

Conference Paper

Implementing Entrepreneurship Practice and Networks Building Through Collaboration at Bussiness Festival Event at Darunnajah University

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ABSTRACT

Entrepreneurship education at a university degree does not only provide information theoretically but also is expected to apply a mature mindset to students practically in terms of growing their interest in entrepreneurship. Networks are one of the important factors in entrepreneurship. SMEs itself develop networks through several components, including collaborations. This is what Jakpreneur did through their support for the Business Festival event (BUFEST) at Darunnajah University. This research uses a qualitative approach with an explanatory research design which aims to explore the reasons of provincial government and Jakpreneur in expanding their network through support in this event. This research found that BUFEST event as a university bridge to accommodate students practically. Moreover, increasing students' motivation to begin entrepreneurship. Otherwise, Jakpreneur Association could expand their organizational network through the event, such as recruiting bazaar participants to join as Jakpreneur members and offering ideas and opportunities to students for opening franchises of their business. The limitation model could be solved by joint business, students will learn how to begin business in teamwork. The main conclusion of implementation entrepreneurship practice is a marketplace opportunity. Students will get benefits by joining the member of the association due to the limitation of renting a location to open entrepreneurship. They can practice entrepreneurship by joining bazaar to bazaar provided by Jakpreneurs. Jakpreneurs are divided into each subdistrict in Jakarta.

Keywords: Entrepreneurship education practice, networks building, collaboration

Introduction

The benchmark for a country's progress is based on a nation's economic progress (Kumar, 2019). That statement is simply supported by the fact that a country's economic welfare can be improved by entrepreneurs (Handayani et al., 2020), surely because the economic wheel strolled around comes from them. Therefore, the economic progress of a nation can be seen from the number of entrepreneurs out of the percentage of the population. In many developing countries, the number of entrepreneurs is more than 2% of the population. This is an interesting thing to discuss considering that researchers over the last ten years have explored the topic of entrepreneurship extensively by Wiklund et al. (2019). Based on data from LIPI in 2012, the number of entrepreneurs in Indonesia reached 1.56%, so, in that year, the increasing number of entrepreneurs for almost 2% of the total population continued to be encouraged by all parties, especially universities by presenting entrepreneurship courses. Entrepreneurship is also a compulsory subject in university degrees.

Based on data from the Central Statistics Agency (BPS) in 2022, the number of Indonesian entrepreneurs is 9 million people from the total population or around 3.47%

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(<https://economic.bisnis.com>). This percentage growth should be appreciated, but other facts show that data on the unemployment rate in Indonesia in 2022 is 8.42 million people or around 5.86% (<http://www.bps.go.id>). Increasing the welfare of society in a country can be done by increasing the number of entrepreneurs in that country (Sutter et al., 2018), unfortunately, the increase in the number of entrepreneurs in Indonesia is still in direct contrast to data on unemployment rate, which means that people's welfare cannot be said to have increased based on the Global Entrepreneurship Index by Acs et al. (2017).

Indonesia is in the 97th position out of 134 countries studied for comparing the number of entrepreneurs in Indonesia. The position is quite far from the number of entrepreneurs in other neighboring countries such as Singapore, Brunei Darussalam, and Malaysia. Seeing the discrepancy in the unemployment rate data, there is a need to review the contribution of academics and universities as stakeholders in presenting entrepreneurship courses, which are still not enough to educate students to become entrepreneurs. Therefore, the internalization of an entrepreneurial spirit must be implemented in the university education system, so that university orientation does not only revolve around looking for work (Rusmana, 2020).

It must be admitted that many education systems in Indonesia still use the principle of learning to know so the principle of making entrepreneurship education a theoretical education is related to entrepreneurship theories. Entrepreneurship education based only on theory can't foster an entrepreneurial spirit in graduates.

This is also supported by the results of Krabel's (2018) research that many universities support graduates in entrepreneurship by supporting entrepreneurial activities of students and staff, and holding entrepreneurship programs that create networks with local entrepreneurs. According to a large-scale postgraduate survey, carried out by the International Center for Higher Education Research-Kassel, combined with a ranking system of entrepreneurial orientation among German universities and data on the workforce within the university area. Empirical analysis shows that the possibility of entering entrepreneurship is significantly positively related to the support and development of entrepreneurial orientation from universities.

Another preliminary study (Affandi et al, 2020). also explained that there is a need for the participation of stakeholders who require the role of government, non-government bodies, as well as private financial institutions and business associations to support the continued strengthening of MSMEs both in providing raw materials, managing finances in business and carrying out alignment according to ongoing infrastructure. One of the steps taken by the DKI Provincial Government as the regional government for the city of Jakarta in increasing entrepreneurship and supporting MSMEs in the Jakarta area is by presenting the Jakpreneurs program. Jakpreneurs is a group of MSMEs who are members of an MSME training and development association in the Jakarta area. To optimize the training and development of MSME jakpreneurs, the provincial government has divided jakpreneurs into groups at the sub-district level in each city area.

In practice, in collaborative governance, there is an official forum that involves several stakeholders who have the same interests to dialogue, discuss, and even debate an issue to produce effective decision alternatives (Scott & Thomas, 2017), even on a government policy written in statutory regulations (Amsler, 2016). The government is an entity that has the function of organizing this joint forum, so it is necessary to ensure that these stakeholders are truly part of the government's policy network (Scott, 2016). Jakpreneurs also provides a platform for these MSMEs by involving these MSME associations in bazaars and culinary festivals held in several places and does not even hesitate to collaborate with non-governmental or private institutions to hold these bazaar events, one of which is through Darunnajah University. These stakeholders are those who not only have additional resources that are useful and can help make the work or project being carried out easier but can also bring public values that have an impact on society at large (Van Tulder et al, 2016). Because the parties involved

come from different entity backgrounds and have different ways of working, in this case the government needs to think about rules of the game that are feasible, dynamic, and can be implemented by each party (Qi, 2019).

Chairman of the Darunnajah University Entrepreneurship Study Program, Rifaldi stated that the Business Festival which was held on 5-6 October was a collaborative step with the Jakarta Provincial Government UKM Service which was attended by 30 participants including 20 Jakpreneurs participants who came from a combination of Jakpreneurs from Pesanggrahan Subdistrict and Kebayoran Lama Subdistrict and the rest booth is provided for students who have started entrepreneurship or are just trying to become entrepreneurship to participate in this Business Festival event. Darunnajah University itself provides a booth selling various university souvenirs which is guarded by Entrepreneurship Study Program students to implement the internalization of entrepreneurial practices in higher education.

Material and Methods

This research design is exploratory and aims to explore the Jakpreneurs and its collaboration which will be researched and digged broadly and in depth. This research uses a qualitative approach by collecting data in participant settings, analyzing data inductively, building partial data into themes, and then providing an interpretation of the meaning of the data. The final activity is to build the report into a flexible structure.

Data collection

The observation that has been done over two days of the implementation of the Business Festival itself on Friday and Saturday 5-6 October by strolling around interviewing many parties, and following the sequence of the event. The interviews are divided into three question instruments with a total of 21 informants. The first part question is intended for the committee of the event itself. The contents of the instrument ask for data on the total number of participants that took part in BUFEST and data on the total number of Jakpreneurs from some districts that registered to take part in Bufest. Data of participants from Non-Jakpreneurs.

These are categorized as circles of students that take part in the event, the background of the collaboration between Darunnajah University and the DKI Provincial Government Service through Bufest, the contribution of stakeholders from DKI Province for MSMEs board in his opening speech. Documentation from supporting articles of the press release itself also becomes the supporting data of the research.

The informants from Jakpreneurs will also be interviewed about the aims of Jakpreneurs, the things that they were expected by supporting the event, a glimpse of certain requirements to join Jakpreneurs for students involved in, kinds of guidance Jakpreneurs has provided to support MSMEs members, Jakpreneurs' hopes and expectation for student interest in collaborating at this Bufest event, Jakpreneurs training and development program plan for MSMEs in digital terms and some of reasons and factor in indicators below included.

Indicators of the theoretical framework

Network collaboration occurs to find information on raw material suppliers that is more in line with product quality and budgeting, looking for product innovation ideas to develop their own products and market research by looking at the products and prices of other MSMEs, collaborative affiliation within an organization namely Jakpreneurs, looking for the same tribe or culture to exchange information to develop networks (for example selling Acehese noodles; participating in this event, meeting with other traders from Aceh who sell the same or different products, and establishing relationships in the future to take part in the same event in the future or another networking alliance or in the other event.

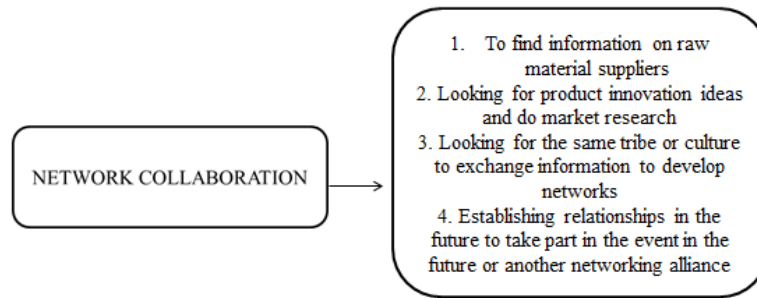


Figure 1. Network collaboration theory (Source: Compile of journal references)

This research also raises the topic of Collaboration Dynamics Theory on Collaborative Governance by Emerson & Nabatchi (2018). The collaboration process is an iterative interaction cycle. This means that the collaboration process is carried out so dynamically and cyclically, that it can produce several temporary actions and impacts, before moving on to the main impact. This dimension focuses on three indicators, they are mobilization of shared principles, shared motivation, and capacity to take joint action. Mobilization of shared principles can be done by face-to-face dialogue or through technological media. The components of this indicator are discovery, deliberation, and determination. The second is shared motivation. Principled engagement influences this indicator to produce temporary results. The elements of this indicator are mutual trust, mutual understanding, internal legitimacy, and commitment.

The last is the capacity to take joint action. The capacity in this term is the ability of the actors involved to take action effectively. This indicator is generated by the previous indicator. However, if this capacity develops, this can strengthen the promotion of shared principles and shared motivation so that collaborative actions and impacts will be more effective. There are four elements in this indicator, such as procedural and institutional arrangements, leadership, knowledge, and resources, and so are actions in collaboration, it is added (Nur et al., 2022), because of the perspective that if only one actor acts alone then the collaboration goal will be difficult to achieve.

Table 1. Collaborative dynamics on collaborative governance

1	Mobilization of Shared Principled	Discovery
		Deliberation
		Determination
2	Shared Motivation	Mutual Trust
		Mutual Understanding
		Internal Legitimacy
		Commitment
3	Capacity to Take Joint Action	Procedural & Institution Arrangement
		Leadership
		Knowledge & Resources
		Actions in Collaboration

Sources: Emmerson and Nabatchi (2018); Nur et al. (2022)

Results and Discussion

The DKI Jakarta Provincial Government is taking initiative steps by creating a platform that can be used by the community, especially those with a creative and innovative spirit, to establish and advance

businesses on a micro, small, and medium scale (MSME). This idea was successfully realized with the presence of the Integrated Entrepreneurship Program in February 2020. To be more familiar to the public, this program then received a modern touch in the form of a brand called Jakpreneur, which is a combination of two words, namely Jak from Jakarta and preneur from entrepreneurship (smartcityjakarta.go.id).

The Jakpreneur program is implemented by 7 (seven) District Departments as the District Jakpreneur Organizers, namely the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises; Department of Food Security, Maritime Affairs and Agriculture; Department of Manpower, Transmigration and Energy; Department of Tourism and Creative Economy; Department of Culture; Office of Empowerment, Child Protection and Population Control, and Social Service. Each subdistrict of Jakarta province takes a role in holding the development of Jakpreneur program in their districts.

Jakpreneur is a forum for the creation, facilitation, and collaboration in the development of MSMEs carried out through entrepreneurial ecosystems, such as start-ups, educational institutions, and financing institutions. Through this program, MSME activists will gain access to improve skills and independence in developing business potential, in collaborative ways between the Provincial Government, the business world, the community, educational institutions, or other parties. Herewith, this research attached the data of simply demographic some participants from Jakpreneurs.

Table 2. The demographic of Bufest Participants (Jakpreneurs)

Name	MSME brand/shop	Address	Offline	Online
Murni Kristianti	Fashion Tupperware	Bintaro, Pesanggrahan	None	Pojok Bento
Mimin Aryana	Corndog Mozarella	Kp Pabuaran Barat	Bintaro	None
Faezal Naftuti	Nazifah Kitchen	Ulujami Pesanggrahan	None	Nazifah Kitchen Vanilla
Nila Arinda	Vanilla Bakes	Kebayoran Lama	None	Bakes
Sunarti	Savasha Collection	Pesanggrahan	Pesanggrahan	None
Dewi Eka Putri	Bakso Seafood	Ulujami Pesanggrahan	Home-based	Gofood
Triyanto	Pawon Aunty	Petukangan Selatan	Home-based	Shopeefood

Source: Collected by Author

Mostly, the members exactly categorized as a home industry whereas the business itself is run in their home. Some of them didn't have either a shop or an offline store, they just focused on online marketing they run with. The trade that they made offline only when Jakpreneurs let them open booth facilitation in many places the government provided. Some of the campaign is done in many universities to build the intention of students to begin entrepreneurship from now on. The deepest reason why those brands join as Jakpreneurs members is simply to get income and assistance on how to run the business well. Sometimes, neither they know how to run Tiktok live, or Shopee ones. The discovery of being Jakpreneurs members also asked the government itself to add them knowledge on how to explore their interests and talents and use it positively by joining Jakpreneurs.

The support of Jakpreneur itself through the Bufest event is also part of their campaign to let the students know how governance takes care to assist you through this program. Jakpreneurs is ready to guide entrepreneurs through five main programs to increase entrepreneurial capacity. They are training, assistance, marketing, financial reporting, and capital facilities. However, every Jakpreneur

participant who has registered certainly has different challenges or problems. Some entrepreneurs are truly still in the beginner category and some encounter difficulties when searching for capital. Therefore, the type of assistance available at Jakpreneur will be adjusted to the needs and business phase of the participants.

This research also collected data from students that participate in Bufest, total 6 informants included (Syirhan, Farhan, Wahida, Sabrina, Eka, and Ikhwan) who just finished the entrepreneurship subject in their sixth semester of the major and takes a part in joining the event by opening three booths with joint modal between them. From all of the statements, one of them feels doubt about joining jakpreneurs or not, reminding them he was still being a student, he was afraid of the duty to follow every sequence of the event is a must, and it might be decreasing his focus to study.

Hence, other Jakpreneurs explained that there was not a must to follow every event they had. We could adjust the development training according to our needs, and if the lecturing schedule also comes together, they have the right to not attend the event due to their priority.

MSMEs board of province provides the program to support the citizens to increase the number of entrepreneurs and helps the run of economic wheels in a country. The opportunity that the program offered is expected to use as well as good governance will be. Entrepreneurs who have registered as Jakpreneur participants will receive basic and advanced level training covering two categories, not only technical but also non-technical. In technical training, the entrepreneurs will receive guidance regarding production techniques and product development. Meanwhile, non-technical training is directed to improve soft skills and foster an entrepreneurial spirit and competence in business management, promotion, and product marketing.

The deliberation to join Jakpreneurs is according to our awareness of ourselves to register because the recruitment itself needs some files to be submitted that require such as an Identity card, Proof of business ownership, or Statement of plans to open a business. Once everything is filled in completely, click the register button, then wait for the validation email which will also give you a username and password to log in to the Jakpreneur site. After logging in, you can determine what type of training program you would likely to join, either as a 'Beginner Entrepreneur' or an advanced Entrepreneur'.

Jakpreneur is ready to guide entrepreneurs through five main programs to increase entrepreneurial capacity. However, every Jakpreneur participant who has registered certainly has different challenges or problems. Some entrepreneurs are truly still in the beginner category and some encounter difficulties when searching for capital. Therefore, the type of assistance available at Jakpreneur will be tailored to the needs and business phase of the participants. Entrepreneurs who have registered as Jakpreneur participants will receive basic and advanced level training covering two categories, namely technical and non-technical.

In technical training, business actors will receive guidance regarding production techniques and product development. For example, on April 14, 2021, Jakpreneur held a training entitled Beta Cultivation from Hobby to Export which was attended by Jakpreneur participants. Meanwhile, non-technical training is aimed at improving soft skills and fostering an entrepreneurial spirit and competence in business management, promotion, and product marketing.

Jakpreneur was created in the spirit of collaboration between the government and society. Therefore, every participant who has joined will also receive assistance in the form of business assistance in terms of Marketing; Capital; Financial statements; Providing creative ideas; Change in entrepreneurial mindset; Helping find solutions to business problems; Forming superior business actors, and Licensing. To help smooth the licensing process, Jakpreneur participants will also be facilitated to obtain licensing and/or non-licensing documents according to the business they are running. Document processing can be carried out individually or collectively by the Jakpreneur Organizing Regional Apparatus in coordination with the DKI Jakarta Province Investment and One-Stop Integrated Services (DPM-PTSP) Service.

Due to the measurement of network collaboration indicators, 24% of the participants stated that their reasons for joining the event were to find information on raw material suppliers, and they mostly stated that the reason was to open possibilities for offering franchises to students toward their products is around 24%. While looking for product innovation ideas is approximately 19% of total answers, same as just only for collaborative events in an organization. The lowest percentage is the reason for looking for the tribes or cultures that can affiliate, cause the more you have the same product to offer, the more chance you make a differentiation.

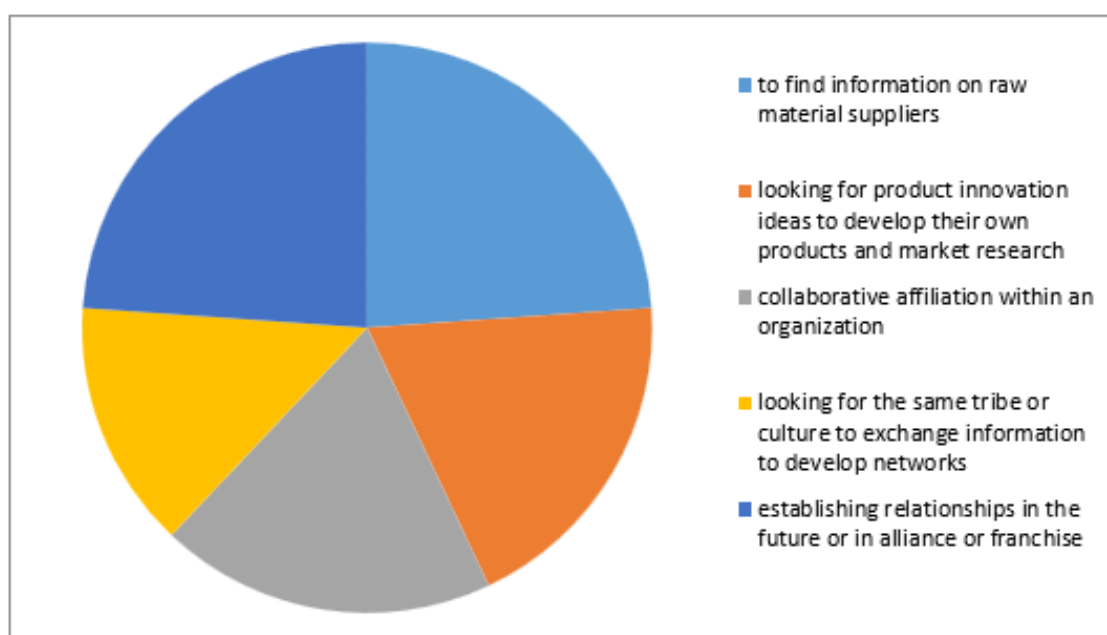


Figure 2. Graphic of network building measurement

Conclusion

The main conclusion of implementation entrepreneurship practice is a marketplace opportunity. Students will get benefits due to the limitation of renting a location to open entrepreneurship. They can practice entrepreneurship by joining bazaar to bazaar provided by Jakpreneurs. Jakpreneurs are divided into each subdistrict in Jakarta. Mostly the members of Jakpreneurs themselves do not have an offline shop exactly, they decided to join Jakpreneurs because the province government allows them to follow bazaar to bazaar for free and educates them in business regularly. The limitation modal could be solved by joint business. Unless you try to begin, students will learn to know how to begin business in teamwork. A total of 21 students contributed to the Bussiness Festival and There are 7 Students were interviewed about the reason why they would like to try being entrepreneurs by opening 3 booths at the Bussiness Festival they decided to take seriously to begin their entrepreneurship by shared- joint and registered as Jakpreneurs members.

Raising the next collaboration to digital training is the implication of the research practically due to the Jakpreneurs members have a suggestion to the Jakarta board of SMEs to open education or seminar for them to begin social media such Tiktok and Shopee Live because they don't know how to apply it exactly. Some of them are aware of using food to promote their shop.

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