

Innovative Behavior of Telematics Creative Community in Interaction Dynamics

(Study of Innovation Activists in Creative Telematics Community in Malang City, Indonesia)

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ABSTRACT

The idea of this research began with the attention of various parties to the existence of a creative telematics community, especially in the Malang city area, and its emergence as a response to advances in digital technology. The problem that deserves to be revealed lies in the ability of telematics activists to innovate and build interactions in the internal and external environment. The creative telematics community that operates within the scope of the ICT-based creative economy (information and communication technology), is a phenomenon that is able to provide new stimuli for existing social changes, namely by placing intellectual capital as the main input in the form of creativity or innovation. The research was carried out in an effort to obtain a real picture of research questions regarding: (1) how does innovation behavior proceed in the internal and external environment of the telematics creative community? (2) What factors support and hinder the innovative behavior of the telematics creative community? On that basis, the main purpose of this study is to determine the behavior of innovation in the dynamics of the interaction of the creative telematics community in the city of Malang. In particular, it is expected to challenge Skinner's theory of social behavior. Substantially, it also provides a discourse about the existence of the creative community of telematics in Malang. By setting these objectives, this study uses a qualitative descriptive method. The main purpose of this study is to determine the behavior of innovation in the dynamics of the interaction of the creative telematics community in Malang. In particular, it is expected to challenge Skinner's theory of social behavior. Substantially, it also provides a discourse about the existence of the creative community of telematics in Malang. By setting these objectives, this study uses a qualitative descriptive method, and on that basis, the main purpose of this study is to determine the behavior of innovation in the dynamics of the interaction of the creative telematics community in Malang. In particular, it is expected to challenge Skinner's theory of social behavior. Substantially, it also provides a discourse about the existence of the creative community of telematics in Malang. By setting these objectives, this study uses a qualitative descriptive method, and to obtain the depth of analysis, the phenomenological method developed by Schutz was used and strengthened through Husserl's idea, which is to try to reveal about social awareness originating from individual experience, and having a relationship with innovation behavior in the dynamics of the interaction of the creative telematics community. The research results can be formulated including: (1) The creativity of telematics activists in the city of Malang is able to develop a relationship formula based on the intensity of information exchange through forums initiated by telematics activists, both formally and non-formally; (2) The emergence of innovative behavior in the life of the creative telematics community, not only bringing up thematic aspects but is a socio-cultural process formed through a social learning process; (3) Innovative behavior in the dynamics of the creative telematics community, has combined conventional approaches and optimization of renewable technology tools, by prioritizing the building of sustainable relationships; and (4) Factors that support and inhibit innovation behavior, dominantly emerge from within the telematics activists, with behavior that tends to be in situations that are actually faced and felt by the creative telematics activists themselves.

Keywords: Innovative Behavior, Creative Telematics Community, Dynamics of Interaction

1. INTRODUCTION

The dynamics of the interaction of the creative telematics community, departed from a thought about the development of community responses to advances in information and communication technology which was integrated in the term telematics, and in the present era it is called digital society. Various social elements experienced a significant unidirectional movement, in connection with conditions that continue to develop along with the demands for knowledge, skills, and experience using technology. The government has also carried out the same movement, starting from the central level to the regional level, has led to various facilitation programs related to the development of human resource capacity, namely in order to increase the availability of job opportunities and expand entrepreneurship opportunities, Priority is given to the young workforce with secondary and undergraduate educational backgrounds. In line with these conditions, the industrial environment and the service business have also opened sustainable HR apprenticeship programs, using selective methods to easily meet the needs of skilled manpower reserves. This is where the creative telematics community actually has a role that is wide open, to become an independent institution that can bridge the presence of new activists with competence, based on telematics skills that are needed by various work organizations in order to increase productivity. By using selective methods in order to easily meet the needs of

skilled manpower reserves. This is where the creative telematics community actually has a role that is wide open, to become an independent institution that can bridge the presence of new activists with competence, based on telematics skills that are needed by various work organizations in order to increase productivity. by using selective methods in order to easily meet the needs of skilled manpower reserves. This is where the creative telematics community actually has a role that is wide open, to become an independent institution that can bridge the presence of new activists with competence, based on telematics skills that are needed by various work organizations in order to increase productivity.

The creative economy that is being activated in all regions fully involves the entire creative industry from the micro to the middle class. The biggest development of the industry itself cannot be separated from increasing the participation of the creative telematics community, because its existence is able to contribute to increasing the quantity and quality of telematics products themselves and other products. The Creative Economy Agency (Berkras) has also formulated a medium-term and medium-term work program, namely providing assistance in the form of training, procurement of equipment, capital for marketing business development and intensive assistance, by opening a wide space for the creative telematics community to actively participate. Based on these activities, it is hoped that new activists will grow who are able to manage and engineer technology, so that the model can become a pilot project to continuously stimulate innovation behavior from the community. The latest format, which is valid until 2018, uses sectoral policy formulations for the development of creative industries, including industries: fashion, fine arts in the form of crafts, contemporary cultural arts performances, culinary arts, and digital music. Industries that use telematics technology bases such as visual communication design (DKV) are classified into two sides of the telematics creative family. First, it is encouraged to develop its own sector in the telematics-based industry. Second, being a support for other sectors without being limited in the variety of products. The reason for this consideration is because the increase in the creative field of telematics has relevance to efforts to support the acceleration of product marketing competitiveness (kompas.com, 2016) [1].

The Malang City Government received support from the community as well as secondary and higher education institutions, as well as paying attention to the process of growing and developing the telematics industry, on April 1, 2016, also brought up a declaration of holding an international program with the main theme Indonesia Creative City Conference (ICCC) showing that the city Malang is really ready to create a creative city with a global perspective by emphasizing all its local potentials, including the creative activity of telematics through gathering full support for community participation. The program is a runway, namely placing the creative telematics community to combine with the academic environment, business circles, and the Malang city government, in an alignment program to increase community competence to create a creative city (MalangTimes, 2016) [2]. Similarly, the results of study Supanto and Fristin (2017) which describe the growth and development of creative industries, that the Malang City Government has activated various forms of workshops to increase production technical competence for the craft, visual communication design, games, music, fashion, arts sub-sector industries. Performances, exhibitions of works, up to a business presentation forum called pitch day for pioneering creative industry players [3]. All activities involve the widest possible creative community through a series of festival events, so that there will be a meeting of various industry players who can solve problems in access to capital and marketing. Intensification continues to be carried out through socialization and facilitation for the community, because it is sincerely hoped that the government will make it a decisive step in gaining participation from the creative telematics community. This pattern of collaboration from the triple helix form cannot be considered effective for empowering communities in the creative economy ecosystem, because the community is still concentrated on activities that are in accordance with their fields, and develop them on social networks that have been formed based on friendship.

The community in building social networks for the needs of self-development of the activists in it, the phenomenon is very easy to find in the lower middle class community, especially those whose average socioeconomic status has limitations in efforts to overcome the problem of job opportunities and business opportunities, while in the telematics community will be easy to follow its development in terms of the low institutional function in managing technology through the adoption process. Social networks are deliberately created to facilitate the process of interaction as needed, and will continue to be maintained or developed in accordance with the quality of the knowledge that can be absorbed. According to the results of a study on the community conducted by Fachruddin (2011: 103-105) states that any social network that continues to develop patterns of interaction will be more directed to the presence of actors in an effort to provide an assessment of themselves, in order to easily gain an understanding of themselves in the process social relationships, and the behavior shown is a product of the self-formation process that is faced with the social environment outside of itself [4]. Adopting these findings into the problem of the creative telematics community in the city of Malang, with most of them having relations with industry in an informal sphere, the interaction pattern can be understood as building social relationships that are encouraged to obtain solutions to various existing problems, by approaching other communities who are active of the same type or a community with a different type of main activity. The behavior that appears in the interaction is a reflection of an attitude that is driven by a certain desire, with the hope of getting a new response that is unique in accordance with its needs, and certainly very different from the previous responses. Thus, community behavior is a representation of various factors that are not visible, involving the support of the activists in it to carry out the construction of innovative behavior which means improving the status of the community.

Based on the results of field studies, several research documents sourced from the media, as well as the publication of the related results that have been described, are expected to meet the basic requirements by setting the city of Malang as a target, namely regarding the creative community of telematics that cannot be separated from interactions built inside and outside his community. Paying attention to the struggles of the people of Malang, which include: (1) a creative city with economic stability without bearing the financial crisis in the Asian region (indonesiakreatif.com, 2017); and (2) Nominee for gastronomic as the world's culinary creative city (MalangTimes.com, 2017) [2]. On this basis, through this research, it is important to be able to explore more deeply the existence of the creative community of telematics, because without an active role to support the achievement of several achievements that have been carried by the city of Malang. Especially innovation behavior that always colors in the process of developing social networks, and only then can interaction occur dynamically through the socialization

process in the context of technological adaptation and innovation of the work it produces. For this reason, the research process is directed consistently in order to explore the phenomenon of innovation behavior in the dynamics of the interaction of the creative telematics community in the city of Malang.

2. LITERATURE REVIEW

2.1. Major Theories of Social Behavior

The paradigm of social behavior initiated by Burrus Frederick Skinner, is seen as pioneering the development of thinking using an objective approach, which has also given a very strong impetus to the birth of concepts and theories that have a social psychological basis, through their application to every reality based on causality. or cause and effect, involving factors outside of the human self as the dominant one, so that in the final stage it determines the formation of inclined behavior which is called the subject's behavior as a social actor (Ritzer, 2011: 730) [5]. The analysis of social behavior that is increasingly sharpened by Skinner has ignored all forms of personal characteristics, because a person's character is more precisely as a product of social relations that a person deliberately does to get the best position in the social environment, or is just a product of responsive behavior associated with conditions. which is always evolving, by formulating an explanation which includes: (1) every human being has a self component in the form of thoughts and feelings, but actually does not have any power over his control space as a logical reason, this is where certain laws apply that shape the behavior of organisms; (2) personal character can be translated as a personality that is formed based on knowledge and experience, both starting from the past and currently being lived, so that these factors can predict the form of behavior displayed; and (3) the natural and social environment that surrounds individuals on a daily basis is an antecedent factor that precedes other factors, this basis makes a major contribution to personality conditions, so that the behavior of organisms can be controlled through social situations including in building relationships. Furthermore, behavioral control itself is an operant conditioning process that occurs at that time, is very situational in the form of spontaneity carried out, and also involves positive and negative reinforcement, making it possible to repeat behavior or on the contrary, the behavior will disappear from the social environment (Skinner, 2013:144) [6].

2.2. Supporting Theory

2.2.1. Innovation Behavior Concept

Research on the dynamics of interaction in the creative community of telematics, the urgency lies precisely in efforts to increase reciprocity, and various reasons that can be revealed for the occurrence of continuous relationships. It is certain that the dynamics of interaction will also experience an increase or decrease in quantity, if the required social contact and communication also experience the quality of circulation in the process. While the quality of interaction is the effect of the process of creating a relationship that is the goal, because it is very dependent on the behavioral construction of the individual which can be seen from the content or content of the behavior of the perpetrator. Behavior is usually motivated by the desire to get something and achieve certain goals. and the result of this behavior requires to find common ground for every action taken. So what is meant by innovation behavior is that it is easier to observe through the display of the relationship process that produces the latest work, the process uses a relatively new method, and is assessed as a joint solution to overcome the problems being faced, in connection with the latest developments within and outside the community , especially to fulfill the desires that arise from oneself in order to fulfill his idealism in his work, as well as to fulfill the desires of the industry or market that demands renewal of the work. So basically the emergence of innovation behavior does not occur quickly, however, it begins with the process of individuals starting to build bonds with limited groups within a particular community, performing various forms of engineering repeatedly, involving an increasing number of parties to strengthen ties, and will end when they have produced a new work that is assessed as the goal. This condition grows and thrives intensively, if it involves other social groups outside the community. This is because social groups and their natural conditions are shelters for individuals who need self-maturation, in the context of forming an identity that is shown through their behavior to be accepted as part of the larger social environment [7].

2.2.2. Interaction Dynamics Concept

Research on innovation behavior in the dynamics of the interaction of the creative telematics community in the city of Malang, places the importance of exploring a community life with all aspects involved in it to achieve certain conditions, as can be described through the social processes that occur and can be observed in the form of individual and group behavior. While the dynamics of interaction refers more to the growth of behavior that leads to the creation of cooperation, exchanging information, forming associations, holding competitions, and others which as a whole lead to certain goals as expected to realize a common life in the community. This is where the dynamics of prioritizing the occurrence of sustainable relationships, by highlighting the interrelationships between one event and another in community life, especially the role of one individual for another individual in a particular group or in a different group. The role shows the existence of a harmoniously balanced relationship or called symmetrical, and the occurrence of relationships that influence each other without causing one party to feel weakened or victimized. On the other hand, there is a relationship called asymmetric, ending with one party feeling defeated or a victim of the result of the existing relationship process. These two things create an impression on the mind (perception) of each individual involved, so that the psychological process encourages the emergence of behavior that is shown in the dynamics of interaction (Soekanto, 2006: 59-66) [8].

2.2.3. Community Concept

The telematics community can be interpreted as a social system, deliberately held by involving a series of elements of varying functional needs, their existence influencing each other between subsystems, and the most basic of all is the importance of paying attention to every change in the individual in it. Formulating several terms to gain an understanding of community, it is more viewed as a collection of individuals occupying the same social environment, or referred to as the community in a certain area, by showing an interest in joining into a social unit. On that basis the community can be followed by the formation process, among others: (1) having a main location in a certain area to carry out intensive joint activities, and it is also possible to expand its territory by having other locations as an alternative to be able to develop its community; (2) interests, talents, desires and other internal factors in the individual as the strongest impetus to form a community with all the potential that accompanies it; and (3) a public space that is a functional forum in order to channel new ideas, by having its own historical values, so that the community can relatively last long and is well maintained (Wenger, 2002 in Rachmiatie, 2007:71) [9].

2.2.4. Social Balance Theory

The theory of individual balance in social interaction as a process of forming relationships, was first raised by Freitz Heider in 1946, within the scope of social psychology studies of very complicated individual relationships, because it involves elements of attitudes that are relatively hidden and only visible in the behavior that is displayed. . Attitude elements consisting of cognition, affection and psychomotor are an important concern for exploring individuals in the social structure in the form of groups. These three elements are the cause of the growth of unique behavior, they can process consistently between attitudes towards behavior, but on the contrary allow inconsistencies that cause the situation to become unbalanced.

2.2.5. Symbolic Interaction

To position the actor as a creative person in shaping behavior in his social environment, the view of the early initiator of the symbolic interaction theory George Herbert Mead provides his view on the existence of individuals, especially as social beings who always have a high ego to act according to their expectations. By building a theory that seeks to integrate macro and micro social phenomena, that it is actually the micro community that influences individuals to behave in a certain way, then also affects the macro community in a wider scope, and ends with its influence on the physical environment. These three forms of influence influence the growth of individual behavior and collective behavior. But everything will run in a reciprocal cycle, At the next stage, individual behavior will have an influence on the three objects. This theory is grouped in the paradigm of social definition, but basically it departs from the intersection between support and criticism of social behavior that follows the behaviorist ideology, so that it tends to be more inclined to pragmatism. Acceptance of the idea of paying attention to organisms or humans as practical creations in accordance with the development of the world. For this reason, according to Mead, there must be a synthesis of fertilization between pragmatism and behaviorism, in order to create new perspectives in exploring social life that continues to develop. Humans are seen as developing organisms, and the behavior displayed can be expressed through patterns that lead to satisfaction (Susilo, 2008:1) [10].

3. RESEARCH METHODS

3.1. Research Approach and Type

The research method used in this study, based on the predetermined objectives, is based on qualitative descriptive. Researchers are trying as much as possible to be part of the reality of life being observed and studied further in the research process.

3.2. Research focus

The subject or core of the social problem to be studied is referred to as the research focus and will be studied in depth. The focus of the research is the social set or order of objects contained in social phenomena, which can appear dominantly as a problem (problematic) of community life. The research focus is determined as follows:

- 1) The behavior of the telematics creative community in the internal and external environment which includes:
 - a. Behavior as a framework for individual and group relationships
 - b. The development of communication on the internal and external scope
 - c. Habits of innovating creative works
- 2) Factors supporting and inhibiting innovation behavior of the telematics community
 - a. Factors supporting the innovation behavior of the telematics community
 - b. Inhibiting factors for the innovation behavior of the telematics community

3.3. Data analysis technique

Data analysis techniques at this stage have an important position, so researchers need to develop guidelines that will help in field research in order to help the success of field activities. The method used to approach the subject through repetition, so that the steps are followed carefully starting from determining the stages of the research, processing the results of excavation and collecting field information, have also been obtained during the interview. Then trace the results of field observations and

documentation. Formulate the results through efforts to organize information as definite data, categorize and decompose it into units that are prepared to enter the analysis stage, combine the results of a thorough analysis, and determine the relationship of one information to another. As a final step to formulate in the form of conclusions, to get a comprehensive understanding. Design to the stage of data analysis, is a process that seeks to detail carefully to find empirical themes so that there is ease in obtaining the final results.

4. DISCUSSION OF RESEARCH RESULTS

4.1. The Existence of a Creative Telematics Community Based on Relationship Strengthening

Community is understood as a group which consists of activists, united by a common vision and mission and there is a division of labor. The goals to be achieved by individuals in the community are the reasons behind the formation of the community. The similarities they have will form a high social awareness. The telematics community can be said as a non-profit community that emphasizes the achievement of common goals in a real action, namely activities based on a sense of kinship and professionalism when related to work. This community moves to increase awareness of social relations that are formed and are getting stronger with the media that mediates, both personally and through new media. The presence of a new medium brings positive implications that it is used as a medium to facilitate the initiation of a change movement from a community in relation to factual information that can be obtained through the media, especially new media. Currently, new media are often used by the younger generation as partners in carrying out the change movement, both in the cognitive and behavioral domains. A variety of content from new media facilitates the process of delivering and distributing information.

4.1.1. Views on the Creative Community of Malang City.

Creative communities have strong relationships with external parties in different forms of relationships. There are friendship relationships that are created on an ongoing basis. Friendship is a form of interpersonal relationship that is informal and important to develop. Through friendship, a person can learn to know and understand other people, including learning about what behavior is acceptable or otherwise that is not expected by the social environment. In other words, through a network of friends someone will learn to determine the right ways to present themselves so that they can be accepted by their social environment well. The success of establishing friendship relations will guarantee success in building other social relationships.

The creative community of Malang city has experienced ups and downs in building relationships with internal and external parties. In the past few years, each telematics community activist has been very busy, because activities related to creative work are very much needed by the community. However, in the midst of the busyness, there is still the opportunity to think about the community while maintaining interaction, both with direct face-to-face media and with renewable media, namely by utilizing whatsapp groups or other social media that are becoming trends in society.

The existence of this creative community is also stronger when there is recognition from the community. However, part of society, sooner or later, will enter a wider network, which is formed from the connection between one individual and another. Likewise with the existence of the community, self-confidence will emerge as more and more people use the services of telematics activists in the city of Malang.

The belief in the existence of a creative community in the city of Malang is a logical consequence of a person when he clearly states that he is in the world of telematics and in every development that accompanies it, the consequences of his decisions have been weighed against the pros and cons. In practice, when the creative community establishes relationships with other communities, it is not only seen from profit and loss. Sometimes someone in a relationship emphasizes the common interest which is the main goal. The fulfillment of the needs of others and the achievement of the welfare of others are more important than personal interests, this concept is in line with the concept of communal relationships [11].

The view of the creative community of Malang city also arises from the existing belief that the relationships that have been built so far are not a form of resistance. Each other views that the relationship is a form of friendship and relationship based on professionalism as fellow workers in the creative field. Forming relationships to help each other so that fellow communities always think positively about the progress received by the community.

The telematics community in the city of Malang also realizes that the diversity of the people of Malang, namely cultural values, local wisdom, community activities to communication patterns is a source for finding new ideas or innovating to be able to develop the potential of the creative community. In this study, the creative community is relatively able to develop well, and it is proven by the achievements that have been obtained by telematics activists from the city of Malang.

Some of the findings in this study are described as follows:

- Finding 1 : Relationships developed by the creative community, through conventional channels and optimization of cyberspace through the internet
- Finding 2 : Intellectual property rights (copyright industry) is the right step for the recognition of a work
- Finding 3 : The life of the creative community departs from the same passion and believes that the creative field is the right choice to make it a place to work
- Finding 4: Social processes and cognitive processes are central to understanding human motivation, emotion, and action in the creative community

Minor Proposition 1 : Collaboration between conventional media and new media for community development will further strengthen the existence of the telematics community not only locally, but also internationally.

4.1.2. Strengthening Relationships in the Creative Telematics Community of Malang City

Strengthening relationships in the creative community of telematics in Malang is in line with the basic concept of forming a relationship between members in the community. There is a concept known as *gemeinschaft* and *gesellschaft*. Each will see that everyone wants to be understood and served according to their role and status. Each party wants to do something for the other person for various reasons that go along with it. Whether when establishing a relationship based on individualist, rational and competitive mechanical aggregate life or establishing a relationship by highlighting a sense of unity in togetherness that is maintained even though they are not together.

The research shows that the strengthening of relations in the telematics community of Malang city places more emphasis on the needs of the community than on their own, although this is not too dominant in the community world. On the other hand, it is more apparent that the community gives each person the freedom to fulfill or also complete individual tasks first, then think about the community's needs.

The strengthening of relationships in this creative community demonstrates the strength of friendship rather than exchange. Along with strengthening the relationship, there will be hope and encouragement in community members to provide mutual benefits, even though in the simplest form, namely the process of transferring information for the sake of improving the quality of a person.

The relationship that is manifested here is a form of relationship that is not only self-focused or self-centered (unselfish relationship). The orientation of strengthening relationships is driven by selfless motives and emphasizes the provision of benefits for the welfare of the community. Each person has an awareness within himself that the activities carried out for the sustainability of the community are still motivated by a sense of responsibility towards the community. The strong relationship created between community members provides awareness that there are values that are built, maintained, have good intentions and become a balance for the steps that will be taken for the welfare of the community.

Regarding the facilities to support the existence of the telematics community in Malang, it shows that the availability of facilities is more aimed at discussing innovation ideas. The provision of facilities by the government, for now, is not only in the form of places, but also with existing equipment, making it easy for community members to move and produce works well.

When examined from the perspectivesymbolic interaction theory, it appears that the psychological aspect of the self is part of the complex role it plays in life. The behavior of a person, especially in a community, takes into account certain contexts about what is expected in certain situations. The role played by other people will move from past experiences that are related to the present. This makes it possible to fully understand and intervene in the dynamics in the community that also pays attention to the individual. It will be seen the role played by the person concerned, the expectations of that role and the network of other people with whom the person interacts in performing social roles. So examining the role of the parties involved in the dynamics of the creative telematics community is not only seen from one point of view. There are several important parts that cannot be separated from the existence of the community, so the urgency of this research is to see that the community struggle does not stand alone or is only the responsibility of community members. But if the activities and roles inherent in him contribute to the wider community, then there will be many parties who want to pay more attention and become motivators and role models. The relationship that is built in the end shows an identity that is constructed by prioritizing the role inherent in a person, both as an individual and part of a group. There are several important parts that cannot be separated from the existence of the community, so the urgency of this research is to see that the community struggle does not stand alone or is only the responsibility of community members. But if the activities and roles inherent in him contribute to the wider community, then there will be many parties who want to pay more attention and become motivators and role models. The relationship that is built in the end shows an identity that is constructed by prioritizing the role inherent in a person, both as an individual and part of a group. There are several important parts that cannot be separated from the existence of the community, so the urgency of this research is to see that the community struggle does not stand alone or is only the responsibility of community members. But if the activities and roles inherent in him contribute to the wider community, then there will be many parties who want to pay more attention and become motivators and role models. The relationship that is built in the end shows an identity that is constructed by prioritizing the role inherent in a person, both as an individual and part of a group. But if the activities and roles inherent in him contribute to the wider community, then there will be many parties who want to pay more attention and become motivators and role models. The relationship that is built in the end shows an identity that is constructed by prioritizing the role inherent in a person, both as an individual and part of a group.

The findings in this study are summarized as follows:

- Finding 5 : Community needs are more on the availability of space to discuss innovation ideas
- Finding 6 : In terms of competence, prioritizing individual needs and thinking for the benefit of the group because behavior in innovating is largely determined by the high spirit or motivation of each individual.

- Finding 7 : The working of norms in creative communities in relationships is explained through a socio-cognitive perspective which assumes that social processes and cognitive processes are central to the understanding of motivation, emotion, and human action.
- Finding 8 : The creative telematics community has a place that is facilitated by the government and the private sector to develop themselves according to their identity based on their activities
- Minor Proposition 2 : Facilities that can be used by the community to support existence, are the involvement of all parties and this is supported by self-awareness that the existence of a community is the totality of individuals to support their competencies

4.1.3. Innovation as New Values for the Community

Currently, advances in various fields of science are one of the factors that cause social changes, and these changes can have positive or negative nuances. If all this time, knowledge is understood as a global tool, it feels more and more pervasive in life in all fields, including the field of information technology. The speed of change that exists, if it is not addressed properly, will be a difficulty for the community. To address this, it is necessary to have an innovation that will provide enlightenment for the community to step up and complete all activities properly.

If it is associated with innovations in the creative telematics community, and based on the results of research, it shows that the inclusion of new values from previous members will be highly appreciated. This will be related to efforts to find newer information, especially related to technology which is the main driving force for creative workers. Complete information will be able to stimulate the growth of new ideas that are expected to bring benefits to the community. In line with the desire to make a positive change, it will provide positive hope for existing changes. If the community and community members desire to get positive results, then each of them will try to work hard, think positively and make positive contributions as well.

Various platforms that are offered to the public and adopted by community members are the most popular media. As an active user, you will usually get a lot of inspiration from the information that arrives, either in the form of finished works or also the design of a work. Of course, conceptualization as an active user shows that community members cannot escape the desire to maintain their own existence which is shown through their work and will definitely bring benefits to their development as creative workers. The key to successfully understanding the younger generation as innovators in the creative field is to see the desire to bring in hobbies or pleasures and the business world that will be aligned with the needs of the community. Strategies used by the creative community, cannot be separated from the emergence of useful assessments for increasing the capacity of creative worker service users. The characteristics of creative service users are people who know aesthetic values and have high difficulty in turning ideas into works that are supported by the development of information and communication technology. For this reason, synergy between innovators and the community as users is needed to produce works that are useful and provide satisfaction for both parties, so that other works will continue to emerge. The characteristics of creative service users are people who know aesthetic values and have high difficulty in turning ideas into works that are supported by the development of information and communication technology. For this reason, synergy between innovators and the community as users is needed to produce works that are useful and provide satisfaction for both parties, so that other works will continue to emerge. The characteristics of creative service users are people who know aesthetic values and have high difficulty in turning ideas into works that are supported by the development of information and communication technology. For this reason, synergy between innovators and the community as users is needed to produce works that are useful and provide satisfaction for both parties, so that other works will continue to emerge.

Telematics activists are a generation that is expected to have the ability to think critically, innovatively, and creatively in dealing with challenges and problems that exist in the surrounding environment. With great enthusiasm, he is expected to be able to become the successor of the nation's struggle by choosing the creative path as a strengthening foothold. In people's lives, it cannot be separated from the active role of various communities in channeling critical and innovative ideas and ideas. Community activists consisting of the younger generation become the spearhead of the struggle to change the condition of society for the better. The younger generation is categorized as "agent of social change" so that it is expected to always prioritize creativity and innovation in development to optimize its various potentials.

The findings in this study are summarized as follows:

- Finding 9 : Adaptation This is done by involving oneself in every opportunity to do activities in a programmed manner, so that there is no rigidity in interacting
- Finding 10 : Change is a consequence of the progress desired by the community and this refers to new values or innovations that are related to technology, all trying to find more complete information, either through browsing the internet or discussing with colleagues.
- Finding 11 : Telematics activists are a generation that is expected to have the ability to think critically, innovatively, and creatively in dealing with challenges and problems that exist in the surrounding environment.
- Finding 12 : Telematics activists can help complete tasks, maintain a good emotional atmosphere, and display individual and community interests

Minor Proposition 3 : Adaptation is needed as a preventive effort for all community members, to be able to merge themselves as whole members and be able to accept every uniqueness of each community member.

4.1.4. Freedom To Develop Social Role

The social role inherent in each individual is a form of responsibility as a dignified society. role (role) is a dynamic aspect of a person's position or status. If a person carries out his rights and obligations according to his position, it can be said that he has carried out a role. The role and position of the two cannot be separated because they are mutually dependent on one another. Each individual certainly has a series of roles that come from various patterns in his life, both from friendship, family environment, organizational environment or also the work environment. This shows that the role determines what is done for the community and what can be expected from the community.

In the creative community of telematics in Malang, or in the reality of the life he lives as part of society, both individuals and groups are always related to one another. When there is social interaction, it will look at the role of the individual who can have an influence on the community in which a person is located. A role is a relatively homogeneous collection of behaviors that are normatively defined and expected from someone who occupies a social position that is achieved or given in the context of social life.

Members of the creative telematics community are young people who are wanted to become potential resources that are widely expected to fill various positions in society. The younger generation has great enthusiasm in life, not only thinking about the present life, but also thinking about the future. In this study, a thought was found that the role inherent in community members is to build relationships with outsiders who will bring networks and bring harmonization in the sphere of interaction. There is one big responsibility, when it is remembered that the motive of a person to enter a community is a motive that arises from oneself, not from coercion from others, so that when there is a role to be played there will be no problems.

The Malang city telematics creative community is a forum for groups to express creative ideas that can provide a thorough assessment of each other. Build interactions by involving yourself in a position that minimizes ego, being more able to become a person who cares more about others and has ideas. Creativity that appears always gets recognition. Creativity is an initiative towards a product or process that is useful, correct, appropriate, and valuable for a task. In it will be related to directions to be understood, learned, or find something new. The attributes of creative people are open to experience, can pay attention or see things in unusual ways. Have sincerity and be willing to accept something that is contradictory, there is tolerance for something that is not so obvious. There are times when you also have confidence in making a decision, want to think and act, and always imagine to achieve success.

The findings in this study are summarized as follows:

- Finding 13 : Changes in the community that are based on joint decision making, are more open and the process is not sudden, so there is always an opportunity to participate in making suggestions
- Finding 14 : Freedom has so far become a required value, especially for individuals in building their own groups, in order to have a more real role in the community.
- Finding 15 : Each individual has a series of roles that come from various patterns in social life, whether from friendship, family, organizational environment or also the work environment.
- Finding 16 : The importance of a person's role is to regulate one's behavior, so that awareness arises in him of certain limits and can predict the behavior of others.

Minor Proposition 4 : If Decisions related to community dynamics are expected to take into account the opinions of experienced parties as well as suggestions from all members so that the best conditions can be obtained.

4.2. Telematics Creative Community Innovative Behavior in Constructing Social Identity

Etymologically, innovative refers to a person's efforts to pour out his thoughts, the ability to play the imagination, various stimulants, and efforts to produce new products, both for himself and his environment. Innovative behavior basically aims to reach a stage of introducing new ideas, processes, products and procedures that will be useful in work, groups or organizations. When there is an attempt to utilize a thought on an idea.

4.2.1. Community Interaction Dynamics

The dynamics of interactions that occur in the telematics community provide an explanation of the process of the interaction occurring. The initiative or party that initiates the interaction is not only the responsibility of the community activists, but can also come from the external environment. This means that anyone can interact with telematics activists, and usually this relationship will provide benefits for both parties. Increased interaction to the stage of mutuality and openness so that it can bring up an understanding of the things needed by both parties and the motivation created within the framework of friendship and professionalism.

The interaction process occurs when humans act on something on the basis of the meaning they have, and the meaning that appears is fixed but can change because there is an interpretive process carried out by the people involved in the interaction. The interaction created between telematics activists and several interested parties raises several prominent aspects, namely compatibility, togetherness and support. Compatibility does not only refer to the similarity of individual characteristics, but also to thoughts so that when the process of exchanging ideas occurs, continuous communication will be realized. Togetherness is also one of the factors that support closer interaction, which describes the quantity and quality of time spent together.

The telematics community has very strong characteristics, especially in the desire to build relationships with other parties. This study shows the results related to the dynamics of the interaction of the telematics community, that telematics activists are not a passive group in an effort to build relationships with other parties. Although in a position as an active party, but still put yourself to always maintain a balanced relationship, either in a position as a free individual, or also as part of a community that also has agreement in certain matters.

The interaction that is built in the telematics community runs in an orderly and orderly manner because each individual acts according to his social context, meaning that the existing actions are adapted to the situation in society, do not conflict with applicable norms, and always act according to their capacity as part of the community. Existing interactions will bring changes, both in attitudes, character, behavior as a result of the communication that is carried out. Each carries a role that can determine the success of the interaction goals. In this context, the telematics activists have an awareness that the role of other people in the community can be a support system.

The findings in this study are summarized as follows:

- Finding 17 : The interaction created between telematics activists and several parties who have interests, raises several prominent aspects, namely compatibility, togetherness and support
- Finding 18 : The relationships formed in the telematics community cannot be separated from the values that have been understood by telematics activists, namely prioritizing togetherness, ignoring differences, accepting each other and living in harmony
- Finding 19 : Informal interactions continue to be developed to support communities who have a desire to introduce the creative world to the wider community
- Finding 20 : The pattern inherent in interaction is supported by the use of technological devices, because the busyness of telematics activists is also increasing day by day, so that direct encounters will be facilitated by the medium or communication technology devices.
- Minor Proposition 5 : The dynamics of community interaction creates a pattern, starting from the creation of a conducive atmosphere to managing the continuity of relations at a closer stage (intimate relationship).

4.2.2. Methods of Achieving Community Goals

The initial goal of the telematics creative community was to create relationships between individuals who have the same field of interest. From the discussion forums that are often initiated by telematics activists, it can be seen that the creative community must be empowered as an effort to improve the quality of life of the community. The process that is passed does take a long time, is carried out continuously and continuously. Empowerment of telematics activists can be likened to an investment process to strengthen community presence and as a benchmark to see the success of communities moving towards industry. To achieve success in empowering this community, the right strategy or method is needed so that empowerment can run effectively and efficiently.

Ask telematics activists to achieve personal and group goals wanting harmony to build harmony with the surrounding environment. Regardless of the benefits that will be obtained when the goal is achieved, the process becomes an important thing that is passed by telematics activists. The journey starting from participation in the community, building relationships with other activists and external parties, as well as the emergence of a shared commitment is traffic within the scope of the telematics community. Efforts to build interaction are to build cooperation that benefits both parties without taking into account the profit and loss and is based more on the desire to both carry out roles according to their capacities. Each person has a variety of activities, so that the method to achieve the goal will also be related to the field or expertise possessed by each telematics activist. With diverse interests, diverse behaviors and through a work, the character of the real work can be known.

Viewing the entire dynamics of the telematics community, then a goal to be achieved together is

- 1) Information exchange: Participation in a community allows one to have closeness with others.
- 2) Strengthening each other: The active telematics community is created to provide mutual support or strengthen each other.
- 3) Expanding the social environment: This can be understood when telematics activists are increasingly serious about making hobbies as a profession that opens up opportunities for continuous development, then the strategy that can be done is to expand the social environment.
- 4) Coordination: Coordination that can be done by telematics activists is a step taken to regulate the activities of the community.

The findings in this study are summarized as follows:

- Finding 21 : The method used to achieve the goal is a method that is able to combine two interests, namely the interests of individuals and groups, and the goal is to balance the existing roles.
- Finding 22 : Telematics activists know their potential, so that it can bring up an approach that is centered on increasing self-reliance, capacity and community self-reliance
- Finding 23 : Goals to be achieved is a business that is built in synergy and requires awareness from the parties involved, especially telematics activists, government, industry, education and the community.
- Finding 24 : Each telematics activist has various activities, so the method to achieve the goal will be related to the field or expertise possessed
- Minor Proposition 6 : The right and measurable method will foster confidence in achieving shared goals and the goal is to expand networking so that the existence of the telematics community is getting stronger in the midst of society.

4.2.3. Innovation in Work

Innovation in the creative field will touch various parties whose activities require creative hands that are able to translate the client's wishes to become a work. The intelligence and skills possessed by telematics activists are a source of creativity that should be explored. The work produced by these telematics activists is able to generate admiration because the world of animation, graphic design, digital music used to be hard to imagine. But with the creativity that exists, it can become an amazing work. Creativity is the main part of creative work, so innovation does accompany the steps of telematics activists and ultimately brings up the courage to show their work to the wider community. Creativity, courage, self-confidence, being able to accept constructive criticism, having an open mind to creative ideas from others, being able to accept every difference that exists is the world of the creative community. All differences and uniqueness are the inspiration to bring up innovation in trying new things.

To be able to innovate in a work, it can be started from ideas that arise within oneself, or also be inspired by others, this of course is supported by foresight in capturing phenomena that exist in society, so that they will become innovators through the internalization process. community environment. The creative world seems to standardize quality in a work, because this is considered an activity or work that is not just finished, but the idealism to produce quality works will foster pride in oneself and appreciation for telematics activists. The creative community has gone through a long process, so that when a work is judged to be of high quality, it will eventually foster self-confidence to continue to be creative. Creative work will be a race against time, based on the results of interviews and observations in this study, it shows that clients usually want to be fast and the results are good. However, to pursue quality, it will definitely take a long time. This requires communication between the client and telematics activists who will work on a work.

Innovative work must also be supported by the publication of scientific papers that can be done through the sophistication of the internet. Various platforms can be maximized to support the publication of works, so that their existence as telematics activists can contribute to the wider community who also want to learn about the creative world and help people who need services in the creative field. This step has also been considered, because the creative community is an open environment to accept progress in various fields. The apparent reality is that the publication of works must also be supported by security media, so that the work will include copyright (a form of intellectual property law that gives the owner the right to determine how later the work can be used by others).

Through this copyrighted work, telematics activists will be more confident with the steps chosen and each has the right to save, publish, sell, and develop a work. Technological sophistication can no longer be contained, so all are required to have the ability to adopt. Various possibilities can occur when a work is published via the internet, and as part of a creative worker, this possibility can be anticipated and will give him strength to become a telematics activist who has a high concern for the work. The totality of work is a stepping stone to become creative people who are useful to society.

The findings in this study are summarized as follows:

- Finding 25 : Freedom of thought and creativity, strong desire, will and intelligence create space for telematics activists to innovate in every work that will be designed.
- Finding 26 : The creative world standardizes quality in a work, and emphasizes idealism to bring out quality works
- Finding 27 : Innovation as new values is built by seniors, relations and information support is presented through new media and innovation is discussed openly
- Finding 28 : Through this copyrighted work, telematics activists are more confident in the steps chosen and have the right to save, publish, sell, and develop a work
- Minor Proposition 7 : Maintaining quality and not stopping to innovate will foster pride in oneself and appreciation for telematics activists who have been engaged in the creative world according to their expertise.

4.3. Factor Supporters and Barriers of Community Innovation Behavior Perilaku

4.3.1. Supporting factors

The need for self-actualization basically pays attention to humans, especially with regard to being in the midst of society. Self-actualization is also related to the use of all the potential, abilities, skills, talents possessed to work or do activities as well as possible so as to be able to achieve and support an ideal existence for growth and development of oneself as a whole. To fulfill the need for self-actualization, each individual will strive to achieve emotional well-being and build self-confidence. This effort allows individuals to develop motives in themselves that are related to the growth of their potential. The motives owned will continue to be considered, maintained and supported to achieve sustainable growth.

With its potential, the closeness of telematics activists will also follow. Growth that does not interfere with other parties in the same field, but this strengthens for increasing potential in the field of telematics. In addition, the affirmation of self-existence is a driving force for telematics activists in Malang to be recognized by the general public and in the immediate environment. Indeed, the parties involved in the growth and development of the world of telematics show positive things, along with the increasing market demand related to the field of telematics. So far, the telematics community in Malang is increasingly aware that its existence is a driving force for other communities in Malang.

If you see that the creative community of telematics in Malang is preparing itself to develop its potential in a wider scope, then there are several things that can be revealed, or find the factors that underlie the community's self-actualization. These factors include:

- 1) Optimizing creativity, which is an attitude within a person to innovate.
- 2) Development of a dynamic personality within the individual consisting of psycho-physical to determine the way of adjustment that is unique and also related to the surrounding environment.
- 3) Don't depend on yourself
- 4) Democratic, or can be said to be more tolerant and accepting of differences with others regardless of education level or social class.
- 5) Build social relationships, by respecting the existence of others in their environment

There are several aspects or processes within a person when they want to realize self-actualization as part of a community member, including:

- 1) Understanding the most basic needs
- 2) Able to express what they feel and have opinions that they believe can contribute to themselves and others
- 3) Able to realize and control every action in accordance with his expectations.
- 4) Develop an adult attitude, consider all actions to be able to adapt to the environment.

4.3.2. Obstacle factor

The creative community includes people who are assertive and have a clearer understanding and have aesthetic abilities. It can be said that Malang's active community has a "world" that is admired by other community members, has a place to interact, and has the ability to show their skills. The specific goals that this community strives for are almost no different from each other, because each has the same desire to develop, has the same ability to use basic technology equipment, has the same environment so that they have the ability to show themselves to others. This community is able to show their potential to others so they can see themselves, because of the awareness that their potential is not only for themselves but also for others.

When examining the factors that inhibit the innovation behavior of the creative community, what appears is from within and from factors outside the community. These barriers start from: a) Technological devices; b) not confident; c) facilities & infrastructure; d) perfectionist; e) routine.

Telematics activists who are able to survive for a long time can become tutors or companions for new telematics activists without being asked. Strong feelings grow in line with increased activity in the environment, both in formal and informal situations. In fact, this can be found in other communities, because it is certain that there are encounters in non-formal situations that strengthen relations. When in a community there is growing social interest or the emergence of feelings to take care of each other, because there are strong relationships such as family relationships. But when being a companion, there are times when there is a feeling of insecurity or fear. Not confident in their abilities or not being able to communicate well, so they are unable to express their ideas or expertise to others.

The findings in this study are summarized as follows:

- Finding 29 : The telematics community uses social media a lot or also access via the internet as a medium that forms relationships on an ongoing basis
- Finding 30 : The prominent supporting factor is that the interaction built through the telematic creative community is a place for self-actualization

- Finding 31 : The telematics community is able to show its potential to others so that they can see their own abilities, because of the awareness that their potential is not only for themselves, but also for others.
- Finding 32 : The most dominant inhibiting factor is the perfectionist nature of telematics activists, because they want to present the best, and this will be remembered for a long time
- Minor Proposition 8 : Supporting and inhibiting factors become an evaluation material at any time for the telematics community, to be able to map strengths, weaknesses, opportunities and threats which will later provide space for the creative telematics community to grow in the midst of society

Based on the proportions 1, 2, 3, 4, 5, 6, 7, and 8, the major proportions are as follows:

- Major Proportion : Innovation behavior in the dynamics of the creative community of telematics in the city of Malang combines conventional strategies and optimization of renewable technology devices that prioritize the building of sustainable relationships.

5. CONCLUSION & SUGGESTION

5.1. Conclusion

- 1) The existence of a creative community telematics based on relationship strengthening ultimately believe that the relationship created is a picture of strengthening status as a family and also a professional worker. The creative telematics community is in fact not a form of formal association of telematics activists, but rather emphasizes informal relationships among fellow actors. In it, it prioritizes organic relationships, with its long-term friendship-oriented nature. Each individual has a busy life as a relatively tenacious and professional business person, and even in business relationships it is more representative of mutual cooperation, both in solving production problems, limited knowledge of technology, to the problem of industrial continuity.
- 2) The creative telematics community that is the main target of research are activists who develop multimedia-based works in the creative fields of videography, animation, illustration design, digital music. This limitation is very important, because researchers pay attention to the relatively varied and rapid growth of the community development, meaning that each has a very diverse character in the process of community formation. However, there is a very striking similarity, that the entire community was formed through its initial journey as a place to accommodate people who have the same hobby. The next process is to increase the number of participants by inviting other people to join, forming a relationship that is able to bind each of them to become colleagues in activities based on very strong social ties.
- 3) The community is always developing according to the very fast technological advances. The community becomes a picture of a complex social system by involving individual characters who have their own characteristics and depend on each other to determine their inherent roles and functions. Each individual who is scattered and has various activities still sees that the success that exists today is started from participation in the community.
- 4) There is innovation behavior in community life which shows that community does not only bring out thematic aspects, but is a socio-cultural process that is formed based on social learning processes. There are performance expectations and have an indirect impact because it involves actors who have long joined the community as well as new generations, each of which carries a diverse character. The participation of these two generations in the end gave rise to dynamics in the interaction process. As activists who have been around for a long time, they do not hesitate to share experiences in the creative world, and the new generation is also able to receive any information and be able to act without leaving their character.
- 5) The supporting and inhibiting factors of the innovation behavior of the telematics community found in this study were more felt by telematics activists or as factors that emerged in the internal environment. Part of it is also caused by the external environment, because changes in communication technology are also being felt by all people. This factor cannot be taken for granted, but for supporting factors, telematics activists will further optimize their potential with the support of various parties who certainly have an attachment to the creative world. As for the inhibiting factor, This becomes a spirit in itself by seeing that the relationships that are built in the community are relatively long-lasting, because each other is able to provide comfort in interacting. Forms of informal relationships are indicated by the use of informal language, the behavior as it is in accordance with the individual character. This is what can anticipate the emergence of inhibiting factors in the internal environment of the telematics community in Malang.

5.2. Theoretical Implications

The findings of this study have reciprocal theoretical implications for Skinner's perspective. Skinner's perspective through social behavior theory focuses his attention on the relationships between consequences and behavior that occurs in the actor's environment with the behavior of the actor himself. By looking at the innovative behavior of the telematics creative community, it can be seen that the relationships that exist in the internal and external spheres can be seen from two perspectives, namely behavior that does not expect rewards because it is based on very real friendship relationships, and the next perspective is behavior that appears to be aimed at expecting rewards. .

The principles developed by Burrhusm Frederic Skinner can be used as a reference to provide a definite pattern, that interaction will always take place based on results-based social behavior that positions the principle of comparison in the scale of

costs and revenues always encourages transaction decisions. The basic concept of BF Skinner's thinking is reinforcement / reward and focuses on the behavior of actors and the environment.

Skinner's basic concept through social behavior is reinforcement which means reward. There is nothing inherent in the object that can be rewarded. Behavioral views cannot be formulated apart from their effect on the behavior itself. The process of social exchange in visible behavior is not only based on individual decisions, but individuals who build social relationships with groups of community members contribute to the existing process.

5.3. Practical Implications

Telematics creative community life has a different dynamic, because in it unites different individuals, especially in the culture that is built. Changes in the mindset of community members all the time refer to an increasingly productive renewal by not leaving their identity. Innovation behavior will be more visible if the parties involved provide wide space for the community to be able to access all useful information in finding new ideas and producing works that are beneficial to the community. The guidance that has been carried out by the government through several related agencies is quite a lot, the creative community views positively all the assistance provided by the government, but overall the impact felt by industry players, especially in the local sphere is still not optimal.

As actors in the creative field, the skills possessed do not only stop at a limited circle. The world of education is also making creative fields as teaching materials and forms of learning, so that new, more competent seeds will emerge. Creative fields can be studied through formal and informal channels. From informal channels, it can be formed through friendship, the use of social media, the YouTube platform and through other media. This is an open forum for people who want to learn about the creative field.

Although the creative field can be studied by everyone, telematics activists will be able to separate works that can be accessed by the public and works that must be protected due to requests from clients. This is the value of professionalism in the creative field. There are boundaries that creative workers cannot cross, and it is a commitment to respect each other's work. Publicity of the work of telematics activists can be accessed through a platform that is currently widely accessed by the public and is expected to contribute to increasing the participation of telematics activists in the city of Malang.

5.4. Suggestion

- 1) For the creative community, telematics optimizes activities that involve community members to participate and get roles that will make one's skills more well honed. Periodization in a community does not only emphasize the old or new interactions that are built in the community, but at least the activists are able to play a role by highlighting the informal relationships between fellow actors, so that a community is formed that has a broad mind and supports the creation of a conducive situation.
- 2) Activists who develop multimedia-based works in the creative fields of videography, animation, illustration design, digital music must provide more opportunities for the community to join and receive training and assistance in their work. Totalitas as a telematics activist not only prioritizes personal and group interests, but also gives a positive response to the community to participate in learning about the creative world.
- 3) Rapid technological developments should be well captured through equipment upgrades to increased facilitation provided by the government. There are efforts to build discussions with the government as a facilitator so that the totality of support can be felt by telematics activists. If there is no discussion or forum for exchanging ideas, then each party does not know what steps to take in optimizing the existence of the creative telematics community. The urgency of the direct involvement of various parties involved in the existence of this telematics community is not only in a world of fantasy that is able to grow hope but is unable to realize it.
- 4) Innovation behavior must continue to be improved to show that the community is not just bringing out thematic aspects, but is a socio-cultural process that is formed based on a continuous social learning process. The activists should be able to create high innovation so that they can increase the ability of members to create ideas that bring benefits not only to themselves but also to others.
- 5) Related to factor-the factors that support and hinder the innovation behavior of the telematics community, it must be ensured to provide more space for telematics activists to explore every potential that arises and is related to the improvement of the field of expertise. To optimize the supporting factors, the telematics community must make more use of platforms that are close to the community, for example using social media to present works that can be learned by the community, do not hesitate to make tutorials or creative ideas that can be followed by people who are interested in learning. creative world. The use of this media must be carried out in a sustainable manner, because technological developments are unstoppable, and require speed, accuracy and intelligence in utilizing the results of technology.

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