
Creative Industry Product Innovation: Is the Scamper Technique Effective?

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Article Information

Abstract

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Research objective: to analyze the application of the Scamper method in increasing product innovation in Lucius Art

Design/Method/Approach: The method used in this study is a qualitative approach. Through a case study approach, data is collected through interviews with artisans, and observation

Research Findings: Lucius Art has faced a huge challenge in creating products that can compete in the global market. One way to address this problem is to encourage product innovation through a systematic approach such as the Scamper technique.

Theoretical contribution/Originality: this study enriches the literature on the application of the Scamper method in the context of the arts and crafts industry, while providing new insights related to product innovation in small and medium enterprises (SMEs).

Practitioner/Policy Implications: This research can be used as a reference for creative industry players who want to develop product innovation systematically.

Research limitations: This study focuses on one business venture, namely Lucius Art, the results may not be generalizable to the arts and crafts industry as a whole

Keywords: SCAMPER, product innovation, Lucius Art, arts and crafts.

1. Introduction

Lucius Art is a business venture engaged in the creative industry with products produced, namely wooden or acrylic plaques, wooden furniture, wood carvings, keychains, souvenirs and various other similar crafts. This business is located in Gadungan Village, Kediri Regency which was established in 2022. The arts and crafts industry, as Lucius Art does, faces ever-evolving challenges in the era of globalization and technology. To stay relevant and competitive in the market, product innovation has become very important. Innovation includes not only the development of new products, but also the improvement and enhancement of existing products. In this context, the application of creativity methods can provide the insights and fresh ideas needed to increase the appeal of the product. Product innovation is a crucial element in maintaining competitiveness in the arts and crafts industry, including business businesses such as Lucius Art. With increasing competition and rapidly changing consumer preferences, it is important for industry players to continue to innovate to stay relevant. However, many businesses have difficulty in generating new ideas that can be implemented effectively. This phenomenon suggests that a systematic approach to stimulating creativity, such as the CAMPER method, can be a solution to encourage more sustainable and effective innovation in product development.

Previous research has shown that the application of creative methods, including SCAMPER, can enhance innovation in a variety of industry contexts. For example, studies show that the Scamper technique is effective in developing new products in small and medium-sized businesses [1], while emphasizing the importance of this method in encouraging the innovation of handicraft products [2]. The ability to create, adapt to various situations, solve problems in various fields, create, and communicate is known as creativity [3]. For every business, having a positive impact on the environment is essential to be fully realized. Business sustainability is concerned with the ability of a business to function and grow over a long period of time, and some businesses may even be able to pass on their longing to the next generation. This often happens when effective leadership is shown, delivered from the business owner, ensuring the continuity of the ongoing business [4]. Scamper techniques have also succeeded in boosting employee creativity in terms of transactional design for many businesses [5]. The SCAMPER technique is used to

generate original ideas through a variety of creative processes that include preparation, concentration, incubation, illumination, and verification [6]. However, despite the many studies that have addressed the application of the Scamper's method, there is still a gap in the application of this method particularly in the arts and crafts sector, which emphasizes local and product-specific practices such as those carried out by Lucius Art.

SCAMPER is an acronym for seven creative thinking techniques used to explore new ideas by modifying or developing something that already exists. This acronym consists of Substitute (replacing a certain element with something else), Combine (combining elements to create a new combination), Adapt (adjusting or modifying to fit a new need), Modify (changing the size, shape, or certain aspects to produce something different), Put to Another Use (using an object or concept for a different purpose than its original purpose), Eliminate (removing elements that are not needed to simplify or improve efficiency), and Reverse (reversing the order, pattern, or perspective to see things in a new way). Using this technique, Scamper helps individuals or teams to develop innovative and creative solutions in a variety of fields. In contrast to previous research, this article focuses on the application of the Scamper method in the context of plaque art products in Lucius Art. This research not only seeks to explore innovative ideas, but also analyzes the real impact of the application of this method on the diversity and creativity of the product. Thus, this research is expected to make a new contribution to the development of innovation strategies in the art industry, as well as provide insight for business actors in facing changing market challenges.

Based on the above explanation, Lucius Art has a big challenge in creating products that can compete in the global market. One way to address this problem is to encourage product innovation through a systematic approach such as the CAMPER technique. Although this technique has been widely used in other sectors, there has been no research specifically exploring its effectiveness in Indonesia's creative industry. Therefore, it is important to know the extent to which Scamper can help in designing innovative products that have high competitiveness in the market. The purpose of this study is to explore how the application of the Scamper method can increase product innovation in Lucius Art, as well as provide practical recommendations for craftsmen in

implementing this method. This article will be organized into several parts: first, the background and urgency of the research will be discussed; second, the methodology used will be described; third, the results of research and analysis will be presented; and finally, it will be concluded with recommendations and suggestions for further research.

2. Method

This research uses a qualitative approach, this approach was chosen to gain a deeper understanding to explore the effectiveness of the application of the SCAMPER technique in product innovation in the creative industry sector. The qualitative approach was chosen because it was able to explore a deep understanding of how creative industry players practice the Scamper technique in creating product innovations, as well as its impact on their business development.

Data collection was conducted through in-depth interviews using the 5R informant framework (relevance, responsibility, relationships, responses, and recommendations) In-depth interviews were conducted with three artisans involved in Lucius Art's business. Interviews were conducted from October to November 2024, both in person and online, using a semi-structured guide. Observation is carried out by directly observing the creative process of business actors at their work sites, such as craft workshops and production sites. The goal is to understand the application of Scamper techniques in the product development process, as well as to record team dynamics and creative decision-making. The documentation study involves the analysis of product portfolios, work records, and innovation project reports provided by business actors to complement data from interviews and observations. The informants in this study are as follows:

Table 1.
List of Applied Informants and Scampers

Yes	Interview name	Applied Scamper Principles
1	Yoyok (Product Development)	Adapt, Put to Another Use
2	Intan (Designer)	Substitute, Combine, Modify
3	Ruli (Creative Coordinator)	Eliminate, Reverse

Source : Primary Data, 2024

This research uses an interpretivist paradigm, which is relevant to the purpose of exploring the subjective perspective of creative industry players in the application of Scamper. This approach helps researchers understand the meaning and value inherent in the product innovation process from the perspective of the actor.

With this approach, the research is expected to provide new insights into how Scamper can be used as a tool to encourage creativity in product innovation, as well as identify the supporting and inhibiting factors for its application in the creative industry sector.

3. Results and Discussion

This study aims to find out how the application of the SCAMPER method can increase product innovation at Lucius Art, a company engaged in arts and crafts. The Scamper method itself is a creative technique to improve or create a new product by analyzing existing product elements and exploring possible changes through seven approaches. In this study, the author found the application of the Scamper method applied to Lucius Art's business.

From the research that has been conducted, the researcher made questions and got answers resulting from interviews with craftsmen at Lucius Art:

Interview results with Mr. Yoyok (Product Development)

Question:

Are there any specific products that use the principles of Adapt and Put to Another Use that you apply in Lucius Art's business?

Interview Answer:

"Yes, we adjusted the plaque which was initially only used for formal awards with a more flexible design. So, plaques can be used not only for awards, but also as souvenirs or special gifts. For example, the plaques we make with a more personalized design and can be customized, such as the company name or logo that can be added according to the client's wishes. We also try to design plaques that can be used as business cards or pencil holders, so they are more functional, not just as a display."

Interview results with Intan (Desingner)**Question:**

How do you apply the SCAMPER method in product development at Lucius Art?

Interview Answer:

"So, at Lucius Art we use the SCAMPER method to find new ideas or improve existing plaque designs. We try to replace plaque materials that usually use wood or acrylic with materials that are more environmentally friendly, such as recycled materials or bamboo. We try to combine the design of the plaque with other elements, such as adding LED lighting, so the plaque is not only cool, but can also be a decoration that lights up at night. Well, for Modify, we change the shape of the plaque a little, so it's not just a box or a rectangle, it can also be unique in shape according to the theme of the event."

Interview with Ruli (Creative Coordinator)**Question:**

What changes have there been after SCAMPER has been applied to products produced by Lucius Art?

Interview Answer:

"The biggest change is that the finished product is more varied and has more functions. For example, we remove design parts that are not really necessary, such as excessive ornaments, so that the plaque looks more modern and simple. Then we tried the concept of a plaque that can be seen from two sides, so it can be displayed on a table or on the wall, so it's more flexible. As a result, our plaques are more creative and in line with the growing market demand."

The results of the sketches obtained are as follows:

In the results of the research for the first sketch of Scamper applied in Lucius Art, namely substitute, combine, and modify. Replacing materials that were originally marble to using wood and acrylic. In this idea, it aims to be more environmentally friendly products as well as to bring out wooden motifs and provide luxury in a work. The results of the images are as follows:



Figure 1. Wood waste materials

(Source : Primary Data, 2024)

From the results of the interview, an explanation was obtained about the product at Lucius Art, in the acronym substitute the manufacturer tries to apply this acronym to replace the main material of marble with wood, this step is taken to create a wood motif effect and at the same time be more environmentally friendly. For the acronym combine is used to combine wood and acrylic elements to make it look more attractive and luxurious. For the acronym modify to change the design and shape of wood into several finished products to better suit the needs of the market

For the second sketch, namely adapt and put to another use, aims to make the plaque more multifunctional which initially for the award can be a souvenir or special gift, such as a plaque that is more personal and can be customized such as the company logo, clock or calendar can be more functional not just a display, the result of the drawing is as follows:

**Figure 2. Sketch Results**

(Source: Primary Data, 2024)

From the results of the interview, an explanation was obtained about several acronyms applied in Lucius Art, namely adapt is used to adjust the design and materials to suit certain consumer trends and demands and the acronym put to another use is used for plaques that were initially only used as an award are now designed to be more functional

For the third sketch, namely eliminate and reserve, it aims to eliminate unnecessary elements such as eliminating too many design ornaments that are not needed to make the product look more modern and simple and making the product so that it can be seen on 2 sides so that it can be displayed on tables and walls

**Figure 3. Product results**

(Source : Primary Data, 2024)

From the results of the interview, several acronyms applied to the Lucius Art business were obtained, namely eliminate used to eliminate unnecessary elements so that the product is simpler and more modern and the acronym reserve is used so that the product can be seen on 2 sides so that it can be displayed on tables and walls, this technique not only presents a unique new look but also provides a different experience to the recipient of the plaque, making it more effective and innovative.

This study shows that the use of the Scamper method effectively stimulates individual creativity in designing products inspired by unused wood waste. The Scamper method provides a structured framework that allows individuals to modify and dig into new ideas, which enriches the design process. By adopting the seven creative steps in this method Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse individuals are able to explore various possible innovations in a systematic way. The Scamper method not only helps to create unique and relevant designs, but also allows for the creative incorporation of waste wood elements into the product, resulting in works that are not only functional, but also have high cultural and aesthetic value. The application of the Scamper method in the creative industry in Lucius Art's business has been proven to produce good effectiveness and can increase product innovation to be better and have a high selling value. In the Lucius Art case study, the use of the Scamper method encourages the creation of innovative products such as wall decorations, miniature furniture, and decorative accessories that utilize wood waste as the main material. Scamper steps allow the design team to replace sub-optimal elements (Substitute), combine different materials and styles (Combine), adjust the design to better fit market trends (Adapt), and modify the size and function of the product to make it more practical and attractive (Modify). In addition, the Put to Another Use technique helps transform wood waste that was previously considered useless into materials with new value, while Eliminate simplifies the design to be more resource-efficient, and Reverse brings a fresh design perspective.

The results of the application of this method not only increase the aesthetic appeal of the product, but also create a positive impact on the environment by reducing wood waste. Furthermore, this method provides an opportunity for Lucius Art to continue to compete in

the creative industry by creating products that are environmentally friendly and have a unique story behind each design. This research confirms that Scamper can be a very useful tool in supporting sustainable product innovation in the creative industry, especially in utilizing waste as a primary resource.

This is in line with research [7] stating that the use of the Scamper method effectively stimulates individual creativity in designing a product, the use of the Scamper method increases the understanding and appreciation of design students towards the historical context of the design. By digging into historical works and applying design elements from the past into the products they designed, research participants experienced an increased understanding of historical values in design. And this research is also in line with [8] which states that the Scamper Method is one way to develop MSME products. This method can help MSMEs to generate innovative and creative product development ideas. This method can be used by different types of companies, ranging from large companies to small and medium-sized companies

4. Conclusion

Based on the results of this study, it can be concluded that the application of the Scamper method has succeeded in increasing the innovation of plaque products in Lucius Art. Through the use of Scamper principles, such as Substitute, Combine, Adapt, and Modify, Lucius Art is able to create more creative and multifunctional designs for plaques and other products. Plaque products that were initially only used for awards can now be modified for various uses, such as souvenirs, decorations, or even business card holders. This proves that the Scamper method can bring positive changes in product development, especially in creating more value-added products. In addition to providing practical implications for fashion MSME actors in managing digital marketing strategies, this research also contributes to the academic literature, especially in strengthening theories about content marketing and brand image in the creative industry. This research expands the discussion space regarding the effectiveness of digital marketing that is adaptive to the needs of a dynamic creative market and oriented towards aesthetic values and brand narratives.

This research makes an important contribution, both in the field of theory and practice. Scientifically, this study introduces the application of the Scamper method in the craft and art industry, particularly in plaque design, which has not been discussed much before. In practice, this research provides insight for companies like Lucius Art to continue to innovate and improve the quality of their products to be more relevant to market needs. In addition, this study shows the importance of creativity in developing products that not only have aesthetic value, but also more practical functions for consumers.

However, this research also has some limitations. This research was only conducted in one company, namely Lucius Art, so the results may not be fully generalizable to other companies. In addition, limited time also limits researchers to delve deeper into the application of Scamper in various contexts. In the future, this research can be expanded to involve more companies or other industries, as well as examine the influence of the Scamper method on consumer satisfaction and product competitiveness in the market.

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