Technology & Knowledge Transfer For Entrepreneurship At Informatics & Business Institute Darmajaya Bandar Lampung

Anuar Sanusi*, Yulmaini, Andri Wiranata, Muhamad Ariza Eka Yusendra

Informatic & Business Institute Darmajaya Bandar Lampung

Abstract

One important role of universities nowadays, is to develop entrepreneurial culture. This article discuss on knowledge and technology transfer to society especially in developing entrepreneurship initiative and strategies (IPTEKS bagi Kewirausahaan/IbK), and also strengthening technology and business incubator (INKUBITEK) in IBI Darmajaya, one of leading university from Bandar Lampung, Indonesia to develop young entrepreneurs from among universities students and alumni. The program objectives are to improve entrepreneurship motivation of students and alumni, develop skills and proficiency for students and alumni in mastering management, business strategies, and manage business environment, and also mentoring effective entrepreneurial business as new business owner. The activities from the program consist of good corporate governance in business, entrepreneur training, training in effective business plan, marketing apprentice and volunteer, field visit on developing business on Lampung, business execution and management consultancy, provision of capital for business owner, and business mentoring from well-established business player on Lampung.

Keywords: IbK, Entrepreneurship, IBI Darmajaya, technology and knowledge transfer;

1. Introduction

University plays an important role in the development of entrepreneurship. Universities should be seen as a center of learning where reliable future Indonesian entrepreneurs are born and nurture. Through the Tri Dharma (education, research and community service) university will be able to infuse the values of entrepreneurship.

Informatics & Business Institute (IBI) Darmajaya Bandar Lampung has a lot of potential human resources to be an entrepreneur. At this time IBI Darmajaya have active students totaling 7000 students and had a 3729 alumnus. In their learning process, IBI Darmajaya also requires Entrepreneurship Courses as one of the compulsory subjects to be able to develop entrepreneurial potential in students. In addition to support entrepreneurial activity, IBI Darmajaya provide complete entrepreneurial support facilities for example: building business and technology incubators (INKUBITEK IBI Darmajaya), several computer laboratories, and laboratory Faculty of Economics & Business like, Mini Bank and Darmajaya Shop. These facilities enhance students' INKUBITEK IBI Darmajaya which has been running for more or less 5 years in empowering many students to develop entrepreneurship spirit in activities such as selling consumer goods, IT programs (ie: software & games), educational electronic and also handicraft products. This incubator also held business exhibitions involving communities and business players.

However, despite being offered with the knowledge and complete supporting facilities, the outcome on students that works on entrepreneurial environment at IBI Darmajaya is still considered low. IBI Darmajaya does not have a complete recording system to measure how many of their students has become successful entrepreneurs. One of the reasons why this condition occurred is the lack of a comprehensive model of entrepreneurial eco-system in IBI Darmajaya. Hence, the objectives of this program is to seek and establish a comprehensive and sustainable Entrepreneurship model for IBI Darmajaya in developing successful young entrepreneur in the real world.

* Corresponding author.

E-mail address: anuarsanusi@ymail.com

2. Technology & Business Incubators Ibi Darmajaya (Inkubitek Ibi Darmajaya)

Technology and Business Incubator (Inkubitek) IBI Darmajaya is a center within IBI Darmajaya Organization that functions as a creative channel for students and alumni who already run small and medium enterprises including new young entrepreneurs to learn ways to operate a business. The activities within INKUBITEK IBI Darmajaya include developing or realizing businesses and solving problems of business management, from functional areas in finance, human resource, operations to marketing strategy, either individually or in groups. INKUBITEK IBI Darmajaya also provides business consulting services for all students and alumni IBI Darmajaya, develop entrepreneurship and leadership soft skills training, assisting small and medium enterprises (SME), and accommodate student internship in various companies and industries.

With the establishment of INKUBITEK IBI Darmajaya, we create the atmosphere of entrepreneurship among academicians within IBI Darmajaya, especially among the students so that upon graduation, they aspire to be entrepreneurs who can create jobs. It is also linked to Darmajaya IBI commitment in supporting the government's program to create entrepreneurs, so that in the future, they could boost the regional economy, especially in the province of Lampung. Therefore, in order to achieve their goals, INKUBITEK IBI Darmajaya, developed strategic guideline which is reflected from Vision & Mission, as follows

Vision

“Building the students competence in entrepreneurship based on Technology”

Mision

- 1- Implementing student entrepreneurship incubation and developing programs based on technology
- 2- Create a network of entrepreneurial community, alumni and making cooperation with government / private sector and Micro, Small and Medium Enterprises (SMEs)

From the year 2014 till 2015, INKUBITEK IBI Darmajaya, embarked in many programs to improve entrepreneurial environment in IBI Darmajaya. Their programs include:

1. Trade program in DJ Shop for students and staff.
2. Student participation in seminars and entrepreneurship training.
3. Visiting to SMEs or wholesale center
4. Participation in exhibitions or fairs (tentative).
5. Empowering the Student on business incubation, trainings and presentations in English.
6. Organize seminars and entrepreneurship competitions grants program.
7. Developed the creative media using entrepreneurship bulletin and social media networks.
8. Engagement with enterprise, community, government and private institutions.

3. Entrepreneurship Model of Ibi Darmajaya

The nurturing of entrepreneurs in IBI Darmajaya is carried out by two units namely; LP4M & INKUBITEK IBI Darmajaya. These two units established on IBI Darmajaya entrepreneurial development model known as the ‘Darmajaya Entrepreneurship Program’. Figure 1 illustrates the model.

Figure 1 IBI Darmajaya Entrepreneurship Modelling

From Figure 1 it can be seen, the initiator and organizer entrepreneur activities in IBI Darmajaya is LP4M & INKUBITEK. At first Organizer will give the opening announcement "Darmajaya Entrepreneurship" program to the students and alumni of IBI Darmajaya, through banners, flyers website and social media. After that, the students and alumni will register by filling the biodata and propose business idea which they want to run, and will be evaluated by the LP4M and INKUBITEK through administrative selection, presentation and business interviews.

With the commencement of the program IbK (Darmajaya Entrepreneurship Programs), many academic communities in IBI Darmajaya perceived with positive attitude. This statement proved by 22 candidates business owner who enroll in the program and pass the selection of incoming administration, consisting of a wide range of industries, ranging from culinary, creative economy, services to processed agricultural and livestock products. The process then continued with the presentation sessions and business interviews to explore the potential business to be run by the candidates' business owner. At this stage there are 20 candidates who qualified and potential to be developed further with some assessment variables ie: background and objectives of the business, description of products and services, marketing strategy, financial projections and risk analysis. These activities, from announcement of program until business presentation and interview called INPUT Preparation which will produce potential candidate of business owner to be developed.

After the preparation of the INPUT is complete, it will proceed on pre-incubation stage in which the candidates will be given a wide variety of training programs. Upon completion of the training, trainers will receive a seminar kit, modules, certificates and food plus refreshments. Training activities are in class and implemented to support the development efforts of the candidates. The activities in Pre-Incubation phase are:

3.1 Business Management Training

Business management training conducted for 4 times, for two days in June 2015 that emphasis on improvement of selling and marketing skill ability of the business owner candidates to increase sales turnover in real business activities as well as materials on financial management (financing / capital). The material provided in this training includes: Success story from established business owner in Bandar Lampung, selling skill using E-Commerce, the use of technology to support business and how to develop financial literacy using financial management knowledge.

3.2 Internship at Business Partner

Internships Program carried out by the candidates are in small businesses not in companies. Marketing internship is conducted in groups where the groups are divided into several categories, ie: creative economy, culinary and retail group. The location where internships for each groups varies according to the location of each business category and is assisted by a business partner. For coordinating the activities of each group, determined by agreement of the group under the supervision of entrepreneurship lecturer as a mentor, both in the business location, on campus, in the area of Dj Shop, at business partner locations.

3.3 Business Plan Training

This course explains the importance of business planning, defines and describes the components of a business plan, and provides access to sample plans and resources that can help you develop a very good business plan.

After the pre-incubation completed, some business owners who have the highest points will go into the incubation phase. On incubation phase every candidates who have been screened will be given capital benefit @ Rp.5.000.000, assistance to build legal firm and technological support to enhance their business. Also the business owner will get a continuous mentoring and consultation on human resource management, marketing, finance, operations and technology from various parties, ranging from lecturer, business expert to business practitioners who have become partners of IbK (Darmajaya Entrepreneurship Program).

The results of the incubation phase is the independent business owners that have a multiplier effect of business with the ability and expertise of innovation to seize market opportunities. This business owner who have independent business with those capability mentioned above, will be called as Young Entrepreneur from IBI Darmajaya. And they have obligation to create another Young Entrepreneur using IBI Darmajaya Entrepreneurship Model next year, at least 5 young entrepreneur so we will have Business Community based on IBI Darmajaya.

4. Conclusion

The student and alumni of IBI Darmajaya found that the program of technology and knowledge transfer for entrepreneurship using Darmajaya Entrepreneurship Program is quite interesting. This can be seen from the many participation from student and the programs. It is can be concluded as follows:

1. Program activities provide positive motivation among students and alumni who on their early developing business to improve good governance, develop creative effort, and increase their business turnover.
2. Program activities provides many benefits for students and alumni to encourage the development of new entrepreneurs from academics level.

5. Suggestion

1. Mentoring activities need to be conducted continuously so that the business of program participants continues to grow
2. In addition, there is a need to broaden the network of business cooperation, between INKUBITEK IBI Darmajaya with external parties such as financial institutions, the department of trade and industry, and business partners.

References

- Battilana, J., Leca, B. and Boxenbaum, E., (2009). How Actors Change Institutions: Towards a Theory of Institutional Entrepreneurship. *The Academy of Management Annals*, 3, (1), 65-107.
- Buchari Alma. 2007. *Kewirausahaan*. Bandung: Alfabeta.
- Ciputra. 2011. *Ciputra Quantum Leap 2: Kenapa dan Bagaimana Entrepreneurship Mengubah*. Jakarta. PT. Elex Media Computindo.
- Hayati, Keumala dan Sari, Aida. 2007. Keterampilan Kepemimpinan Pengusaha Industri Skala Kecil (Studi di Bandar Lampung). *Jurnal Ekonomi dan Bisnis Indonesia*. Volume 22, No: 2, April 2007, Hal: 197-214. Terakreditasi Nasional.
- Hendra, Y., dan D. Riana. 2008. *Spiritual Entrepreneur*. MQS Publishing, KPAD Geger Kalong. Bandung.
- Ireland, R. D., and Hoskisson, R. E., and Hitt, M. A., 2011. *The Management of Strategy; Concept and Cases*. 9th Edition. South-Western Cengage Learning.
- Ismail, Zarmawis. *Pemberdayaan Usaha Kecil dan Menengah*. www.pacific.net.id/pakar/sadli/1299/131299.html. diakses 20 May 2010.
- Karsidi, Ravik dan Irianto, Heru. 2005. Strategi Pemberdayaan UMKM di Wilayah Surakarta. Makalah disampaikan dalam Diskusi Regional Kerjasama Bank Indonesia Solo dengan Badan Koordinasi Pembangunan Lintas Kabupaten/Kota Wilayah II Surakarta Propinsi Jawa Tengah.
- Lampung Dalam Angka*. 2010.
- Lembaga Penelitian SMERU. 2003. Buku I: Peta Upaya Penguatan Usaha Mikro/Kecil di Tingkat Pusat Tahun 1997-2003. Kerjasama Lembaga Penelitian SMERU dengan Kementerian Pemberdayaan Perempuan.
- Lestari Hs, Sri. *Perkembangan Dan Strategi Pengembangan Pembiayaan Usaha Mikro Kecil Dan Menengah (UMKM)*. www.smecda.com/deputi7/file_infokop/VOL15.../6_%20lestari.pdf. Diakses 23 Maret 2012.
- Moleong, Lexy J, 2000. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- MP3EI 2011 - 2025. *Masterplan Percepatan dan Perluasan Pembangunan Ekonomi Indonesia 2011-2025*.

- Meredith, Geoffrey G. 2002. *Kewirausahaan: Teori dan Praktek*. Jakarta : PPM.
- Nugraha, D.A. 2008, 8 Revolusi Sikap Menjadi Entrepreneur, Penerbit PT Elex Media Komputindo,, Kompas Gramedia, Jakarta.
- Pfeffer, Jeffrey. 1994. *Competitive Advantage Through People, Unleashing Power of The Workforce*. Harvard Business School.
- Porter, Michael E., 1985. *Competitive Advantage, Creating and Sustaining Superior Performance*. New York: The Free Press.
- Prama, G. 2004. Catatan Konsultan, Sukses dan Sukses, Sukses di Perjalanan, Sukses di Tempat Tujuan, Diterbitkan PT Elex Media Kmputindo Kelompok Gramedia, Jakarta.
- Setyobudi, Andang. 2007. Peran Serta Bank Indonesia Dalam Pengembangan Usaha Mikro, Kecil dan Menengah (UMKM). Buletin Hukum Perbankan dan Kebanksentralan. Volume 5, Nomor 2, Agustus 2007.
- Suryana. 2001. *Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Jakarta: Salemba Empat