

QR Code: Sebuah Inovasi Ekonomi yang Disruptif = QR Code: An Economically Disruptive Innovation

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Abstrak

Inovasi disruptif merupakan inovasi yang membawa perubahan terhadap sistem yang sebelumnya dan bahkan dapat menjadi sebuah ancaman terhadap incumbent. Kode Quick Response, atau kode QR, telah digunakan untuk beberapa fungsi, seperti pemasaran, industri hospitality, dan pembayaran mobile, serta dapat dianggap sebagai inovasi disruptif.

.....Disruptive innovations are described as innovations that change how things used to work, and may even pose a threat towards incumbents, or firms that currently exist in the industry. Quick Response codes or more widely known as QR codes, have been utilised for many functions lately, such as marketing, hospitality, and mobile payments and can be said to be a disruptive innovation.