



ABDIMAS TALENTA Jurnal Pengabdian Kepada Masyarakat

Journal homepage: <https://talenta.usu.ac.id/abdimas>



Student-Based Entrepreneurship Incubation Program for Student Startup Digital Business Development in Efforts to Optimize Sustainable Student Business

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ARTICLE INFO

Article history:

Received : 16 November 2023

Revised : 20 November 2023

Accepted : 10 January 2024

Available online: 18 February 2024

E-ISSN: 2549-418X

P-ISSN: 2549-4341

How to cite:

Harumy, T. H. F., Br.Ginting, D. S., Manik, F. Y., and Nuzuliati. (2024). Student-Based Entrepreneurship Incubation Program for Student Startup Digital Business Development in Efforts to Optimize Sustainable Student Business. ABDIMAS TALENTA: Jurnal Pengabdian Kepada Masyarakat, 9(1), 24-28.

ABSTRACT

The student digital startup business development incubation program is one of the initiatives implemented to support the development of innovative and sustainable student businesses. This program aims to help students realize their competitive and sustainable business potential. Analysis of the entrepreneurial situation at the University of North Sumatra is currently in the process of development, marked by a large number of new young entrepreneurs from various entrepreneurial programs both internal to the university and outside the university, such as the Young Entrepreneurs program (PMW), Student Creativity Program (PKM), it known that in 2022 there will be 12 PKM funding for the entrepreneurship scheme, apart from that there were also three program winning entrepreneurs (P2MW). The problem is that there are limitations in opening up networking opportunities and market access for students just starting a business. There is a need for education from campuses and assistance regarding good business financial management, and there is still a need to improve sustainable entrepreneurship programs for students. There is a lack of qualified mentors or other resources and support. So, every startup from campus that has just started a business immediately loses enthusiasm and motivation because there is no continuous assistance. The method used to resolve this problem is assistance to improve student startup skills in providing competent human resources, financial assistance, and financial management literacy for student startups, providing facilities in the form of booths and business facilities, training and guidance to improve business management skills, and marketing. This program's online and offline results are characterized by opening up valuable opportunities for students to develop digital business ideas and promote sustainable business principles, allowing student businesses to contribute to sustainable growth.

Keyword: Startup, Incubator, Digital, Sustainable, Business



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<https://doi.org/10.32734/abdimastalenta.v9i1.15687>

1 Introduction

Analysis of the entrepreneurial situation at the University of North Sumatra, which is currently in the process of development, marked by a large number of new young entrepreneurs from various entrepreneurial programs both internal to the university and outside the university, such as the Young Entrepreneurs program (PMW), Student Creativity Program (PKM), USU Talent and others - other. It is known that in 2022, there will be 12 PKM entrepreneurship scheme funding apart from, that there will also be three program-winning entrepreneurs (P2MW). Currently, the University of North Sumatra has an entrepreneurial forum called the Student Entrepreneurship Center (SEC) <https://sec.usu.ac.id/> which was founded in 2009 and functions as a place for consultation and networking development for students who are entrepreneurs, but some The problem with entrepreneurship that has occurred in higher education is that since 2020 during Covid 19, work program activities from (SEC) has been reduced a lot. Furthermore, entrepreneurship problems at the University of North Sumatra include:

1. Lack of the availability of sustainable facilities, facilities, and infrastructure, assistance for students who already have businesses, as is known (SEC) Student Entrepreneurship Center <https://Sec.Usu.Ac.Id/> is currently lacking in running entrepreneurship assistance programs.
2. There is still a lack of digital entrepreneurship education for students, currently entrepreneurship is one of the subjects. However, learning about entrepreneurship is still felt to be lacking in depth and is still about entrepreneurship in general, and does not focus on digital entrepreneurship (Startup) in more depth.
3. There are limitations to opening up Network and Market Access opportunities for students who are just starting a business and often face the problem of limited networks and market access. They still has not a wide network and good market access, making it difficult to market their products.
4. Lack of education from campus and assistance regarding good business financial management. Mistakes in financial management, such as inefficient use of funds or not paying attention to cash flow, can cause student startups to experience financial difficulties that lead to failure and are a serious problem.
5. Lack of sustainable support from universities: lack of sustainable entrepreneurship programs for students, lack of qualified mentors, or other resources and support. So, every startup from campus that has just started a business immediately loses enthusiasm and motivation because there is no continuous assistance.

So, an incubation program is needed that will provide training, assistance, mentoring and opportunities to seek funding for startups to be able to develop exist, and be sustainable [1]-[5]. This incubation program activity involved 20 students from various businesses, both individual startup businesses and group startups.

2 Problem Solution

The solution to the problem that will be carried out to increase entrepreneurship in higher education is in the following way:

1. Assistance for improving student startup skills in providing competent human resources. In this case, we are trying to provide assistance on how to improve the required human resource capabilities such as marketing, finance, design and editing, and programming so that startups have a quality human resource structure.
2. Financial assistance and financial management literacy for student startups.
In this case, the financial assistance provided is to increase business capital, which is used to increase product variations and support equipment to develop quality business products. Furthermore, training is also provided on how to manage business finances, starting from managing turnover, profit, digital-based cash flow, and other.
3. Providing facilities in the form of booths and business facilities that can be used for offline sales, participating in bazaars, exhibitions, product branding, and packaging branding. Furthermore, this facility is used to increase the science and technology advantages of student startup products in teaching and learning as well as to increase business competitiveness. Apart from that, KBM managers, in this case, teams and universities, will provide adequate facilities and infrastructure such as working space for discussion rooms, internet access, and mentoring facilities. Apart from that, company profile website facilities are also provided to facilitate business introduction. Furthermore, related institutions such as the SEC (Student Entrepreneur Center) will also be involved in order to provide support for this student startup.
4. Training and Guidance to improve business management, marketing, online and offline capabilities.
For further solutions to student startup partner problems, this program will provide training and guidance to student startups in terms of marketing, business management, product development, SMM (Social Media Marketing), and marketing strategies such as SEO (Search Engine Optimization) and SEM (Search Engine marketing). Provides access to business mentors and business consultants to help students develop businesses.
5. Increasing student startup skills in creating creative content on all social media platforms
Student startup skills training in creating creative content on all social media platforms and will involve practitioners or experts in the field of creative content or digital marketing to provide insight and skills to student startups in improving the quality of content on their social media.
6. Increasing students' startup skills in managing businesses
This mentoring encourages students to develop needed business skills such as creativity, innovation, risk management, and leadership in business so that businesses become quality and sustainable by

inviting speakers from business practitioners and industry players. Furthermore, it also connects students with potential investors and industry players to increase business development opportunities.

7. Assistance in meeting startups with investors and banking assistance. Pitching will be facilitated by the relevant institutions for student startups that are worthy enough to meet potential investors and obtain business development funding.

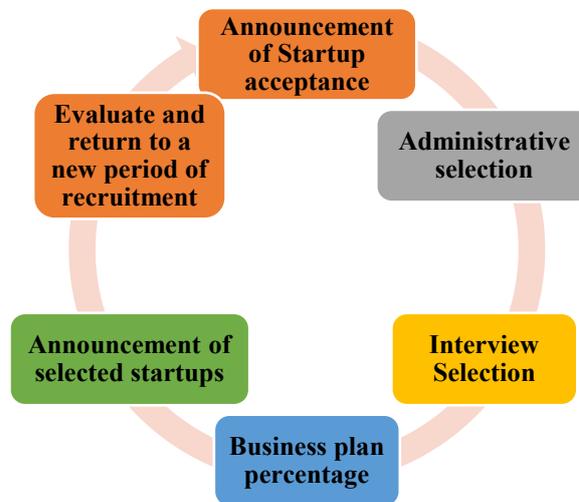


Figure 1. Approach methods offered

3 Results and Discussion

The implementation of the program starts from the KBM participant tenant recruitment method referring to the program output, a minimum of 8 (five) new independent entrepreneurs/year.

a. Preparation

- 1) **Announcement:** Make open announcements for students interested in joining as tenants in the KBM program. Announcements can be made via social media, university websites, email, and notice boards.
- 2) **Administrative selection:** Carry out administrative selection of students who register to become tenants. Priority is given to business teams or individuals from the PKM Program (Student Creativity Program and P2MW). Administrative selection can be done by asking students to send a CV, product portfolio, and motivation letter. The purpose of the motivation letter is to see the extent of the student's business motivation so that the goal of the student's sustainable startup business can be achieved.
- 3) **Selection interview stage:** Students who pass the administrative selection will be called to take part in the interview stage. The interview stage is carried out to determine the students' motivation, skills, and business plans.
- 4) **Percentage and assessment of business plan:** After the interview stage, students who pass will be to create a business plan. The business plan will be assessed to determine whether the product and business plan have the potential to be developed.
- 5) **Announcement of selected startups:** Students who pass the business plan selection will be announced as KBM Student Startup incubation programs, and they can start running their businesses with support and guidance from the KBM incubation program for six months.
- 6) **Evaluation:** After six months of the incubation program, an evaluation will be carried out to select a minimum of 5 new entrepreneurs who are ready to become independent new entrepreneurial startups.

b. Implementation

Method The entrepreneurship training approach carried out is the Skill-Based Approach, where this training is carried out through direct and practical learning, such as case studies, simulations, role plays, or real business projects and case studies. Where participants are allowed to analyze and solve business problems, as well as face real challenges that may be faced in running a business in management, digital-based financial management, and marketing. The material taught includes SEM strategy, SEO, SMM, creative content creation, and others.



Figure 2. SEM, SEO, SMM Training

This pattern of providing technological assistance and problem-solving is carried out in the form of mentoring, handing over business tools, and training - routine training will be carried out, one of which is assistance in creating websites and social media content and how to optimize startup income.



Figure 3. Delivery of business materials and technology



Figure 4. Group photo of student business



Figure 5. Implementation of student business

4 Conclusions and Suggestions

The Student Digital Startup Business Development Incubation Program is an important step in supporting the sustainable growth of student businesses in the digital era. In this context, several conclusions can be drawn:

1. This program has provided valuable opportunities for students to develop their digital startup business ideas into businesses that have the potential to grow. This program creates an environment that supports creativity, innovation, and entrepreneurship among students
2. Students participating in this program have acquired skills and in-depth knowledge of business development, management and digital technology. This program will equip them with a strong foundation to start their own business in the future.
3. This program facilitates student business growth through access to resources such as mentorship, capital, and a co-working environment. This is an important step in optimizing sustainable student businesses.

5 Acknowledgement

Thank you to the KEMENDIKBUDRISTEK for the 2023 multi years Student Based Entrepreneurship Community Service Grant.

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