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## **The Importance of Building a Digital Business Startup in College**

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### **ABSTRACT**

Indonesia has enough established startups for them to become popular in business incubators that accept college or university students. This is because aspiring entrepreneurs who have business ideas are given access to the incubation concept and program. As a result, study was done to find out how business incubators help colleges create firms. However, there are barriers to developing businesses, including limited technology, management, and leadership. A qualitative methodology was used to carry out the study at Raharja University's Alphabet Incubator. Utilizing an observational research approach and a literature review to gather data with the goal of streamlining the procedure, It is clear that the government supports business incubators in creating startups and utilizing technology to expand businesses. The goal of the research is to boost creativity or innovation in creating successful new companies in higher education. seen from students making use of the Alphabet Incubator's resources to create small enterprises in the digital sector and expand the workforce.

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## **1. INTRODUCTION**

College is a facility that will be continued after senior secondary education has been completed and will lead to higher education. It offers diploma programs, bachelor programs, master programs, doctoral programs, professional programs, and specialist programs, all of which are organized by universities in accordance with the culture of the Indonesian nation. Additionally, it incorporates the tri dharma, which takes the forms of community service, research, and education [1]. Therefore, universities conduct research and develop inventions and prototypes that can be used by the industry and are beneficial to the general public, according to Menristekdikti Minister of Research, Technology, and Higher Education Mohamad Nasir cited universities conduct research and develop Inventions and prototypes that can be used by the industry to Public [2]. Consequently, business incubators are essential at universities. technology, often known as "IBT," is particularly effective at creating or beginning entrepreneurs or tech-based new

businesses (startups) [3]. IBT positions consist of in relation to Presidential Regulation Number 27 Year, aid and services 24 of 2013, relating to the Minister of Cooperatives and SMEs' Regulation of Entrepreneurial Incubators Norms, Standards, Procedures, and Criteria (NSPK) for Entrepreneurial Incubators as of 2015 [4].

Because the triple helix, which combines academia, industry, and government, or Startup itself, is highly valuable. In order for the outcomes of research in the form of an innovation to be directly commercialized to the general public, colleges with accreditation A and B must have incubation from academics and students [5]. In order to improve institutions, the Ministry of Research, Technology, and Higher Education established 44 IBTs and created 5 additional IBTs outside of Java, which were still deficient. Here are some IBT that gave rise to the top startup businesses: (1) In cubie Bogor Agricultural University (IPB); (2) University of Indonesia's Directorate of Innovation and Business Incubation (DIIB UI), (3) Yogyakarta State University (LPPM UNY), (4) Sky star Venture Universitas Multimedia Nusantara (UMN), (5) Entrepreneur Incubator Central Java Innovation (Innova Central Java), and (6) Maleo Techno Centre are some examples of institutions that support research and community service [6].

Additionally, it is well known that the "CPPBT" initiative, run by the Ministry of Research, Technology, and Education Tinggi, aims to expand campus startups [7]. Already The Ministry of Research, Technology, and Higher Education has consistently supported and given facilities for PPBT candidates from each university during the past four years, totaling 558 individuals from all over the area who are present in Indonesia. 558 applicants applied for the CPPBT [8]. As it turned out, just 59 candidates—or a ratio of 10 [9]. 57%—were successful in moving on to the PPBT [10]. for the reason that little CPPBT goes to PPBT [11]. So, this year, 132 participants from 70 universities scattered nearly from Sabang to Merauke will participate CPPBT activities from April 8 to 10, 2019 [12]. Seminars, workshops, motivational speeches, and success stories of PPBT applicants who have moved to the Starter Company Program class technology-based (PPBT) are all on the schedule for the CPPBT events, which aims to increase student interest in creating new startups [13]. Because Indonesia only has 1.6% of MSMEs, which is below the 5% threshold that defines a country as developed. This is still very different from our expectations [14].

Startups are well-known to be a type of technology-based incubator or also referred to as the digital world [15]. The state of Indonesia is a part of the "startup" craze, where young entrepreneurs are developing companies that smell like technology (startups) and are innovative and creative in their use of technology [15]. Since startups themselves are businesses that rely on technology and the internet, they are sometimes referred to as technology-based and online businesses [16]. In Indonesia, startups can be divided into three categories based on their unique charm and ease of opening [17]. The use and utilization of technology in the beginning of a startup business is one of the challenges, though [18]. A number of digital industry stakeholders, including telecoms providers and investors, will work together to construct various incubation and acceleration activities in order to nurture a new business so that it continues to expand [19]. There is a basis in forming students into novice entrepreneurs in forming creativity, such as: (1) types of creativity that can accept views in the modern era, (2) types of creativity that can reject the current view by changing it, and (3) this type of creativity that is able to synthesize modern paradigms or views [20]. By utilizing the originality and creativity of young entrepreneurs in the development of their businesses, these incubation activities have the potential to have an impact on Indonesia's digital industry [21]. It is clear from the data above that the government places a high value on the business incubator when it comes to supporting entrepreneurs at universities, particularly Grace [22]. There is a business incubator at Raharja University called Alphabet Incubator (AI) [23]. Raharja University has just opened a brand-new facility for lecturers and students called the Alphabet Incubator [24]. Since Alphabet Incubator (AI) is a research-based program with central control, it creates new startups based on Corporate Creative Pruner [25]. The application was created using a blockchain

management system (BMS) [26]. The Alphabet Incubator serves as a venue for instructors and students to exchange research findings[27]. The same goes for student-lecturer or student-student collaboration, which attempts to promote a competitive spirit or competency in creating a creative economy through enhancing MSMEs from government initiatives [28].

Institutions that serve as business incubators for universities Raharja offers assistance with starting businesses by providing concepts with distinctive and practical amenities at the Alphabet Incubator [29]. The AI area is furnished with chairs and tables that are orderly placed in a cafe-like layout. Research and learning are done at such a deep level that boredom and fatigue are avoided [30].



Figure 1. Logo Alphabet Incubator

## **2. LITERATURE REVIEW**

### **A. Commercial Models**

It takes a development in the shape of a business model in a business incubator, of course, to draw consumers or students who are competent in entrepreneurship. According to M. Lahandi and Maulidian (2019), the business incubator Trilogy University has a tagline called techno pruner, collaboration and independence by having a goal in expanding the enterprise of fresh entrepreneurs (tenant) with his help.

### **B. Business Programs in Various Forms**

Of course, a business program is required with the current business strategy. Students are provided programs to help them develop an entrepreneurial spirit, namely by guiding them in managing their businesses and helping them create goods or services that can be sold both online and off. The University itself offers a variety of program formats, such as an integrated package that includes offices, laboratories, and training facilities for students and other tenants to become successful and resilient businesspeople. Entrepreneurship, according to Alimudin (2015), is a learning process that can help students develop their character because they are brave in taking a risk, can see opportunities in the future, and can raise money for the newest products so that they can give consumers value by being produced differently and having unique characteristics.

### **C. Capital for Business Assistance.**

According to Rofieq et al. (2018), a mentoring model that is relevant to the business fashion is required because money is one type of MSMEs that are required in the craft sector in order for a Startup to start, develop, and prosper. In order to ensure that the form of the program offered may function effectively, a social entrepreneurship incubator program is being implemented in the Cibungbulang District. This program embodies the idea of entrepreneurs who develop in society by creating a Pos Daya forum (Saleh and Sehabuddin, 2015). Previous research on business incubators has produced the following findings:

Since this method is very simple for students to comprehend in lectures and may ensure the success of entrepreneurship learning, there is a need among students for a strategy to operate a business incubator (Throne 2015). Universities must be able to recognize that a crucial component of creating a technology-based firm is a facility that is prepared to support and help students launch their startups (Jaya, et al. 2017). This facility is known as a business incubator.

Due to the fact that Startup is a business incubator that relies on craft SMEs, MSMEs themselves require a model of assistance that may help them run their businesses (Rofieq, et al 2018). There are numerous methods to go about creating the startup that seeks to boost MSMEs in Indonesia and student innovation or creativity (Rofie, et al 2018). In order to promote the community of businesses that seeks to SMEs organized so that it becomes a successful firm, there must be technology in businesses and institutions present in a business incubator.

It is clear that a business incubator is an organization that works to provide resources like management and technology that aim to enhance the output of small and medium-sized firms. As stated by. With an incubator and technology in it, the community in City Sidoarjo, where unemployment is a problem that frequently affects residents, hopes to create MSMEs that will help reduce unemployment in society.

The purpose of the incubation process in a business incubator is to provide help to tenants so they may effectively address their issues and ensure the competitiveness or competency of their industry can continue to thrive (Siregar, et al 2019). College is a fantastic location to gain solid entrepreneurship skills because it fosters creativity so students can create their own businesses. Because it is intended that with this education, the spirit of competence will increase, entrepreneurship will dare to lead, will be independent, and will be able to compete with creativity and inventions created by these pupils.

Based on the aforementioned research, it is clear that a business incubator must have an incubation process that strives to help potential tenants at both tertiary institutions and communities with MSMEs. For the business incubator to function, though, a plan is necessary. similar to providing facilities in the form of management, capital, and technical assistance. So that they can be independent and able to discover prospects for starting a business by leveraging technology in marketing, the tenants will be able to generate high-quality items from their own creativity and ingenuity.

### **3. METHOD**

It is well known that observation and a literature review were used in the investigation. Where the process of learning or sharing research created by students at Alphabet Incubator Raharja University will be observed and carried out. Observation is data collection involves observation. It has empirical objectives such as the production of theories and hypotheses through observation in qualitative and qualitative research. A literature review is included in observation. Literature review is involves more than just reading the literature in order to advance new research, we must evaluate and critique earlier studies.

#### 4. RESULTS AND DISCUSSION

##### A. Enterprise incubator

It is clear that a business incubator is an intermediary organization that seeks to support start-up entrepreneurs in the technology sector for a specific period of time. And business incubator institutes run by universities frequently use the link and match approach. Putra (2017) proposes that the link-and-match concept is one way to learn through mentoring through work-based learning by doing work in industry.

##### B. College

The improvement of learning systems, attitudes, activities, and organizational effectiveness as well as the establishment of synergies and a fundamental comprehension of the Tri Dharma of Higher Education are all significantly impacted by universities that have business incubator institutions. Universities must be able to recognize that a business incubator is a type of school that is prepared to support and help students launch their startup by acting as an incubator for technology-based businesses during their development.

Four criteria for success in the present or future globalization era are provided in a business incubator institution managed by a university: (1) the need for demanding jobs, specifically jobs that are difficult to complete but can be done well in order to achieve a goal, (2) the need for a job with a favorable environment, specifically an environment that supports human resources and the environment of human resources, (3) the need for jobs that require expertise or the ability to work, and (4) the need for empowering the entrepreneurial spirit, which has the following qualities: achieving the goals of organizations.

By using techniques like case studies, dialogues, and simulations that make it easier for students to actively participate in training to develop experience and ability in the entrepreneurial spirit, the business incubator also offers training and mentorship programs to universities. There are also five. The programs offered include: (1) coaching, which is to be able to find opportunities in product sales and development by providing consultation, (2) conducting market research, namely processes of mutual need that generate added value and economy, (3) cooperation between institutions, namely processes of added value and economy, and (4) the establishment of a business unit, namely a program that provides assistance in directing the running process of.(5) development, specifically the process of product, market, and managerial development in entrepreneurship.

Three incubators are exemplified in MSME Development.

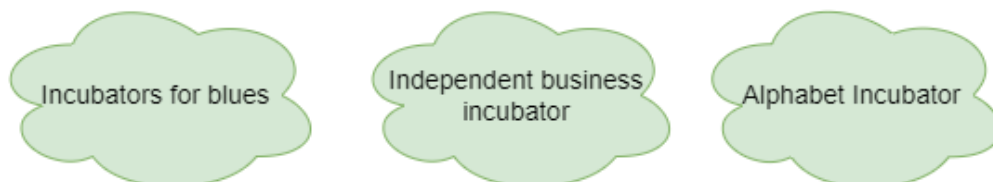


Figure 2. Program for incubators

The idea presented by the incubator program and the stage of potential tenants has stages:

1. Incubators for blues

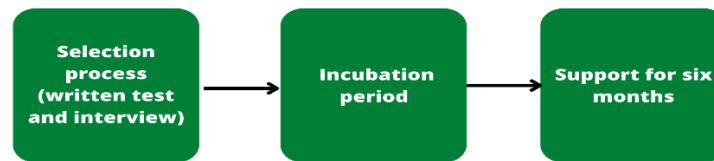


Figure 3. Incubator Stages for Indigo

Participants that succeed in the incubation phase will get an injection of Rp. 250 million as well as support in the form of facilities and other forms of assistance.

## 2. Independent Business incubator

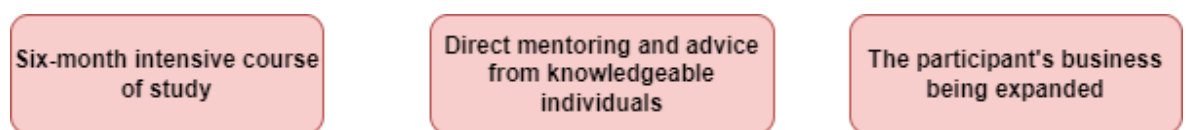


Figure 4. An Independent Business Incubator's Life Cycle

Here, Mandiri Business Incubator offers participants services in the form of workshops combined with practical application, giving them access to the Mandiri Bank network and giving them a space to collaborate.

## 3. Alphabet Incubator

Institutions at Raharja University help students learn by offering support and amenities in the form of cozy rooms and instructor guidance. When an incubator is established, IBT must provide a source of funding: (1) Internal university funding from the university (500 million IDR annually), (2) Grant funds from the government (500 million IDR annually), (3) CSR funds from BUMN and private firms (150 million IDR annually), and (4) Royalties and shareholdings from anchor tenants (50 million IDR annually).

From the funds listed above, it is clear that the government constantly encourages universities to have their own business incubator to be incubated against lecturers and students by offering assistance, services, and facilities in order to build a successful and thriving startup so that the startup can survive and grow the creative economy in the middle of society, and capable of creating jobs of course.

## C. Startups

Startup is an English word that refers to the act of beginning or opening a new business or business. And according to Wikipedia, a startup is a business that has just begun to operate. Startup businesses are only getting started and need to be developed. However, the term "startup" is also frequently used to refer to a technology or web-based business.

The startup as a whole possesses six traits, including: (1) The age of the company is greater than three years; (2) The number of employees in the company is more or less 20; (3) The revenue is \$100,000/year; (4) The company is still in its early stages of development; (5) The company operates in the field of technology; and (6) Products made in the form of digital applications.

According to research findings from 2013, 70 million Indonesians used the internet, and as a result, the number of startups in Indonesia has grown. In Indonesia nowadays, there are at least 1500 local startups. Unknown until now, Indonesia currently has a population of over 70 million people who utilize the internet, which has the potential to slow or speed up the growth of companies in the digital sector. The CEO of

dailysocial.net, Rama Mamuaya, has identified three categories for companies in Indonesia:

1. A game development studio
2. Emerging educational software
3. Business starts in the information and e-commerce sectors

As digital technology advances, businesses can take advantage of the convenience of conducting business with clients through social media, accelerating and improving the introduction of new products. There are numerous startup founder communities in Indonesia right now, including: (1) Bandung Digital Valley ([bandungdigitalvalley.com](http://bandungdigitalvalley.com)); (2) Jogja Digital Valley ([bandungdigitalvalley.com](http://bandungdigitalvalley.com)); (3) Ikitas ([www.ikitas.com](http://www.ikitas.com)), a business incubator in Semarang; (4) Station ([stasion.org](http://stasion.org)), a hub for local startups in Malang; and many others.

The following graph illustrates the variables that affect how startups develop "according to Tachiais."

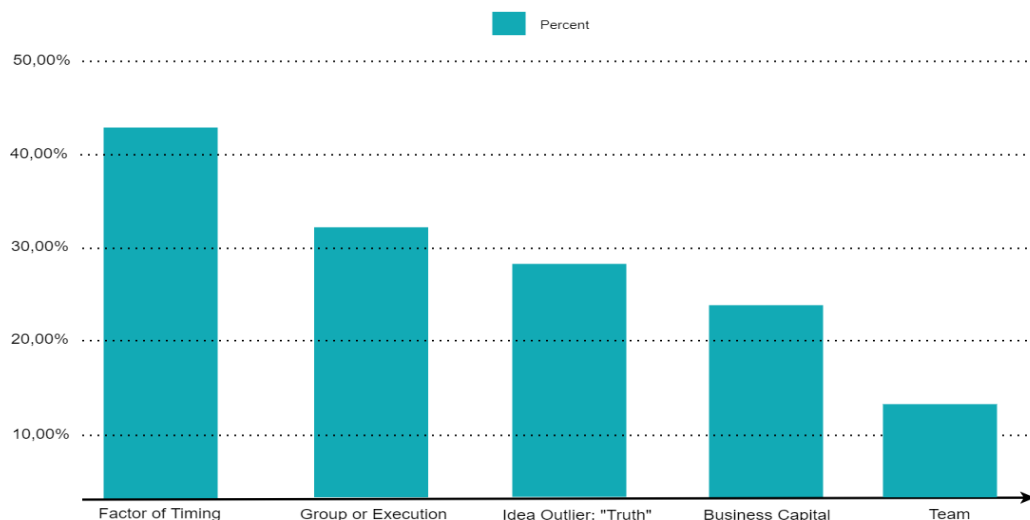


Figure 5. Startup Development

Information:

1. The timing factor affects 42%.
2. Team or execution has a 32% influence.
3. 28% of respondents are swayed by the notion of "truth" outliers.
4. Business has an influence on 24%.
5. The team has an influence over 14%.

It is clear from the data above that time is a crucial factor in the growth of businesses and teams who collaborate on ideas. so that the team may hear from the founders and investors. This makes community founder teams more eager to compete with one another. Numerous factors contribute to the formation or growth of new businesses. With the advancement of technology, 4 unicorn firms with Indonesian roots—Traveloka, Tokopedia, Bukalapak, & GO-JEK—have emerged.

According to data from Tech in Asia, the E-Commerce & Fintech sector was dominant among startups in Indonesia during the second quarter of 2017. However, there are some signs that hinder the growth of start-ups, specifically:



1. Ineffective communication about a product that you wish to promote, yet the startup ignored consumer feedback.
2. The link between the company's founders and its clients is still lacking, making what is referred to as good service subpar.
3. It is challenging to assemble a strong team to create startups.
4. The business is not being led by its founders.
5. Validation is challenging.

Additionally, it is clear from IBT Petra's May 3 2019 presentation that the business incubator technology (IBT) aspires to: (1) Have 20 potential startups, of which 10 can be mentored annually; (2) Graduate three members with a social impact and an annual revenue of IDR 300 million; and (3) Participate in two national promotional events and one international promotional event each year.

According to Rofieq and Farida (2018), there are numerous strategies to establish startups with the goal of expanding MSMEs in Indonesia and enhancing student innovation or creativity in the development of the economy.

#### **D. Alphabet Incubator**

Raharja University has a brand-new building called Alphabet Incubator. An application called Alphabet Incubator (AI) uses centralized management in the form of research to create new startups based on Corporate Creative preneur, a type of IBT. The goal of Corporate Creative preneur is to use one's creativity as a catalyst for change by developing fresh concepts or inventions that can result in outstanding work that can be acquired in college with the help of a companion.

There are other 8 traits that a creative preneur possesses, including bold action, innovation, hybrid skills, tech savvy, design awareness, teamwork, short planning, and doer. A blockchain management system (BMS) is used to develop the application. The Alphabet Incubator serves as a venue for instructors and students to discuss research findings by publishing papers and submitting funding applications. Collaboration between students and instructors or between students themselves might encourage a competitive or competent spirit. Because of this partnership, government initiatives aimed at fostering a creative economy and growing MSMEs may be carried out, and new businesses with the potential to usher in a disruptive era can be created.

So that students can benefit from the technology in the facilities already in place for increased innovation or original ideas that will be used in the future. Universities with incubator programs, like Raharja University, offer services for starting a business, such as giving a concept with distinctive and welcoming surroundings at Alphabet Incubator. The AI area is furnished with orderly tables and chairs that have a cafe-like aesthetic. As a result, while learning and conducting research, you won't get bored. However, college can work with students to help guard the Alphabet Incubator room and is a part of a tri dharma service at college.

#### **E. The Alphabet Incubator's activities**

Students can participate in a variety of activities at Alphabet Incubator, including sharing information about cbbpt publications, funds, and projects. in publishing research findings in journals. In front of his supervisor, the student reads the written work that has been completed and explains its points. in order for the supervising lecturer to advise the student and assess the outcomes of the journal the student has written. The Alphabet Incubator currently has social media sites like YouTube and Instagram.

As previously stated, when students give presentations, their work may be viewed on the Alphabet Incubator YouTube channel. By doing this, students train themselves mentally to interact with others in the room because of the presentation-making process. Presentations about journals are recorded or broadcast live via Raharja University's Magics Channel YouTube channel incubator. With the help of this paragraph, other



students can understand and appreciate the advantages of the Alphabet Incubator, which can be used by college students and lecturers to promote learning.

**F. Concept for an Alphabet Incubator Room.**



Figure 6. Room AI Futuristic



Figure 7. Room AI Galaxy



Figure 8. Room Blue Ocean

The Alphabet Incubator (AI) is an indoor facility that was conceptualized using the Orchestra design, giving it a very modern and contemporary feel. Every wall has a picture, including stars, planets, and other motifs that make you feel at home since they break up the monotony of simple, unadorned walls. Remember that a long table and well-arranged chairs enhance the feeling of ease, as does a large, cool space. In order to make activities or discussions about research feel comfortable, seats with a cafe-like vibe are also provided in the room's corner.

It has been observed that the incubator's involvement in carrying out the college incubation process is highly beneficial. It is clear from the support offered by the college high for students in terms of amenities in the form of the same Alphabet Incubator room

that students can be influenced to be more excited and more focused on finishing his research. Behind that, there was just a budget of 2.4 billion, which is a fantastic figure. The industrial revolution 4.0 has been hindered so far by data inaccuracy, a slow administrative procedure, and a lack of integration with the application of chess dharma in universities. Alphabet Incubator is one example of how to construct a startup business incubator. The research was carried out using a qualitative technique, observation, and a literature review.

With the help of the incubator program for tertiary institutions and universities, students can launch new businesses that will advance Indonesia's technology sector and generate jobs. The aim of this study is to determine the role that has been assigned to business incubators for creating startups in colleges.

As a result, the growth of MSMEs in Indonesia may exceed 5%. From universities to business incubator aid in the future. Naturally, it is expected that students who have prior business knowledge and expertise would be able to launch successful enterprises that will enable them to survive and compete on the global market.

## **5. CONCLUSION**

According to this study, business incubators are crucial for universities in fostering student entrepreneurship and innovation. With As an illustration of community service, performance at colleges may be observed in creating enterprises that are relevant to Tri dharma. Universities offer the link-and-match idea, which attempts to make it comfortable and simple for students to follow the lessons in the business incubator. However, there are issues with the incubation process for companies that are being developed in colleges, such as human resources. In this study, Raharja University's Alphabet Incubator program's business incubator had a positive impact on students' use of creativity and innovation.in order to enable research to foster technological innovation and creativity by using the new methodology. In order to increase the popularity of startup business incubators among students and improve the amenities incubators offer in terms of idea and incubation to startup candidates, incubators must be improved.

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