

ABSTRACT

MSMEs from 2012 to 2020 always experienced successive increases, but decreased in 2021 due to the covid-19 pandemic. The decline in income was caused by aspects of people's consumption and purchasing power, this pandemic caused many workers to decrease or even lose their income and many business businesses went out of business because they could not survive.

This is different from the Imara block cake, which still survives, although it has experienced a significant decline in income. Imara cake can still survive with various strategies and innovations. This study aims to determine the creativity and competitiveness of the Imara business, to determine the effect of creativity on the competitiveness of the Imara business.

In this study the method used is a quantitative method. Primary data was collected through questionnaires, interviews and observations, while secondary data was collected through articles, previous studies, books, and reference journals related to the research topic. The population of the study was 30 outlets that were used as samples. Descriptive statistical analysis and simple regression analysis.

From the results of descriptive analysis, the assessment scores obtained are included in the range of the capable category, this proves that the influence of creativity on Imara's business competitiveness is classified as good and positive. The results showed that the hypothesis was accepted, namely that creativity had a significant and significant influence on the competitiveness of Imara's business. The magnitude of the influence of creativity on competitiveness is 50.1%, which means that the creativity variable has provided 50.1% of the information needed to predict the competitiveness variable.

Keywords: Creativity, competitiveness