

Enhancing Entrepreneurship Resource Competence through Business Incubator Consultant Certification

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ABSTRACT

This paper presents the results of a certification program aimed at enhancing the competency of entrepreneurship resources through the certification of business incubator consultants. The program, conducted by the Indonesia Management Forum and HR24/7 Communication Hub in Bali, involved participants from various regions across Indonesia. The training sessions covered topics such as advocacy for technology business incubator development, product-market fit analysis, business idea validation, feasibility study preparation, legal and institutional management, company profile creation, access to financing, marketing assistance, business valuation, and financial report preparation. The program culminated in a competency assessment on the third day. The results indicated a high level of satisfaction among participants, highlighting the program's effectiveness in improving their understanding and skills in technology business incubator management.

INTRODUCTION

Developing robust, creative, and professional entrepreneurs is the primary key to increasing a nation's competitiveness in this era of globalization (Prasetyo, 2019). In various countries, efforts to grow and develop an entrepreneurial culture are carried out through the establishment of business incubators or entrepreneurial incubators (Mariati, 2021). In Indonesia, although the establishment of incubators began in 1994/95, their development at the start was relatively slow. That is caused by various factors, including a lack of understanding of the incubator concept, inadequate support from the founding institution, and inadequate human resources (HR) in managing the incubator (Budiarto et al., 2018). The Indonesian government has taken steps to accelerate the growth of business incubators through issued regulations, such as Presidential Regulation Number 27 of 2013 and Minister of Cooperatives and Small and Medium Enterprises Regulations Number 11 of 2013 and Number 24 of 2015. However, there are challenges in developing incubators. Entrepreneurship faces challenges such as uneven understanding of concepts, lack of support from founding institutions, and unprofessional human resources (Kusumawati & Sadik, 2016).

Amid the complexity of this problem, increasing the competency of entrepreneurial resources becomes an urgent necessity. In this context, this service aims to increase the competency of entrepreneurial resources through the certification of business incubator consultants. This activity was attended by lecturers, private consultants, and private company professionals and was organized by Forum Manajemen Indonesia and HR24/7 Communication Hub. Analysis of the global situation shows that entrepreneurial development has been recognized as essential in achieving Sustainable Development Goals (SDGs), especially in creating jobs, increasing innovation, and reducing economic disparities (Triani et al., 2023). The central problem target communities face related to the SDGs is the low number of robust, creative, and professional entrepreneurs.

Based on a literature review that includes theoretical studies and research results as well as articles about previous community service activities, it appears that understanding the concept of entrepreneurship, support from founding institutions, and professional human resources are critical factors in developing entrepreneurial incubators (Budiman, 2021; Dewi, 2017; Mopangga, 2015; Mulyany et al., 2023; Simamora, 2011; Soba et al., 2018). However, there is still a gap in understanding and support for entrepreneurial incubators, so appropriate and immediate solutions are needed. In order to support the development of entrepreneurial incubators, what needs to be done includes community service in the form of increasing the competency of entrepreneurial resources through the certification of business incubator consultants. Several results of community service that have been carried out previously prove that there is an increase in partners' abilities after implementing the training (BZ et al., 2019; Halim, Kesuma, Siregar, Riyaldi, et al., 2023; Halim, Kesuma, Siregar, Syahrizal, et al., 2023; Halim, Kesuma, Siregar, Faisal, et al., 2024; Halim, Permata, et al., 2024; Hibatullah et al., 2021; Iskandarsyah et al., 2023; I. Majid et al., 2021; M. S. A.

Majid et al., 2022). Furthermore, with the certification of the incubator consultant, he can improve the development of business incubators by providing consultancy to business incubator administrators in managing the incubator. It is hoped that this service can contribute to the development of science and technology and achieve SDG goals, especially in increasing the number of strong, creative, and professional entrepreneurs.

IMPLEMENTATION AND METHODS

The target community for this activity is lecturers, private consultants, and private company professionals interested in and involved in developing entrepreneurship through business incubators. Participants have diverse backgrounds and expertise but aim to increase competence in managing business incubators. This certification activity involves various parties, namely the Indonesian Management Forum and HR24/7 Communication hub, training instructors who are leading practitioners and academics in entrepreneurship and management, and participants consisting of lecturers, private consultants, and private company professionals. The method used in implementing this activity is service learning, where participants will learn through direct experience in real situations (Agus Afandi et al., 2022). The training material is prepared based on the needs and challenges the target community faces to provide an in-depth understanding of the concepts and practices related to managing business incubators.

The training was held for two days, starting from Thursday, March 21, 2024, to Friday, March 22, 2024, with material covering advocacy for the development of technology business incubators, product-market suitability analysis, validation of business ideas, preparation of business feasibility studies, management of institutional and business legality, creating a company profile, accessing business financing, business marketing, business valuation, and preparing financial reports. The competency test will be held on Saturday, March 23, 2024, as the final stage of training. This competency test measures participants' understanding and skills in conducting consumer services in the incubator. As part of the certification activities, a dinner and networking session was held on Saturday, March 23, 2024, to strengthen networks and collaboration between participants and other stakeholders.

This activity uses various instruments and materials, including training materials, learning modules, evaluation tools, and training equipment and facilities such as classrooms, projectors, and promotional materials. The data required for this activity is collected through various methods, including observation, interviews, and questionnaires. This data is used to evaluate the effectiveness and success of certification activities. Indicators of the success of this activity include the level of participation, level of understanding and application of training material, and the results of participant competency tests. Success can also be seen from the level of participant satisfaction and their contribution to the development of the business incubator.

RESULTS AND DISCUSSION

The results of this certification activity are relevant to the objectives and methods that have been determined. Participants from various regions in Indonesia, including Aceh, Jakarta, West Java, Central Java, Yogyakarta, East Java, Bali, South Sulawesi, and Central Sulawesi, have increased their competency in business incubator consultations.



Figure 1. Presentation of Material By Speaker

The training was held for two days, starting from Thursday, March 21, 2024 to Friday, March 22, 2024 (Figure 1) and (Figure 2), with material covering:

- Advocacy for Technology Business Incubator Development (IBT): Participants are given an in-depth understanding of the importance of advocacy in developing business incubators.
- Assistance with Product-Market Suitability Analysis: This material assists participants in analyzing products and markets to improve product suitability with market needs.
- Business Idea Validation Assistance: Participants are taught about the business idea validation process to ensure the proposed business idea suits the market.
- Assistance in Preparing Business Feasibility Studies: This material assists participants in preparing business feasibility studies to measure the potential for business success.
- Assistance in Managing Institutional and Business Legality: Participants are taught about managing institutional and business legality to ensure business continuity.
- Assistance in Creating a Company Profile: This material helps participants in compiling an attractive company profile to attract the interest of investors and business partners.
- Assistance with Access to Business Financing: Participants are taught how to get access to business financing to support the growth of their business.
- Business Marketing Assistance: This material assists participants in designing effective marketing strategies to increase product visibility and sales.

- Business Valuation Assistance: Participants are taught business valuation techniques to determine the value of their company.
- Assistance in Preparing Financial Reports: This material assists participants in preparing accurate and detailed financial reports for internal and external purposes.



Figure 2. Photo with Speaker and Certification Participants

Competency tests are carried out to measure participants' understanding and skills to become business incubator consultants. The competency test will be held on Saturday, March 23, 2024, as the final stage of training (Figure 2). As part of the certification activities, a dinner and networking session was also held on Saturday, March 23, 2024, to allow participants to interact and share experiences with other professionals (Figure 3).



Figure 3. Competency Test Process

The results of this activity, participants can develop their competencies in business incubator consulting. The training materials presented provide an in-depth and practical understanding of the steps needed to establish and manage a business incubator. The evaluation results show a high level of satisfaction from participants with the training materials and instructor quality.



Figure 4. Dinner and Networking Session Activities

The results of this activity can be compared with similar theories and community service activities carried out previously. With a high level of participation from various regions in Indonesia, this activity is an example of best practice in developing human resource competencies in entrepreneurship. In implementing this activity, several obstacles were faced, such as limited time to study complex material and the certification location being relatively far from the participants' domicile.

CONCLUSIONS AND RECOMMENDATIONS

The certification activity is aimed at increasing participants' competency in consulting with business incubators. The comprehensive training materials have provided participants with an in-depth understanding of the practical steps in conducting business incubator consultations. The evaluation results showed that most participants were satisfied with the training materials and the quality of the instructors. The high level of participation from participants from various regions in Indonesia also shows great interest in developing competencies in entrepreneurship. This certification activity significantly contributes to increasing human resource competence in entrepreneurship, especially in managing business incubators.

The implication of this activity is to increase the participants' ability to carry out business incubator consultations, which can help develop the entrepreneurial ecosystem in Indonesia. That also has the potential to positively impact achieving various Sustainable Development Goals (SDGs) targets. Based on the results of this activity, it is recommended that this kind of certification activity be carried out regularly and involve more participants from various regions in Indonesia. Apart from that, increasing cooperation between universities, government institutions, and the private sector in supporting the development of business

incubators also needs to be improved (Halim, Kesuma, Siregar, Amir, et al., 2024).

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