

CHAPTER I

INTRODUCTION

1.1 Background

Currently in Indonesia, many industries are growing and developing. We can feel and see the growth and development of these industries in our daily lives, ranging from technology, communication tools, transportation, and the food and beverage industry is also growing and developing today. The growth and development of the food and beverage industry sector has made many people take advantage of this opportunity to play in the sector. Aside from its promising prospects in the long run and can generate a fairly satisfying income with a large amount, this creates a high level of competition as they strive to be the best in their sector. This condition requires or even forces entrepreneurs in the food industry sector, especially beverages, to be different and unique from entrepreneurs engaged in the same industry sector because by being different and unique, consumers will find it easier to remember their products, recognize the products produced by the place of business, or even make the place of business the first choice of consumers when looking for food and drinks.

Product innovation can help companies meet consumer needs and expectations, overcome market competition, and expand their market share. One of the key factors that contribute to product innovation is creativity. According to (M Irfan, 2022), Product innovation is in accordance with consumer needs, it will provide a strong factor to consumers to buy the product. Product innovation undermines the process to produce products that are interrelated with the goal of adjusting consumer desire.

Design Thinking is an iterative process where we seek to understand users, challenge assumptions, and redefine problems in an effort to identify alternative strategies and solutions that may not be immediately apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working

as well as a collection of hands-on methods. Design Thinking revolves around a deep interest in developing an understanding of the people for whom the product or service is designed. It helps us observe and develop empathy with the target users. Design Thinking helps us in the process of questioning: solving problems, resolving assumptions, and resolving interrelationships. Design Thinking is particularly useful in tackling obscure or unfamiliar problems, by reframing the problem in human-defined ways, creating multiple ideas in brainstorming, and adopting a hands-on approach in prototyping and testing. Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out different concepts and ideas.

Indonesia is one of the countries that has high biodiversity. One of the plants that has considerable benefits is the tea plant. Until now, Indonesia has become the 7th largest tea producing country in the world. Anjarsari, (2016), explained that tea is a refreshing drink that has long been known and has been cultured in the lives of Indonesian people. Indonesian tea has good quality in the world because of the high content of Catechins (natural antioxidants).

Tea is a widely recognized beverage in Indonesia and around the world. This tea drink is a common daily drink. Because of its fragrant aroma and distinctive taste, this drink is widely consumed. However, many people do not know about the advantages of the drink. The benefits of tea include being an antioxidant for the human body, can repair damaged cells, smooth the skin, dissolve fat, prevent cancer, prevent heart disease, reduce cholesterol in the blood, and eliminate drowsiness.

One of the health drinks that uses tea as the main ingredient is Seatea products. Seatea is a refreshing and healthy beverage product that innovates into a contemporary drink that collaborates with flavors that are of interest to today's.

Children such as taro, cheese and chocolate flavors. Seatea is produced from an innovative process made using simple ingredients and methods or processes.

From these problems, it is necessary to apply a relevant approach that focuses on human needs. One concept that can be applied is the concept of

Design Thinking. Technology and what can be used as a profitable business opportunity (Fadhil Jatmiko 2021). The design thinking method has 3 main principles in its application namely Emphasize in terms of finding the needs, Expansive Thinking in terms of finding ideas to find solutions, and Experiment in terms of implementation. in terms of finding ideas to find solutions, and Experiment in terms of implementing the results to its users. results to its users

Design thinking is not a new concept, but one that has become popular in many industries around the world in recent years. For innovators, design thinking is an approach that reduces the uncertainty and risk of innovation (Hacioglu, 2019). Focusing on rapid iteration of ideas and actively engaging customers in an open dialog throughout the process can identify the root causes of their true needs for solutions and the capabilities their products or services offer (Savchenko, 2018). Therefore, the purpose of this study is to measure the role of creativity in the concept of Design Thinking to improve product innovation of healthy beverages in Bengkalis.



Figure 1.1 Image and Place of Sehatea

Source: Processed Data 2023

Based on the above background, this research will focus on discussing **"The Role of Creativity Analysis on The Design Thinking Process to Improve Product Innovation Sehatea"**.

1.2 Formulation of the problem

Based on the background of the problems described above, what will be discussed in this study are: What is the role of creativity and design thinking on innovation in Sehatea products?

1.3 Purpose of study

The objectives of writing this research are as follows:

1. To determine and analyze the effect of the role of creativity on innovation in sehatea products.
2. To determine and analyze the effect of Design Thinking on innovation in Sehatea products.
3. To determine and analyze the role of creativity and design thinking on innovation in Sehatea products.

1.4 Significance of the study

1. As one of the requirements to complete the research methodology assignment for the Department of Commercial Administration, International Business Administration Study Program.
2. As a development of insight for researchers and owners of Sehatea outlets about the effect of product innovation using the role of creativity in the design thinking process.
3. As input also for business owners to always apply the role of creativity in this design thinking process to increase product innovation from Sehtaea itself.

1.5 Scope and Limitation of the Problem

Based on the objective information above, the author can state the benefits of the research, namely:

1. Theoretical Aspect

In this study, researchers are expected to increase knowledge in terms of the theory of the role of creativity and design thinking for consumers.

2. Practical Aspects

It is hoped that this research can be an additional reference to knowledge or reference or reading source for other readers to find out how the role of creativity and design thinking influences the innovation of a product.

3. From the Community Sector

It is hoped that this research can add insight into the influence of innovation for a product.

1.6 Writing System

CHAPTER 1: INTRODUCTION

Introduction which contains the background of the problem, problem identification, problem formulation, problem boundaries, research objectives, and research benefits.

CHAPTER II: LITERATURE REVIEW

Contains literature review, relevant studies that present the basis for previous research, framework of thought, research hypotheses

CHAPTER III: RESEARCH METHODOLOGY

The research method includes research variables, operational definitions of variables, types and sources of data, data collection methods, and data analysis methods.

CHAPTER IV: RESULT AND DISCUSSION

Results and Discussion, describes the results of research, discussing the research results obtained and the limitations of the research conducted. research conducted.

CHAPTER V: CONCLUSIONS AND SUGESTIONS

Conclusions and Suggestions, explains about the conclusions and suggestions from the research conducted.

REFERENCES

APPENDICES

WRITER BIOGRAPHY