

ABSTRACT

A State may be said to be ahead if its inhabitants have a high interest in the indicated number of books that diterbitkandan number of existing libraries. It is inversely proportional to data released by UNESCO and the Central Bureau of Statistics Indonesia that showed the public interest Indonesia is low. The presence of café library as an alternative and a solution to increase public interest. The existence of the library café influenced by the creativity of entrepreneurs who see a problem into their business opportunities.

This study aims to determine the dimensions of creativity in the library café innovation and to determine the shape of the resulting creativity of entrepreneurs in the library café business in Bandung. This research approach entrepreneurship knowledge and creativity. The research method uses qualitative methods to display the appropriate facts that occurred in the field without manipulating the actual conditions occur. The research is a qualitative descriptive. Data was collected by interview, observation, and analysis of documents related to a secondary data research.

The results showed that the innovation café library done by the owner Kineruku and Little Wings can be seen with the 4P approach Creativity (Person, Process, Press, Product). The owner Kineruku and Little Wings can be classified into a creative individual. The owner Kineruku and Little Wings collecting information about management and business development related to business, only the owner Kineruku did Kineruku incubation process so that owners can not implement its ideas to develop their business due to the immaturity of the idea. In innovation in business, owner Kineruku and Little Wings need a boost. Internal drive a desire to realize his dream while the external drive in the form of support from people nearby. Products or services produced is one form of the creativity. Each one has a unique and merging of different elements adapted to the shape of the creativity generated by their respective owners.

Keywords: Cafe Library, 4P Creativity, Entrepreneurship, Creativity Dimensions