

Pengaruh Pelatihan *Mental Imagery* Terhadap *Creative Task Performance*

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Abstrak. *Creative task performance* sangat diperlukan dalam meraih keunggulan kompetitif perusahaan yang dapat ditingkatkan melalui stimulasi *mental imagery* dengan memperhatikan penggunaan *cognitive strategy visual imagery* atau *abstract store*. Apabila digunakan salah satu strategi yang dominan, maka dapat membantu mempercepat produksi ide melalui pengalaman yang tersimpan di dalam *memory*. Penelitian ini bertujuan untuk memperoleh gambaran tentang pengaruh pelatihan *mental imagery* terhadap *creative task performance*. Penelitian ini dibagi kedalam tiga kelompok, yaitu latihan dengan *cognitive strategy* yang sesuai (E1), latihan dengan *cognitive strategy* yang tidak sesuai (E2), dan tidak diberi latihan (K). Penelitian ini menggunakan *maze game* yang diklasifikasikan berdasarkan bentuk petunjuk yang mewakili salah satu *cognitive strategy* serta melibatkan 42 orang karyawan PT. ABC. *Creative task performance* diukur dengan *alternate uses test* khususnya aspek berpikir kreatif dan *key performance indicator* untuk aspek *creative performance*. Hasilnya menunjukkan, bahwa terjadi peningkatan kemampuan berpikir kreatif dan *creative performance* untuk kelompok E1. Menariknya kelompok E2 terjadi penurunan kemampuan berpikir kreatif dan *creative performance* sedangkan kelompok K tidak terjadi perubahan. Meskipun demikian, hanya sedikit kontribusi pelatihan terhadap *creative performance*, namun berhasil membedakan kemampuan antarkelompok. Studi ini menyarankan bahwa latihan *mental imagery* dapat meningkatkan *creative task performance* hanya jika menggunakan *cognitive strategy* yang sesuai.

Keyword: *Mental imagery, cognitive strategy, creative task performance, berpikir kreatif, creative performance*

Abstract. *Creative task performance* is necessary to obtain competitive advantage for a company. It can be improved through *mental imagery* stimulation by observing *visual imagery cognitive strategy* or *abstract store applications*. Either strategy will improve idea production through stored memory and experience. The purpose of this research is to describe the influence of *mental imagery* training towards *creative task performance*. This research measured in three *cognitive strategy* training groups: suitable *cognitive strategy* training group (E1), unsuitable *cognitive strategy* training group (E2), and untrained group (K). This research used a *maze game* classified according to in-game directions representing one of the *cognitive strategies*, taken by 42 PT. ABC's employees. *Creative task performance* was measured using *Alternate Uses Test* and *Key Performance Indicator* specialized in creative thinking aspect and *creative performance* respectively. The result shows improvement in creative thinking and performance for E1. Remarkably, E2 experienced decline in creative thinking and creative performance while K did not have any changes. While the training contribution towards *creative performance* was little, the difference between each group abilities were apparent. This study suggests that training with *mental imagery* can improve *creative task performance* only if using the suitable *cognitive strategy*.

Keyword: *Mental imagery, cognitive strategy, creative task performance, creative thinking, creative performance*