

Business Innovation in Indonesia: A Systematic Review

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This study aims to see the development of research on the topic of "Business Innovation in Indonesia" and research plans that can be carried out based on journals published on the theme. This research uses a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "Business Innovation in Indonesia" which comes from the Scopus database with a total of 535 article documents | journal. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the bibliometric map of research development "Business Innovation in Indonesia" in Indonesia. The results of the study found that based on bibliometric keyword mapping, there are 6 clusters that can become research paths with topics related to Empowering Creative Economies and Business Innovation in Indonesia, Sustainable Firm Performance and Business Innovation in Indonesia, Enhancing Competitive Advantage and Business Innovation in Indonesia, Optimizing Business Performance and Business Innovation in Indonesia, Digital Transformation and Business Innovation in Indonesia and Covid-19 and Business Innovation in Indonesia. Furthermore, the most used words are competitive advantage, creativity, business performance, capability, technology, entrepreneur, covid, and sustainability.

Keywords: Business Innovation; Indonesia; Research Map; Bibliometric

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INTRODUCTION

Indonesia, as a country with a majority of small businesses, has faced significant challenges during the Covid-19 pandemic. Field data shows that many small businesses have been forced to cease operations due to the economic impact caused by the pandemic. (Chaniago, 2021). The majority of the business sector in Indonesia is dominated by Micro, Small, and Medium Enterprises (MSMEs), which are generally still focused on the local market and are not fully prepared to face competition in the global market. This condition is exacerbated by the lack of innovation in MSME products and limited production levels, which can threaten business sustainability. (Herlinawati & Machmud, 2020). Despite this, some MSMEs in Indonesia are able to survive and even experience growth. This success is often related to the adoption of certain strategies, especially innovation (Chaniago, 2021). (Chaniago, 2021). Changes in the business environment that take place rapidly make innovation a very vital aspect to maintain the continuity of the company (Herlinawati & Machmud, 2020). (Herlinawati & Machmud, 2020).

Fontana (2009) describes innovation as the economic and social success of new inventions in transforming inputs into outputs that create major changes in product and service offerings to consumers, communities, and the environment. According to Lee (2004) innovation is always classified into two categories, namely administrative innovation and product innovation. Innovation is not just an indicator of success in the face of competition, but also a driver for organizations towards new dimensions of performance. Innovation plays a crucial role in all aspects of operations, systems, and work processes, making it an integral part of the learning culture (Suryana, 2013). (Suryana, 2013). The ability to innovate is one of the main characteristics of an entrepreneur (Larsen & Lewis, 2007). (Larsen & Lewis, 2007). Likewise with Cravens et al. (2009) emphasized the important role of creativity and innovation in the growth of organizational performance in the global market. Some previous studies show that innovation has a positive effect on business performance (Atalay et al., 2013; Hadiyati, 2011; Price et al., 2013). (Atalay et al., 2013; Hadiyati, 2011; Price et al., 2013; Rosenbusch et al., 2011; Rosli & Sidek, 2013).; Herlinawati & Machmud, 2020).

Schumpeter's view, as cited by Hagedoorn (1996), states that the long-term success of a company is highly dependent on innovation activities that are carried out

on an ongoing basis. Herlinawati & Machmud (2020) explained that the low level of innovation in a business can be an obstacle to the growth of the business. To prevent the negative impact of lack of innovation and low performance, businesses are required to continue to improve the indicators that are considered low by respondents. This can be done by increasing competitive advantage through innovation in product renewal, product uniqueness, and also product technology.

Innovation must be carried out through a process that involves several steps, such as identifying problems, evaluating alternatives, making decisions, and implementing innovations in real actions. (Cooper, 1998). This process, known as innovation diffusion according to Rogers (1995) is the spread of an innovation from the source of invention to the end users or adopters. Therefore, in the context of innovation, a company needs to develop a comprehensive innovation strategy. This strategy defines the company's innovation goals by explaining what to innovate and how to achieve it. (Riyadi & Sumardi, 2017).

A number of previous studies have been conducted to examine this aspect. Therefore, further studies are needed that can map the literature studies related to the topic. This study aims to investigate and map the development of business innovation literature in Indonesia. The approach used is the bibliometric method, and to map the metadata on related articles, VOS Viewer software is used.

The main objective of this study is to provide support to academics, researchers and practitioners in identifying potential untapped research areas, as well as providing guidance for further research exploration on business innovation in Indonesia. This process involved searching and organizing information related to article authors, article sources, article publishers, country or region of origin, and keywords used in the research. In addition, this research also aims to evaluate development trends in all these aspects. As such, this research is expected to provide a comprehensive insight into the landscape of business innovation literature in Indonesia, help fill knowledge gaps, and encourage further development in this field.

This study then consists of a research methodology section, analysis and results, findings and research mapping or clustering and also conclusions and recommendation section.

RESEARCH METHODOLOGY

This study uses bibliometric qualitative research methods using secondary data derived from various scientific publications from 1996 to November 14, 2023 with the theme of business innovation in Indonesia. Data collection was carried out by searching journals indexed in Scopus using the keyword 'Business Innovation in Indonesia'. 535 journals with related themes published from 1996 to November 14, 2023 were found. Meta-analysis was used as an approach to integrate findings from previous studies related to the topic of business innovation in Indonesia. Furthermore, to track and analyze the development of publications related to business innovation in Indonesia, the data was processed using VOSviewer software.

VOSviewer is a computer program that can be used to create and visualize bibliometric maps such as authors, keywords, journals, and more. It offers a viewer that allows bibliometric maps to be examined in detail. Furthermore, to build the map, VOSviewer uses the VOS mapping technique. VOS stands for visualization similarity (Rusydiana et al., 2021). Thus, the program can present maps built with the VOS mapping technique and maps resulting from the multidimensional scaling technique. This approach provides a comprehensive understanding of the trends, author contributions, and research focus in the domain of business innovation in Indonesia.

Several bibliometric studies related to economic topics have been conducted by several researchers, including Rusydiana (2021), Rusydiana et al. (2021), Srisusilawati et al. (2021), Izza & Rusydiana (2022), Uula et al. (2022), Maulida & Ali (2023), and Maulida & Rusydiana (2023). These studies reflect efforts to understand and analyze trends and contributions in economics through a bibliometric approach. Each of these studies may have a different focus, but together they provide rich insights into bibliometric research and knowledge development in the domain of economics.

RESULTS AND DISCUSSION

This research discusses "*Business Innovation in Indonesia*" by utilizing 538 publications of journal articles indexed in Scopus. Bibliometrics is a method used to measure and evaluate scientific performance by taking into account factors such as citations, patents, publications, and other more complex indicators. Bibliometric analysis is conducted to evaluate research activities, laboratories, and scientists, as well as the performance of countries and scientific specializations. Some of the steps in bibliometric analysis include identifying the background of the research, collecting the databases to be used, and determining the main indicators to be used in the research.

This section will deepen the meta-analysis results by showing a visual mapping chart depicting 535 journals related to "*Business Innovation in Indonesia*". In this research, mapping is done by analyzing keywords and important or unique terms contained in journal articles. Mapping is a process to identify knowledge elements, configurations, dynamics, dependencies, and interactions among these elements. The results of network visualization of 535 journals with the theme "*Business Innovation in Indonesia*" will be explained in more detail in the next section.

Bibliometric Author Mapping

Using bibliometric analysis using VOSviewer software, a mapping of authors contributing to the field of "*Business Innovation in Indonesia*" is obtained. The resulting image provides a visual representation of the mapping, the bigger and brighter the point marked in yellow, the more the number of journal publications related to the theme "*Business Innovation in Indonesia*" that have been published by that author.

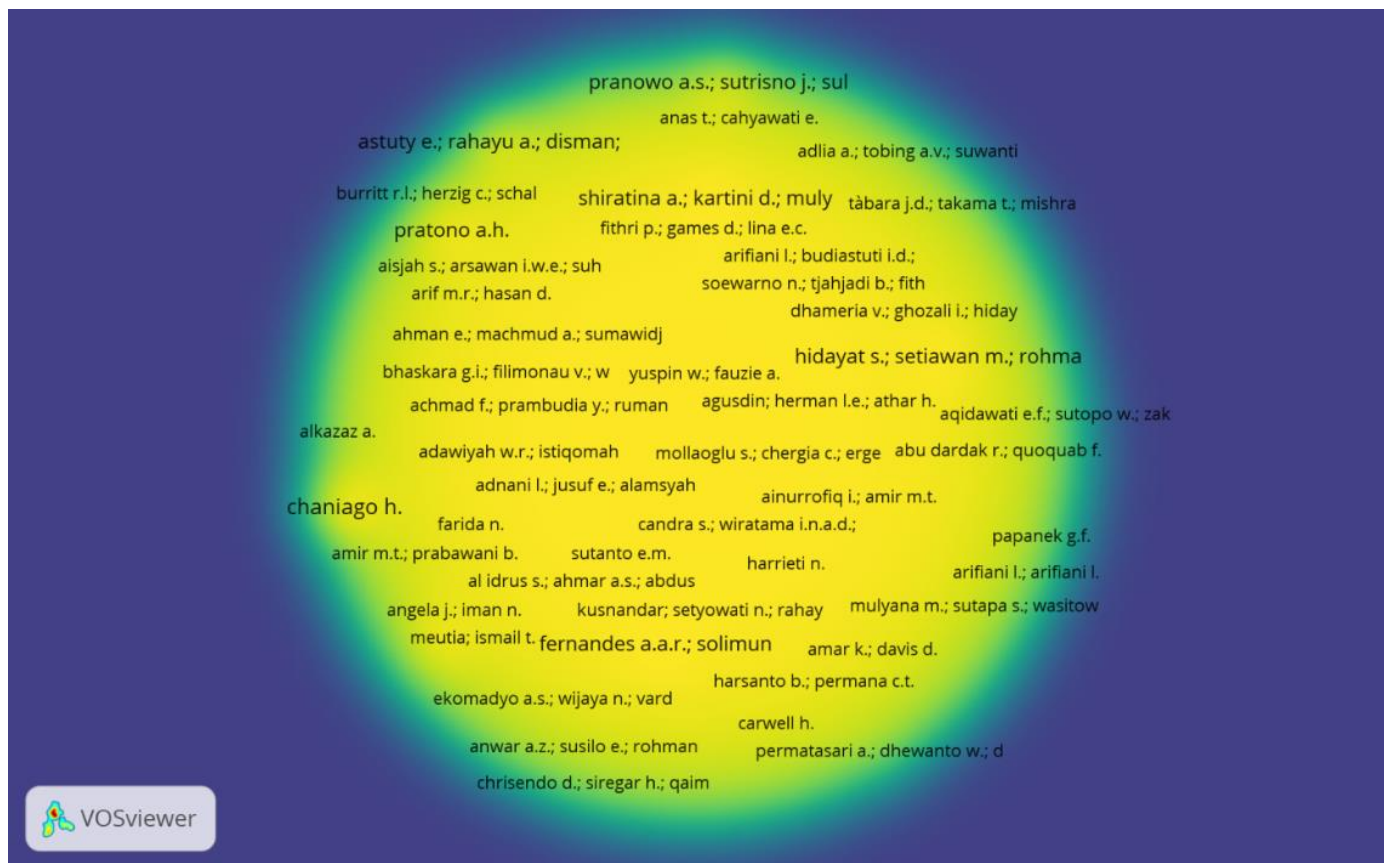


Figure 1. Author mapping

The figure above explains that the cluster density in the bibliometric map depends on the intensity of the yellow color shown. And the yellow color on the map depends on how many items are related to other items. For this reason, this section is very important to get an overview of the general structure of the bibliometric map that is considered important to analyze. From this, it is possible to identify the authors who publish the most works.

In general, each author or researcher has different tendencies in each publication of their work. On some occasions, an author appears as a single author, but on other occasions the author may co-author with other authors or researchers, so this will affect the cluster density and some clusters show different densities. However, authors who have a large enough cluster density identify that these authors have published the most research on the theme of "*Business Innovation in*

Indonesia", when compared to authors with lower cluster density, so the results found can be a reference for other researchers in the future. From the results of the analysis, it was found that the authors who published the most publications related to Social "*Business Innovation in Indonesia*" included Chaniago, H; Fernandes A.A.R.; Solimun; Hidayat S.; Setiawan M.; Rohman F.; Setiawan M.; Setiawan M.; Rohman F.; Hussein A.S.; Pratono A.H.; Shiratina A.; Kartini D.; Mulyana A.; Helmi A.; Suryana Y.; Astuty E.; Rahayu A.; Disman; Wibowo L.A.; and Pranowo A.S.; Sutrisno J.; Sulastiono P.; Siregar Z.M.E..

Research Map

The figure below describes the trend of keywords that appear in research on the theme "*Business Innovation in Indonesia*" and the larger shapes are the most used words in journal publications on the theme "*Business Innovation in Indonesia*".

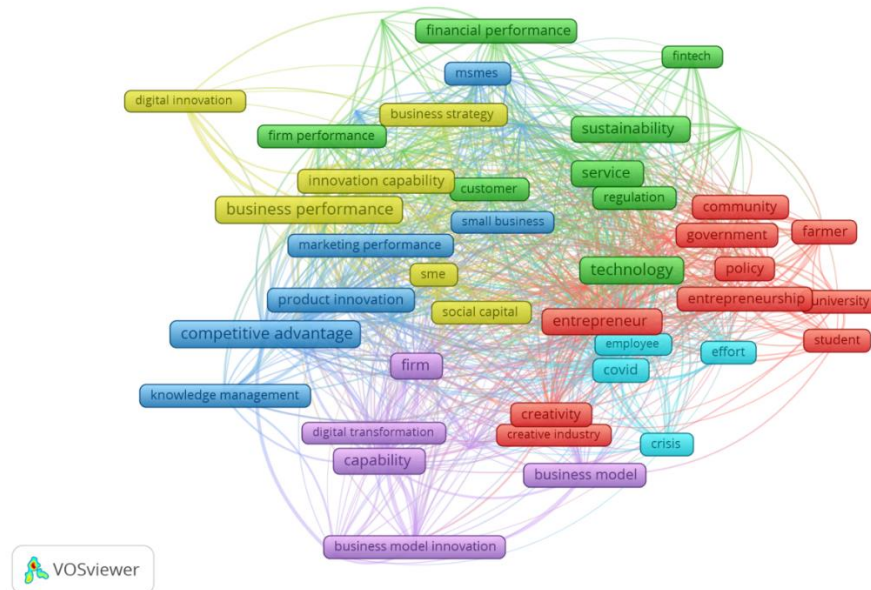


Figure 2. Research cluster

As for the mapping, the keywords that appear most in the publication "*Business Innovation in Indonesia*" include competitive advantage, creativity, business

performance, capability, technology, entrepreneur, covid, and sustainability, which are then divided into 6 clusters, as follows:

Table 1. Research cluster

Cluster	Keywords
Cluster 1 (15 items)	Collaboration, community, creative industry, creativity, economy, entrepreneur, entrepreneurship, farmer, government, market, opportunity, person, policy, student, university
Cluster 2 (13 items)	Customer, financial performance, fintech, firm performance, green innovation, innovativeness, quality, regulation, service, service innovation, sustainability, technological innovation, technology
Cluster 3 (11 items)	Competitive advantage, entrepreneurial orientation, knowledge management, market orientation, marketing performance, medium enterprise, msme, msmes, product innovation, small business, social medium
Cluster 4 (9)	Business performance, business strategy, business success, competitiveness, digital innovation, innovation capability, medium sized enterprise, sme, social capital
Cluster 5 (7)	Business model, business innovation, business model innovation, capability, digital transformation, dynamic capability, firm
Cluster 6 (6)	Covid, crisis, effort, employee, open innovation, pandemic

Research maps that can be created based on 6 *keyword mapping clusters*, namely:

Cluster 1: Empowering Creative Economies and Business Innovation in Indonesia

There is still little research on this topic, and research that is relevant to this topic includes [Ratna et al \(2021\)](#) discussing community empowerment through the creative economy as a disaster risk reduction strategy in Indonesia. The results showed that the concept of creative economy is a creative idea developed by humans

supported by the use of technology to produce innovative products and culture, has a regional image but is globally competitive and can ultimately provide value to the national economy. The intellectual actors covered are not only academics, but also include industry players, pioneers, figures of art, culture and science who play a role in providing creative ideas, innovation in the creative industry. The result is a triplex helix model in mitigating the impact of the covid19 disaster by

connecting intellectuals, businesses, and government in the creative economy structure.

Mohammad et al (2022) studied the empowerment of regional development with the quadruple helix creative industry model. The results showed that the lack of role of academic actors in Medan in research and knowledge production has increased the need for a network of academic actors to fill the gap; the government has not been able to play a role in providing funding support and incentives for creative industry businesses, especially in creating innovations. Synergies between actors in the implementation of the quadruple helix have not been well utilized, even in the case of the Medan City Government, which should be the main source of information on social media for the city's creative sector. Following up on these findings, the quadruple helix creative industry model is applied as an innovation model to support the regional economy of Medan city.

Maksum et al (2020) discussed the social enterprise approach in empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia. This research concludes that the implementation of social entrepreneurship policies through the Iptekda LIPI program has several fundamental implications that require a multidisciplinary approach from the perspectives of anthropology and sociology. To facilitate better integration between social mission and business objectives as two sides of the same coin, the implementation of social entrepreneurship policy should be localized to the cultural roots of Indonesian regions.

Hidayat & Asmara (2017) studied the creative industry in supporting economic growth in Indonesia. The Creative Industry is one of the most influential economic sources in the world in the 2000 era. It was introduced by John Howkins where economic growth depends on new ideas. This concept answers the problems of an industry-based economy and has shifted from an industrial economy (manufacturing) to a creative economy (intellectuals as the main asset). Many creative sectors are encouraged to complement the national economy in Indonesia. In this case, the perspective of the regional innovation system is also important to understand what kind of creative industry is expected by the Government of Indonesia. Innovation and creative economy are two terms that cannot be separated from each other. The research concluded that creative industries and innovation are interconnected with each other at a conceptual level. In practice, both are aimed at supporting the growth of the national economy in Indonesia.

Novani et al (2023) discussed empowering the digital creative ecosystem using problem structuring methods and service science perspectives. The digital creative economy in Indonesia has the potential to grow rapidly due to its large and skilled population. Although Indonesia has set a goal to make Indonesia the largest digital economy in ASEAN by 2020 in 2016, the complexity of stakeholder interactions has become a major obstacle. Fostering a healthy business ecosystem and collaboration between stakeholders is difficult to achieve due to a lack of funding, human resources and trust. This research develops a feasible action plan model for "should-be" and "as-is" to improve shared value creation interactions among stakeholders.

Cluster 2: Sustainable Firm Performance and Business Innovation in Indonesia

There are quite a lot of research on the topic, among the relevant research is Hamdani & Wirawan (2012) discussing the implementation of open innovation to sustain Indonesian SMEs. Small and Medium Enterprises (SMEs) in Indonesia play an important role in social and economic growth, due to the large number of industries, GDP contribution, and number of jobs. The characteristics of SMEs are more agile and adaptable, enabling them to survive and improve their performance during the economic crisis compared to large enterprises. However, intensifying business competition, especially against large and modern competitors, puts SMEs in a vulnerable position. Sustainable SME development is an important step to strengthen and sustain the Indonesian economy. Based on previous research, the factors that influence the success of Indonesian SMEs are marketing, technology, access to capital and the quality of human resources. Unfortunately, all of these factors are still a problem in Indonesian SMEs.

Putri & Soewarno (2020) analyzed the mediating effects of green product innovation and green process innovation on the relationship between EMA (Environmental Management Accounting) and company performance in Indonesia. The empirical findings show the following results. First, Environmental Management Accounting (EMA) has no significant effect on firm performance. Environmental Management Accounting (EMA) has a positive and significant effect on green product innovation. Environmental Management Accounting (EMA) has a positive and significant effect on green process innovation. Green product innovation has a positive and significant effect on firm performance. Green process innovation has a positive and significant effect on firm

performance. Green product innovation can mediate the effect of Environmental Management Accounting (EMA) on firm performance. And finally, green process innovation can mediate the effect of Environmental Management Accounting (EMA) on firm performance.

Julison et al (2017) examined the factors that influence innovation performance in large contracting companies, and the impact of innovation performance on company performance. The results of this study concluded that driving factors and internal factors have a positive effect on innovation performance, while external factors have a negative effect, the influence of internal factors and driving factors is almost equal in magnitude, and innovation performance affects the company's sustainable competitive advantage through project performance, company competitiveness performance and company competitive advantage.

Other studies include Novitasari & Agustia (2021) explaining green supply chain management and company performance; Widya-Hasuti et al (2018) explaining the role of process innovation between company-specific capabilities and sustainable innovation in SMEs; Ismanu & Kusmintarti (2019) explaining innovation and firm performance of small and medium enterprises; Danarahmanto et al (2020) examining the sustainable performance of digital start-up companies based on customer participation, innovation, and business models; and Husnaini & Tjahjadi (2021) examining the effect of quality management on green innovation, as measured by green process innovation and green product innovation.

Cluster 3: Enhancing Competitive Advantage and Business Innovation in Indonesia

Wibisono et al (2023) formulated a development strategy for the tourism industry in Indonesia aimed at achieving competitive advantage. The research findings show that the strategy considered most important and feasible to achieve Green Competitive Advantage (GCA) in the Hospitality Industry is to foster, improve literacy/understanding, and raise awareness of GCA among all hotel management personnel. This strategy aims to increase the commitment and engagement of hotel management in implementing green and sustainable business practices. The most important factor in achieving GCA in hospitality industry companies is Dynamic Managerial Capability, followed by government policy, innovation capability, and environmental capability. The main actors that contribute to the realization of GCA are the government, society, company leaders, and associations.

Hendayana et al (2019) examined the effect of innovation on the competitiveness of the creative industry in the craft sector in Indonesia. This study concluded that innovation has a significant positive effect on the competitiveness of SMEs. It also shows that innovation is an important factor that can improve competitiveness. Companies that are able to innovate appropriately will be able to compete with other companies. Prabowo et al (2021) found out the role of dynamic capabilities on the sustainable competitive advantage of small businesses in Palembang Indonesia during the Covid-19 pandemic. The results showed a positive and significant effect on the use of dynamic capabilities to determine sustainable competitive advantage through entrepreneurial marketing as a mediator variable for small businesses in Palembang city.

Herlinawati & Machmud (2020) analyzed the effect of innovation on improving the business performance of SMEs in Indonesia. This study concluded that Innovation in Small and Medium Enterprises (SMEs) in the manufacturing sector in West Java, Indonesia tends to be low, as well as the achievement of business performance at a level that tends to be low. Innovation has a positive influence on business performance. Innovation can explain the variation that occurs in business performance according to the research model. Low levels of innovation and low business performance, if left unaddressed, will hinder the development of SMEs, with the chance that SMEs will grow more slowly and have less competitive advantage. To prevent the adverse effects of low innovation and business performance, SMEs should continue to improve the indicators that respondents consider low, by increasing competitive advantage in product renewal, product uniqueness, and technology renewal. Resource utilization and inventory control with business partners are important in effectiveness and efficiency efforts. Likewise in product distribution by utilizing offline and online media.

Other relevant research includes Nuryakin (2018) explaining the key to successful marketing performance of batik SMEs in Indonesia; Meutia (2013) examines increasing competitive advantage and business performance through business network development, business environment adaptation and innovation creativity; Lestari et al (2020) examine the antecedents and consequences of innovation and business strategy on SME performance and competitive advantage; Hidayat & Hendrix (2018) discuss the creation of competitive advantage strategies through innovation, entrepreneurship and market orientation; and Sulistyio &

[Ayuni \(2020\)](#) discuss the role of innovation capability, entrepreneurial orientation, and social capital in SMEs.

Cluster 4: Optimizing Business Performance and Business Innovation in Indonesia

Research on this topic is still quite limited, and among the relevant studies, [Purnomo et al \(2018\)](#) explain the effect of business partnerships and innovation management on the business performance of multiplay provider business units in Indonesia. The results showed that business partnerships and innovation management had an effect on business performance. Innovation management has a greater impact than business partnerships in improving the business performance of multiplay service provider Business Units in Indonesia. The implication of this research is the importance of continuous innovation management development by the management of multiplay service provider Business Units in Indonesia as a critical effort in improving business performance.

[Susanto et al \(2022\)](#) explained the strategy of optimizing company performance and competitive advantage of remanufactured products through quality, innovation, and supply chain management. The results showed that product quality had a positive and significant effect on company performance on Reman products; product innovation had no effect on company performance because the company did not make too many innovation efforts to improve performance. Supply chain management practices have a positive effect on company performance for Reman products. Supply chain response has no positive and significant effect on firm performance, supply chain strategy has no significant positive effect on competitive advantage, competitive advantage has a significant positive effect on firm performance. Product innovation has no effect on company performance because the company does not make too many innovation efforts to improve performance. Supply chain management practices have a positive effect on company performance on Reman products. Supply chain responsiveness has no positive and significant effect on firm performance, and supply chain strategy has no significant positive effect on competitive advantage; competitive advantage has a significant positive effect on firm performance. Supply chain responsiveness has no positive and significant effect on firm performance, and supply chain strategy has no significant positive effect on competitive advantage; competitive advantage has a significant positive effect on firm performance.

[Menne et al \(2022\)](#) analyzed the financial performance of SMEs from an Islamic economic

perspective and analyzed the effect of using Islamic fintech on the financial performance and sustainability of MSMEs as well as strengthening human resource capacity, business diversification, business productivity, and product marketing to improve financial performance and business sustainability of MSMEs. The results showed that human resource capacity and business diversification affected the financial performance of SMEs by 41.8%. Islamic fintech, human resource capacity, business diversification, business productivity, and financial performance have a positive effect on SME business sustainability with a coefficient of determination of 65.9%. This study recommends SME business management based on the utilization of Islamic fintech in supporting SME business sustainability in Makassar, Indonesia.

[Putra et al \(2020\)](#) found out the direct effect of entrepreneurial orientation and transformational leadership on organizational performance and its indirect effect with innovation mediation. The managerial or practical implications of this research are to provide a better understanding, provide advice to organizations in maximizing and optimizing their intangible resources with respect to entrepreneurial orientation, and encourage activities related to innovation to improve their organizational performance, especially in the context and specific business model of state-owned enterprises. In addition, the organization needs to encourage transformational leadership among its leaders to enhance innovation-related activities.

Cluster 5: Digital Transformation and Business Innovation in Indonesia

Research that examines specifically related to this topic is still quite limited, among the relevant studies are [Syah & Noviaristanti \(2022\)](#) discussing the effect of digital transformation strategies consisting of customers, competition, data and innovation on the sustainability of MSME businesses in Indonesia. The results of this study indicate that customers, competition, innovation, and data each affect the sustainability of MSME businesses in Indonesia. The coefficient of determination shows that customers, competition, data and innovation together affect business sustainability by 72.9% while the remaining 27.1% is influenced by other variables. The t test results show that customers, competition, data and innovation have a significant effect on business sustainability.

[Adisaksana \(2022\)](#) analyzed the effect of digital transformation, business innovation models, and creativity on the performance of MSMEs with competitive advantage as an intervening variable. The

results concluded that there was no influence between digital transformation variables on performance. There is a significant positive influence between digital transformation variables on competitive advantage. There is a significant positive influence between competitive advantage variables on performance. There is a significant positive influence between creativity variables on performance. There is a significant positive influence between creativity variables on competitive advantage. There is a significant positive influence between business innovation model variables on performance. There is no influence between creativity variables on competitive advantage. There is a significant positive influence between the influence variable of digital transformation on performance mediated by competitive advantage. There is no influence between the variable influence of the business innovation model on performance mediated by competitive advantage. There is a significant positive influence between variables. The effect of creativity on performance is mediated by competitive advantage.

Ganawati et al (2021) discussed the implications of technical data in improving Human Resources (HR) for organizations in Indonesia. The results found that digital transformation is able to strengthen the relationship between the influence of intellectual capital and organizational learning on the business performance of medium-sized companies. In addition, this study emphasizes the importance of not only having high intellectual capital but also utilizing effective organizational learning and embracing digital transformation to improve the performance of medium-sized enterprises in a challenging business environment.

Cluster 6: Covid-19 and Business Innovation in Indonesia

Hidayati & Rachman (2021) explained the Indonesian Government's policies and SME business strategies during the Covid-19 pandemic. The results showed that the Indonesian Government has responded to this pandemic by issuing several policies related to SMEs. There are several policies issued regarding Micro and SME businesses. The policies are broken down into five schemes namely Social support, SME tax incentives, credit restructuring and relaxation, working capital support stimulus and Cooperation with State-Owned Enterprises as off-takers of SME products. On the other hand, there are several SME business strategies in adjusting to the Covid-19 pandemic in Indonesia. These strategies are Product innovation, Customer and stakeholder relationship management, Digital marketing and distribution, and Strategic agility.

Anggadwita et al (2021) identified the role of technological capabilities and innovation on the resilience of Micro, Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic. The results showed that technological capabilities and innovation have a positive and significant effect on the resilience of MSME businesses during the Covid-19 pandemic. In addition, innovation capability also proved to play an important role as a mediator of the relationship between technological capability and business resilience. This research emphasizes the importance of the concept of business resilience and the improvement of technological capabilities and innovation of MSMEs in facing the Covid-19 pandemic.

Rumanti et al (2022) outline the intrinsic factors of innovation capabilities, as well as the influence of open innovation on organizational efforts, namely how SMEs achieve optimal performance during the COVID-19 pandemic. Today's business environment requires every organization or company to achieve optimal performance and maintain it. Innovation capabilities and open innovation practices play an important role in improving organizational performance. However, their role in improving the performance of Small and Medium Enterprises (SMEs), especially during the COVID-19 pandemic, still needs to be further identified. The results show that in batik SMEs, the ability to innovate and open innovation, especially open entry innovation, can facilitate greater organizational performance. Therefore, batik SMEs will benefit from initiatives and opportunities that enhance their capabilities in open innovation.

Charina et al (2022) examined the impact of sustainability education programs implemented and explored open innovations suitable for the sustainability of small industries in developing countries, such as Indonesia, after the pandemic. The results revealed that continuing education programs through hands-on learning and practice activities provided valuable knowledge and experience for small industries in designing economic, social, and environmental innovations. Post-pandemic open innovations suitable for small industries in Indonesia include simple business digitalization for the economic growth of the company, recruitment of people who have lost their jobs due to the pandemic to achieve social benefits, and innovation in the use of environmentally friendly packaging and charcoal briquette fuel as an environmentally friendly awareness effort. Mujanah et al (2022) discussed critical thinking and creativity of MSMEs in improving business performance during the Covid-19 pandemic. The results

showed that a substantial impact on the performance of MSMEs in Indonesia was associated with critical thinking and innovation, in accordance with the research findings.

CONCLUSION

This study aims to determine the extent of the development of research on the theme of "Business Innovation in Indonesia" in the world. The results of the study show that the number of research publications related to "Business Innovation in Indonesia" there are 535 Scopus indexed journal articles. Furthermore, based on the results of the analysis on bibliometric author mapping, it shows that Chaniago, H; Fernandes A.A.R.; Solimun; Hidayat S.; Setiawan M.; Rohman F.; Hussein A.S.; Pratono A.H.; Shiratina A.; Kartini D.; Mulyana A.; Helmi A.; Suryana; Hussein A.S.; Pratono A.H.; Shiratina A.; Kartini D.; Mulyana A.; Helmi A.; Suryana Y.; Astuty E.; Rahayu A.; Disman; Wibowo L.A.; and Pranowo A.S.; Sutrisno J.; Sulastiono P.; Siregar Z.M.E are the authors who published the most on the theme of "Business Innovation in Indonesia". Furthermore, in the development of research related to "Business Innovation in Indonesia" based on bibliometric keyword mapping, it is divided into 6 clusters with the most used words being competitive advantage, creativity, business performance, capability, technology, entrepreneur, covid, and sustainability. Based on frequently used keywords, it can then be grouped into 6 research map clusters with topics that discuss Empowering Creative Economies and Business Innovation in Indonesia, Sustainable Firm Performance and Business Innovation in Indonesia, Enhancing Competitive Advantage and Business Innovation in Indonesia, Optimizing Business Performance and Business Innovation in Indonesia, Digital Transformation and Business Innovation in Indonesia and Covid-19 and Business Innovation in Indonesia.

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