The Development of Radical Innovation with the Digital Gift

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Abstract. This study proposes portal website to provide digital gift as the attempt to develop radical innovation by offering interactive and dynamic interaction between customer and community. The application is expected to contain a high degree of new knowledge, although it begin with the foundation of determining the physical gift to be deliver at certain time and location to specific person. The process can be executed after the membership have been done, thus it allow the integration phase as the replacement of product or even the money with the specific form of digital gift. Thus, this study present the first phase of the development by presenting the portal website as the digital platform for digital gift.

1. Introduction

In this modern times, there are many developments and advancements in the field of ICT that change the trend of people to behave or interact with each other, where computers capability and capacity are required but applicable to provide significant contribution. On the other hand, communication technology have been used numerous time by people, even as primary tools to search and look for certain items contained in electronic commerce to be bought for them or be given to the others as the gifts. In this case, the transaction process have been done easily and quickly as the time and money invested at the minimum level as much as possible. Meanwhile, gifts or prizes in the form of money, goods and services are carried out without any compensation, which does not contain huge risk to the financial condition of respected organization but it has significant effect to maintain the relationship in the business, politic or social. Furthermore, this action also promotes the attempt to restore the broken or damage relationship among partner or companion. Usually gifts are given to the people who are celebrating the birthday party or the success of project as congratulation. Actually, buying and selling online for an item has become common trend in this millennium age with various online platform provide different features to support the user experience such as hot category, advanced search, cashback, promotional offer, etc. in order to increase the satisfaction while at same time maintain the loyalty and increase the retention.

The rapid development of ICT has been push the way of life of certain people into different type of perspective and paradigm, which was defined solely by the need of technology to do their every day of life. Therefore, Internet users in Indonesia account for 70 million or 28% of the total population, which social media users like Facebook account for 50 million or 20% of the total population, while Twitter users reach 40 million or 16% of the total population. The above figures will continue from one year to the next to grow, as they are supported by offering accessibility and ease of use through cellular phones and the Internet. Therefore, ICT spending is very high, i.e. US $ 132 per year per capita, which the industry revenue growth of 7-10 per cent per year [1]. Thus, social media is a way to integrate with a portal website system because it is easier for users to access an e-commerce site that
has been developed. The integrated web system is usually designed as an online trading service to penetrate to the market first to validate the demand through built-in site system that offer various service, which users are required to register. Through the implementation of this portal website system, this study aim to offer radical innovation to create gifts for a person based on customization or preference criteria favoured by the user detail such as age, location, hobby, etc. Thus, this study want to explore the concept of digital gift to be part of radical innovation as the working condition have been limited many people to offer appreciation to the others for their contribution or support in small or large scale situation. The high risks are not limited to the new concept offer but also no clarity for evidence that can back the demand of this kind of product service in the market. Therefore, this study will develop the portal website that provides collaborated idea to transform physical type of reward into digital concept through feature of customization and recommendation, which is called IsiKado expected to have diverse kind of interactive symbols, reciprocal icons, collective card, conjunct vouchers and communal points.

2. Literature Review

Innovation is often associated with organizational structures and processes but it is often characterized by evolutionary traits, total change may require significant reallocation of resources or technology and thus towards the radical end of the new spectrum [2]. An unfortunate consequence of the discussion in the gift related to the view that undervalue the social significance in contemporary society as appreciation and reward, although some gifts match the logic of exchange, the others are incompatible, including the most common and contemporary forms of tenderness [3]. In addition, people depend on the exchange of deferred gifts, which operate in a very different way from the market but still carry out an equal economic trade function. Open source shows the possibility of highly edited digital tenders, but also shows that every digital tender is not very advanced [4]. Therefore, there are several categorization of innovation type namely incremental, responsive, disruptive and radical, in which the latter can be defined to be breakthrough implication toward the market response either utilizing the networking as the medium to optimize high return or exploring the opportunity primarily in the financial sector such as funding, sourcing, gift, reward, incentive and so on, although it required highest risk among the other toward organizational status [5, 6]. In addition, radical innovation is a new function or technique that has not been identified before, which shows a paradigm shift or creates new concepts in opposite directions, such as the discovery of wheels, transistors, microprocessors, etc. System innovations such as radical innovation. But that is achieved by using a combination of current technologies to produce new ones that were not seen before on the market or network [7].

Figure 1: Implication of Innovation Type to the Product Service

To understand the innovation strategy that economists must adopt, it is important to understand key user perceptions of innovation, such as professional work, lifestyle, organizational culture and corporate environment [7]. It is also essential to have insight in the complexities of the process and the
border conditions to develop radical innovations within the organization such as the invention of air conditioners, integrated circuit, microprocessor, pacemaker, personal computer, strobe light, DNA fingerprint, FM radio, gyrocompass and much more that was come from small medium enterprises (SMEs) [6-8]. Therefore, the ability to dynamically establish the demand through vision of future utilization of certain product or service should be owned by respectable organization in order to develop radical innovation. It take long term investment that usually 10 years or more through iterative, setback and high level of uncertainty, which the ideas often pop-op unexpectedly and from unexpected sources while the focus and purpose might change over the course of development [8, 9]. Meanwhile, there are many type of perspective that can be defined to characterize to form the radical innovation such S-Curves, Hedonic Price Models, Expert Panels, Patent Measures and Dahlin-Behren by initiating the concept into practical and conceptual problem such as product characteristics, accessible data, service impacts, function of firm status and innovation structure [9].

There are number of ideas for reforming the tax exemption structure such as the composite price called which removes all differences between top taxpayers and fundamentalists, perhaps not cancelling high tax cancellations and liberation charities. It must claim at level one in a certain place between the base level and a higher level by 23%. Another suggested idea is reorientation, which will allow charities to recover all tax exemptions while rich donors do not recover anything. There are two ideas that provide an additional unsubscribe system, where it is automatically applied to the Gift Aid all donations, unless the donor has been deliberately omitted, the introduction of a certified account allows the charity to take a fixed percentage of the total voluntary method income. At the compound level, which is calculated on an individual basis, based on grants or sector by sector [10]. To improve giving, people must be able to create the right mix of what they can offer, how they present and why.

3. Research Methodology

Theories and concepts that are driven by results in focused data selection and reflection interests from unnamed groups, and unimaginable and unpredictable activities that can be very important for understanding phenomena and preparation [11]. Before developing the application, this study utilized business canvas to identify key partner, key activities, value proposition, customer relationship, customer segments, structure costs and revenue streams in order to set the attribute and characterize the product service. In the development phase, website and database design should be aligned to avoid redundancy and duplication issue that can drive away customer due to dissatisfaction over the product service. The design process use mock-up application at first to raise awareness and request feedback in order to improve the representational, operation and interaction design of the application. User interface have been built by having universal design as the principle to achieve usability, accessibility and learnability for the sake of effectiveness and efficiency of the system.

4. Discussion

Sometimes some people give certain people a gift due to voluntary or charity reason while at other times a reason to trust them, which they use a variety of channel in order the process to be executed in good manner. Basically, those kind of prizes in the form of appreciation are partners in ways that cannot be carried out by market transactions [12]. Thus, the expected results of developing this application (IsiKado) to be an integrated system with social media and other multimedia contentin order to be easy of use and have good availability and accessibility. In addition, it also has the role to support SMEs or business shops to penetrate with the market to provide suggestions and contents for gifts that will be given by users to the others. Therefore, it present the goods as the product service to be sale in accordance with the user's customization or preference based on the user experience that they selected. In the process of development, users can provide feedback or suggestions to address various problem through feedback features that is useful for insight in the future. People also can find suitable prizes based on certain criteria desired by comparing the borderline prize in the other
respected website through comparison in technical and value description. Therefore, it is expected to answer the products offered in digital services on the challenges of e-commerce development, especially those who want to make suitable for their friends or cover gifts but there is no time to buy a physical product or difficulty in buying logistics costs because long distance.

Giving can involve a combination of motivations, including altruism, personal interests and community development, even it can offer certain sacrifices to others, which may not be all or not at all, once and forever. People can choose something instead, if only the recognition of their generosity. Some acts of giving are purely altruistic, which the only concern is the welfare of others. Many involve more complex motivations and rewards that is through giving can make certain people feel good about themselves even burn their reputation [12]. In addition, people can provide a mixture of different things while those who lack money may be able to provide time or services in the form of goods. Someone who is willing may not realize that the garage might be useful for someone else who lives nearby. Achieving the right balance between external and internal drivers and short-term and long-term incentives is very important in increasing the quantity and frequency of digital platforms and awareness among customers. On the other hand, nearly 75% US private company executive view that innovation as important to the success of their companies as effective operation, in which it take risks, try lots of things and fail smart to expand the platform presence in the commerce space [13].

![Figure 2: Welcome (left) and Recommendation (right) page of IsiKado](image-url)
Figure 3: Customization page of IsiKado

Figure 4: Service page of IsiKado

The interface is a communication mechanism between users and the system, where it should have proper respond and provide suitable information to users to help direct them to the path of solution. In the first page after login, the system will present the recommendation based on the current activities and historical log that were stored in the account profile. Meanwhile, on the search page, there are several recommended product service that can be selected by the user, or the user can filter the search based on certain attribute such as location, location, gender, interest and price. The system also provides the thumbnail and label in the respected field to provide better assumption for the user on specific product services. When the users has been decided to proceed with one or two of them, there are some offers to be installed to the respective goods such as interactive symbols that can be evolved based on the season, which can be viewed in the mobile application. There are also reciprocal icons that is packaged and sent to the email in the zip file based on the type of chosen goods to be utilized to changes the default in the personal computer. Meanwhile, the system also offer collective card that can be signed and written by the other friend with limitation of four. On the other hand, the other integrated gift such as conjunct vouchers can record the historical log of transaction while user also can collect communal points for every transaction to be eligible in having door prize or can be exchanged with other physical (product service offer in the site) or digital gift (donation, card name, stamp or sticker). In the future, the implementation of this integrated web system is expected to make it easier for users and the wider public to find gifts for someone according to their preferences.

Actually, people offer gifts to the other people because of mixture or combination of reasons such as helping someone they know, believe the activities do good to them and environment, doing something interesting, challenge themselves due to pressure, interacting with new people, having fun, have good feelings and several other reasons. However, there is conflicting evidence about whether lottery players offer less charity or ways to increase the number of people who contribute to charity, which have increased the amount invested in charities and the voluntary sector [12]. Radical innovation can be viewed through different dimension of technology and meaning change as technology-push innovation and epiphanies with total new context that stand in superior position and perception of the essential nature of something change. Actually, it is driven by a sense of motivation to be understand the patterns of channel, which can occur through research and observation that is inherent in socio-cultural changes. In general, it is an attempt to understanding of how society and culture change with searching for a new meaning of penetration that avoid falling into the trap of proliferation and use of current products. Of course, innovation often results from unexpected events that might call themselves user-driven innovations [13].
It is important to innovate from within the organization and incorporate various talents to bring new perspectives and new skills to the source through traditional methods. On the other hand, it is essential to encourage experimentation rather than move away from it. This includes empowering employees not to fear failure but to receive and learn from them and work to find better solutions. In addition, to ensure that innovation is not limited to thinking, it is important to appreciate the application of new ideas. Making concepts and their relationship to life in the world is what makes innovation more than fantasy. Thus, organizations must be willing to find external players to complement and accelerate their innovation. By taking advantage of the academic environment through implementation, this is expected to continue because other insights from other students can improve user experience or enhance features with more diverse functions [14]. Thus, the role of drivers are critical leading to radical innovation such as skilled labor, financial resources, availability of capital, intellectual property protection, government legislation, encouraging facilities and culture practice [15].

5. Conclusion

In general, this application still in the transition state, but it is better that the investor control and limit the risky behavior based on project management by employing the monitoring phases that can bring closure to the development of radical innovation that have anti-mainstream attribute. It is important to innovate from within the organization and incorporate various talents to bring new perspectives and new skills to the source through traditional methods. It is important to encourage experimentation rather than move away from it. This includes empowering employees not to fear failure but to receive and learn from them and work to find better solutions. In addition, to ensure that innovation is not limited to thinking, it is important to appreciate the application of new ideas. Making concepts and their relationship to life in the world is what makes innovation more than fantasy. Thus, organizations must be willing to find external players to complement and accelerate their innovation. By taking advantage of the academic environment through implementation, this is expected to continue because other insights from other students can improve user experience or enhance features with more diverse functions.

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