries such as Asia because they can no longer compete with the cheaper costs in the People's Republic of China (PRC) and Japan. This phenomenon directs industries in developed countries to optimize human resources and creativity. For this reason, since the 1990s the world economy has begun to shift towards an economy supported by creativity in the term creative economy through creative industries.

Knowledge transfer needs to be a focus in the development of the creative industry because basically the creative industry is based on knowledge itself. With knowledge there will be changes, developments, growth and business resilience which are very important for an industry. Transfer or transfer or distribution or delivery in this case Knowledge Transfer means transferring or sharing knowledge about a matter to humans.

Humans are the most important component in running a business, because humans are actors, managers and executors. To be able to maintain a business, competent human resources are needed. As we know that humans have different characters. Humans have different backgrounds, knowledge and abilities (Julyanthry et al., 2020)

Therefore, creative industry players must be able to transfer knowledge to human resources in accordance with the character and capabilities of human resources.

Knowledge Transfer in this case is important to be able to implement and improve its application in the world of creative industries. The basis of knowledge transfer is knowledge management which is defined as the process of implementing a systematic approach, management, structure and dissemination of knowledge within the scope of work.

Not only that, the creative industry is also growing due to technological developments and innovations in several sector. Many creative industry use sophisticated machines to produce the best quality product. In addition, the development of creative industry which has a distinctive and unique product as a special attraction for consumers.

The word "productivity" can be defined in many ways, one of which is that productivity is the ratio between work output and work input, however, these input and output resources vary widely between one industry and another (F. Fassa, A. Wibowo, 2021). This work productivity has become and is a very important new challenge to support the success of an organization in managing human resources in its field at the company (Ajjjah et al., 2021). Work productivity is an indicator used to measure work results from the availability of existing resources in a work environment (Widiyati et al., 2022). This has also been essentially confirmed in previous research (Oktiani et al., 2019) and in principle productivity can be achieved if there is a combination of work creativity and work knowledge.

The role of knowledge transfer is very important to develop creative industries. The lack of knowledge transfer will hinder the development of the creative industry. The creative industry players must share knowledge and experience with each other in order to produce quality and innovative products. In addition, knowledge of raw materials, processing techniques, and product innovation must also be improved so that the creative industry can compete with similar industries in other nations. Therefore the aim of this paper is to gain a better understanding of the role of knowledge transfer in increasing the productivity of human resources in the creative industry, to get an overview of the best practices that have been carried out by human resources in the creative industry, and present findings from research that can provide recommendations and suggestions for the creative industry in increasing human resource productivity through knowledge transfer.

2. LITERATURE REVIEW

2.1. Knowledge Transfer

Transfer of knowledge (Knowledge Transfer) is the process of movement of knowledge within the organization, from person to person and is influenced by the characteristics of the people involved in the process. Knowledge transfer is a learning process of an organizational unit (individual, group, department, or division) based on experiences from other organizational units (Sentana et al., 2014). Knowledge transfer is an effort to communicate or convey or transfer knowledge between individuals or to other individuals. With good knowledge transfer in the creative industry, it is hoped that it will be able to increase the ability to compete in this increasingly competitive industrial world. The conceptual framework of this study is:

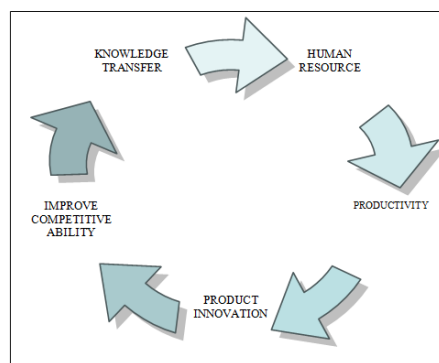


Figure 1. Knowledge Transfer of Human Resource in Creative Industry

Transfer of knowledge is the stage of dissemination and provision of knowledge at the right time to employees who need it. Knowledge transfer can be seen from two aspects, namely: (a) Providing knowledge; and (b) obtaining knowledge (obtaining knowledge). Giving knowledge is one's effort to transfer knowledge to other colleagues (Lesmana & Putri, 2017). Therefore the transfer of knowledge is a goal-oriented transmission process from individuals, groups but organizational characteristics are also important for or an organization to other individuals, groups or organizations (Indriartiningtias, 2012).

The types of knowledge transfer that must be implemented in the creative industry are (1) Knowledge of New Product Innovations; (2) Knowledge of more efficient Product Processing Methods; (3) Knowledge of attractive packaging and labeling for the products offered; (4) Knowledge of more effective marketing strategy innovations; (5) Knowledge of organizational innovation and internal management of a creative industry (6) Knowledge of creative industry capital; (7) Knowledge of service speed; (8) Knowledge of financial management

To obtain this knowledge certainly requires a method, in this case the acquisition and dissemination of knowledge can be done by: (1) Carrying out product innovations originating from existing product development; (2) Searching for information from the internet; (3) Searching for information from relations (4) Searching for information from training.

2.2. Productivity

The productivity of human resources is an important factor in the development of creative industry. The creative industry players must have productive and innovative human resources to produce quality products (Rachman et al., 2023). The creative industry players must develop skills and knowledge in production in order to meet increasingly stringent market needs. In addition, the development of human resources must also be sustainable to ensure that the creative industry can continue to grow. Labor force productivity is a measure of the extent to which humans or the workforce are used properly in a production process to achieve the desired output. Therefore, a professional / competitive work force is needed so that the company can carry out its activities optimally, even though all the necessary modern equipment is available. The workforce is expected to be able to work more productively and professionally, driven by a sense of security in carrying out all their activities. To increase the productivity of the workforce, appreciation and recognition of the existence of the workforce is needed. The traditional formula for overall productivity is 1. Ratio of what is produced (output) to the total production equipment used (input). 2. Productivity is basically a mental attitude that always has the view that the quality of life today is better than yesterday. 3. Productivity is a harmonious integrated interaction of three essential factors, namely: Investment including the use of technology and research, management of the workforce.

According to Sinungan (2000) in general productivity means a comparison that can be distinguished in three types which can be different including: 1. Comparison between current comparisons and historical implementation which does not indicate whether the current implementation is satisfactory. However, it only highlights whether it has increased or decreased and its level. 2. Comparison of performance between one unit (individual task, section, process) and another. Such measurements show relative achievement. 3. Comparison of current implementation with the target, and this is the best as focusing on goals/objectives.

2.3. Human Resources

Human resource management is a process of using human resources effectively and efficiently through planning, activating and controlling all values that become human strengths to achieve goals (Ananto & Astuti, 2020). So human resource management must indeed be carried out to achieve company goals so that they are able to compete with competitors in order to increase productivity Human resources are capital and an important asset in a company to support the running of a company (Halisa, 2020). Therefore human resource management is a discussion of an art science about how to process individual strategic management in order to maximize their potential to realize the vision and mission of a company or organization in an integrated manner (Tunas et al., 2017).

2.4. Creative Industry

The creative industry has emerged as a new hope for today's economy because it is able to make a significant contribution to economic growth and employment. The acceleration of economic growth does indeed serve as a strategic requirement for improving the quality of people's lives, but economic growth will not occur if there is no financial inclusion activity that is both obtained by the community. The creative industry is an industry that emphasizes creativity so that the creation of innovation is an important thing to do (Yusri et al., 2022). The creative industry itself is a concept development based on creative capital that can potentially increase economic growth and people's welfare (Fitriana, 2014)

The creative industry is proven to be able to facilitate greater absorption of female workers so that the development of creative industries is also seen as promoting gender balance. Creative industry production activities related to culinary, handicrafts, and fashion or other production activities that are closely related to art, aesthetics, and other cultural activities are indeed mostly managed by women. A research revealed that creative industries based on cultural and social values generally have a lower level of dependence on highly educated workers compared to non-cultural based creative industries (Munthasar et al., 2021).

In the creative industry to be able to produce new ideas and have aesthetic value, it is necessary for humans to have expertise and a sense of beauty that exceeds the average human ability. There are several keywords in this definition, namely creativity, skill, and talent. This will make a living if the intellectual property that we have can be utilized as well as possible (Kamil, 2015). The creative industry is an industry that relies on talent, skills and creativity which are the basic elements of each individual. The main elements of the creative industry are creativity, expertise and talent which have the potential to increase welfare through offering intellectual creations (Ananda &

Susilowati, 2019). In this case, the creative industry can be interpreted as a collection of economic activities related to the creation or use of knowledge and information (Mellita & Erlansyah, 2014).

There are 14 (fourteen) industrial sub-sectors based on creativity. Other sub-sectors that fall into this category are: (1) Advertising; (2) architecture, (3) art goods market; (4) crafts; (5) design; (6) clothing/fashion; (7) video, film and photography; (8) interactive games; (9) music;. (10) performing arts; (11) publishing and printing; (12) computer and software services; (13) television and radio; (14) research and development. Crafts (handycraft) thus have a very important meaning in the development of creative industries. Now this creative industry sub-sector has been added to the culinary sub-sector so that there are 15 sub-sectors in total (Ministry of Tourism and Creative Industries, 2012)

3. The Role of Knowledge Transfer in Increasing the Productivity of Human Resources in the Creative Industry

The creative industry is the most strategic sector in regional development in an area, where limited access to finance is the main obstacle in its development. The existence of innovation and creativity that arises in society, makes the creative industry sector have an important role in developing the economy of a region. The findings in the field show that the development of the creative industry in the craft sector is able to improve people's welfare. Some of the benefits that can be felt by the growing creative industry. New innovations are developing rapidly. Opening and Increasing Employment. The value and quality of a product is increasing. The transfer of knowledge has an important meaning in the development of human resources because through the process of transferring knowledge individuals in industries/organizations can develop themselves through improving skills, both soft skills and hard skills, to achieve the goals set. Knowledge transfer is the transfer of knowledge from those who know more and have experience to their juniors or new people. The process of transferring knowledge to the creative industries is expected not only to improve the quality of human resources in terms of skills but is expected to increase employee involvement. Overall employee involvement is highly expected in supporting the achievement of goals and improving company performance. The hope is that the transfer of knowledge can increase the participation of human resources and conversely the role of good human resources can increase the absorption of knowledge, can help companies compete with other companies. The better level of human resource knowledge can help companies compete by innovating new innovations.

To overcome the constraints of the lack of the role of knowledge transfer in the creative industry there are several problem-solving approaches that can be taken. First, the creative industry players can strengthen cooperation and collaboration between industry players to share knowledge and experience in producing quality and innovative product. Second, the creative industry players can develop training programs and human resource development to improve skills and knowledge in producing quality product. Third, the government and related institutions can provide support and incentives for creative industry players to develop quality and innovative products. With this approach, it is hoped that the creative industry can develop and compete with similar industries in other nations.

New innovations are expected to emerge from human resource as a result of the transfer of knowledge acquired by human resource. Innovation carried out by the creative industry is one of the assets that must be continuously carried out in the face of increasingly fierce competition. Increasing competitiveness is a goal that every business wants to achieve, therefore, creative industry business actors are required to continue to improve themselves both internally and externally in order to survive.

4. CONCEPTUAL FRAMEWORK

The creative industry is an industry that originates from the utilization of individual skills, creativity and talents in creating prosperity and employment. This industry will focus on empowering the creativity and creativity of an individual. The development of creative industry need the transfer of knowledge to be able to sustain. Transfer of knowledge can be done by (1) Carrying out product innovations originating from existing product development; (2) Searching for information from the internet; (3) Searching for information from relations (4) Searching for information from training. After the transfer of knowledge to human resources, they will produce maximum work performance and productivity so that in the end they will provide greater income than before the transfer of knowledge. In relation to the literature review and analysis, the conceptual paper is as following:

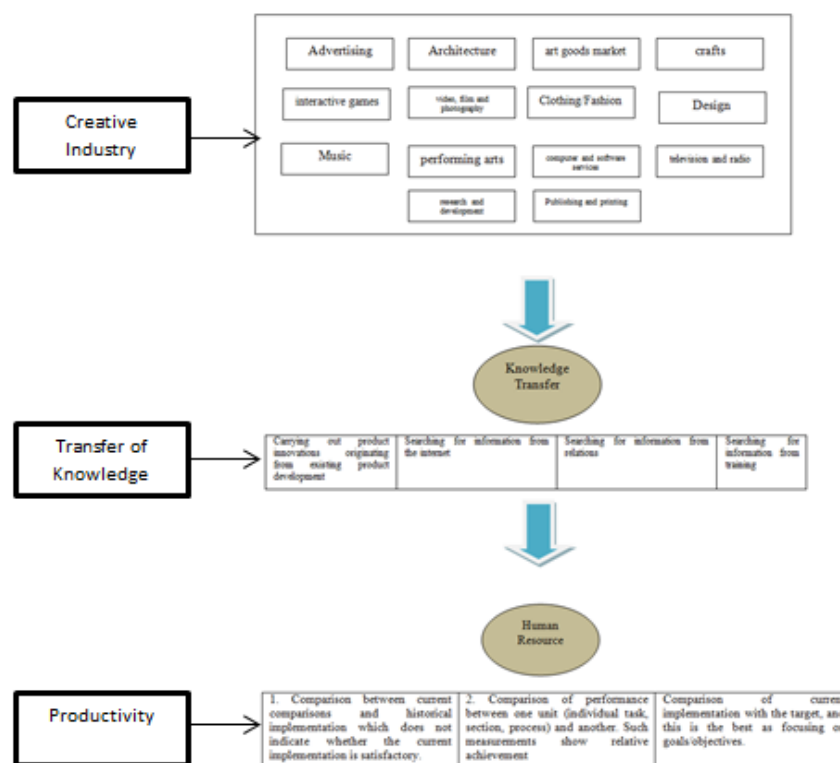


Figure 2. Conceptual Framework

5. CONCLUSIONS

Some conclusions that can be conveyed are that an effective transfer of knowledge is needed to be able to increase the productivity and performance of human resources in the creative industry. Creative industry can activate various kinds of knowledge transfer strategies which in essence are changes in the behavior and abilities of the human resources working in the business so that the business can survive and be able to obtain maximum business profits. Creative industry can increase (1) Knowledge of New Product Innovations; (2) Knowledge of more efficient Product Processing Methods; (3) Knowledge of attractive packaging and labeling for the products offered; (4) Knowledge of more effective marketing strategy innovations; (5) Knowledge of organizational innovation and internal management of a creative industry (6) Knowledge of creative industry capital; (7) Knowledge of service speed; (8) Knowledge of financial management. Café creative industry business actors can (1) innovate products that come from developing existing products; (2) Searching for information from the internet; (3) Searching for information from relations (4) Searching for information from training.

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