

Tenant Management through Business Incubator Program

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Abstract—Business incubator is a program aims to create a new self-employed entrepreneurs who are trained not to become a job seeker but actually a job creator. The incubator of which is an entrepreneurship unit that developed to provide space for students to develop their business proposal. The main activities for business incubator program are entrepreneurship training, business expo, business matching and provide the seed capital. The population are the students of Stikubank University, with purposive sampling that the student who have a desire to be an entrepreneur. The result found that first, tenants were more motivated in developed their business. Second, only 60% of tenants were able to develop their business through online marketing. Third, the tenants were more capable to make a good packaging for the products. Fourth, the tenants were still found difficulties to register their brands. And the last the tenants were more capable to implemented their business in business expo.

Keywords—*entrepreneur; branding; business incubator; online marketing*

I. INTRODUCTION

Central Agency for Business Development & Cooperation of Stikubank University is an institution in charge of coordinating of all entrepreneurial learning activities involving internal and external parties. The agency actively involves lecturers who have committed for entrepreneurship mentoring as mentors and facilitators of student entrepreneurship learning. All of the entrepreneurship activities at Stikubank University Semarang are housed in one centralized place at the university level as well as to maintain the quality and sustainability of the entrepreneurship program for every student. Some obstacles were faced by awardee of Entrepreneurship Competency Program and business incubator program grants in tenant's management. First is to increase student's motivation to do entrepreneurship because most of the students still rely on becoming job seeker than job creator, so that following the guidance and development of entrepreneurship is only considered as side activities. The second, is the difficulties of

time management of the students who become tenants. Most of the students still share between the main tasks of the college with entrepreneur activities, so if the students are not good in this matter, it can also affect their academic achievement.

Entrepreneurship learning method for students must be done in an integrated manner by taking into account the four elements, namely technological innovation, scientific competence, future business prospects as well as learning commercial business management (small to medium scale). With the implementation of the integrated concept is expected to obtain a picture of potential business development in the future in a rational and scientific, so the stability and persistence of students are increasing and the success rate of students are expected to be higher. Based on the data of students who have pioneered new business that is still a pioneering micro / small business can be categorized on products fashion, food, services, handicrafts, information technology. Special characteristic to be developed is a type of entrepreneurship which is multimedia as one form of creativity-based net industry.

II. METHODS

A. Data Resource

The sample in this research were 20 tenants and were used descriptive analyze and purposive sampling so, the criteria were the students that followed entrepreneurs subject in campus, and have a desire to be an entrepreneur, also passed the interview and talent test. Based on that criteria, researchers collect the data by interview every tenants and also observation.

B. Methods

Researchers recruit 20 tenants that match and also qualified with the requirement. The students should following the entrepreneur subject and have a good desire on

entrepreneurship. Scope of this program activities are divided into 4 stages. First, reinforcement and fast track training tenant in the form of recall and evaluation of tenant character, business proposal by pitching session, selection based on integrated intelligence test and interview, fast track training through training and playback compilation documentation. Second, pre-incubation involves sharpening business concepts through comparative studies and case studies, success stories and field observations to successful businesses, mentoring work and action plans. Third, incubation by improving skills and business competencies, enhancing institutional and human capacity, technical capability improvement and production competency, improvement of market development capability, enhancement of institutional financial management capability. Fourth, post-incubation in the form of monitoring / technical assistance and evaluation of institutional management stages, monitoring / technical assistance and evaluation of entity integration in business cluster, intellectual property rights, diversification motivation and business extensification, business matching and program evaluation - Focus Group Discussion (FGD).

The other approach method taken in business incubator activities for tenant include:

1) Implementation of education and training of entrepreneurship (indoor training), form- Implementation of education and training of entrepreneurship (indoor training), form:

- Giving knowledge of entrepreneurship to encourage the strengthening of entrepreneurship motivation,
- Briefing to create a business plan / feasibility study of commercial scale
- Knowledge management (human resources, production, finance, marketing)
- The materials will be provided by practitioners who are experienced in science and technology and entrepreneurship and have business experience.
- Educational and training models in addition to theoretical also provide practice cases so that participants are expected to understand both in theory and practice.

2) Implementation of case study and field observation (outdoor training)

3) Discussion of proposals and evaluations of business proposals.

4) Implementation of pre-incubation (formation of team accompaniment & operational strategy).

5) Implementation of incubation business growth stage (3 months).

6) Implementation of business incubation stage of development (2 months).

7) Evaluate the implementation of activities.

III. RESULTS AND DISCUSSION

A. Implementation Program Result

Based on the recruitment process is preceded by an entrepreneurial learning process, with an entrepreneurial education / training method such as knowledge of entrepreneurship to encourage the strengthening of entrepreneurship motivation, debriefing to create business plans / feasibility studies of commercial scale as well as management knowledge (human resources, production, finance, marketing). These materials are provided by lecturers of entrepreneurship as well as practitioners.

The model of education and training in addition to theoretical also provides the practice of cases so that prospective tenant students can better understand before starting a business. Then followed by the competence of business proposals, and education / training of entrepreneurship (indoor training), conducted written selection and interviews so that obtained 20 tenant selection results.

The implementation of business incubator program runs well with the main achievement was to build 20 new entrepreneurs. The recruitment system is supported by an entrepreneurial student database system and alumni owned by the agency of 20 tenants who have a great desire to become entrepreneurs and are willing to undergo all stages of selection organized by the Center for Business Development and Cooperation and in accordance with the organizational structure of the Incubator Business Success. The recruitment system begins with socialization and promotion, administrative selection, to the selection of interviews and business planning competitions.

Tenants received a lot of trainings that improve their skills. Motivation is one of the important thing to become an entrepreneur. In this case especially, the students need motivation to keep up the good work as an entrepreneur. So many entrepreneurship models advanced recently, by focusing on attitudes and beliefs how they could predict intention and behavior [1]. Human effort, especially on complex activities like new venture initiation, are the result of people's cognitive process. People are able to think the possible result in the future and also decide which of these the most expected result are, or whether it is feasible to pursue attaining these outcomes. Entrepreneur motivation also come from family that have a good role to encouraging the tenants to get involved in entrepreneurship activities and develop their skill [2]. So, the consistent of their motivation, become a primary reason to build and develop a business. For motivation, tenants received materials from the expert. Start from building entrepreneurs characters which have a lot materials. First, they learned about entrepreneur revolution, in this section, tenants learned about the basics why they should be an entrepreneurs. Second, tenants learned about changing mindset and third was about talent mapping, by digging the ability of basic entrepreneurship. After gave all the materials, tenant became more motivated to develop their business. By building characters, tenants were tougher with great both of mentality and character as entrepreneurs.

The rapid technological innovation bring the people to the new era of communication. Most of people now are using smartphones. It also simplify the way they go for shopping for instance. The internet become the main channels of marketing and online advertising for small and large companies [3]. This kind of situation become an opportunity for entrepreneur to make a different way to market their products [4]. Research found that online marketing through social media make the entrepreneur can get customer from out of their zone of operation, and make an expansion with new markets, and the business also can grow their sales and serve various customers. Social media remove the geographical barriers and give the opportunity to expand into new markets. So, through the online marketing, student can develop their business and get the new market with a huge place market. In online marketing, tenants trained by the experts of online marketing. They received online marketing materials and also with SEO that stands for search engine optimization. Only 60% of tenants that capable to sale their products through online marketing. Tenant were found difficulties on marketing online. On packaging, tenants were capable to make a good package. They were received the way on how to made a good package, at least the packaging could contains, information of their products, easy to carry or open, also the packaging have their own brand's logo, full identity by attractive package or different than any regular product and last, environmentally friendly so it could be recycle package.

The other factor that important to start the new business is branding. People will always compare brands by their quality or interesting packaging for instance. The consumers see the brands as their preferences on purchase a product. Branding represents the core of marketing that emphasize consistency and relationship of the firm with its external environment which the customer are important constituents and with branding, the company from small or big area business can also create, nurture, and innovate their market [5]. In order to prevent other people using tenants brand, in this research, awardee received steps to register for their brand, so their brands will be protected under the law, because every people have rights to get protected based on their innovations or creation and the name of tenants brands are also one of them that needs to be protected. Once the brand registered, so it would be prevent the unfair competition. Other thing about brand are also give an assurance for a customers that they would receive a good quality. According to that, packaging are also important. To get a customer attention, and intention to buy, a good packaging is a must to get their attention and intention to buy. A good packaging will make a customer perception of quality. An interesting product package could get customer attention. Therefore, to make a good brand also become an important thing to increase the sales of product. Once the brand have a good reputation, people will have a good intention to buy. For branding, the tenants received several knowledge about intellectual property rights management. The materials, related to differences in patents, copyrights and others, as well as information about how to manage the business and finance. For a long term have a good brand will make a good chance to conquer the market itself. According to that, it is a good thing if tenants aware to register their brands. On the field, the tenants found difficulties to

register their brand. It was took a long time and also costly. To implement their business, the researchers provide them by made a business expo which a place that the tenants could sell their products. The researchers also made a business matching program, where the tenants met their end user that need the products.

The 20 tenants and their businesses, that selected for processing in this program implementation are Addianda Kamilia Insani with the brand, (BUTTER BROTHER), Rustiono (VIVIS.ID), Anjar Saputra (SONDOLOP CLOTH), Annisa Dea (RAJUT-QU), Chandra Arief (KAWAII CHOCOLATE), Della Nurmala Sari (GODHONG GEDHANG ANGKRINGAN), Desyilia Eka Nabela Putri (E-MAGZ DEMODE), Indri Duwi Kiswari (CEKER MANGAP), Faizal Riza Rahman (PELANGI SNACK & KATERING), Lutfi Surya Kusuma (LUNISA HIJAB), Fatkhiyah Khoirunnisa (FANI BATIK), Nindya Novita Sari (PIKPANG), Novi Endah Herawati (PAINTARTSMG), Okky Nurlitawati (KYSTORE), Paulina Desi Nataliana (PANEN WATCH & GLASSES), Pratiwa Eka Chundhamani (GLOBE SHOE TREATMENT) R. Bryan Candra Wicaksono (WARUNGQU), Rafika Hermawati (EFTU SNACK), Teguh Aji Wibowo (SNACK KRESS MONGGRENG), Yusuf Wijoyanto (ABON BANDENG). Only three tenants that passed to register their brands, they are KAWAII CHOCOLATE, LUNISA HIJAB, and SNACK KRESS MONGGRENG. At the end of it, tenants made a report based on their analysis with their own brands.

After the results of the 20 tenant screening, the next stage is carried out as follows:

- Undertake stages of pre-incubation, which include: development of understanding and entrepreneurial insight, business idea clarification, strategy selection and business activities, business plan preparation tutorials, business agenda tutorials. Prior to the giving of the above materials at this stage the selection process is done. Selection includes administrative selection and interviews.
- Incubation, which includes: management of business start-up, motivation and business skills improvement, institutional and human capacity building, technical capability improvement and production competency, market development capability improvement, and enhancement of institutional financial management capability.
- Conduct post-incubation, which includes: management of intellectual property rights, diversification motivation and business extensification, business visits, and program evaluation through the preparation of activity reports.

IV. CONCLUSION

The implementation of Ibk program runs well with the main achievement was to build 20 new entrepreneurs. The recruitment system was supported by an entrepreneurial student database system owned by the agency of 20 tenants who had a great desired to become entrepreneurs and were willingness to undergo all stages of selection organized by the

Center for Business Development and Cooperation and in accordance with the organizational structure of the Incubator Business Success. Based on the results of the implementation of business incubator program, tenant received a lot of great materials from the experts and the recruitment process is very important and becomes easy when the agency has a comprehensive database to get 20 tenants that qualified. Mentoring become also important factor to support the optimization of the output achievement, as these tenants need to be constantly motivated. Their motivation were also in line with their vision in the future to expand more their business by improve the way they sale their product and took the benefit from online marketing to get a huge place market out of their zone of operation, even it were only 60% of tenants that could got the market from online marketing. Funding that is given as seed capital for tenants as start-up needs to be improved so that tenants can get their intellectual property rights. Tenants need to face a long process to register their brands, but the three of them passed to register their brands, also tenants definitely received the trainings and implemented to their business.

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