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on Management, Finance and Entrepreneurship
ICMFE-2015

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Ankara, Turkey

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Preface

Dear Distinguished Delegates and Guests,

The Conference Committee warmly welcomes our distinguished delegates and guests to the 2015 International Conference on Management, Finance and Entrepreneurship (ICMFE-2015) held on April 11-12 in Medan, Indonesia.

ICMFE-2015 is organized by International Foundation for Research and Development (IFRD). The conference is aimed at discussing with all of you the wide range of problems encountered in present and future issues in economies and Societies. ICESS-2015 is organized in collaboration with Universitas Islam Sumatera Utara, Medan, Indonesia, Yildirim Beyazit University, Turkey, Shinawatra International University, Thailand, PERTRE ANDERI of IASI, Romania and National Academy of Management, Ukraine where researchers from around the world presented their work. The conference committee is itself quite diverse and truly international, with membership around the world.

Proceeding records the fully refereed papers presented at the conference. Main conference themes and tracks are Management, Finance and Entrepreneurship. Conference aims to bring together researchers, scientists, engineers and practitioners to exchange and share their experiences, new ideas and research results about all aspects of the main conference themes and tracks and discuss the practical challenges encountered and the solutions adopted. The main goal of the event is to provide a scientific forum for exchange of new ideas in a number of fields that interact in depth through discussions with their peers from around the world.

Conference has solicited and gathered technical research submission related to all aspects of major conference themes and tracks. All the submitted papers have been peer reviewed by the reviewers drawn from the scientific committee, external reviewers and editorial board depending on the subject matter of the paper. Reviewing and initial selection were undertaken electronically. After the rigorous peer-review process, the submitted papers were selected based on originality, significance, and clarity for the purpose of the conference. Conference program is extremely rich, featuring high-impact presentations. The high quality of the program guaranteed by the presence of an unparalleled number of internationally recognized top experts. Conference will therefore be a unique event, where attendees will be able to appreciate the latest results in their field of expertise, and to acquire additional knowledge in other fields. The program has been strutted to favor interactions among attendees coming from many diverse horizons, scientifically, geographically, from academia and from industry.

We would like to thank the program chairs, organization staff, and members of the program committee for their work. We are grateful to all those who have contributed to the success of ICMFE-2015 especially our partners. We hope that all participants and other interested readers benefit scientifically from the proceedings and find it stimulating in the process. Finally, we would like to wish you success in your technical presentations and social networking.

We hope you have a unique, rewarding and enjoyable time at ICMFE-2015 in Medan.

With our warmest regards,

Conference Committee
April 11–12, 2015
Medan, Indonesia.

ICMFE-2015

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Improving Entrepreneurs Capability Models of the Creative Industry Through The Triple Helix and Anticipatory Learning

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Abstract: Creative industries have a major role in economic development especially in reducing unemployment, however, the development of creative industries are still having many problems, especially the ability of human resources. As a result, it has an impact on the weaknesses of entrepreneurs' capability. This study aims to examine the effect of the Triple Helix and anticipatory Learning in improving creativity innovation capability and performance of creative entrepreneurs. The population of this study is the business owner or manager of SMEs on sectors of crafts, fashions and information technology (IT) in central Java. The total samples are 122 with valid questionnaires. The sampling is by using purposive sampling. Beside, the analysis of data is by using the Partial Least Square (PLS). The study results of the three actors in the Triple Helix, it shows that government actors does not significantly affect creativity innovation capability, but business actors and intellectual actors have significant effect on creativity innovation capability . Anticipatory learning has a significant effect on creativity innovation capability. Finally, the anticipatory learning and creativity innovation capability has significant effect on performance of creative entrepreneurs.

Keywords: *Anticipatory learning, creativity Innovation Capability, Triple helix, performance of a creative entrepreneur*

1. Introduction

In the era of creative economy, the value of goods and services are determined to what extent human resources are able to take advantage of technology, creativity and innovation as well as doing the learning organization to be able to adapt to environmental changes. Industries that will compete in the global market not only rely on price and quality, but also compete on the basis of technology, innovation, creativity and imagination (Esti and Syriac, 2008). Sector of the creative economy is the seventh most important sector of the ten sectors of the national economy. The contribution of creative economy in gross domestic product (GDP) in 2011 are able to create added value of Rp. 256 trillion and estimated to reach Rp 573.4 trillion in 2012. According to the Department of Commerce (2008), the problems faced by the creative industries are: the quantity and quality of human resources as creative industries, climate conducive to starting and running a business, appreciation or participation of the creative people and the creative work produced, the acceleration of the growth of information technology and communications and financial institutions that support the creative industries. The creativity and innovation of human resources is indispensable for the development of creative industries to be able to grow and compete. The good creative industry actor is an individual which has ability to take the challenge, competitive, strategic and has a strong desire in business achievement (Halim, 201 2).

Creative industries have a significant contribution to the national gross domestic product, employment, export value, so that efforts to improve and develop creative industries must continue to be pursued. The integrated collaboration among intellectual, government and business, as well as anticipatory learning by creative industries will be able to foster an entrepreneurial spirit to improve business performance. The developing of creative industry has not received optimal attention from various parties which are capable of doing assistance. The parties are such as intellectual (scholars), government and business, which are called by *Triple Helix.* The collaboration of three actors of *Triple Helix* is considered to be capable of improving creativity, the idea of innovation and *skills* (Etzkowitz, 2008). The collaboration of these three is still not optimal, so that, the development of creative industry does not fit what is expected. Creative industries in Central Java development has not been as expected, it is seen from the growing number of creative industries and employment over the last four years (2008 - 2011) which is still very small, where the increase in the number of creative industry average is only 0.06% and the increase in employment is on average 0.07% (Department of Cooperatives and SMEs, 2012). Integrated collaboration among triple helix (intellectual, government and business, as well as learning anticipatory organization by the creative industries) is expected to be able to foster an entrepreneurial spirit that will enhance the company's performance.

The study is conducted in a creative business which is mostly done by SMEs, in the fashion sector, craft and IT. Small businesses in Indonesia are lagging and having many disadvantages if compared with the big ones, hence, they need for the ability to learn. Resources Based Theory (Hunt and Morgan, 1995) states that to achieve success through information and knowledge. Several studies have been conducted on small businesses that suggest a link between organizational learning on the performance of the company with the possibility to achieve high performance (Anna Michna, 2009). The significance of the positive influence of organizational learning with the company's performance has also been stated (Prieto and Revilla, 2006; Molina, C and Jamie L. 2009). While studies on SMEs done by Christon et.al (1999) states that organizational learning does not have correlation with the performance of the company. The purpose of this study is to contribute thoughts on the creative industries, the influence of anticipatory learning and triple helix on the capabilities of innovation and creativity and its impact on the performance of creative entrepreneurs. Some studies show that there is a correlation of the organizational learning and performance of the company while the other study results do not support such correlation. Issues raised in this study are to build a model of organizational learning anticipatory and triple helix in an effort to enhance the performance of a creative entrepreneur. The development of entrepreneurial innovation capability built by anticipatory learning and triple helix is interesting to study.

2. Literature Review

Creative industries: Information and communication technology is developing rapidly. In the era of economic globalization, it has encouraged entrepreneurs in the field of creative industries to do more creative innovation. Industrial development has created employment patterns, patterns of production and distribution which are cheap and efficient, so that the development of technology makes an individual becomes more productive *(value added)* and innovative. Creative industry focusing on the creator of goods and services by relying on the expertise, talent and expert creativity as intellectual property need support to be able to thrive. According to the Ministry of Trade of the Republic of Indonesia (2008), the creative industries are defined as industry derived from the use of creativity, skill and talent of individuals to create wealth and jobs through the creation and utilization of creativity and inventiveness of the individual**.** There are 14 creative industry sub-sectors, namely: advertising, architecture, art market, crafts, design, fashion, video / film / photography, interactive games, music, performing arts, publishing and printing, computer software services, television and radio, research and development. In developing the creative industries, each region should have the competence, capability, local wisdom, unique characteristics as strength lasting competitiveness (sustainable). The resources based view states that success will be achieved by the ability of the resources available (Penrose, 1959; Barney 1995). While market-based view oriented efforts to meet the market demand to make an existing product market.

Triple Helix: The development of creative industries needs support cooperation from scholars *(intellectuals / academician),* business *(business)* and the *government* (government), which is called *Triple Helix.* All three main actors in the Triple Helix are driving the birth of creativity, ideas, science and technology for the growth of the creative industries. According to the Ministry of Trade (2008), a close relationship, mutual support and mutual symbiosis among the three actors are the foundations and pillars of the model of the creative industries that can stand firm and continuous. The role of scholar / academician / intellectual in the context of the creative industries is the desire to apply knowledge and pass it on. Include cultural scholars, artists, educators in educational institutions, the pioneer in the community, hermitage, cultural centers and art, an individual or group study and a researcher, author, and other figures in the fields of art, culture and science. The role of business or company is as organizational entities created to provide goods or services to customers. Generally, Business is owned privately and formed to generate profit and increase prosperity for the owner, and in the form of a sole proprietorship, partnership, corporation and cooperative. The role of *government* is as an institution that has the authority development of creative industries, both by the central and local governments, as well as linkages in the administration of substance and relevance. The synergy between departments and agencies at the central government and the synergy between central and local governments are essential to achieve the vision, mission and goals of the development of creative industries. The seriousness to build innovation at the national level is legalized by the presence of Presidential Decree No. 32 of 2010 on the National Innovation Committee.

It is a premise that the *triple helix* circulation is in an area that can move people to improve creativity, ideas and skills (Etzkowitz, 2008). Higher Education as a provider of human resources and knowledge, as

well as socio-economic development actors is important. *Triple helix* model of development is based on a premise on the importance of cooperation between the University or other education institution, government and industrial or traditional leading institutional (business). Institutions of higher education have the mission of teaching, researching and transferring knowledge to each community, e.g. by giving a training model to all sectors of society through interaction with the alumni. In developing countries the concept of *triple helix* has a prominent role, especially on educational institutions. The *Triple helix* key development is by improving circulation among university, industry and government as an agent of development and vice versa, blockage of circulation is an indication of the failure of society, retardation, ideas and innovation. Based on the description above, the hypothesis can be constructed as follows:
H1: The better the role of the intellectual actor is, the better the innovation creativity capability will be.
H2: The better the role of the government is, the better the innovation creativity capability will be.
H3: The better the role of the actor is, the better the business creativity innovation capability will be.

Anticipatory Learning: Anticipatory Learning is a learning process that occurs not only adapts the environment, but also the development of a system of thought which focuses on *the dynamic interrelationship* with the environment that generates creativity and innovation to seek opportunities (Tatiek N, 2009). According to Peter Senge (1990), the organization should focus on fundamental trends and forces of change, so that it is necessary to have anticipatory learning in organizational learning. Adaptive learning is learning which does not directly cause a change or innovation. Anticipatory learning will generate competence to encourage a wide range of innovations that will create competitive advantage (Garvin, 1991). Organizational learning is a process of creation, acquisition, sharing and application of knowledge, and making changes and innovations in the entire level to produce optimal and competitive performance (Chinowsky, 2007). The ability to improve learning for *entrepreneurs* can improve the efficiency and capability of innovation activity in the company, as well as companies with strong tendency on learning that can enhance better performance (Dodgson, 1994). Organizational learning will encourage a person to undergo a skills and knowledge to overcome the problem that result in capability or competence increases, as well as the antecedent capability or competence of the organization (Chaston and Badger, 1999; Wang and Loo, 2003). From the description above, the hypothesis proposed is:
H4: The better the anticipatory learning is, the better the creativity innovation capability will be.

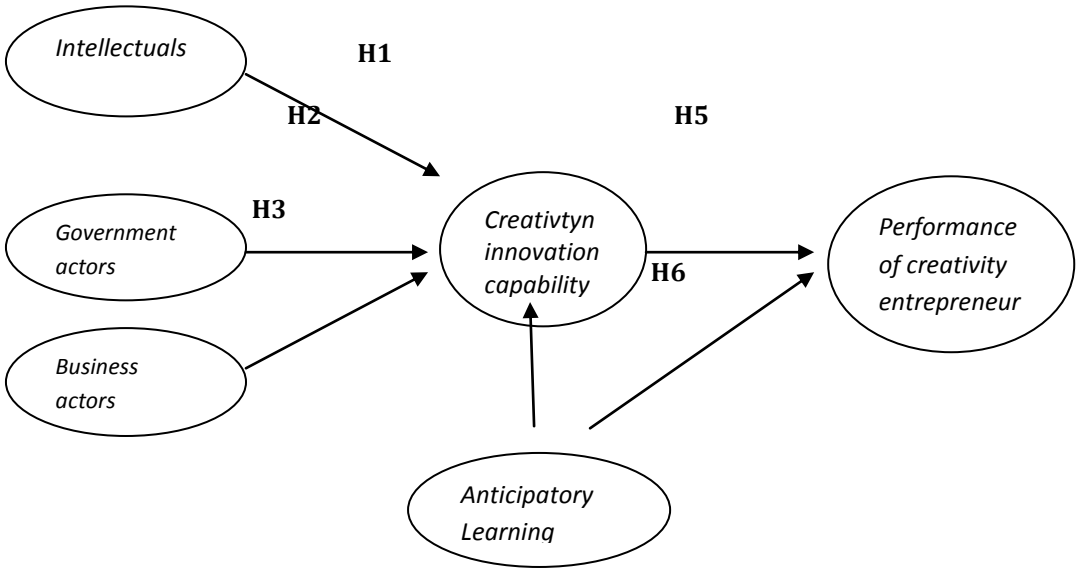
Creativity Innovation Capability: One important feature for someone who will do entrepreneurship is the ability to innovate (Larsen, P and Lewis, 2007). Companies without innovation will not compete and survive in the era of increasingly intense competition. The changing needs and desires of customers to satisfy themselves will spur companies to innovate constantly in order to create products that comply with the wishes of customers. Hills (2008) states that innovation is an idea and a practice that are considered to be new to individual or other units. Keeh, et.al. (2007) describes the importance of innovation for companies as: 1) the development of rapid technological change, so companies must adapt to changes in the technology, 2) rapid environmental changes caused by the presence of creativity and innovation, 3) customer intelligence to meet needs, so that there is a necessary innovation in meeting customer expectations, 4) changes in market tastes and technology products that require fast service, 5) innovation are capable of creating growth market segments, forming corporate position as well as enhance the company's growth. Zimerer (2008), describes the creativity is the ability to develop new ideas and find new ways of looking at problems and opportunities, while innovation is the ability to find creative solutions to problems and opportunities to improve the lives of people or self-enrichment. A study by Ali Ekber Akgun et.al. (2011), innovation has strong influence on the performance of the company. Moreover, a study by Wingwon et.al (2012) states that innovation affects the competitive advantage and firm performance. Innovation has an important role in the competitive industry to develop the economy and improve living standards. From the description above, the hypothesis proposed is as follows:
H5: The better the creativity innovation capability is, the better the performance of creative entrepreneurs will be.

Creative Entrepreneur Performance: Performance measurement should use a variety of sizes (Bhargava et. Al, 1994). Pelham and Wilson (1996) define that the performance of the company as a successful new product and market development can be measured through sales growth and market growth. Corporate performance is measured in a specific time and show the success and efficiency of a company. The study on performance measurement is conducted by Stamp et.al (2008) with dimensions of sales growth, employment growth, market share, gross profit, and profit margin. Corporate performance indicators

developed by Dibrell (2008) include market share growth, sales growth, profit growth, and Return on Assets (ROA). To improve the performance, it can be constructed from learning orientation as part of the learning organization (Wolf and Reff (2006). Learning anticipatory, in addition to adapt the environment, also explores the search for opportunities. E. Baker & Sinkula (1999) in their research state that the company organization with a high learning process will be able to improve performance. Furthermore, Zheng Zhou et.al (2005) states that organizational learning has a positive effect on the performance of the product and the performance of the company. From the description, the hypothesis proposed is as follows:

H6: The better the anticipatory learning is, the better the performance of a creative entrepreneur will be.

Based on the hypothesis 1 until 6, it can be illustrated in the graphical model as follow:



3. Methodology

A study can start and end in a clear destination; hence the study needs to be simplified in variable construction (Ferdinand, 2011). A study variable is everything in any kind of form which is set by the researcher so that information about the object can be obtained, and then can be concluded (Sugiyono, 2009). The variable observed in this study is *Triple Helix*, anticipatory learning, entrepreneur capability, innovation creativity, productivity and work. Population is the whole study subject, while sample is a part or the representation of the observed population (Arikunto,2002). The population of this study is the conductor of creative industry in sub-sector of handicraft, fashion, IT in Central Java. Sampling technique is by using purposive sampling method and the number of sample is 122 respondents from 6 regencies/ the chosen city. The objective of this study is to test the effect of *Triple Helix* and anticipatory learning to the entrepreneur capability and the performance of creative industry. Then, the variable and indicator will be tested the validity and also the reliability. Measurement scale value is 1 to 10, (1: absolutely disagree, 10: absolutely agree). The data is analyzed by using *Partial Least Square (PLS)* program.

Data Anaysis: The test is done through 2 stages to value fit model from a study model and the stages are done are such as follows:

1. Measurement Model (Outer Model): Outer model is used to test data validity, and can be done through three testing criteria, namely *convergent validity, Discriminant Validity* and *Composite Reliability.*

Convergent validity: *Convergent validity* is a measurement model with indicator reflection and scored by using the correlation among value items. Individual reflection scale is considered high if the correlation is more than 0.70 with the measured construct. But, according to Chin, 1999 (in Ghozali, 2006) for the early stage of study from the scale development of loading value of 0.50 to 0.6, it is regarded to be sufficient. The test result shows that the value of outer model or correlation between constructs and variable shows that all loading factors have value above 0.50, so that construct for all variables are proven to be valid.

Discriminant Validity: *Discriminant validity* is aimed to ensure that every concept of each latent variable is different from other variables. Model is said to have good *discriminant validity* if every loading value in the indicator of a latent variable has the highest value from other loading value to the other latent variables. It means that every latent variable has fulfilled good *discriminant validity* criteria where several latent variables still have measurement which is highly correlated with the other construct.

Composite Realibility and Average Variance Extracted: To test the reliability can be seen from the *average variance extracted* (AVE) value. Construction is said to have high reliability if the *composite reliability > 0.60* and AVE is above 0.50. Testing result can be concluded that all constructions fulfilled reliable criteria, it is proven with *Composite Reliability* value is above 0.60 and AVE is above 0.50.

2. Structural Model (Inner Model): Inner model or structural model is done to see the significance of the correlation between construction and R-square of the study model. The result of study shows that R-square value to the innovation creativity variable is 0.747, for *entrepreneur capability* the value is 0.864, it shows that innovation creativity variable can be explained by *Triple Helix* variable (*intellectual, government, business*) and the anticipatory learning is 74.7 % while the rest (100%-74.3%=25.3%) is explained by the other causes outside the model. R-square to variable of *entrepreneur capability* is explained by *triple helix (intellectual, government, business)*, anticipatory learning and innovation creativity as much as 86.4%, while the rest (100%-86.4%=13.6%) is explained by the other causes outside the model. To know the correlation of among variables in this study, it can be determined by the significant value of effect among variables, while the result of data analysis can be seen on the output result of inner weight. Based on the data analysis, so analysis correlation among variables can be determined as follow as seen on table 1:

Table 1: The Test Result of Effects among Variables

Effects among variables	original sample estimate	mean of sub samples	Standard deviation	T-Statistic	Explanation
Intellectuals actors-> creativity innovation capability	0,240	0,248	0,073	3,287	Significant
Government Actors-> Creativity Innovation Capability	0,126	0,133	0,071	1,759	Not Significant
Business actors -> creativity innovation capability	0,316	0,305	0,065	4,844	Significant
Anticipatory learning -> creativity innovation capability	0,328	0,321	0,099	3,311	Significant
Creativity innovation capability> Performance of creativity entrepreneurs	0,610	0,612	0,064	9,603	Significant
Anticipatory learning-> Performance of creativity entrepreneurs	0,364	0,364	0,068	5,365	Significant

Discussion: Intellectual actors are the main actor of Triple Helix and have big role in developing innovative creativity to those who conduct creative industry. The cooperation between businessman and intellectuals help much to develop business, therefore the role of intellectuals is optimized more so that their thought can be useful to other people. Intellectuals are the main actor who encourages creating creativities, ideas, knowledge and technology for developing creative industry. However, this should be developed more and more. A strong correlation among them who complete and support one to each will help much to create a sturdy creative industry. Intellectuals have a big capacity in strengthen a basis of

innovation both formal and non-formal, ability in accomplishing concepts of innovation, and a capacity in creating business network. Creativity is individual activity which leads to create innovation, while an innovation tends to be subsector activity which focuses on a particular target of problem solving but rarely does it lead to creativity. Higher education which is a part of intellectuals is hoped to have big role in developing creative industry through such activities reflecting Tri Dharma Perguruan Tinggi (the three principles of higher education). Intellectuals are those who have many ideas related to their own field, so that they have duties and responsibilities for helping other people through the three principles of higher education. Intellectuals have role as an agent of spreading knowledge, art, and technology, and also an agent who can develop creative industry in society. Developing business management, intellectuals can conduct their activities through continuously mentoring in order to meet management improvement for those who have creative industry. Intellectuals also have big role in helping to strengthen cooperation network to business partners, as an implantation of the third principle of the three principles of higher education. Inttellectuals have one of Triple Helix Actors who encourage creating creativities, ideas, knowledge and technologies to the development of creative industry, so that it will produce developed creative industry which is sturdy in facing competition, therefore it can provide job vacancies and reduce jobless.

The role of government in developing creative industry does not meet the expectation of those who run creative industry. This has been proven that it has no significant effect on developing innovative creativity. Creative industry is a part of small micro enterprises, which generally does not care or lacks understanding rules, policies made by government. As an institution which has authority of creating and implementing law and regulations, either central or local government should have decided a policy which supports the development of creative industry. A synergy among departments and central and local government, is really needed to reach the vision, the mission and the target of the development of creative industry. The beneficial policy and regulation for the creative industrial entrepreneur are truly needed, considerably towards the well development of the local autonomy, democrational straightening, and good governance principals. The development of the creative industry is importantly affected by the current location and mindset in order to implement the good governance principle, law empowerment, transparency, responsiveness, professionalism, accountability, effectiveness and efficiency with qualified supervision shall support truly in the development of the creative industry. The main actor in business is the entrepreneur, investor, inventor of the new technology and the creative industrial customer which support the continuity of the industry. The claimed privileges are as followed: 1) as the creator, which stand as a product creator and creative service, the new market which can apply the provided service and product, also creates a new job vacancy for creative individuals or other supportive elements. 2) as the creator of the community and creative entrepreneur, it must be supportive in establishing public sphere so intimate mindset sharing can be done which stimulates the creativity in running the creative industry business and conveying sharing methods in developing the managements.

The business role is determined to use the high conceptual ability, create innovation so new products and HAKI can be established, develop a multi business relationship so conducive circumstances can be conducted. The collaboration between the intellectuals, government and business (triple helix) is truly expected by the development of the creative industry. Triple helix appears as a dominant factor which generates innovational creativity among the society by creating dynamical interaction and communication. The basic task from the three main roles in triple helix is to establish creative society and pursuing them to be active in creating design, and generating creativity and innovation. Triple helix appears to be a concept which can increase creativity, idea, and skills (Etzkowitz, 2008). The fast transformation of the environment acquires innovative creativity in order to implement transformation which can fulfill the needs of the clients, thus, the entrepreneur must conduct anticipatory learning to adapt towards the transformation of the environment. The transformation and willing of the client in self fulfilling satisfaction triggers the industry to continuously innovate, so relevant products can be created as wished by the clients. The non creative companies tend to innovate yet not able to survive and compete in this vast era. The anticipatory learning can increase the innovative creativity; this can be done by increasing new technology control, experimenting on the developments of new products, and multi business relationship.

The intellectuals have a vital role in spreading and implementing the knowledge, art and technology towards the developing creative industry among the society. The academicians among the intellectuals are expected to be involved in such big role in developing creative industry through research institutions and volunteering programs. While developing the roles, the intellectuals are expected to assist in

increasing the entrepreneurial ability of the creative industry individuals. The intellectual that possesses such ability is expected to increase the entrepreneur capability. This program can be done in forms of training, supervision in increasing the ability of imagination, practical knowledge, communication, and social skills. Such matter appears towards the involvement of the government in developing creative industry which is needed towards the management of the local autonomy, democrational straightening, and good governance implementation. The providing of intrigues, challenges, and supports so business ideas can be mobilized in such competence level is truly needed. The government is expected to have such sensitivity towards the development of creative industry, thus the development of creative individuals is oriented by the development of intelligence through learning. The correct learning process and oriented by the establishment of characteristic and entrepreneurial intelligence is aimed to increase the entrepreneur capability. By speeding up its establishment, the government may create policies, providing facilities which support the entrepreneur capability. The main elements of the triple helix are business (business individual, investor, the new technology inventor, and clients), as they are determined to use their high conceptual abilities in order to create the entrepreneur capability. This program may appear as a local gathering, community establishment, seminar and a business relation which support the self knowledge, increase the ability of imagination, practical knowledge, inventing comprehension, search skill, and communication skill.

Companies apply anticipatory learning results competence in supporting various innovational creativity which establish the quality of compete (Garvin, 1991). The anticipatory learning which is implemented due the development of the environment, by adapting the development and control of the vast developing technology, the programs in experiments in creating new products relevant towards the client's wish with the beneficial relation are pivotal to be established. The learning of organization appears as the process of creation, achievement, sharing and implementing knowledge to gain transformation with innovation towards the whole maximum work and the quality of compete (Chinowsky, 2006). The ability to increase the learning from entrepreneurial level can increase the efficiency and ability in innovating inside the industry, with the strong tendency towards good learning and team work (Dodgson, 1994). The company must apply the anticipatory learning activity in a continuous level in order to increase the competence. The anticipatory program appears as the development and control of the new vast evolving technology, so the program can become experimental and resulting new products as requested by the market and creating new team working. The implementation of the anticipatory learning can be done by creating local gathering, seminar, community establishment, and team work which supports the development of entrepreneurial capability such as : self knowledge, increase the ability of imagination, practical knowledge, inventing comprehension, search skill, and communication skill.

A business man is a person who possesses the will and ability to create and innovate. They have the ability in creating different items creatively and innovatively. The creative and innovative ability is applied by the will in starting a business, starting new activities, the ability and will to search for chances, handling risks and develop new ideas. Businessmen are dedicated as the owner or manager who must have investment, the ability of managing, supervising, enjoying, and handling risks. Thus, entrepreneurs must have basic principals such as a clear vision and goal, a strong ability and commitment, financial aid, time, energy, and mind. Those elements are still not enough if not with the knowledge of the entrepreneur capability such as: self knowledge, imagination, ideas that does not reflect the past, practical knowledge such as: technical practice, design, processing, inventorying, marketing and administration, the ability in inventing, creating and imagining (search skill), and social relation to communicate with others (communication skill). The company without innovation cannot compete and survive towards the more difficult condition of the world's competition. The transformation needs and triggers the company to continuously innovate and create the products that are requested by the clients. The value of creativity and innovation is the element of originality, thus an innovative entrepreneur is a person who creatively believe in better innovation. Creative entrepreneurs cannot be satisfied easily, even though the facts of good process, imagination inside the work, they tend to think differently than others. Creative and innovative entrepreneurs always orient themselves as innovative individuals.

Creative industry that cannot adapt towards the transformation must creatively adapt towards it. The vast evolving technology forces the company to adapt towards it, by innovating and fulfilling the client's needs. The creativity in innovating is always oriented towards the increase of productivity, which by resulting effectiveness and affiances production and resulting the quality and quantity of the products. The entrepreneurial process of creative industry can be successful by having the soul and mind of the entrepreneur. They are affected by the skills, ability, and competence. The entrepreneur should be able to

manage, supervise, enjoy and handle the risks. Those elements are still not enough if not with the knowledge of the entrepreneur capability such as: self knowledge, imagination, ideas that does not reflect the past, practical knowledge such as: technical practice, design, processing, inventorying, marketing and administration, the ability in inventing, creating and imagining (search skill), and social relation to communicate with others (communication skill). Businessmen are dedicated as the owner or manager who must have investment, the ability of managing, supervising, enjoying, and handling risks. Thus, entrepreneurs must have basic principals such as a clear vision and goal, a strong ability and commitment, financial aid, time, energy, and mind. Those elements are still not enough if not with the knowledge of the entrepreneur capability such as: self knowledge, imagination, ideas that does not reflect the past, practical knowledge such as: technical practice, design, processing, inventorying, marketing and administration, the ability in inventing, creating and imagining (search skill), and social relation to communicate with others (communication skill). With the ability, an entrepreneur may be able to manage the business in good hands. The good understanding of the business, and control of the practical field in increasing the quantity and quality of the products, affects the growth of the production. The increase of production affects the quantity and increase of the gross and market share. Ultimately the entrepreneur capability becomes better and increases the work of the whole company.

4. Conclusion

The creativity capability of the creative individual innovation company can be developed by the relationship networking between the main Triple Helix elements (Intellectuals, government, business) also by implementing the anticipatory learning continuously. On the other hand the role of the government in guiding and communicating, understanding the local policy, central law which should be more specialized in its implementation in order to increase the creative business. It appears similar with the innovation implementation increase of the creative industry individuals is necessarily needed for the Triple Helix also in the anticipatory learning. This research is only focused on the creative industries. The data sampling from the handmade sector, fashion, and Information technology is only limited in six local regencies, with the sample of 122 respondents, which affects the still not perfect research this may be appearing. In the coming future, the research is expected to add more other variables which can affect the entrepreneur capability and the work of the creative industry, also can be more focused on specific fields in order to achieve better and more perfect results.

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Appendixes