



Boosting Indonesian Diaspora Entrepreneurship Through the TSA Program

Ratih Hurriyati¹, Disman Disman²,
Sulastris Sulastris³, Ratu Dintha IZFS⁴

^{1,2,3,4} Universitas Pendidikan Indonesia, Bandung, Indonesia
ratih@upi.edu

Abstract. The Indonesian diaspora in Western Australia possesses a wealth of talent and entrepreneurial spirit. However, many face challenges in realizing their entrepreneurial aspirations. This community service project aims to address these challenges by implementing the Talent Scouting Academy (TSA) program. The TSA program is designed to identify, nurture, and support Indonesian diaspora individuals with entrepreneurial potential. The program seeks to create a supportive ecosystem for developing innovative businesses by providing tailored training, mentorship, and networking opportunities. This project is expected to positively impact both the Indonesian and Western Australian economies by fostering cross-cultural collaboration, promoting innovation, and creating job opportunities

Keywords: Green Purchase Behavior, Local Green Cosmetics, Internal Factors, social factors, external factors.

1 Introduction

The Indonesian diaspora in Western Australia represents a dynamic and growing community with untapped entrepreneurial potential. Despite their strong cultural connections to Indonesia and the opportunities available in Australia, many members of the diaspora face challenges in effectively harnessing their entrepreneurial abilities. These challenges include limited access to local networks, a lack of tailored business development programs, and barriers related to market integration. Without proper support and guidance, many Indonesian entrepreneurs in Western Australia struggle to transition from small-scale businesses to more sustainable and competitive ventures.

The Indonesian diaspora in Western Australia is part of a more significant global migration movement, where communities strive to maintain cultural ties while adapting to the socio-economic realities of their host countries. Despite the diversity of talents within this community, their entrepreneurial potential remains underutilized due to several obstacles, including a lack of access to formal business networks, limited mentorship opportunities, and the absence of specific programs that cater to the unique needs

of diaspora entrepreneurs. These challenges often hinder aspiring entrepreneurs' ability to scale up their businesses or innovate within highly competitive industries.

Entrepreneurship is pivotal in enabling diaspora communities to contribute to their host and home countries. For the Indonesian diaspora in Western Australia, entrepreneurship serves as a means of economic integration and a platform for cultural preservation and transnational networking. Research indicates that diaspora entrepreneurs possess unique comparative advantages due to their ability to leverage resources from their home and host countries, facilitating economic growth, innovation, and social change [1]

Diaspora entrepreneurship has been highlighted as a critical driver of institutional change, as entrepreneurs often introduce new business practices and norms from their host country to their homeland. This process, known as "institutional acculturation," enables diasporas to challenge existing institutions and promote new economic frameworks, fostering development on a broader scale [2]. The ability to act as "bridge-builders" between different markets gives diaspora entrepreneurs a distinct advantage, mainly when they are supported by well-structured programs that facilitate talent development and network expansion [3].

The global role of diaspora entrepreneurs is well-documented in academic literature, highlighting their unique position as "institutional change agents" who bridge the economic and social resources of both their host and home countries [2]. Diaspora entrepreneurs often possess key advantages, including cultural knowledge, bilingual capabilities, and a transnational network, which position them to contribute significantly to local and global markets [4]. However, these advantages are only fully realized when adequately supported by frameworks that foster entrepreneurial development and innovation.

This community engagement initiative, titled Talent Scouting Academy (TSA), seeks to address these challenges by providing an innovative platform designed to optimize the entrepreneurial potential of the Indonesian diaspora in Western Australia. The TSA program will offer business development resources and facilitate talent identification and mentoring to support participants in scaling their ventures and connecting with local and international markets.

By leveraging theories on diaspora entrepreneurship and institutional change, this initiative aims to create a sustainable impact by nurturing entrepreneurial talent and promoting cross-border economic collaboration. The TSA's approach aligns with the notion that diaspora entrepreneurs are essential contributors to host and home countries' development. They can drive innovation and foster socio-economic ties through their unique cross-cultural insights.

Furthermore, diaspora engagement studies emphasize entrepreneurship as a key component in development strategies for diaspora communities. For example, Dutia [5] discusses how diaspora networks can help reverse the "brain drain" by transforming it into "brain gain" through entrepreneurship, as members of the diaspora bring back

skills, knowledge, and capital to their home countries, fostering innovation and economic growth [5]. Similarly, Sharma and Montes [6] argue that diaspora entrepreneurs play a crucial role in business development by introducing new technologies, creating jobs, and transferring market knowledge to their home countries [6].

Addressing these gaps requires the development of an inclusive entrepreneurial ecosystem that not only supports the individual aspirations of diaspora members but also promotes broader socio-economic integration. Research suggests that access to such entrepreneurial ecosystems can significantly enhance the growth trajectories of immigrant entrepreneurs. According to Stam [7], a well-developed entrepreneurial ecosystem provides crucial support in the form of access to finance, market information, social networks, and mentorship opportunities, which are key factors for the success of new ventures [7].

For the Indonesian diaspora, entrepreneurship holds additional significance in fostering bilateral relationships between Australia and Indonesia. Entrepreneurs within diaspora communities often serve as conduits for exchanging knowledge, skills, and capital between their home and host countries. This transnational function of diaspora entrepreneurship has been noted as a unique feature of migrant communities, offering economic and socio-cultural benefits. According to Brinkerhoff [8], diasporas often bridge two worlds, using their networks to foster trade, investment, and institutional reforms across borders [8].

Furthermore, a critical element in promoting diaspora entrepreneurship is addressing the specific needs of women and youth entrepreneurs within the community. Research has shown that women in diaspora communities often face additional barriers, such as gender discrimination and lack of access to finance, which impede their entrepreneurial success. Supporting women entrepreneurs through tailored programs can help unlock significant economic potential. As Constant and Zimmermann [9] noted, gender-specific support mechanisms are crucial for ensuring inclusive economic growth within migrant communities [9].

Similarly, fostering youth entrepreneurship within diaspora communities can bring long-term socio-economic benefits. Young diaspora members bring fresh perspectives, are highly adaptable, and are often more open to innovative business models that leverage technology and digital platforms. Studies such as those by Sequeira, Carr, and Rasheed [10] highlight that young diaspora entrepreneurs tend to adopt risk-taking behaviors and are adept at identifying cross-border business opportunities [10]. Programs like the *Talent Scouting Academy* should, therefore, incorporate strategies that encourage the participation of younger members of the Indonesian diaspora, fostering their creativity and innovation through mentorship and resource access.

Optimizing the entrepreneurial potential of the Indonesian diaspora in Western Australia requires addressing structural and individual barriers through a tailored approach. The *Talent Scouting Academy (TSA)* aims to harness these insights by creating an environment where Indonesian diaspora entrepreneurs can thrive. By providing access to

mentoring, resources, and local networks, the TSA will help entrepreneurs overcome barriers to market integration and ensure their ventures are competitive in Australia and Indonesia. This initiative builds on the theoretical foundations that emphasize the importance of entrepreneurial development for diasporas, further highlighting its role in promoting cross-border economic collaboration and institutional innovation. The *Talent Scouting Academy* (TSA) is uniquely positioned to fill this gap by providing a structured platform for identifying entrepreneurial talent and connecting diaspora entrepreneurs with local and international resources. By focusing on mentorship, network building, and market access, the TSA program seeks to create a conducive environment for Indonesian entrepreneurs to thrive, benefiting the individuals involved and contributing to the broader economic and cultural ties between Indonesia and Australia

2 Methods

This community service project will employ a coaching and mentoring system adapted from Joel Garfinkle's Executive Coaching Model. The stages and implementation of this knowledge-based community service activity follow the design of intensive coaching and mentoring activities.

TSA-MasterCard Academy Training

In addition, this community service activity through the TSA-MasterCard Academy Training includes several material groups that support the success of empowering Indonesian migrant workers through entrepreneurial mentors:

1. **Mentor Masterclass:** This module will identify suitable mentoring approaches based on mentoring needs, understand the roles of mentors and mentees, and the practical stages of mentoring. Furthermore, it will also learn about the mentoring life cycle and the tools that can be used to carry out a mentoring relationship with mentees.
2. **Cybersecurity for MSMEs:** In this module, trainers will be able to take the most essential and primary actions in protecting the digital assets of their mentees, namely identifying assets. In addition to understanding assets in more depth, trainers can instill an essential mindset of updating business defenses and knowing how to do so by utilizing the Global Cyber Alliance (GCA) Cybersecurity Toolkit for Small Businesses.
3. **Young Entrepreneurship:** In this training, we will learn about the essential steps to consider when starting a business, namely tips for determining business ideas and understanding the business model canvas (BMC).
4. **Digital Marketing:** This training will discuss digital marketing, social media optimization, and search engine optimization for more effective marketing of MSMEs' goods and services

3 Result and Discussion

Mentor Masterclass

The Talent Scout Academy (TSA) Mentor Masterclass program has successfully achieved its objectives. The program evaluation revealed notable improvements in several key areas:

1. *Enhanced Entrepreneurial Skills:* Most participants reported a significant increase in entrepreneurial skills, including business idea generation, business planning, and presentation abilities. Survey results indicated that participants felt more confident pursuing business opportunities after completing the program.
2. *Expanded Networks:* The program successfully fostered a strong network among mentors, mentees, and other business professionals within the Indonesian diaspora in Western Australia. This was evidenced by an increase in collaborations and business partnerships among participants.
3. *Emergence of Innovative Business Ideas:* Several innovative business ideas emerged from the program, potentially positively contributing to the local economy. Several participants have successfully launched new startups or scaled their existing businesses.
4. *Increased Motivation and Entrepreneurial Spirit:* The program effectively motivated and inspired participants to continue developing their entrepreneurial potential. Participants expressed greater optimism about the future and were more enthusiastic about contributing to their community.

The findings from the Talent Scout Academy (TSA) Mentor Masterclass program align with the social learning and entrepreneurship theories that underpin the program. Social learning theory emphasizes the importance of role models in the learning process, and the program successfully provided inspiring mentors as role models for participants. Entrepreneurship theory suggests that various factors, including knowledge, skills, networks, and social support influence entrepreneurial success. The program addressed these factors through a comprehensive approach combining mentoring and training.

1. *The Critical Role of Mentors.* One of the key findings from the program evaluation is the crucial role of mentors in facilitating participants' entrepreneurial growth. Mentors provided technical knowledge and skills and offered emotional support and guidance essential for aspiring entrepreneurs. Strong mentoring relationships proved to be a critical factor in the program's success.
2. *Challenges and Future Opportunities.* While the program has achieved positive results, some challenges must be addressed. One major challenge is sustaining the program's momentum and ensuring its long-term sustainability. Additionally, efforts should be made to expand the program's reach to a wider segment of the

Indonesian diaspora community. The opportunities for future development are vast. We can create a stronger and more sustainable entrepreneurial ecosystem for the Indonesian diaspora in Western Australia by continuously improving the program and forging partnerships with various stakeholders.

3. *Policy Implications.* The TSA-KOMINFO Mentor Masterclass program results have significant implications for entrepreneurship development policy. The program demonstrates that the Indonesian diaspora has immense potential to drive innovation and economic growth with the proper support. Therefore, efforts should be made to increase government and private sector support for entrepreneurship development programs targeting the diaspora. *As Albert Bandura, a pioneer in social learning theory, stated, "People learn much of what they know about the social world through observing others."* The Mentor Masterclass program has capitalized on this principle to nurture entrepreneurial talent among the Indonesian diaspora effectively.

Regarding entrepreneurial mentoring, the limited number of studies makes it challenging to establish a universally accepted definition. Entrepreneurial mentoring entails a supportive relationship between an experienced entrepreneur (the mentor) and a novice entrepreneur (the mentee) aimed at enhancing the mentee's personal growth. Additionally, the nature of this support can differ. We are currently observing the rise of various remote mentoring programs, where participants engage in virtual meetings, commonly called e-mentoring [11]. Some initiatives connect novice entrepreneurs through support groups [12]. Our focus is specifically on paired mentoring with a single experienced mentor, as research suggests that exclusive online entrepreneur programs may be challenging, if not unfeasible, to implement and should only be viewed as supplementary to in-person assistance [13].

Several researchers have delved into the advantages of entrepreneurial mentoring through interviews with mentees. The benefits highlighted in the reviewed literature seem to vary widely. Deakins et al. [15] were among the first to emphasize the positive effects of having a mentor, noting improvements in management skills, goal achievement, learning, and significant transformations in the business, including turnover, job creation, and profits. In the second phase of this longitudinal study, Sullivan [15] did not expand on these findings, as the benefit categories were established in the initial part of the research. Following this, McGregor and Tweed [16] examined the mentoring activities provided to a group of businesswomen. They found that when matched with a mentor, these women received valuable advice, problem-solving suggestions, assistance in various areas (such as marketing and finance), and a professional network. On a psychological level, the benefits reported included increased motivation, enhanced confidence, reduced feelings of isolation, and constructive feedback. This support also contributed to higher turnover figures. Additional research reaffirms the importance of these supportive elements in business management [17-19], psychological backing [20,21], or a combination of both [22-24].

While some studies, such as those by Deakins et al. [14] and Wikholm et al. [24], clearly illustrate the concept of learning, it remains implicit in many other research findings. For instance, when Gravells [22] addresses the contributions of mentors in areas like marketing, financial planning, or information access, the implication of mentee learning is present, as the mentor's advice and suggestions are put into practice; however, the author does not explicitly state this. Other researchers, such as [25], have noted that learning or developing skills may serve as "moderators" between the mentoring relationship and growth or profit increase. Furthermore, the effects of external advice from support organizations are often not immediately visible due to the influence of numerous other changes and decisions made by the SME over time, as indicated by Ramsden and Bennett [26]. It is essential to remember that any mentoring impact on a business ultimately hinges on the entrepreneur, as the business itself is not a stakeholder in the mentoring relationship and cannot generate outcomes without the mentee's engagement. Therefore, it seems pertinent to view learning as a primary outcome of a mentoring relationship, or what [27] describe as proximal outcomes.

Cybersecurity for MSMEs

The TSA program has successfully enhanced cybersecurity awareness among MSMEs within the Indonesian diaspora in Western Australia. Pre- and post-program assessments significantly increased participants' understanding of cybersecurity threats, vulnerabilities, and best practices. Many participants reported implementing new cybersecurity measures in their businesses, such as stronger password policies, employee training, and data backup solutions. Despite progress, several challenges and barriers to cybersecurity adoption were identified. Limited technical expertise, financial constraints, and a perception that cybersecurity is too complex or time-consuming were commonly cited. Additionally, the rapid evolution of cyber threats and the constant need for updates posed ongoing challenges for MSMEs.

The program has positively impacted the business resilience of participating MSMEs. By equipping entrepreneurs with the necessary knowledge and tools to protect their businesses from cyber threats, the program has helped to mitigate the risk of data breaches, financial losses, and reputational damage. This increased resilience is crucial for MSMEs, which often lack the resources to recover from a significant cyberattack.

Prior studies characterize the cybersecurity aspect for organizations as divided into several segments: analysis, defense, detection, recovery, oversight, and development [28]. These components must be understood and implemented to adapt to the evolving nature of cybercrime, which poses risks to system users. The presence of attackers in the digital realm serves as both a challenge and motivation for application developers, pushing them to enhance performance and security. Cybersecurity encompasses a comprehensive range of areas, including operational, communication, information, physical, and military security [29]. Each area is crucial in creating a robust defense against potential threats. Operational security focuses on implementing policies and procedures

safeguarding data during daily operations. Communication security ensures that data transmitted across networks remains confidential and intact, preventing unauthorized access and tampering.

On the other hand, information security is concerned with protecting data at rest, ensuring that sensitive information is stored securely and accessible only to authorized personnel. Physical security is vital for protecting the hardware and infrastructure supporting digital systems, such as servers and data centers, from physical threats like theft, vandalism, and natural disasters. Military security involves protecting national security information and infrastructure from cyber espionage and warfare, requiring advanced and often classified measures to thwart highly sophisticated threats.

As cyber threats become more sophisticated, continuous education and training in cybersecurity becomes imperative. Organizations must invest in up-to-date training programs so that their staff can recognize and respond to potential threats effectively. Collaboration across sectors, including government, private industry, and academia, is essential to stay ahead of emerging threats and share best practices. In conclusion, a multi-faceted approach to cybersecurity, covering all aforementioned aspects, is necessary to build resilient systems capable of withstanding the relentless onslaught of cyber threats. By staying vigilant and proactive, organizations can protect their assets and maintain the trust of their stakeholders in an increasingly digital world.

Information security is vital to cybersecurity [30]. The Control Objective for Information and Related Technology (COBIT) framework is key in safeguarding organizational privacy, particularly concerning sensitive data that should remain confidential [31]. Similarly, the ISO/IEC 27001 framework assesses the information security aspects of information systems utilized by various institutions [32-33]. Evaluating information security as a vulnerability factor is crucial through different methods and approaches [34]. Effective governance is essential in addressing information security vulnerabilities to identify and categorize various risks that could adversely affect companies and government entities [35]. As a result, information security is a critical element addressed in policies designed to prevent criminal activities or data misuse that could harm institutions and the public [36]. This article specifically explores the perspectives of MSME stakeholders in ensuring business continuity and protecting confidential data and information.

By examining the insights and experiences of MSME (Micro, Small, and Medium Enterprises) stakeholders, we can understand their unique challenges in maintaining robust information security measures. These enterprises often operate with limited resources, making adopting cost-effective yet efficient security strategies imperative. Stakeholders highlight the importance of regular training and awareness programs to educate employees about potential security threats and the best practices to mitigate them. Furthermore, implementing multi-factor authentication and encryption technologies can significantly enhance the protection of sensitive data. Collaboration with cybersecurity experts and leveraging cloud-based security solutions are also

recommended to ensure that MSMEs can keep up with the rapidly evolving threat landscape. By fostering a culture of security and continuous improvement, MSMEs can safeguard their assets and build trust with their clients and partners, ultimately contributing to their long-term success and stability.

Fostering a New Generation of Entrepreneurs

The Talent Scouting Academy (TSA) program has successfully cultivated a vibrant entrepreneurial ecosystem among the young Indonesian diaspora in Western Australia. Through mentorship, workshops, and networking opportunities, the program has empowered new entrepreneurs to pursue their business ventures.

1. *Increased Entrepreneurial Self-Efficacy*: Participants reported a significant increase in their belief in their ability to start and run a successful business.
2. *Enhanced Business Knowledge*: The program equipped young entrepreneurs with essential business skills, including market research, financial management, and marketing.
3. *Stronger Networks*: Participants developed valuable connections with mentors, industry experts, and fellow entrepreneurs, fostering a supportive community.
4. *Innovative Business Ideas*: The program stimulated the creation of innovative business ideas that address the local market's needs and beyond.

We examine the extensive literature concerning age and entrepreneurship, focusing on young entrepreneurs. [37] recently highlighted that most successful entrepreneurs establish their companies in their mid-40s. While the idea that successful entrepreneurs often start later in life has been previously explored, [37] provide more robust data, utilizing U.S. LBD data that encompasses 2.7 million observations of founders from 2007 to 2014. Other studies examining age effects have also noted that very young individuals are less likely to find companies than those around 40. Moreover, age implications arise even in research papers that are not primarily focused on age. For instance, [38] presents compelling data on serial entrepreneurship, revealing a distinct quadratic pattern regarding the impact of age on success. This quadratic pattern suggests that entrepreneurial success initially increases with age, peaks around mid-life, and gradually declines. Such findings challenge the stereotypical image of the youthful tech prodigy and underscore the value of experience, industry knowledge, and professional networks that older entrepreneurs bring to the table.

Furthermore, the diversity of perspectives in the literature emphasizes the complexity of entrepreneurship. For example, some research highlights the role of youthful energy and risk tolerance, which can drive innovation and adaptability in rapidly changing markets. Conversely, the wisdom and strategic thinking developed over the years can be crucial for navigating the challenges of building a sustainable enterprise.

In light of these insights, policymakers, educators, and investors must foster environments supporting entrepreneurial endeavors at various stages of life. Initiatives

could include mentorship programs that pair young entrepreneurs with seasoned professionals and funding opportunities accessible to founders across different age groups. We can create a more inclusive and dynamic entrepreneurial ecosystem by recognizing and leveraging the strengths inherent at different ages. While the program has achieved significant success, challenges remain. Many young entrepreneurs face obstacles such as limited access to funding, lack of business experience, and the fear of failure.

Enhanced Digital Marketing Proficiency

The TSA program has been instrumental in enhancing the digital marketing proficiency of Indonesian diaspora entrepreneurs in Western Australia. Participants reported significant improvements in understanding and applying various digital marketing tools and techniques. This includes a deeper comprehension of search engine optimization (SEO), social media marketing, content marketing, and email marketing. A notable outcome of the program is the increased online presence and engagement of participating businesses. Many entrepreneurs reported a growth in their social media following, website traffic, and customer engagement. This can be attributed to the practical training and mentorship provided within the program. Despite the positive outcomes, participants encountered several challenges in implementing digital marketing strategies. Limited resources, including time and budget, were frequently cited. Additionally, the rapidly evolving digital landscape posed ongoing challenges for many entrepreneurs. However, the program also highlighted opportunities for future growth, such as leveraging emerging technologies like artificial intelligence and virtual reality for marketing purposes.

The literature on digital marketing highlights that social relationships can significantly impact a firm's performance and the entrepreneurial success of business owners [39]. To effectively leverage market intelligence, current social networks enhance customer interactions through various means, such as positive word-of-mouth recommendations. Consequently, entrepreneurs aim to cultivate and sustain customer relationships, leading to favorable business outcomes, including increased customer satisfaction [40]. There is a notion that small and medium-sized enterprises (SMEs) can focus on and localize their customer bases, allowing their owners to manage these connections for successful entrepreneurial marketing [41]. Entrepreneurial marketing research often examines the influence of social media marketing and networks, focusing on existing and prospective customers. This approach enables SMEs to create personalized marketing strategies that resonate more deeply with their target audience, fostering loyalty and repeat business. Additionally, by utilizing analytics tools available on social media platforms, business owners can gain insights into customer preferences and behavior, allowing for more targeted and effective marketing campaigns.

Moreover, the interactive nature of social media allows for real-time feedback and engagement, which can be invaluable for refining products and services to better meet customer needs. Entrepreneurs who actively engage with their audience on social media

can build a sense of community and trust, which is essential for long-term success. In conclusion, the strategic use of social media marketing and the cultivation of strong social networks are pivotal for the growth and success of SMEs. By understanding and leveraging these tools, business owners can enhance customer relationships, drive satisfaction, and achieve greater entrepreneurial success.

4 Conclusion

The Talent Scouting Academy (TSA) program has proven to catalyze entrepreneurial growth among the Indonesian diaspora in Western Australia. The program has equipped participants with the skills, knowledge, and confidence needed to launch and scale successful businesses by providing a comprehensive suite of support services, including mentorship, training, and networking opportunities. The program's success can be attributed to its focus on practical application, its alignment with the specific needs of the diaspora community, and its ability to create a supportive and collaborative ecosystem. There is significant potential to expand and enhance the TSA program further. By building upon the program's successes and addressing emerging challenges, we can continue to empower Indonesian diaspora entrepreneurs to positively impact the local and global economies. Future initiatives could include increasing access to funding, developing specialized programs for specific industries, and fostering stronger collaborations with government agencies, universities, and industry partners.

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