

## Product Commercialisation Training for Tenants Widyatama Business Incubator (WIBI)

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### ABSTRACT

This study examines the pivotal role of the Widyatama Business Incubator (WIBI) in supporting MSMEs and students in enhancing their businesses through essential knowledge and training programs. WIBI's Community Partnership Programme offers training in product commercialization, HR development, SNI certification, K3L compliance, and IPR management by addressing human resource management, business licensing, and technology optimization challenges. The six-month program encompasses site inspections, coordination, training, guidance, and evaluation, enabling WIBI to standardize tenant products, improve HR quality, and ensure compliance with national standards. The program's success in facilitating the growth and success of startup ventures demonstrates the significant contribution that WIBI makes to nurturing technology-based entrepreneurship and fostering innovation within the entrepreneurial ecosystem.

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## INTRODUCTION

### Situation Analysis

To develop technology-based entrepreneurship or innovative entrepreneurship, a university feels the need for a forum or institution designed to foster and accommodate the aspirations of student creativity and innovation and accelerate the success of startup business development and novice entrepreneurs (Ofili, 2019; Rachman et al., 2024). Moreover, the government strongly encourages and suggests that each campus form or open a Technology Business Incubator (IBT). This is important because every campus research result can ideally be of practical use to society and industry. As said by Prof Mohammad Nasir (Minister of Research Technology and Higher Education), if universities research and make prototypes and innovations, something must be applied to the industry (Valentino, 2023). According to him, no matter how great the research, no matter how great the innovation, if it is not incubated, it will be meaningless, and he even suggested and tried to encourage every university to have a business incubator. The goal is to develop innovations so businesses can do business conventionally and already use a technology base.

Recognizing the above conditions, President Jokowi's administration has set a priority agenda of 'Improving Innovation and Technology Capacities' to increase the carrying capacity of science and technology for the competitiveness of the production sector. This increase in carrying capacity is achieved through strengthening Private - Government - Higher Education cooperation in the form of developing startup entrepreneurs through the construction of business incubators (entrepreneurial incubators). In the preamble of the Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number 24 of 2015 concerning Norms, Standards, Procedures, and Criteria (NSPK) for the Implementation of Entrepreneurial Incubators, it is stated that entrepreneurial incubators are established as technology-based innovation institutions that can help develop micro, small and medium enterprises (MSMEs) because businesses belonging to the MSME group have a very strategic role in Indonesia's economic growth, contribute to reducing poverty and creating jobs.

The government's efforts to encourage economic improvement are carried out from various aspects. One of the most fundamental aspects is increasing productivity from the upstream side, which, among others, is contributed through the development of science and technology. The government realizes the concept of applying science and technology to technology users through downstream and commercialization efforts of various technological inventions that have been produced both from research, development, assessment, and application institutions as well as inventions originating from the grassroots in society (Karina et al., 2022). With commercialization, the inventions produced will contribute to the nation's economy. This means that the commercialization process of an invention towards innovations used by the market is the primary measure of the success of a research activity. Therefore, the commercialization process needs special attention to improve the climate of a favorable innovation ecosystem (Oh et al., 2016; Yuanto et al., 2023). According to data from the Global Competitiveness Index 2019, Indonesia still ranks 50th out of 141 countries. When viewed in more detail, the innovation ecosystem pillar is among the aspects still rated low.

To improve the quality of the innovation ecosystem (Dias Sant' Ana et al., 2020), the government continues to encourage the commercialization of inventions that have been produced at the research stage. The commercialization process can be achieved in various ways (Octoviani & Puspita, 2023). One is by encouraging the creation of new startup companies that serve as vehicles to deliver inventions from the research environment to the real market. The government also stimulates this by providing guidance and funding to formed startup companies. Improving the innovation ecosystem by forming startup companies is expected to increase the dissemination of research results. Using research results in the community can boost the nation's competitiveness in global competition.

A business incubator is a service for starting and growing companies (Saputra, 2015). Establishing a startup is a challenging thing; it requires adequate knowledge and resources. This is where the role of business incubators is needed to support entrepreneurs in building their businesses. The existence of the program provides opportunities for startup business owners to seek capital opportunities, manage finances well, and innovate for the community. The functions or objectives of a business incubator are as follows:

- Coaching startups on business networking
- Providing space for capital assistance
- Introduce investment management
- Providing support in the form of mentoring
- Sharing critical information about business
- Developing business ideas and strategies
- Provide information about business policies

One form of business incubator support for creative businesses is to create opportunities for independent business development (Lutfiani et al., 2020). It is intended that a business contributes with innovations that are useful for society in the future. The objectives of the business incubator are as follows:

- Provide opportunities for small businesses to grow
- Introducing business owners to network investors
- Opening up employment opportunities
- Commercially marketing a small idea

The difference is that a business incubator is a form of service from an institution for startup businesses, while a business accelerator is a funding program for existing businesses (Sylvia et al., 2023). In general, the roles of business incubators and business accelerators are similar. Both aim to develop businesses, but the procedures of each program are different. The characteristics of a business incubator (WIBI) are:

- Aimed at first-time or startup businesses
- Provide coaching from the start around business models
- Helps develop product ideas or innovations
- Funded by a university or other independent body
- Connect startups with investors
- Long-term process

On the other hand, the characteristics of a business accelerator are:

- Aimed at growing businesses
- Funded by large corporations
- Accelerate the growth of a business
- Connect business owners with other companies
- Runs in the short-term

Knowing what a business incubator is should be accompanied by information about its advantages and disadvantages. A program must have both positive and negative sides to its implementation, and business incubators are no exception (Bismala et al., 2019). Some of the advantages and disadvantages of business incubators are as follows. The advantage of business incubators to creative ventures is providing space to grow. Both in terms of innovation and finance, a startup venture will have easy access to idea development and capital. Expert assistance is available for idea development, and investor connections are easier to come by with a business incubator. In this process, the role of a business incubator is to

mentor and provide services for a startup business to develop its innovation. Applying for a business incubator program requires careful planning. In the process, startup businesses will receive professional guidance. Therefore, the business proposal must be made carefully so your business can pass and join the business incubator program.

Widyatama Business Incubator (WIBI) is an institution within the university that was established to encourage MSMEs and students who already have a business or are just starting a business to be able to develop a business that will be run or is currently running. A business incubator is an essential element in a university, where this institution accommodates students or MSMEs inside and outside Widyatama University to be equipped with both knowledge and training in developing their business. Each incubator has three programs. One of these is an incubation program that aims to create and develop every product that was initially ordinary and is based on technology and innovation (Nurulrahmatiah & Munandar, 2023).

The Widyatama Business Incubator program has several phases and three stages. Startup business owners are program consisting of each stage professionally so that the mentoring results are visible at the end of the program (Siregar et al., 2019).

### 1. Pre-Incubation

The selection process is commonly referred to as pre-incubation. In this stage, some startups follow the recruitment procedure. Once recruited, a venture gets basic knowledge about starting a business. At this stage, the material starts with business theory, planning, marketing, and resource management.

### 2. Incubation

The incubation stage itself continues the material from pre-incubation. Here, targeted management, marketing, and finance guidance will be provided. The three phases in the business incubation stage are:

- Initial phase: production and determination of income based on sales
- Development phase: commercial product production and profit addition
- Advanced phase: Widening marketing targets to increase revenue

### 3. Post-Incubation

The final stage of the business incubation program is post-incubation. At this stage, the startup business is considered capable of running independently. However, innovation development and professional assistance from the incubator program can continue (Hasbullah et al., 2014). At this stage, tenants meet with potential investors in business matching activities.

Currently, WIBI tenants consist of 35 Inwall and Outwall tenants, with varied types of businesses, such as Opak Oded, Ctruk, Maheswari, etc. The tenants running their businesses need help developing their business, which includes aspects of marketing and legality.

## Partner Issue

From the explanation in the situation analysis, the PKM Team sees several problems faced by partners (Tenant WIBI) as follows:

### 1. Human Resource Aspects

Some WIBI tenants need help with mindset, recruitment, mentoring, work culture, quality of human resources, and management issues such as business licensing, product standards, and business contract issues.

### 2. Technology and Legality Aspects.

- It still needs to be optimal in the technology field because cutting raw materials is still manual and needs production tools for artistry.

- It must still be registered and certified by SNI (Indonesian et al.).
- Not yet registered K3L (Safety et al.)
- Not yet registered and certified for intellectual property rights, trademarks, or patents

## METHODS

### Implementation Stages

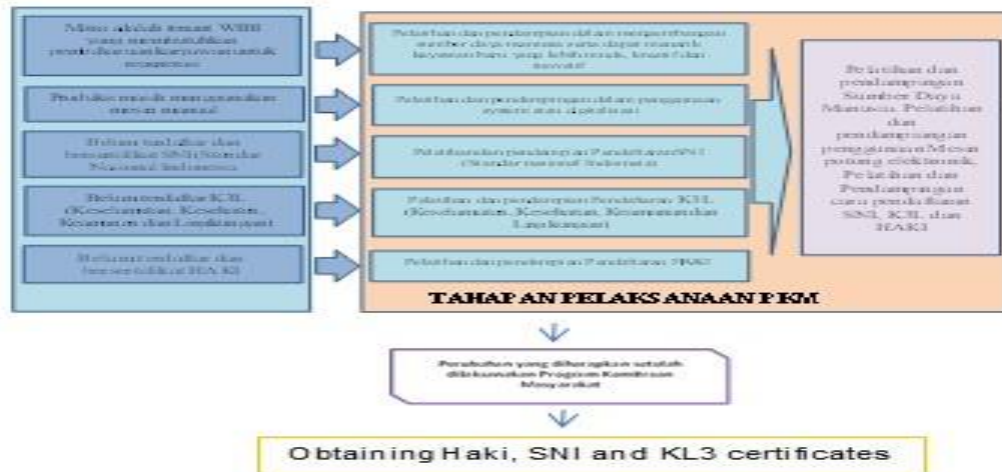


FIGURE 1. Scheme of Implementation

Methods in the Implementation of Community Service In this community partnership program (PKM), our team will provide solutions to several problems faced by partners as follows:

- Partners need help in human resource management. The current condition at Tenant WIBI is that the existing employees are almost all senior personnel whose working hours have begun to decrease, so they need young employees to regenerate the production process of WIBI tenant products. Providing guidance and mentoring a program to increase employee performance and productivity through work motivation and applying total quality management also guides WIBI tenants sought after by workers because of the comfortable work culture in this company.
- Partners have problems in technology, namely in product packaging; the production process of processed products now still uses manual labor, so the quantity obtained by employees per day still needs to be higher. For this one problem, the PKM Team provides training and simulation directions related to digitalization related to promotion, product packaging, and cutting machines so that when WIBI tenants have business capabilities in the application of marketing digitalization, the use of automatic cutting machines, employees can immediately use them, so that the daily production can increase. Partners still need SNI certificates. Having SNI will help Tenant WIBI increase competitiveness and be able to compete widely with other brands that already have Indosneia National Standards. In this problem, the PKM Team helps to direct Tenant WIBI in making SNI certificates. If the partner already has SNI, the consumer will feel protected.

Another important partner problem is that they have not yet obtained an HSE license. So, the PKM Team provides briefings, training, and simulations in K3L registration. That way, consumers will feel health, safety, and environmental security.

- We provide guidance and assistance in managing PIRT, HAKI, and K3L and making brands, patents, halal certificates, and individual PTs.
- Assistance and Guidance.

The PKM team also provides guidance and mentoring to partners, including:

- Providing guidance and assistance to partners related to programs to improve employee performance and productivity with work motivation and the application of Total Quality Management. So that partners can easily create a younger, more productive, and more energetic workforce.
- Provide guidance and mentoring related to new electronic or digital-based machines so that when they have these machines or digital-based systems, their employees can easily use them so that production results will be more than before.

e). Monitoring & Evaluation

After the team conducted Community Service to Tenant WIBI, the team constantly monitored and evaluated the development of its business and the success of the partner's business. The PKM team conducted direct and indirect monitoring regularly according to the schedule determined by the team as well as conducting pre and post-tests to make it easier for the PKM Team to determine whether the partner has made progress in his business or is still fixed or their has been no progress (Hasbullah et al., 2014). In the evaluation of WIBI tenant partners, the PKM Team evaluates whether all programs and various solutions that the PKM team offers on every problem faced by WIBI Tenant partners can be applied or carried out properly per the objectives set.

## RESULTS AND DISCUSSION

In overcoming the problems that exist in partners, we, the PKM Team, offer the following solutions:

- a) Problems in the field of Human Resource Management that WIBI Tenants currently have are recruitment, mentoring, work culture, and quality of human resources, as well as management issues such as business licensing, product standards, and business contract issues.
- b) Partners with technological problems are partners who still need to gain technological knowledge. The first challenge that often prevents MSME players from going digital is their limited ability and knowledge of utilizing technology and digital platforms.
- c) Problems faced by WIBI Tenant partners, most of whom still need to be registered and SNI certified, the solution offered is assisted in SNI registration and assisted in registering with BSN to obtain SNI certificates. Problems faced by partners who have yet to obtain K3L certificates: The solution is to assist in licensing so that they can get K3L.
- d) The next problem is that it still needs to be registered for intellectual property rights, so the solution is to help register it and get an intellectual property certificate.



FIGURE 2. Presentation content



## Output

Short-term PKM activities:

1. The PKM team conducted mentoring, training, and simulations related to the implementation of the Business Incubator program at WIBI
2. The PKM team conducted HR performance training, especially for WIBI tenants, both in and out.

Mid-term PKM Activities:

The PKM team applies and helps, especially in the second WIBi program, namely the incubation period, by conducting training, mentoring, and coaching for WIBI tenants so that they benefit from knowledge and strategies for developing their business.

Long-term PKM activities:

Assist tenants in the process of product legality, including HAKI, Patents, SNI products, BPOM, and halal certification. Follow up on the CPPBT GRANT program for novice tenants and help WIBi boring so that WIBi as a business incubator goes upmarket.



FIGURE 3. WIBI MSME Participants and Tenants

## Publication Output:

From the PKM activities carried out on 14 October 2023, WIBI Tenant room at Widyatama University, Cikutra Street no 204 A Bandung, Output in Bandung Business Newspaper.



FIGURE 3. Participants and Trainers Lecturer of Management Study Programme Widyatama University

## Discussion

Widyatama Business Incubator (WIBI) supports MSMEs and students and is consistent with the broader literature on technology-based entrepreneurship and business development. Previous research, such as that of Bismala (Siregar et al., 2019), has highlighted the importance of business incubators in supporting small and medium enterprises (SMEs) in various aspects of business development. This study builds upon the existing foundation by focusing on the specific challenges faced by tenants of the WIBI, including those related to human resource management, technology optimization, and compliance with national standards. Furthermore, the Community Partnership Program at WIBI aligns with the recommendations by Prof Mohammad Nasir and the Indonesian government regarding establishing technology-based innovation institutions to support MSMEs and foster economic growth. Providing training in product commercialization, human resource development, and compliance with standards by the WIBI program not only enhances the quality of tenant products but also contributes to the overall competitiveness of the businesses within the incubator.

Furthermore, the results of this study corroborate the importance of incubation programs in guiding startup ventures through various stages of development, as outlined in the incubation phases of pre-incubation, incubation, and advanced phases (Nurulrahmatiah & Munandar, 2023). The success of WIBI in improving product quality, human resources management practices, and compliance with national standards aligns with the broader objective of business incubators to create an environment conducive to entrepreneurial growth and innovation. In conclusion, the findings of this research can be contextualized within the existing literature on business development, entrepreneurship, and incubation programs. This analysis demonstrates that the initiatives of WIBI are aligned with best practices and recommendations for supporting the growth and success of MSMEs and startup ventures. The study contributes to the academic discourse on technology-based entrepreneurship while offering practical insights for enhancing business practices and fostering innovation within the Indonesian entrepreneurial landscape.

## CONCLUSION

Widyatama Business Incubator (WIBI) at Widyatama University supports MSMEs and students, whether they are starting or developing a business, through knowledge and training programs. WIBI's three programs, including an incubation program, enhance ordinary products with technology and innovation. WIBI tenants need help in human resources, technology, and legal compliance. These challenges include mindset, recruitment, mentoring, work culture, quality of human resources, manual production methods, lack of SNI certification, and absence of K3L and IPR registrations. Our Community Partnership Program addresses these issues by providing comprehensive training in product commercialization, HR development, SNI certification, K3L compliance, and IPR management. The program aims to standardize tenant products, improve HR quality, and ensure compliance with national standards, resulting in certified products and improved business practices. The six-month activity plan includes site inspections, partner coordination, training preparation and implementation, guidance, evaluation, and publication of results in online media, newspapers, and accredited national journals. This initiative aims to enhance the quality and marketability of tenant products while promoting community engagement and academic contributions.

## THANK YOU NOTE

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