

ABSTRACT

Based on the mapping of existing 14 sub-sectors in the creative industries conducted by Ministry of Trade, the culinary industry became one of the subsector are classified as successful and influential in the creative industries. The more rapid growth of the culinary industry in Indonesia has made competition among culinary business is getting intense, so that the culinary business should continue to perform new measures to deal with this competition. Addictea and Juicide as one of the companies in the culinary industry who attended the event Lookats Market 2013 showing power competition both in terms of organizational creativity as their efforts for facing the competition..

This study aims to investigate the influence and the role of creativity in an organization of business on the company's performance Addictea and Juicide who attended the event Lookats Market 2013. The variables used are eight models of Powell adapted from Amabile. This qualitative descriptive study was proceed by observation and interview stages to the owner as Owner, Operational Manager, Supervisor, and marketing staff in Addictea. And in Juicide conducted interviews to Owner, Supervisor, Marketing Staff and bartender. The author also conducted a study documenting the online websites related to Addictea and Juicide. The results of this study show that eight models of Powell in terms of creativity organizations do Addictea and Juicide has been running positive for facing the competitiveness of competitors.

The aim of this research is to know whether implementation of the eight dimension of creativity Powell affected organizations from Addictea and Juicide that made them become the market leader in the event Lookats Market 2013

Keywords: creative culinary, local brands, creative organizational, business performance.