



# Improving Entrepreneur Competency for the Entrepreneur Community Using The Triple Helix Approach

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**Abstract.** Triple Helix is an approach to developing a knowledge-based economy that encourages collaboration among three actors: academics or universities, government, and business or companies. The purpose of this research is to describe the pattern of using the Triple Helix approach to increase the entrepreneurial competence of the Laweyan batik entrepreneur community, as well as to describe the Triple Helix approach used by Academics, Government, and Entrepreneurs to improve entrepreneurial competence for the Laweyan batik entrepreneur community. A qualitative approach with an ethnographic design was used in this study. As the Triple Helix actor, the informants in this study included the head of the Laweyan batik entrepreneur community, academics, businessmen, and the government. Interviews, observation, and documentation were used as data collection techniques. The validity of the data in this study was determined through source and technique triangulation. The interactive analysis technique of the Miles, Huberman, and Saldana models was used in this study to analyze data. The findings revealed that: 1) academics, entrepreneurs, and the government can be connected and collaborated based on their respective capacities and capabilities, so that it can become a cycle that fills each other's roles in innovation and creativity, so that historical and cultural tourism in Kampoeng Batik Laweyan becomes a supporter of the regional economy; and 2) Triple Helix actor synergy in the development of the batik industry to improve entrepreneurship. As a result, Triple Helix actors can collaborate to develop a program for business assistance that lasts at least one month in order to improve the entrepreneurial skills of the Laweyan batik entrepreneur community.

**Keywords:** academics · entrepreneurial skills · triple helix approach · laweyan batik entrepreneur community · government

## 1 Introduction

Kampoeng Batik Laweyan is a popular collection of batik entrepreneurs' villages in Solo. The attractiveness of Kampoeng Batik Laweyan includes socioeconomic conditions, cultural heritage conditions, and batik industry conditions [1]. The Kampoeng Batik

Laweyan Development Forum (FPKBL) manages Kampoeng Batik Laweyan as one of the efforts made to manage destinations so that the batik industry in Kampoeng Batik Laweyan continues to exist today [2].

In general, an industry requires the government's assistance in advancing entrepreneurial competence, one of which is the ability to compete. The ability to predict the business climate and deal with these environmental conditions is the competitive ability in question, not the ability to compete with other entrepreneurs. Entrepreneurial competence, insight, skills, and relationships that entrepreneurs must train and develop in order to run their businesses effectively [3]. Entrepreneurs must have a good business character so they can run a business with the best results [4].

Entrepreneur must have entrepreneurial competence and always improve it, because entrepreneurial competence is proven to be able to support business achievements [5]. These competencies include the ability to control risk, the ability to communicate, the ability to find and analyze information, the ability to negotiate, be dynamic, the ability to create social networks, have a leadership spirit, the ability to solve problems and be responsible for the business.

Economic progress and the creative industry of an area require detailed tactics and planning, the synergy of the main actors is the primary component in accelerating the process of achieving goals, the Triple Helix approach is one of the reliable tactics to accelerate the process of achieving these goals [6]. The Triple Helix approach is an approach that includes the transformation of roles and interactions between academia, government and industry [7].

The primary idea behind the Triple Helix concept is a collaboration between academia, businesses, and the government [8]. As a tactic/strategy for improving entrepreneurial competence, the Triple Helix approach requires the three actors to contribute and be accountable both individually and collectively to address various challenges and dynamics in the Industrial Revolution 4.0 era, so that they can achieve the desired goals by creating ideas and innovations new to the business.

The success of an industry in achieving a business goal cannot be separated from ongoing strategy, innovation, implementation, and evaluation; thus, a framework that can coordinate and accelerate the process of achieving goals is required [6]. Batik making cannot exist apart from the existence of interconnected innovation and creativity, where creativity is the emergence of new ideas and innovation is their application [9].

The problems confronting the batik industry include pattern plagiarism, the emergence of batik printing, the rapid import of batik into Indonesia, the low interest of the younger generation in the art of batik, and the slow development of the batik industry due to capital and marketing issues, low consumer insight about batik, and the low interest of batik craftsmen and entrepreneurs to innovate [10]. The collaboration and integration of government, academia, and entrepreneurs as Triple Helix actors is expected to assist the Laweyan Batik Entrepreneur Community in creating and forming a space of mutual agreement and extraordinary energy in improving entrepreneurial competence.

As a result, based on the conditions stated above, research into the Triple Helix approach and its suitability in encouraging the improvement of entrepreneurial competence in the Batik Laweyan business sector is required.

## 2 Method

For the purpose of this study, an ethnographic research design was chosen. This study gathered information from three different groups of people: 1) the leader of the Laweyan batik entrepreneur community; 2) academics; 3) businesspeople; and 4) the government. The methods of data collection that were used were primarily interviews, observations, and documentation. In this particular data analysis method, the interactive data analysis technique developed by Miles, Huberman, and Saldana is utilized. This method is carried out in stages, the first of which involves data condensation (also known as data simplification), followed by data presentation, and finally data conclusion.

## 3 Result and Discussion

The role of entrepreneurship is widely studied as an agent of change in the economic growth of many countries [11]. In the research conducted by the researcher, the aim is to describe the pattern of applying the Triple Helix approach to improve the entrepreneurial competence of the Laweyan batik entrepreneur community and to describe the Triple Helix approach implemented by Academics, Entrepreneurs and the Government to improve entrepreneurial competence for the Laweyan Batik Entrepreneur Community. In practice, Kampong Batik Laweyan as a batik industry cluster has implemented the Triple Helix approach since the establishment of the Laweyan batik entrepreneur community called the Kampong Batik Laweyan Development Forum (FPKBL).

According to the findings of researcher-conducted research, the laweyan batik entrepreneur community demonstrates strong entrepreneurial skills. This is evident from the presence of several indicators, such as efforts to increase competence that are always carried out by Triple Helix actors to improve skills. The workforce's skill is critical, because written batik has a production process that emphasizes the expertise of batik craftsmen [12].

The Triple Helix actors' harmony and integration has been able to create and form a space of mutual agreement and extraordinary energy in increasing the entrepreneurial competence of the Laweyan batik entrepreneur community. Triple Helix has facilitated the formation of a mutually beneficial collaboration among the three Triple Helix actors involved. Where the government acts as a policymaker, the university as a research development center, and industry as a provider of community service, common goals must be met.

Academics, as Triple Helix actors, review, educate, provide innovation, community service, conduct research, or research on the potential of the batik industry in Kampong Batik Laweyan based on the expertise of each academician. Academic research can be used to analyze the potential of the Kampong Batik Laweyan cluster to be developed, so that Kampong Batik Laweyan can be known by both local and foreign tourists. Academics contribute to the development of tourism by providing solutions and conducting research [13].

Academics have indirectly contributed to the development of the Kampong Batik Laweyan tourism sector. The development of the tourism sector has a positive impact because it can improve community welfare, the regional economy, provide employment

opportunities for local communities, and even help preserve the local community's culture and local wisdom. Without government intervention, academics' role in developing the tourism sector will almost certainly fail [14].

The government's role as a Triple Helix actor is as a regulator who creates regulations in the form of regulations designed to control a group of people. In order to improve human resources, the government also conducts training (HR). The government has acted as a facilitator by facilitating batik entrepreneurs each year by holding exhibitions where batik entrepreneurs can carry out product titles and market their products in government-facilitated locations. The government plays a dominant role in making regulations, controlling businesses, and directing them [15].

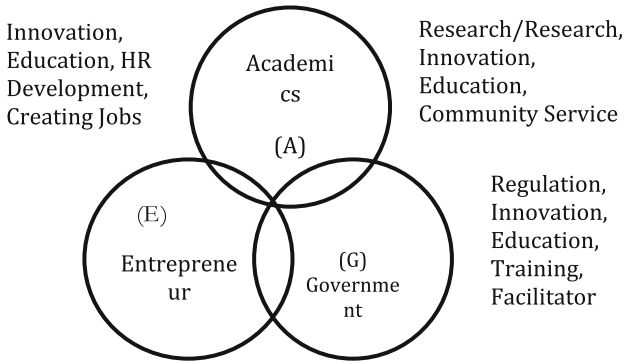
The government's trainings to increase entrepreneurial competence include: 1) natural color batik training, 2) ecoprint training, 3) financial training, e-commerce training, and many more. In this Industry 4.0 era, the industry must keep up with technological developments, and industry players must be able to use digital media as the primary support for their business success [16]. Industries that develop their business through e-commerce can benefit from a variety of business advantages, including increased market share, revenue, innovation, and competitiveness.

Entrepreneurs' role in improving entrepreneurial competence is to constantly develop their potential. An entrepreneur must constantly innovate, including product, process, and marketing innovation. Entrepreneurs help to promote their batik products as well as the potential of Kampong Batik Laweyan. Creative industries contribute to the development of a business climate, the creation of jobs, the promotion of innovation and creativity, and the generation of renewable resources [17].

Entrepreneurs must constantly develop their potential in order to improve their entrepreneurial competence. An entrepreneur must always innovate, including product innovation, process innovation, and marketing innovation. Entrepreneurs play an important role in promoting both their batik products and the potential of Kampong Batik Laweyan. The creative industries contribute to the development of a business climate, the creation of jobs, the promotion of innovation and creativity, and the generation of renewable resources [17].

An indicator in the administration of historical and cultural tourism is the availability of human resources. This is done as part of an effort to raise the level of expertise of Laweyan batik business owners. Where academics, businesspeople, and the government can connect with one another and collaborate based on their individual capacities and capabilities, it will eventually become a cycle in which each party fills the roles of the other in terms of innovation and creativity. This will allow historical and cultural tourism in Kampong Batik Laweyan to become a driver of economic growth in the region.

So far, the government's role in improving entrepreneurial competence has been quite positive, particularly that of Surakarta's Office of Cooperatives, SMEs, and Industry. The government's Bimtek (Technology Guidance) activities have demonstrated that the government should act as a facilitator [18]. An entrepreneur must be competent, because failure to do so will result in a variety of problems for the entrepreneur. These issues can arise because the entrepreneur lacks experience in technical skills, marketing skills, financial capabilities, and interpersonal relationships.



**Fig. 1.** Pattern for Using the Triple Helix Approach

The synergy of Triple Helix actors in the development of the batik industry to improve entrepreneurial competencies in order to achieve long-term performance must be optimized once more. Kampoeng Batik Laweyan is the hub of Solo’s batik entrepreneur village, which is highly competitive. These attractions include socioeconomic conditions, cultural heritage, and the batik industry, which is not to be overlooked. The Laweyan batik industry has helped to create jobs and boost the community’s economy [19].

In order to improve the business acumen of the Laweyan batik entrepreneur community, the mutual agreement and extraordinary energy of the actors in the Triple Helix have created and formed a space of mutual agreement and extraordinary energy. The formation of collaborations between the three actors that make up Triple Helix that are mutually beneficial has been facilitated by Triple Helix. Where academics, entrepreneurs, and the government can connect with one another and collaborate based on their respective capacities and capabilities, creating a cycle that fills each other’s roles in innovation and creativity, so that historical and cultural tourism in Kampoeng Batik Laweyan can become a driver of economic growth in the surrounding area (Fig. 1).

#### 4 Conclusion

The synergy of Triple Helix actors in the development of the batik industry to improve entrepreneurial competencies in order to achieve long-term performance must be optimized once more. Triple Helix actors can collaborate to develop a business assistance program that lasts at least one month. These mentoring activities escort batik entrepreneurs, monitor their progress, and evaluate their progress so that batik entrepreneurs can develop their human resource potential to the greatest extent possible. As a result, after conducting research, academics should engage in community service activities so that SMEs can directly benefit from the research findings. Second, for entrepreneurs, entrepreneurship motivation can be optimized once more by brainstorming with successful business actors. This comparative study can be carried out both within and outside of the city. Third, recommendations for the government. By carefully considering location, target, and accessibility, the government is expected to be able to build complete infrastructure and facilities to support community development activities for Laweyan batik entrepreneurs.

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