

High Impact Entrepreneurs: Do not Measure the Size but the Influence

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Abstract— Industrial revolution 4.0 gives an extraordinary impact on the rise of widespread digitalization of influence in modern entrepreneurship. This study held to find out the magnitude of business impact analyze (BIA) of the innovation and the new business model and initiated by business startup; especially the influence of the business new values to the community. This qualitative research relies on data validity of literature studies which supported by depth-interview activities to 5 start-up entrepreneurs in the creative industry in East Jakarta, Indonesia. The results of this study indicate that most of success of entrepreneurial startup is not determined by firm or firm size, but is determined by how their business impact analysis (BIA) and innovation business models much influence the startup generates for the society's welfare.

Keywords—Business Impact Analyze; Innovation; Startup; Community

I. INTRODUCTION

Revolution 4.0 phenomena

Development of technology and information on the culture of modern society has brought things that were originally in the imaginative realm of science fiction into the fact of everyday life. Industrial Revolution 4.0 becomes a great leap that has transformed many human lives. Activities originally carried out in bulk with the help of mechanical robots coordinated with computer technology, nowadays everything has been systematically synchronized to serve and fulfill human needs.

The term Industrial Revolution 4.0 itself was officially born in Germany precisely when it was held [1]. The German state has a great interest in this regard because Industry 4.0 is part of its development plan policy called High-Tech Strategy 2020. [2] explained that the policy aims to keep Germany always at the forefront of manufacturing. In line with this opinion, [3] described that internet massive operation, sensors and embedded systems, completely new opportunities are opening up for new combinations of mental, physical and mechanical work.

Industry 4.0 is predicted to have great potential benefits. Most opinions on the potential benefits of Industry 4.0 are

improvements in speed, production flexibility, improved service to customers and increased revenue [4]. The realization of the potential benefits will have a positive impact on the economy of a country [5].

[6] explains the industrial revolution 4.0 has fundamentally changed human life and work. Unlike the previous industrial revolution, this fourth-generation industrial revolution has a wider scale, scope, and complexity. The advancement of new technologies that integrate the physical, digital and biological world has affected all disciplines, economics, industry, and government. Areas that experience breakthrough thanks to new technological advances include artificial intelligence robotics, nanotechnology, biotechnology, quantum computer technology, block-chain (such as bitcoin), internet-based technologies, and 3D printers.

Some other countries also participate in realizing the concept of Industry 4.0 but use different terms such as Smart Factories, Industrial Internet of Things, Smart Industry, or Advanced Manufacturing [7]. Despite the mention of different terms, they all share the same goal of increasing the competitiveness of each country's industry in the face of a highly dynamic global market. The condition is caused by the rapid development of the utilization of digital technology in various fields [8].

Industrial revolution 4.0 in Indonesia

The Industrial Revolution 4.0 enlarges enormously massively in the fields of Business and Entrepreneurship around the world [9], as well as in Indonesia industrial fields [10]. Especially since President Joko Widodo inaugurated a roadmap or roadmap called Making Indonesia 4.0. The President hopes, the Industry 4.0 sector could contribute to more job creation as well as new technology-based investments. The implementation of the fourth generation industry must be followed by the establishment of a healthy and sustainable ecosystem to be effective and able to mobilize all sectors of the economy [11].

The success of doing business in the digital era requires a good ecosystem and communication between business stakeholders to achieve a strong and mutually beneficial ecosystem. Indonesian society is now getting used to using technology, but not yet utilize it optimally in the affairs of productivity that can develop the economy in Indonesia (McKinsey & Company 2016). Industrial Revolution 4.0 in Indonesia will benefit more business factors because it can reduce operational costs through the collaboration between industry players by taking into account the characteristics and forms of technological development in order to be maximized with the right strategy. Implementation of the Industrial Revolution 4.0 in Indonesia has been going well now with the presence of startups such as Go-Jek, Tokopedia, digital banking, digital investment and various digital applications that enable people to manage their lives through mobile phones. [12]

Related to the Industrial Revolution in Indonesia, [13] mentions that essentially disruption era is not only on the change of way or strategy but also on the fundamental aspects of the business. Domain disruptive era penetrated from start cost structure, culture up to industrial ideology. The implication is that business management is no longer centered on individual ownership, but becomes a division of roles or collaboration or mutual cooperation. In the world of universities, this disruption phenomenon can be seen in the development of collaborative research among researchers from various disciplines and universities. Research is no longer problem-solving oriented but is encouraged to discover potential problems and potential economic value that can help people to anticipate future socio-economic and political problems.

The above description provides a logical and simple answer to the many complex questions raised by business people and the community for the implementation of the Industrial Revolution 4.0 in all areas, such as: why many new businesses are instantly skyrocketing in popularity, why new startups are faster-gaining market sales, why digital technology becomes imperative in customer service and so on [10].

The rise of Innovation in Indonesia

Indonesia has great potential [14] in the development of the fourth industrial revolution or Industry 4.0 which aims to improve the efficiency and quality of national manufacturing products to be more competitive in the global arena. In order to realize these targets, innovation centers are needed in an effort to increase the competence of human resources (HR) and the growth of new entrepreneurs industry ready to implement the latest digital technology.

II. LITERATURE REVIEW

The Ministry of Industry of the Republic of Indonesia stated that the government has prepared various supporting infrastructure, one of which is to build an innovation ecosystem. The government is facilitating through the construction of incubation buildings for startup businesses, among others in Bandung Techno Park, Bali Creative Industry

Center (BCIC) or TohpTI Center, Incubator Business Center in Semarang, Makassar Technopark, and Mobile Design Center in Batam [11].

In the future, innovative areas become the basis of innovation and creativity for industry players in the digital field who want to develop software, website, application, film and animation, and other digital programs [15]. This is in line with the government's target of projected Indonesia to become Southeast Asia's largest digital economy by 2020 by targeting 1,000 technopreneurs, valuing businesses of up to 100 billion dollars. In addition, it is also preparing a roadmap or roadmap on Indonesia's strategy to implement a new industrial era or industrial technology 4.0. The technology includes artificial intelligence, internet of things, big data, robotics and 3D printing. There are five lighthouse industries that we prepare, namely the food and beverage industry, textile and apparel, automotive, electronics, and chemicals [16].

Previous Research, the relationship between company size and performance is a classic problem that has long been discussed in various forums. [17] study illustrates that the rate of growth of the firm does not depend on its size. This finding is then referred to as the "Proportional Securities Law"; where there is a theory that the growth of a company is not related at all to the size of the company. Therefore, large and small companies have the same probability of achieving a certain growth rate in a given period. Furthermore, some studies support the Law of Gibrat and many other refusals. Some studies conclude that there is a dependent relationship between firm size and performance, which can be a negative and positive impact [18].

Contrary to previous opinion, [19] shows a positive relationship between firm size and profitability, and [20] describes equally that the larger the company, the higher the rate of profit. Meanwhile, in other studies more emphasize the conclusion of growth in the review based on data or annual report owned by the company.

III. METHOD

This research uses qualitative research method with the instrument of depth interview to the informant who becomes respondent in this research.

The study involves 5 start-up entrepreneurs in East Jakarta. This study was conducted in the period April to May 2018.

The researcher records each answer to the questions submitted by the respondent and develops follow-up questions from each answer submitted by the respondent until the final conclusion of the variable becomes the object of observation (snowball interview methods).

IV. RESULTS AND ANALYSIS

Based on the questions asked of the respondents, the following conclusions are obtained:

Startup entrepreneurs have great confidence in the many business opportunities that can be utilized in the era of Industrial Revolution 4.0 in Indonesia.

Feel the ease in building a pioneering entrepreneurial business with the help of various productive applications and ease of obtaining information related to the development of market tastes of the virtual world. No longer concerned with the location and physical building in running the business. Prefer to focus on the uniqueness and innovation of the products or services they offer to their customers. Implementation of business impact analysis helps startup entrepreneurs to penetrate markets and expand the scope of applied marketing strategies

The digital business model becomes the primary choice of young entrepreneur startup that has parallel activities, such as students, office workers, and art workers.

Startup entrepreneurs not only gain satisfaction from the business profits they run but also from public recognition of their role in creating productive employment. Claim to still need a coach and consultants to continue to grow its business to be able to compete more widely in the future.

V. CONCLUSIONS

The conclusions that can be reported in this study are: startup entrepreneurs become the choice of profession that should be considered for the young generation of Indonesia. Courage and carefulness in exploiting change opportunities determine the success of an entrepreneur startup in developing its business. Business size is no longer a reference to business success, startup entrepreneurs rely on applications and digital management systems to manage and grow their companies. Business Impact Analysis (BIA) becomes one of the main sources of the strategy implemented in startup companies. The greater impact is given by startup companies to the public, the higher the value of the company in the eyes of the public; not from a physical point of view but rather to the digital form used by the everyday society. This proves that the emergence of entrepreneur startup become one of the change agents that push Indonesia to be more competitive in facing business competition at international level. New startup companies have a tremendous opportunity to 'go public' by expanding their services to a vast region with no state restrictions. The greater the number of people who use the products or services offered by the startup company, the greater the impact generated by the startup to the community

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