

Received : February 08, 2021

Accepted : February 12, 2021

Published : March 03, 2021

Conference on Community Engagement Project**<https://journal.uib.ac.id/index.php/concept>**

Enrichment Young Local Entrepreneurs Through Merintis Indonesia Summit : In Collaboration With Ejsc (East Java Super Corridor)

Agustina Fitrianingrum¹, Roro Mega Cahyaning²

Universitas Internasional Batam, Indonesia

Email korespondensi: agustina@uib.ac.id¹

Abstract

The increasing growth of collaborations that offer incubation and some entrepreneur programs for developing and facilitating the digital business, one of them is EJSC (East Java Super Corridor). EJSC (East Java Super Corridor) is an institution under the auspices of the East Java Regional Coordinating Agency (Bakorwil) to bring the East Java Provincial Government (Pemprov) closer to the citizens. EJSC will serve community activities. The scope of this project is designing a new program which will be held for 3 months, 4 times a year. This program is called the Merintis Indonesia Summit, a creative hub to connect, collaborate & create digital business for local youth entrepreneurs into International level. The program includes digital business webinar talkshow, ideas summit day and mentoring classes to scale up and funding/investment stages. This study includes a qualitative case study to determine the topics of invention deployed by proto-entrepreneurs, and the activities that circumscribed idea development. The author used a convergent parallel mixed methods design to collect qualitative data on the process and products of Merintis Indonesia Summit. Started in October until December 2020, the project is done well and fit with project timeline, plan and budget. The project output is 10 new digital business that succeed to be launched in 3 months and still going on for the next 3 batches in a year.

Keywords: *EJSC, Digital Business, Collaboration, Local Entrepreneur*

Introduction

In today's business environment, the terms "digital transformation", "open innovation" and "industry 4.0" are firmly embedded and in general associated with intense change or continuous enhancement. However, do they still impact the strategic direction of incumbent corporations or have they become cliché terms? It can be said that corporations throughout the

world have realized that their success depends to an above-average extent on accepting the new digital industrial technologies (Gómez et al. 2017; Lorenz et al. 2016). Corporations understand the benefits and challenges that come along with this transformation, but they need to broaden their knowledge to stay competitive, according to a study conducted by The Boston Consulting Group (Lorenz et al. 2016). Digital

transformation therefore relies less on new technologies and more on business transformation as the intangible knowledge of people is the most valuable resource for the innovation process. The situation is more problematic, though, when the era of internal corporate innovation became less important and large corporations were pressured to apply a new model: open innovation which is accompanied by the multiplication of innovation drivers (Baschiera 2017).

Due to the application of the open innovation model, much room for innovation arose in the corporate climate. The spectrum of corporate innovation ranges from complete inside research and development (R&D) to outside corporate venture capital as well as mergers and acquisitions (M&A). As, however, the growth and economic sustainability of startups increased, large corporations would be well advised to engage with these young ventures to enhance corporate innovation. There is no doubt that startups and corporations bring completely different assets on the table. Startups are characterized by agility and the opportunity to create disruptive innovation but are weakened by an insufficient resource base, whereas incumbent companies have numerous resources available but face the problem of going beyond incremental innovation (Baschiera 2017; Ford et al. 2010; Weiblen and Chesbrough 2015). To put it concisely, startups disrupt all industries equally and innovation is led by new venture creation since then. This relationship is perfectly suited for a collaboration but far more difficult to achieve. Despite the fact that many working spaces do some collaboration to offer incubation and some entrepreneur programs for

developing and facilitating the digital business, one of them is EJSC (East Java Super Corridor).

EJSC (East Java Super Corridor) is an institution under the auspices of the East Java Regional Coordinating Agency (Bakorwil) to bring the East Java Provincial Government (Pemprov) closer to the citizens. EJSC will serve community activities. First, serving the economic empowerment of the community, MSMEs, startup, and support for SHS/VHS, Diploma, and Bachelor freshgraduates. Second, serving licensing service points for 13 economic sectors: health, hospitality, natural resources, maritime affairs, and the fisheries sector. Then, the agricultural sector, education, the cooperative sector, ESDM, IPR, livestock, labor, forestry, and transportation.

Therefore, at EJSC there are many creative space features that are uniquely designed and contemporary to provoke creativity. EJSC building has a meeting room, secretariat room, co-working space, science technopark, command center and cafe. EJSC is a safe, comfortable and attractive place for millennial generation to create, innovate and practice supported by adequate facilities and infrastructure and also a place to bring together client-mentors-talents to interact and work that is full of innovation and competitiveness. EJSC is not just a hangout space, but more than that, it will be a shared space for learning to make work easier.

Currently, EJSC is established in Bakorwil throughout East Java, including in Jember, Malang, and Bojonegoro, Madiun and Pamekasan. EJSC will also cooperate with the Bojonegoro Regency Government to assist public services. Namely, especially the Education Agency, the

Industry and Trade Service, and the Cooperative Office.

EJSC is here to be a forum for creativity and to encourage young digital businesses in the East Java region, including Madiun. However, after operating this far, the obstacles that have been found are the lack of enthusiasm and awareness of the East Java youths about the existence of the EJSC and the interest in doing digital business due to the lack of information obtained. This lack of awareness is based on the lack of access, media and media for youth in studying digital developments and finding business ideas that are solutive, innovative and applicable. Thus, the existing facilities are not maximally utilized. So, the existing facilities are not maximally utilized properly because of the lack of visits from the targets which results in not achieving the goals of the EJSC as expected.

Project Scope

The scope of this project is designing a new program which will be held for 3 months, 4 times a year. This program is called the Merintis Indonesia Summit, a creative hub to connect, collaborate & create digital business for local youth entrepreneurs into International level. The program includes digital business webinar talkshow, ideas summit day and mentoring classes to scale up and funding/investment stages.

Project Objectives

- a. The establishment of a sustainable digital ecosystem from local resources to the international level.
- b. There is a creative platform to make connections, develop digital businesses, collaborate and empower youths who are

interested in creating innovative business ideas.

- c. Opening access to education on digital business (Digital MSMEs/Startups) from upstream to downstream.

Methods

This study includes a qualitative case study to determine the topics of invention deployed by proto-entrepreneurs, and the activities that circumscribed idea development. The author used a convergent parallel mixed methods design to collect qualitative data on the process and products of Merintis Indonesia Summit.

The structure of Merintis Indonesia Summit instantiated the social and dialogic dynamics of invention between collaborators, mentors, speakers, and judges. Audience expectations, inspiration from peer teams, and mentor narratives about prior successes are important fodder for invention, as are inventor's expertise and timing.

- a. Findings from Organizers' Materials: An analysis of the organizer materials revealed the structural elements that comprise the weekend and structure invention processes.
- b. Group Dynamics: Organizers require group collaboration and participation. No participant should play the role of a bystander during the weekend. The Attendee FAQs document explains the following: Everyone who attends the event as an attendee is expected to participate on a team. This is important not only to preserve the mission of Merintis Indonesia Summit (teamwork) but also to minimize

- distractions/disruptions for all working teams. Organizers structure rules of engagement that prefer collaboration, team formation and maximum production over the weekend.
- c. Free Ideas as Outcomes: Venture ideas are the object and outcome of the weekend. Organizers encourage an open-sharing space by using candor with those who fear that someone will take their ideas. Organizers taut the weekend as a safe space for sharing, but they admit that the openness does render ideas vulnerable to poaching: By registering as a participant, you acknowledge that any ideas shared by you or anyone else over the course of the event are contributions to the overall experience and community.
 - d. Competition Rules: According to organizers' materials, competition enables invention, but not at the expense of community. In their Attendee FAQs, they explain: "Competition is not a central theme of Merintis Indonesia Summit. If and when the competitive aspect comes into conflict with the positive atmosphere we try to cultivate, we consistently choose the latter." Competition does, however, focus the efforts of the team toward intermittent goals. It gives teams an end point to honor and target, particularly since competition abounds in real world entrepreneurship.
 - e. Feedback from Stakeholders: The three-day schedule graduates from lower to higher-level responsibilities for participants—from sharing ideas to pitching ventures to potential investors and mentors. According to the Organizers Guide, mentors (a.k.a. coaches) include experienced entrepreneurs, subject experts, investors, representatives from incubators and accelerators, and attorneys. The Organizers Guide: "While there are no specific requirements in terms of what teams should have accomplished by Sunday, it's in your best interest to plan your execution around what you'll be judged for on Sunday: Customer Validation, Execution, Design, and Business Model." The Merintis Indonesia Summit booklet for teams recommends that teams set "timers for each decision to manage your time wisely." The time pressures compel teams to produce in short order concrete research and materials supporting their venture viability, as well as mentors and coaches to provide frank, candid input about idea strength and weaknesses.
 - f. Findings from Participants: An analysis of the blog content where participants shared their impressions of the weekend illustrates how participants responded to and perceived organizers' constraints. It also reveals the constraints' impact on the creative process. The organized structure of the weekend did not always yield results anticipated by organizers.

- g. Time Pressure Applied To Group Dynamics: Diversity did yield some positive group results. For example, a participant at Merintis Indonesia Summit, described how his group organized around business, tech and marketing goals very efficiently: “We complemented each other. This is the reason for which a great team was formed; we felt each other’s intentions and resonated in approach. We organized quickly.” Each participant found a role to play and assumed it without complaint. It helped when participants relied on prior business and technical expertise and knowledge to meet short deadlines and multiple requirements.
- h. Idea Validation and Restriction: Some participants pitched what they perceived were impossible or far fetched ideas, but the reception they got from fellow teammates, mentors and judges changed their minds about their own ideas. A participant of Merintis Indonesia Summit pitched the idea of a non-profit for entrepreneurs presented her idea, despite her fears about its potential, with positive results: “I had an idea that I thought I wanted to explore, but hadn’t fleshed it out.
- i. Prioritizing Competition: As designed, competition fostered learning, because participants observed their peer teams successes and failures, and learned from them. Others’ pitches helped the participant from Nanaku learn best practices for her pitch: “As I watched the people take the microphone for their pitches, I found myself connecting with those who followed this method. They had excited me with their idea, convinced me of its importance, inspired me with their ability and motivated me to bring my skills.” Competing at your best can inspire others to do the same.
- j.

Output Design Methods

The intent of the case study was to provide descriptive details about the logistics of idea creation and conception. Case study is a qualitative tool for providing rich description of small events and collaborative networks narrow in focus, not wide generalizations. Case study offers thick descriptions and interpretations to facilitate naturalistic generalizations for readers.

Result and Discussion

The first step is preparation meeting held 3x in a week, mostly by virtual because of the limited activities in this pandemic season. The meetings are held for preparing, discussing, reporting and evaluating the project. All team members totally are 40 people and the participants target are 300 ideas submitted.

Digital Business Webinar Talkshow

- a. MIS Talk #01 - Bangun Bisnis Digitalmu Sekarang!

In this talk, the speakers are the local youths from Madiun that studied in Bogor, then they started their career working in digital companies in Jakarta, Tokopedia and Bridestory. Now they also build their own digital business in their hometown and

open access for other local youths to start their own digital business now. Also, they shared about what should youths prepare for starting digital business with local potential resources and solving the local problems. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

b. MIS Talk #02 - Potensi Bisnis dengan Sumber Daya Lokal

In MIS Talk #02, we also invited local youth entrepreneurs that succeed growing their own business with local resources. In this talk, the speakers gave some insights and perspectives how to define the daily problems and change it into ideas for the solution. These speakers succeed bringing their local products into national and international level and empowering the other cities with opening the franchise. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

c. MIS Talk #03 - Berdaya dengan Kopi Lokal

Coffeeshop become a trending business that every youths want to build it. That's why we invited the local youths that build their own coffeeshop that have advantages using a local coffee to support the local partners. It helps other youths to find the business ideation in FnB field and follow the update of what business that become the trending topic. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

d. MIS Talk #04 - Membangun Bisnis FnB yang Adaptif

Inviting the local FnB expertise as speakers for sharing

their tips and tricks doing their business for almost a decade. In this talk, the speakers gave some perspectives through up and downs doing business in some eras, especially when pandemic was started. These speakers known as senior local entrepreneurs that also having some programs empowering local business to be upgraded into digital business. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

e. MIS Talk #05 - Strategi Digital Marketing dalam Optimalisasi Sales

In MIS Talk #06, we proudly invited the young digital marketer and product designer as our speakers, they came from Madiun and started their career in digital field. Surprisingly, the audiences mostly dominated with the young entrepreneurs that want to scale up their business into digital. In this section, the audiences are actively giving some questions and sharing their business problem especially in marketing field. So much fun. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

f. MIS Talk #06 - Loh, Bikin Bisnis Digital Perlu Ikut Inkubator?

This talk was specially held to introduce the Digital Business Ideas Summit Day through incubator topics and invited three speakers from Zeal Indonesia, Tokopedia and Waste Solution Hub that having some experiences in incubator program. This talk discussed about 5W+1H digital business incubator and what advantages joining incubator for the early entrepreneurs starter. In this section, using Youtube

Live as a platform, so the audiences could watch it more than one time. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

- g. MIS Talk #07 - Startup, Startup, Startup! Emang Bedanya Apa Sih?

MIS Tak #07 answered some questions from local youths that asked a lot of question about what differences between startup and other business. Many assumptions and perspective that already discussed. In this talk we invite Co-Founder Rekom Indonesia, a marketplace for local SMEs products. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

- h. MIS Talk #08 - Bikin Solusi Bisnis dari Masalah Sehari-hari

The outstaning speaker in this talk is one of local youth that have innovative solution for diapers waste become useful products, he discussed how he could see find the problems, do market research, looking for business partner and launch the ideas into solutive business. All of MIS Talks would support the local potential youth entrepreneurs for sharing about their journey building the digital business. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

- i. MIS Talk #09 - Merintis Pembangunan Indonesia dari Daerah

This talk session were held offline with PT. INKA, one of our investors for this project. PT. INKA also one of local company from Madiun City that succeed becoming global

company in international level. The speakers shared about how to enhance and scale-up the local business with potential product and services. The audiences came from all communities in Madiun City. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

- j. MIS Talk #10 - Business 101:Learn How to Start Your Business!

Final talkshow of Merintis Indonesia Summit from Mr. Bobby Wibowo, CEO Maesa Group Holding Company, one of the huge and impactful local company with total 25 industries that succeed to expand the business in some fields. He started becoming entrepreneur in the age of 19. In this talkshow, the audiences asked a lot of cases and challenges starting build own business in young age. The speakers explained some methods to validate the business idea with the market needs. That's the one of important things to solve the local problems with the fit solutions. For talkshow documentation could be check in @merintis.indonesia instagram highlight.

Digital Business Ideas Summit Day

The D-day event program will be divided into 3-day events where designers, developers, marketers, startup enthusiasts come together to share ideas, form teams, launch innovative business and build a sustainable digital ecosystem.

Before the Ideas Summit Day, we held idea submission and selected TOP 30 to join the Ideas Summit Day and get access for

mentoring and final pitching and opportunity to win up to 50 million rupiahs. All informations are available in instagram account @merintis.indonesia and merintisindonesia.com.

In Day 1, registration is opened at 4pm, all participants entered the space. The first agenda is networking while waiting the speaker session. All speakers shared about their business background, up and downs also experiences when they were looking for the potential market and customers. The session was continues with Half Baked games for brainstorming that encourgaes the participants to relax, meet the fellow attendees, practice pitching and remember that we all here to have fun. The half baked ideas encourgae people to think creatively and can be adapted to many different situations.

Next session is Motivational Speaker session, we invited local young entrepreneurs such as Rekom Indonesia, Incubic Creative, Merintis Indonesia and Ngoteh Indonesia to deliver some insights and motivation to our finalist.

After that, all finalist join the work session for Networking, 60s Idea Pitch, Vote Idea, Team Building and Exchange Contact.

Day 2 agenda started with filling Business Model Canvas (BMC), building Minimum Viable Product (MVP), Market Research, Customer Validation, Mentoring Time and Team Execution.

In the final day, it's time to pitch deck explanation, arrange the pitch deck and pitch their

business idea in stage. Also ended with awarding session.

Digital Business Mentoring Class

At the post-event, there will be an incubation stage for newborn digital businesses to finalize business concepts and receive further mentoring until the successful launch will be carried out regularly 3x every week with regular and continuous scheduling. Alumni from each batch will fill the mentor and speaker positions in the next batch.

Conclusion

Due to the application of the open innovation model, much room for innovation arose in the corporate climate. The spectrum of corporate innovation ranges from complete inside research and development (R&D) to outside corporate venture capital as well as mergers and acquisitions (M&A). As, however, the growth and economic sustainability of startups increased, large corporations would be well advised to engage with these young ventures to enhance corporate innovation. To put it concisely, startups disrupt all industries equally and innovation is led by new venture creation since then. This relationship is perfectly suited for a collaboration but far more difficult to achieve. Despite the fact that many working spaces do some collaboration to offer incubation and some entrepreneur programs for developing and facilitating the digital business, one of them is EJSC (East Java Super Corridor). EJSC (East Java Super Corridor) is is an institution under the auspices of the East Java Regional Coordinating Agency (Bakorwil) to bring the East Java Provincial

Government (Pemprov) closer to the citizens. EJSC will serve community activities.

The scope of this project is designing a new program which will be held for 3 months, 4 times a year. This program is called the Merintis Indonesia Summit, a creative hub to connect, collaborate & create digital business for local youth entrepreneurs into International level. The program includes digital business webinar talkshow, ideas summit day and mentoring classes to scale up and funding/investment stages. The project objectives are the establishment of a sustainable digital ecosystem from local resources to the international level, there is a creative platform to make connections, develop digital businesses, collaborate and empower youths who are interested in creating innovative business ideas and opening access to education on digital business (Digital MSMEs/Startups) from upstream to downstream.

This study includes a qualitative case study to determine the topics of invention deployed by proto-entrepreneurs, and the activities that circumscribed idea development. The author used a convergent parallel mixed methods design to collect qualitative data on the process and products of Merintis Indonesia Summit. The intent of the case study was to provide descriptive details about the logistics of idea creation and conception. Case study is a qualitative tool for providing rich description of small events and collaborative networks narrow in focus, not wide generalizations. Case study offers thick descriptions and interpretations to facilitate naturalistic generalizations for readers.

Started in October until December 2020, the project that divided into Digital Business Online

Talkshow (10 Talks), Digital Business Ideas Summit Day (300 Ideas) and Digital Business Mentoring Class (3x/Week) is done well and fit with project timeline, plan and budget. The project output is 10 new digital business that succed to be launched in 3 months and still going on for the next 3 batches in a year.

Suggestion

The author suggested for the better project output result in future, the project needs some collaboration for:

- a. Investment for empowering new digital business progress
- b. Mentoring from at least 10 local young entrepreneurs available online and offline
- c. Supporting new business with local government, companies, communities and other network for enhancing the skill of the business
- d. Publication and branding with local medias to improve the local people awareness with the business.
- e. Partnership with related business partners to create innovation
- f. Innovation Lab Centre

Acknowledgment

We are thankfully to Economics Faculty of Universitas Internasional Batam, Indonesia that support us to conduct this research.

References

- C.G. Herndl and C. A. Nahrwold, "Research as Social Practice A Case Study of Research on Technical and Professional Communication (2017). " Written Communication, vol. 17, no. 2, pp. 258-296.
- C.S. Galbraith, S. Craig, B. C. McKinney, A F. DeNoble,

- and S B. Ehrlich (2016). "The impact of presentation form, entrepreneurial passion, and perceived preparedness on obtaining grant funding," *J. of Bus. And Technical Commun.*, vol. 28 no. 2, pp. 222-248.
- C. Spinuzzi, S. Nelson, K. S. Thomson, F. Lorenzini, R.A. French, G. Pogue, and N. London (2016). "How Magnets Attract and Repel Interest in a Technology Commercialization Competition," *Written Communication*, vol. 33, no. 1, pp. 3-41.
- C. Spinuzzi, E. M. Jakobs, and G. Pogue (2016). "A good idea is not enough: Understanding the challenges of entrepreneurship communication," presented at the Int. Conference on Competitive Manufacturing, 2016, Stellenbosch, South Africa, Jan. 27-29, 2016. Available: <https://repositories.lib.utexas.edu/handle/2152/33362>
- Founder Institute (2015). The Founder Institute. [Online]. Available: <http://fi.co/we>
- J. Aronson (2018). "A pragmatic view of thematic analysis," *The Qualitative Report*, vol. 2, no. 1, pp.1-3.
- K. Kurek, P.A. Geurts, and H.E. Roosendaal (2017). "The research entrepreneur: strategic positioning of the researcher in his societal environment," *Science and Public Policy*, vol. 34, no. 7, pp. 501-513.
- Maiolini, R., Marra, A., Baldassarri, C. and Carlei, V. (2016). "Digital technologies for social innovation: an empirical recognition on the new enablers", *Journal of Technology Management and Innovation*, Vol. 11 No. 4, pp. 22-28.
- Sholikah, Puspita Apsari. (2020). Kota Madiun Punya Tempat Keren Untuk Milenial Kreatif. Available: <https://www.madiunpos.com/kota-madiun-punya-tempat-keren-untuk-milenial-kreatif-1043209>