

**INCUBATION OF CREATIVE INDUSTRY AND INFORMATION TECHNOLOGY BUSINESS
BASED ON STIKUBANK UNIVERSITY
(CASE STUDY OF SBS INCUBATOR STIKUBANK UNIVERSITY)**

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ABSTRACT

Entrepreneurial learning is now no longer talking about only a theory, but it is also required to implement a business plan that has been established during the learning. This change demands the learning delivered theoretically, ideally making learning methodology become more dependent on the reality today. One of the effort is the establishment of student entrepreneurship incubator on campus. Stikubank University IbK as the recipient of grants from the Ministry of Research, Technology and Higher Education has the opportunity to implement the establishment of a business incubator. This incubator integrated with entrepreneurship curriculum development managed by P2BK. Science and technology program for Entrepreneurship (IbK) is a program that aims to create a new independent entrepreneurs. This is one of an effort to create a new entrepreneurs who will not to be a job seekers but instead of it became the creator of the work (job creators). IbK program at the Stikubank University implemented in the form of entrepreneurship training, business initiation, business proposal competition. Training is conducted to provide entrepreneurial knowledge, encourage the growth of entrepreneurship motivation, increase understanding of management (human resources, production, finance and marketing) and create a business plan. Business initiation encourage students to be more vibrant in the form of entrepreneurship by providing capital and business assistance (mentoring). Business proposal competition gives students the opportunity to explore reviews their entrepreneurial abilities. In the 2016, the number of IbK's tenants are 20 students. Tenant comes from PKM of participants as well as students who already possessed of business or who do not have a business as well as alumni. There are five tenants has been able to implement a business proposal that has been prepared and already has its own representative business space. The fifth tenant is Krishna Dewangga with Horny Cupcakes Apparel business, Sasi Syifaurohmi Batik_Que Mangrove business, Ainun Najib business Waste Applications Sokline, Deni Nur Setiawan with House of Design and Septian Eka Cahya with Glass Mug Press OB business.

Keywords: incubator, IbK, job seeker, job creators, initiation, mentoring, tenant.

INTRODUCTION

Stikubank University has launched itself as an *Entrepreneurial University* which is becoming the first and only one in Central Java. It is not out from the Stikubank University's vision that in 2028 became the excellent university and has global competitiveness based on information and communications technology (ICT) and entrepreneurship. In an effort to realize this vision, the university needs to build synergy between the academic and the social world in order to embed entrepreneurship mental to students as an added value to the alumnae.

As a commitment being an *Entrepreneurial University*, Stikubank University have an obligation to integrate values and entrepreneurial experience in real world into the academic atmosphere. The values of entrepreneurship is no longer as an added value but be part of a structured learning experiences during the lectures. Each student was given entrepreneurial learning are well-coordinated in the curriculum starting in the second half until the fourth semester. In the second semester students are given material about how to begin to think creatively, take action and risk. Later in the third semester students are given material about leadership, ethics in business and how to market it. While in the fourth semester students are given materials on marketing, finance and financing and business plans. In the fifth semester students are expected to gain initial experience in

business through the implementation of their business ideas each. Monitoring and evaluation activities carried out in 6th and 7th semester through consultation and assistance.

Stikubank University has established a Center for Business Development & Cooperation (P2BK) in charge of coordinating all activities of entrepreneurial learning involving internal and external parties. P2BK actively involving lecturer who have commitment as entrepreneurial mentoring to accompany / mentoring and facilitating student learning entrepreneurship. The entire entrepreneurial activity in Stikubank University accommodated in one centralized place at the university level as well as to maintain the quality and sustainability of entrepreneurial programs for each student.

Obstacles often arise because the gap between the academic world to the business world began to look for a solution through synergies and consolidation between associations and practitioners of the business world. At the university level, synergies and consolidation implemented in the form of a strong cooperation with the Chamber of Commerce and Industry (Kadin) Central Java Province, Social Entrepreneurship Association of Indonesia (AKSI), and Central Java's leading community based mentoring for micro and small entrepreneur, such as Jaringan Rumah USAHA (JRU) and *Success Community* (SC). The cooperation is not just a *Memorandum of Understanding* (MoU), however these institution actually becomes part of entrepreneurial learning activity through designing of curriculum that inclusive and integrative, assistance of curriculum implementation, until facilitate mentoring session to the student's startup business. This effort was taken as part of the implementation of the grand concept of Stikubank University spawned embryos as young entrepreneurs as the implementation of slogan an *Entrepreneurial University* with a base of information and communication technology.

Pioneering development of entrepreneurship in Stikubank University begins with the establishment of the Special Unit in charge of the process of cooperation with external parties for entrepreneurship. The UPT named Center for Development and Cooperation (P2BK). In the first year of establishment, Unit focuses on developing an effective model of entrepreneurial learning to realize the integration between curriculum with entrepreneurial practices. The development of this model begins under guidance of Labor Productivity Development Center (BP2TK) Central Java Province. In the second year until today, P2BK undertake institutional development institutions and cooperation with the community of entrepreneurial assistance Jaringan Rumah USAHA (JRU). The pattern of institutional strengthening institutional cooperation is able to align the needs of the practical and the academic world. One indicator was the election of Stikubank University for a grant-Work Integrated Learning Program (PBBT) in 2012, 2013 and 2014. In the final grant evaluation of the program, assessor from DGHE and partner SMEs indicated that mentoring and development program at Stikubank University able to reconcile between the campus and the business world in fact. These implementations are enriched with experience of competition both internally and externally. Recognition of long efforts of the University Stikubank to be an *Entrepreneurial University* comes from the Chamber of Commerce and Industry (Kadin) Central Java Province, HIPMI Semarang City and Province Central Java, Department of Cooperatives and SMEs in Central Java Province, the Ministry of Cooperatives and SMEs of the Republic of Indonesia, Central Java Provincial Social Service, Office of Industry and Trade of Central Java and Kopertis Region VI Central Java Province.

Based on the results of discussions with students taking the entrepreneurship competency program and consignee of entrepreneurial facilitation from internal and external parties, there are several obstacles faced by students. Many students still have motivation to be job seekers rather than job creators. They follow the entrepreneurial guidance only as a sideline activity. Their mentoring session also still in narrow time because their time completed only for regular class. Its affect their product lack of innovation and development. If they invest more time in business, they risk their study period, GPA, and causing their tuition fee bigger. So, the conclusion is the student's business proposal is still on paper or creative idea, not in startup business.

For that reason, improvement entrepreneurial learning method for students to be done in an integrated manner taking into account the four elements, namely technological innovation, scientific competence, business prospects in the future and learn the business management of commercial scale (small scale towards the medium). With the implementation of an integrated concept is expected to obtain a picture of the potential for business development in the future in a rational and scientific, so that the stability and persistence of students/alumni are increasing and the success rate of students are expected to be higher. The program science and technology for Entrepreneurship (IbK) can be used as a means to help the achievement of this.

Potential and Economic Value Products Students Pioneering New Business

Based on the existing requirement of IbK, students that recruited to be tenant are 20 students. IbK's tenant comes from participants of students business proposal competition (PKM) as well as students or alumni who already have a business. IbK's tenant in this first year (2016) are Cappucino Cincau (food), Dooit Design

(IT), House of Design (IT), Chicken Livestock (services), Junxtion Apparel (clothing), Horny Cupcakes Apparel (clothing), Batik_Que Mangrove (clothing), Godhong Gedhang Angkringan (food), Cakar Mangap (food), Waste Application Sokline (IT), Porkpie Clothing (clothing), Glass Mug Press OB (IT), KY'S Shop (clothing), Nusantara Ice Cream (food), Fresh Pudding (food), E-Magz DeMode (IT), Mbah Cilik Chips (food), Jengkol Chips (food), Ayune Hijab (clothing), Vivis Store (clothing).

Based on data from students who have been recruited as a tenant, the new venture is still a pioneering small/micro enterprise can be categorized on:

- a. Clothing; which is public elementary needs that potential to be developed and expanded into a business product which has a unique value and design excellence to sell in broader market.
- b. Food; which is processed form of an agriculture products that potential to be developed with unique added value.
- c. Services; which is form for products that using technology to doing business having potential to develop in same form through business diversification.
- d. Information technology; which is usage of computer technology for advertising and promotional item production such as MMT and others.

Management Readiness, University Facilities and Institutionalization toward Entrepreneurship

Stikubank University currently has several institutions and facilities to train and support student entrepreneurship appropriate according competencies of each student, i.e. Center for Business Development & Cooperation (P2BK) is an institution that their main task are fostering and developing human resources, especially students to have the knowledge, insight and experience of basic entrepreneurship as an effort towards *Entrepreneurial University* and Incubator SBS (Semai Business Success) is provided to students as support *product launch*, promotion and marketing of products mahasiswa.

TARGET AND OUTCOMES

Target or outcomes of IbK program at Stikubank University in the first year is growing 20 new entrepreneurs, expanding 5 new independent entrepreneurs, and get in on the proceedings of the international seminar. All the facilities and infrastructure to achieve the targets and outcomes have been cultivated to the optimum.

METHODS OF IMPLEMENTATION

IbK's implementation at the Stikubank University in line with the college's commitment to be "*IT-Based Entrepreneurial University*". IbK programs serve as an advanced strategy for the integration of entrepreneurship education when students reached the final step on 5th semester. IbK Program is a medium to implement the proposal and a business plan and entrepreneurial knowledge that has been gained during the four semesters.

Tenant Recruitment Patterns of IbK's Participants

Tenant recruitment patterns implemented using analysis and observations orientation related to the commitment of the prospective tenant. This is chosen to improve the success rate of business incubation. Prospective tenants that recruited are also part of the academicians of the Stikubank University either still active as students or those who have status as an alumnus. IbK recruitment in the system using a network of students and alumni of the Stikubank University who have a great desire to become entrepreneurs and are willing to undergo the selection process organized by the manager P2BK. Recruitment system is supported by the database system entrepreneurial students and alumni that is owned by P2BK. The system consists of facilitation of students receiving grants from Kopertis PMW, GKN of the Ministry of Cooperatives (Kemenkop), as well as students participating in PBBT (Work Integrated Learning Program), CIMB Niaga, DINPORA, as well as students who are pioneering business.

Recruitment system begins by determining criteria for prospective tenants, then continued socialization and registration of prospective tenants, April 19 - May 9, 2016 with the administrative requirements: students D3 & S1 of at least 2nd semester or alumnus, bring a copy of KTM and ID card, bring the business profile of individual / group and photos of products, complete the registration form. Limit the collection of files dated May 10, 2016. Technical meeting held on May 10, 2016. The selection was made on May 14, 2016 through a

personality test, creativity tests, and interviews, as well as the training continued with the development of character.

Approach Method

As a new business incubator whose started its first year, the management strongly believes if the formation of character and mentality is a fundamental basis, first and foremost. For that, incubation models do more task oriented to the formation of character and mentality so tenants will be able to grow into a formidable entrepreneurial and have a high adversity intelligence. Deepening superior character and mentality is what we have implemented through a series of training, consulting, business visits, and field observations. The result of this is to be combined with entrepreneurial competence already they can during the regular learning. The entire tenant've got business with the proposal of making standardization based on PKM guidance that each year become an annual agenda for Kemenristekdikti.

In the first year of operations IbK we've been doing character development training, managerial training, leadership training, visit SMEs, the initial visit to the tenant, as well as field observations as a form of direct consultation on the spot.

Preparation, Implementation and Evaluation IbK

Scope of IbK activities are divided into three stages, namely the determination of the tenants, preincubation, and incubation. Determination of tenants includes selection based on specialization to be entrepreneurs through interviews, the selection is based on the unified intelligence tests personality tests and tests of creativity, as well as the selection is based on selection of business proposals. Preincubation include character development, motivation and entrepreneurial insight, sharpening business ideas, as well as the selection of strategies and business activities. Incubation include the provision of business initiation, as well as the improvement of business management capabilities.

Number of tenants now are 20 people, every year is targeted to at least 5 people have been able to become an independent entrepreneur. To meet the quota of 20 people carried back into the database and look back reselection. To accelerate the tenants new recruits and recruits long held fasttrack training.

IbK Unit Development Plan in Next Years

Our development strategy is provide an explanation as early as possible, both to students and parents, about the purpose and benefits to their entrepreneurial programs. It provide direction to each companion/mentor involved in a more active and creative in providing guidance and assistance to students. The plan ahead is to prepare the students to face the entrepreneurial assistance program offered externally in the form of proposals and competitions capital funds. The strategy that can described as follow is adapted to the curriculum planning entrepreneurial activities organized by external parties, especially Kemenristekdikti program, and other stakeholders, conducting seminars, workshops or continuous training to counselors/mentors and students with the sources of external parties associated with entrepreneurship. It can be done perfectly when we establish wider cooperation, both with government agencies such as local city and province, as well as with relevant private organizations such as the association, banking, and others. Another strategic issue are media communication and coordination developed through such a social mobile sms gateway, social media, web-blogs, and others. For tenants to create competitive mental we can provide intensified course in the following programs entrepreneurship competition. Adding budget business development activities for students through internal and external funding are one of the critical steps, it can be solved by introduced to the general public regarding the success of the business activities of students through publications in various media.

COLLEGE ELIGIBILITY

Qualifying Executive Team IbK and Support of External Parties

The qualification of executive team, business mentor and trainers are mostly taken from the supervisor or entrepreneurship mentor and practitioners who already have businesses. With these qualifications they are expected to pass on his experience to students and also able to motivate students when facing problems in business.

With regard to the implementation of entrepreneurial activity, both internally and externally, Stikubank University get the support, cooperation and assistance from various parties, including the PT. Syariah Mandiri

Branch of Semarang, PT. Indotirta Jaya Abadi, Chamber of Commerce of Central Java, Central Java Kopertis Region VI, Kemenristekdikti, Bank Indonesia, Prudential Life Assurance, PT. Sinar Sosro Branch Central Java, Central Java Province, Central Java Provincial Social Service, Harvest House of Trade, Cooperatives and SMEs, HIPMI Branch of Central Java, Success Community, Polytechnic of Jember (Polije).

Organizational Structure of IbK Executive Team

Structurally handled directly by P2BK through entrepreneurial competence program that provides insight and basic knowledge of entrepreneurship. Meanwhile fostering the creativity of students is handled by the Office of Student Affairs to foster reasoning and creative ideas of students. Potential students with entrepreneurial insight and students with creative ideas need to be nurtured more significantly through Pioneering Entrepreneurial Incubator with IbK's program.

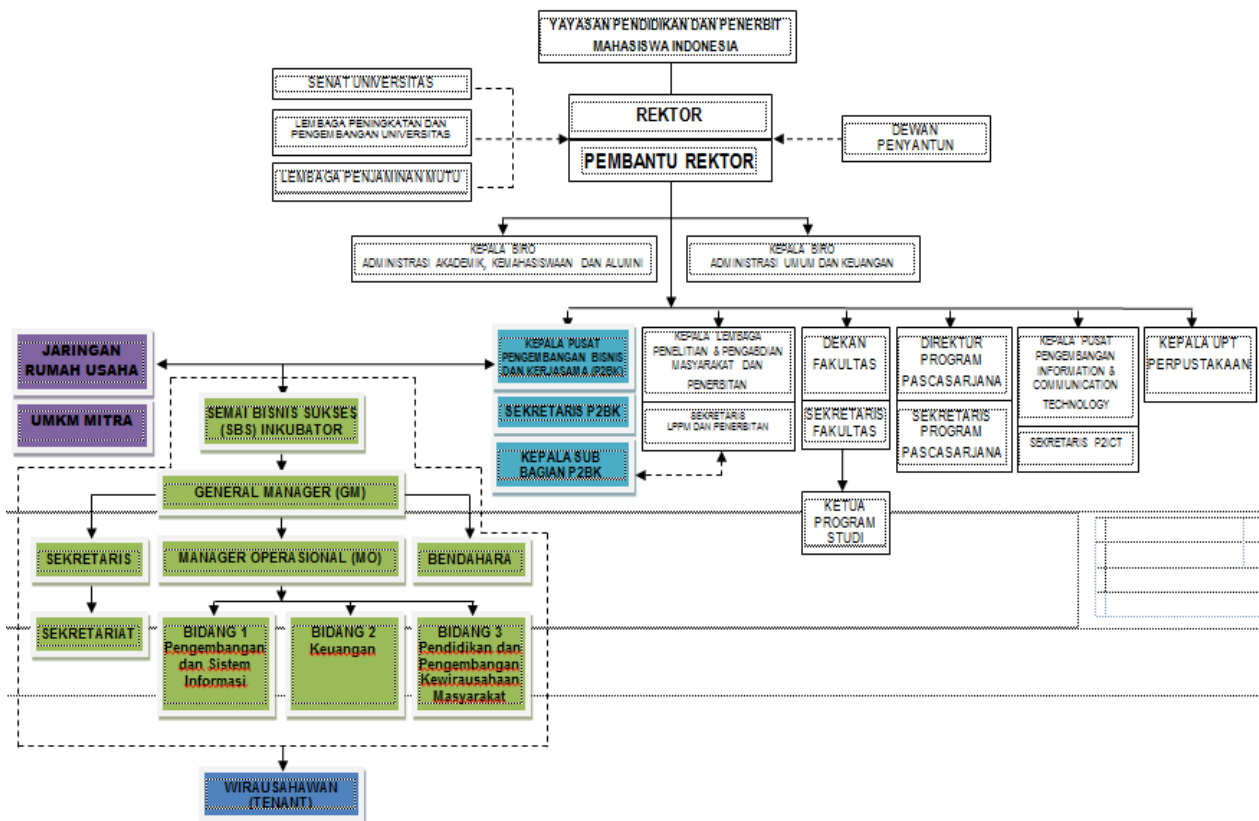


Figure 4.1. The Organizational Chart of IbK

IbK implementation structure collaborate with the operation of the Business Incubator Semai Sukses (SBS) Stikubank University so it is possible the cooperation and synergy.

Facilities Used in the Implementation of IbK

The basic facilities are used in the implementation of the IbK is a non-culinary showroom, a space for culinary business implementation, as well as a computer lab. Non-culinary showroom located on the 1st floor lobby area Campus Mugas with 5 x 3 m² with storage locker facility, glass cabinets, a desk and guest chairs, PCs, copiers Ricoh, as well as wi-fi connection campus. Space implementation culinary business is located on the front porch Mugas Campus with an area of 9 x 5 m² with a desk and chair visitors, a display of glass, freezer, refrigerator one door, engine cooling drinks (PT. Sinar Sosro), as well as wireless internet connection on wifi. id. The computer lab is located in the Kendeng Campus and Mugas Campus with an area of 4 x 4 m² with 24 units of PC computer facilities, LCD projector, tables and chairs laboratory standards, wireless internet connection from wifi.id. In addition some of the facilities at the university level as support entrepreneurial development activities that can be utilized include phone, fax, internet (hotspot) and others.

Resources Market Access, Bussiness and Technology

Stikubank University through the Center for Business Development & Cooperation (P2BK) which together with Jaringan RumahUSAHA (JRU) and SMEs Incubator Partners develop SBS (Semai Business Success) which is provided supporting the students for launching a product, promotion and product marketing students. Technology facilities provided by the university in the form of a computer laboratory facilities as well as wireless internet connection from wifi.id.

Reputation of Other Institution that Collaborate outside P2BK

As a college that has a value of excellence as a university-based entrepreneurship, Stikubank University has been established the cooperation both with various entrepreneurial community and governemntal organization. Some agencies are becoming strategic partners in the development of entrepreneurship at the Stikubank University:

- Bank Indonesia Regional Office V Central Java

The central bank institution in the Republic of Indonesia is one of the Board of Trustees of the University of Stikubank which provides assistance to the academic community in the world monetary, fiscal policy analysis, and the development of the real sector. Specifically to the development of the real sector, Stikubank University is one of the universities in Central Java, which is allocated the development of New Entrepreneurs Bank Indonesia (WuBI) significantly since 2012. The development of this program geared to prepare students as new entrepreneurs when it has completed a higher education model mentoring attached for 2 years.

- Chamber of Commerce & Industry (Kadin) Central Java Province

As an official agency business development, Chamber of Commerce of Central Java provides support to development of entrepreneurship at the Stikubank University through membership periodically Stikubank University on business competition Idemuda, public lectures entrepreneurial periodically by functionaries of the Chamber of Commerce of Central Java, and training cooperation mentoring entrepreneurship which regularly run by the Chamber of Commerce Central Java to the facilitators.

- Jaringan RumahUSAHA

Community assistance sustainable entrepreneurship is one of the social entrepreneurial community that is quite a place in the regional and national scene. This community regularly accompany the implementation of entrepreneurship at the University Stikubank through integration with the academic curriculum. Jaringan RumahUSAHA (JRU) is an active community become functionaries on Social Entrepreneurship Association of Indonesia (AKSI) headed by Prof. Rhenald Kasali. It also partnered with Indonesia Setara Foundation which is driven by family of Sandiaga Uno, and a strategic partner of Rumah Perubahan initiated by Prof. Rhenald Kasali.

ACHIEVEMENT

IbK's program implementation in the first year at the Stikubank University going well. The activities have been carried out well with major achievements is the formation of the mental attitude and the entrepreneurial character is tough and good. Methods of delivery of major achievements by organizing training, business consulting, and field observations felt quite effective to achieve the goal of IbK in the first year.

In addition to the primary outcomes or achievements of the above has made the recruitment process participants IbK tenant. The pattern that is done is to use a network of students and alumni of the Stikubank University who have a great desire to become entrepreneurs and are willing to undergo the selection process organized by the manager P2BK, IbK Executive Team, and Team of Incubator SBS. Recruitment system begins with the dissemination and promotion, administrative selection, to the selection interviews and business plan competition.

Recruitment system is supported by the database system entrepreneurial students and alumni that is owned by P2BK. The system consists of students receiving grants PMW facilitation of Kopertis, GKN of the Ministry of Cooperatives (Kemenkop), as well as facilitating more entrepreneurial competition.

The recruitment process was preceded by the process of entrepreneurial learning, a method of education / training for entrepreneurship as a case study of entrepreneurship to encourage the strengthening of entrepreneurship motivation, aptitude to create a business plan/feasibility study commercial scale and knowledge management (human resources, production, finance, marketing). This material is given by the

supervisor/mentor entrepreneurship as well as practitioners with a collaboration of outside parties such as the Chamber of Commerce, JRU, HIPMI, and others.

Model of education and training in addition to theoretical also provides field observations so that students can better understand the tenant candidates before starting the business. Then proceed with the business proposal competition, and entrepreneurship briefing from external parties (indoor/outdoor training) with C-Radio and Markplus.

The number of tenants IbK result of selection in the first 20 tenants are Dooit Design (IT), House of Design (IT), Cappuccino Cincau (food), Horny Cupcakes Apparel (clothing), Batik_Que Mangrove (clothing), Waste Applications Sokline (IT), Chips "Mbah Little" (food), Vivis Store (clothing), Ayune Hijab (clothing), Ice Cream Nusantara (food), Fresh Pudding (food), Godhong Gedhang Angkringan (food), Mug Glasses Press OB (IT), Junxtion Apparel (clothing), KY'S Shop (clothing), Livestock Chicken (services), Ceker Mangap (food), Porkpie Clothing (clothing), E-Magz DéModé (IT), Chips Jengkol (food).

Results achieved in addition has netted 20 tenants, stage or process that has been done is to identify problems IBK with a visit to some of the tenants filed in the proposal, including the Keep In Clean, Design House, Es Cane, Copy Ainun Najib, Batik_Que Mangrove, Horny Cupcakes Apparel, Dooit Design, and AOK Studio; made preparations to hold meetings to determine the criteria for tenants, which include selection based on specialization to be entrepreneurs, the selection is based on tests of intelligence and creativity tests, the selection is based on a business proposal competition. Based on the selection eventually gained 20 tenants. Later visits to the tenants to see the activities that have been carried out. Stages prainkubasi has been done by providing training related to character development, motivation and entrepreneurial insight, sharpening business ideas, as well as the selection of strategies and business activities. Incubation is done by providing funds for business initiation and training related to the development of business management.

There are five incubator tenants who until now have been able to implement a business proposal that has been prepared and already has its own representative business space. Fifth tenants are: Krishna Dewangga with Horny Cupcakes Apparel business, Sasi Syifaurohmi with Batik_Que Mangrove business, Ainun Najib business Waste Applications Soklin, Deni Nur Setiawan business House of Design, and Septian Eka Cahya with businesses Glass Mug Press OB.

NEXT STEP PLAN

Sincerity and ongoing commitment to entrepreneurship tenant become a very important asset to pick success. The main indicators can be demonstrated by the success of the five tenants IbK participants who already have a business startups. After participating in a business incubation activities are expected tenants can more confidently choose the path of entrepreneurship as a career choice in the future.

Based on the facts on the ground, turned out to tenants who own proposal as an outcome of this stage, there are some who have a strong desire to immediately implement its business. IbK to the Executive Team of accelerating implementation efforts. The activities carried out in the form of business consultancy, connectivity with colleagues, and engage in activities P2BK tenants and colleagues.

Directions fostering entrepreneurial learning more and more obvious, especially for those who have an interest to implement the business proposal that is part of the curriculum of entrepreneurial learning in 5th Semester. The success rate tenants in applying his business proposal could be improved as it has ties assistance with mentoring component on campus. Plans for the next stage is the tenant IbK participants have an understanding and awareness of a deeper mentality about the essence of leadership, management, and business competence. Management also provide direction to each supervisor or mentor involved in a more active and creative in providing guidance and assistance to tenants. Conducting seminars, workshops or training on an ongoing basis to the assistant / mentor and tenants with the sources of external parties associated with entrepreneurship. Finally, conduct business assistance to 20 business tenants who are expected to run well in this first year.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of IbK's implementation of the first year can be conclude that recruitment process is very important and becomes easy when management has comprehensive database. Duration of first step implementation can be reduced when they has basic of entrepreneurship learning. Mentoring is crucial factor to

optimize support in case of outcome achievement. In contrary, funding that transferred to the tenant for startup still not in optimum stage.

Suggestion

Based on the results of IbK's implementation can be suggested to consider the proportion of capital that planned as seed capital can be increased as the target for 20 tenant. The proportion for character and mentality assistance must be prepared as the biggest priority.

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