

BABARI.ID CONTRACT MANUFACTURER (*MAKLON*) PLATFORM TO CREATE NEW ENTREPRENEUR IN WEST JAVA INDONESIA : AN ADOPTION OF TECHNOPRENEURSHIP

Dindin Abdurohim¹, Andry Mochamad Ramdan², Afief Maula Novendra³

^{1,2} Faculty of Social and Political Sciences, Pasundan University

³ Faculty of Teacher Training and Education, Pasundan University

Email: dindin.abdulrochim@unpas.ac.id

Abstract

This research aims to create new entrepreneurs in the student environment through student creative industries based on the makloon system. The activities in this research are new product development, business creation, and entrepreneurial strategies by collaborating with micro, small, and medium enterprises (MSMEs) and also to create new entrepreneurs through a student creative industry model based on a makloon system with the help of web-based media and integrated with an android app based on the makloon system with the help of web-based media and integrated with the android app to facilitate collaborative access between students and MSMEs. to facilitate collaborative access between students and MSMEs. This research includes a needs analysis by collecting potential and problems related to the need to create new entrepreneurs, and small-scale research as an effort by researchers to find out several things about the output product to be developed, namely knowing the entrepreneurial interests of students and ultimately creating new entrepreneurs with a makloon system platform called Babari.id. The research steps are designed using research and development according to (Hamzah, 2020), which consists of 10 steps, namely: 1) Research and Information Collection, 2) Planning, 3) Develop Preliminary From of Product, 4) Preliminary Field Testing, 5) Main Product Revision, 6) Main Field Testing, 7) Operational Product Revision, 8) Operational Field Testing, 9) Final Product Revision, 10) Dissemination and Implementation. Due to the limitations and depth of the research, this research will be divided into two parts, first in 2023 from steps one to five and the rest in 2024. Considering that the sixth to tenth process is still being carried out to date to develop a platform according to the needs of MSMEs and new entrepreneurs based on makloon.1 Research and Information Collection 2. Planning 3. Develop Preliminary From Product 4. Preliminary Field Testing (Initial Trial)Through babari.id, this research aims to create new entrepreneurs through a student creative industry model based on a makloon system with the help of web-based media and integrated with an Android app to facilitate access to collaboration between students and MSMEs. The skills possessed by MSMEs using the makloon system are potential that need to be collaborated with universities, especially by students who have the potential to be able to create creative industries that are managed in entrepreneurship courses, and are expected to be able to create new entrepreneurs.

Keywords: Entrepreneur, Makloon, Technopreneurship, MSMEs

1, Introduction

Entrepreneurship continues to grow in 21st Century and give rise to technology-based entrepreneurship that Often called technoprenurship (technopreneurship) (Scarlat, 2014). New words are enriching the vocabulary as even the name of some journals displays (Technovation = Technology and Innovation; Techno entrepreneurship = Technology and Entrepreneurship). It is driven by disruption in technology, especially by the development of the digital world (Lyytinen et al., 2017) and the emergence of industry 4.0 (Schwab, 2017). There is a difference between Ordinary Entrepreneurship and Technopreneurship (Technology entrepreneurship). It can also be described as the commercialization of emerging technological discoveries or innovation (Siyanbola et al., 2011). Technology entrepreneurship must be successful On two main tasks, namely: ensuring that technology function as per the needs of the target customer, and technology It can be sold at a profit. Ordinary entrepreneurship generally only deals with The second part, which is selling by getting profit (Siyanbola et al., 2011).

The development of technology and the internet has dramatically changed the business landscape in recent years (Verhoef et al., 2021). One of the significant impacts of this transformation is the emergence of platform-based business models (Rohn et al., 2021), which have changed the way business is conducted in various sectors. Platform-based business models have enabled new entrepreneurs to enter the market more easily and efficiently. One of the increasingly popular nowadays in this business ecosystem is contract manufacturer (Abdurohim, Ramdan, 2022), which offers mass production services to new entrepreneurs, with product variations according to what they want based on consumer what and needs.

Indonesia, as one of the fastest growing economies in Southeast Asia, has also witnessed a significant increase in the number of new entrepreneurs. These new entrepreneurs often have innovative and creative ideas (Béraud & Cormerais, 2013), but they often face obstacles in bringing physical products to market. One of the main obstacles is the high cost of production, as well as the lack of access to manufacturers who can fulfill their production needs at an appropriate scale.

One of province who always been linked with creative industry in Indonesia is West Java with Bandung as labelled as a Creative city. Back to 2013, the Indonesian government proposed several Indonesian cities to join UNESCO's Creative City Network (UCCN), with the following being admitted: Pekalongan (in 2013), Bandung (in 2015) and Ambon (in 2019). At a national level, BEKRAF's Creative Economy strategy includes 58 cities. Bandung is included at the UCCN due to its rich history and its recognition as a city of culture and innovation (Yujin, 2017). Since the 1970s, Bandung has been seen as a national leader in new cultural practices due to its music and fashion industries (particularly distro's clothing), as well as publishing (printed magazines), culinary products and architecture (Maryunani & Mirzanti, 2015).

In 2008, a growing network of CIs formed the Bandung Creative City Forum (BCCF), aiming to create and support CIs and consolidate Bandung as a creative city (Bustamante Duarte et al., 2022). With this label many people especially Youngs people from other place outside West Java has moved to Bandung with many purpose most of them stay to get a job or study in West Java Especially Bandung (Yujin, 2017).

Based on Pre-eliminary survei, our research team finds that 67,5% college student in West Java especially in the Capital City Bandung had reseller business as other activity besides their main activity as students (Abdurohim, Ramdan, 2022). In this context, based on data, a maklon platform is needed that can be a potential solution for new entrepreneurs in Indonesia, especially in West Java. Reseller is a business activity that sells back products that are obtained at a price below market value by raising the price to market value to make profit/ benefit (Hagiu & Wright, 2017). In addition to being a reseller, there is something more beneficial for doing business, namely through the maklon system or contract manufacturer. Maklon is a production activity carried out by MSMEs to meet market needs. This means that the maklon system operates if there is an order (Abdurohim, Dindin, Ramdan, 2022).

This order can be done by students by collaborating across disciplines and across universities (PTs), which are then marketed by students. Collaboration between students and MSMEs will have the potential to create new entrepreneurs that can be done by students, as well as to minimize the problems that exist in MSMEs. Indonesia has been proven able to overcome the economic crisis of 1997 is saved through SMEs with a makloon system (Mulyaningsih, 2019).

This research aims to create new entrepreneurs in the student environment through student creative industries based on the macloon system. The activities in this research are new product development, business creation, and entrepreneurial strategies by collaborating with micro, small, and medium enterprises (MSMEs) and also to create new entrepreneurs through a student creative industry model based on a maklon system with the help of web-based media and integrated with an android app based on the maklon system with the help of web-based media and integrated with the android app to facilitate collaborative access between students and MSMEs. to facilitate collaborative access between students and MSMEs.

This research includes a needs analysis by collecting potential and problems related to the need to create new entrepreneurs, and small-scale research as an effort by researchers to find out several things about the output product to be developed, namely knowing the entrepreneurial interests of students and ultimately creating new entrepreneurs with a maklon system platform called Babari.id.

2. Literature review

2. 1 Creating new Entrepreneur become SME's

SMEs play an important role in economic growth and poverty reduction (Sarwono, 2015), SMEs are considered the backbone of the national economy (Bhatti et al., 2020), not only in developing countries, but also in developed countries (Mbuyisa & Leonard, 2017), MSMEs are very important because they absorb the most labor (Chowdhury, 2011). Small-medium Entrepreneur (SME's) is a stand-alone productive economic business, carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or part of either directly or indirectly of a Medium Business or a large business that meets the following criteria (Abdurohim, 2021). One of the key drivers behind the success of SMEs is the emergence of new entrepreneurs (Islam, 2016).

Entrepreneurship is the foundation upon which SMEs are built. Entrepreneurs are individuals with innovative ideas, vision, and the willingness to take calculated risks to transform these ideas into viable businesses (Abdurohim, 2023). They are the driving force behind the birth of new SMEs, and their passion fuels the growth and development of these enterprises.

Job Creation, New entrepreneurs are significant contributors to job creation. As they establish and expand their businesses, they hire employees, thus reducing unemployment rates and improving livelihoods within their product/ communities (Abdurohim, 2023). Innovation, Entrepreneurs often bring fresh perspectives and innovative solutions to market challenges. Their willingness to think outside the box can lead to the development of new products, services, and technologies, fostering economic competitiveness and growth (Abdurohim, 2023) Entrepreneurial orientation is seen as a significant driver of firms' innovation capability (Wang et al., 2015).

There are common stages in starting a new business. These stages include ideation (idea generation), product development (product or service development) getting users and marketing (entering the market) rapid growth (growing rapidly) maturity (maturing) and steady growth or decay (continuing to grow or declining). With that many challenges the majority problem is entrepreneur must to make good product. According to the product concept, management's job is to produce high-quality goods. According to this theory, clients like easy-to-market goods with the best quality, performance, and new features (Syam'un et al., 2022). New entrepreneurs, especially in this case students, always find a problem, how to produce good products at affordable prices without worrying about investment for production such as machinery or other facilities.

2.2 The Contract Manufacturer / Maklon

In the business ecosystem, Maklon (In Indonesia), also known as contract manufacturing, is an agreement between two parties, namely the manufacturer and the client. The manufacturer is responsible for the production of a product, while the client is responsible for the design, marketing, and sales of the product (Arruñada & Vázquez, 2006).

The main benefit of contract manufacturing is that it allows clients to outsource the production of their products to a third party. This can be a great way for small businesses to get started in the

manufacturing industry without having to invest in their own equipment and facilities (Abdurohim, Ramdan, 2022).

There are two main types of contract manufacturing: original equipment manufacturing (OEM) and original design manufacturing (ODM). OEM is a type of contract manufacturing in which the client provides the manufacturer with the design and specifications for the product. The manufacturer then produces the product according to the client's specifications. ODM is a type of contract manufacturing in which the manufacturer provides the design and specifications for the product (Chen et al., 2021). The client then markets and sells the product under their own brand name.

The cost of contract manufacturing varies depending on the type of product, the complexity of the production process, and the volume of production. In general, contract manufacturing is a more affordable option than in-house manufacturing for small businesses.

Here is a diagram of the contract manufacturing process



Figure 1 contract manufacturing (Maklon) process

According to figure above, client provides the manufacturer with the design and specifications for the product. The manufacturer then sources the raw materials and produces the product according to the client's specifications. The finished goods are then shipped to the client.

Contract manufacturing can be a great way for small businesses to get started in the manufacturing industry without having to invest in their own equipment and facilities. It can also be a more affordable option than in-house manufacturing.

2.3 Technology Adoption become Technopreneurship

There many models of technology adoption, their theory include the Theory of Reasoned Action and the Technology Acceptance Model (TAM). The Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) are two related theories that have been used to explain and predict users' acceptance of technology. The TRA was developed by Ajzen and Fishbein in 1980 to predict and explain human behavior across various domains. The TRA is very general and appropriate to determine users' intention to use technology (Buabeng-Andoh, 2018).

The TAM was developed by Davis in 1986 based on the TRA to explain technology usage behavior. The TAM has been widely used as a powerful and parsimonious research model for understanding users' acceptance of technology. The TAM posits that the acceptance of technology

is predicted by the users' behavioral intention, which is, in turn, determined by the perception of technology usefulness in performing the task and perceived ease of its use (Charness & Boot, 2015). According to (Juniarti & Omar, 2021) Technology adoption becomes a must to help SMEs grow. However, not many studies have focused on the SMEs technology adoption.

In Entrepreneurship world nowadays that combines entrepreneurship and technology called Technopreneurship and its importance in sustainable business performance in digital era, In SME's context Technopreneurship is a relatively new term and is receiving increasing recognition from the scholars of various streams of business and science and technology disciplines, as well as from the industry players and business practically. Technopreneurship is, indeed, becoming vital in the current globalization and liberalization economy, as it provides greater opportunities and enables effective optimization of resources to attain high profit margins (Mashingaidze, 2016). On previous research by (Mashingaidze, 2016) examined technopreneurship as the Holy Grail of SMEs growth. The study found that technopreneurship is receiving increasing recognition from scholars of various streams of business and can contribute to SMEs' growth.

3. Methodology

Based on the characteristics of the problem and the objectives to be achieved, this research will be carried out with research and development design. The research steps are designed using research and development according to (Hamzah, 2020), which consists of 10 steps, namely: 1) Research and Information Collection, 2) Planning, 3) Develop Preliminary Form of Product, 4) Preliminary Field Testing, 5) Main Product Revision, 6) Main Field Testing, 7) Operational Product Revision, 8) Operational Field Testing, 9) Final Product Revision, 10) Dissemination and Implementation. Due to the limitations and depth of the research, this research will be divided into two parts, first in 2023 from steps one to five and the rest in 2024. Considering that the sixth to tenth process is still being carried out to date to develop a platform according to the needs of MSMEs and new entrepreneurs based on maklon.

This research was conducted on students who formed a business startup team in 15 universities and MSMEs spread across West Java, 15 regions in West Java were selected based on the number of Micro, Small and Medium Enterprises (MSMEs) based on districts / cities in West Java (Open Data Jabar, 2023). Including 1) Bandung City, 2) Bogor Regency, 3) Sukabumi Regency, 4) Cianjur Regency, Cianjur, 5) Bandung Regency, 6) Garut Regency, 7) Tasikmalaya Regency, 8) Ciamis Regency, 9) Kuningan regency, 10) Cirebon regency, 11) Majalengka regency, 12) Sumedang regency, 13) Indramayu regency. Sumedang Regency, 13) Indramayu Regency, 14) Subang Regency, 15) Purwakarta Regency. At the same time with universities located in the 15 regions selected as research objects that are migrated with MSMEs as research subjects.

Data collection techniques in this study were carried out by Forum Group Discussions (FGD) which was held based on the FGD guidelines compiled by the research team based on the indicators of research achievements and research achievement targets, and interpreted the results

of the FGD; Structured interview techniques were carried out during surveys to 15 cities and districts of universities and MSMEs in West Java, which were preceded by compiling interview guideline instruments by researchers, questionnaires, and test instruments to measure knowledge, skills, abilities and talents of the research subjects. Data analysis techniques will use descriptive analysis and variable contribution analysis with the type of path analysis. Path analysis, to test the effectiveness of the model with the stages of statistical testing including normality test and homogeneity test.

4. Discussion and Result

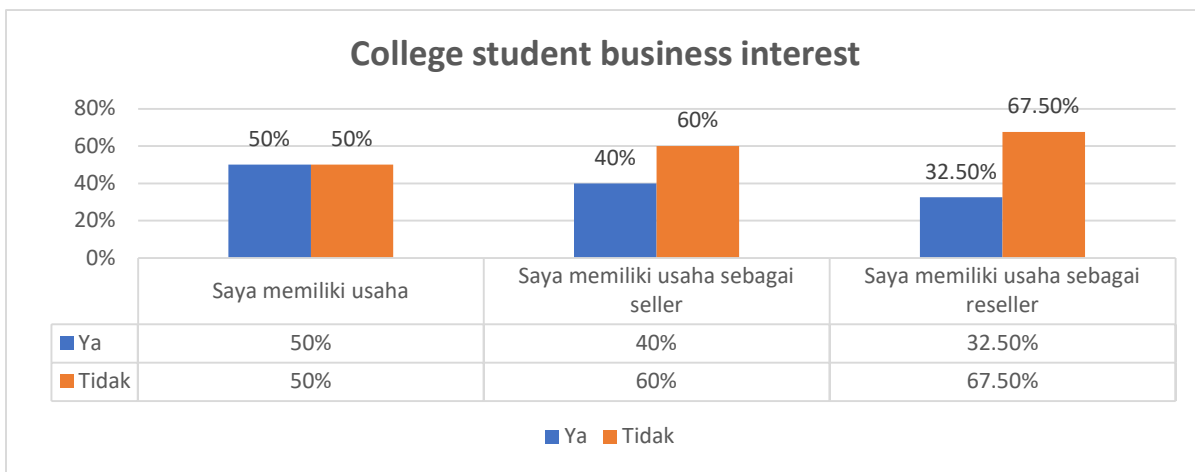
1 Research and Information Collection

To collect information related to product development that has been planned by collecting data during lectures in entrepreneurship courses, interviews with MSMEs and Focus Group Discussions (FGDs). The following is a needs analysis of the problems and potential to create new entrepreneurs. Based on the results of discussions with students, the following potential and problems were obtained:

1. The entrepreneurship learning process teaches more concepts, and the task is to sell products that are not sustainable. While entrepreneurship learning outcomes are being able to create, prepare, and start a new business.
2. Becoming a reseller can be a possibility that the products being marketed are not products from Indonesian MSMEs. Because many imported products enter through the marketplace or social media, which is the usual access for millennials to meet their needs.
3. Students have the ability to manage human resources from organizational experience at school and college.
4. Students are able to manage finances from an understanding of accounting courses.
5. Students are able to manage digital marketing from an understanding of the digital marketing course.
6. Students have the ability to design products according to market needs from market analysis in related courses
7. The number of imported products that are traded in Indonesia, even though Indonesian MSME products are abundant
8. Imported products are easier to get accessed on digital platforms, compared to domestic products. Moreover, imported products from certain regions are cheaper.
9. Fear of not being able to divide time with college, when starting to sell. Even though many types of business models today are assisted by technology and systems.
10. Not knowing much about MSMEs. MSMEs have contributed to the Gross Domestic Product by 61.97%, and are able to absorb 97% of the total workforce.
11. When starting a business, there is not enough capital and time, even though capital can be done by joint venture / collateral and for time solutions, you can collaborate with MSMEs in making products with a makloon system.

The following are the potentials and problems of MSMEs:

1. Lots of competing and imported products that are the same and cheaper.
2. Products made by MSMEs need speed adjustment by innovating to market needs, besides that MSMEs have skills in making products.
3. Human resource management carried out by MSMEs has not been optimized.
4. MSMEs consider that government training programs are not on target, even though the government has programs for MSMEs.
5. Difficulties in designing business proposals, while opportunities for MSME assistance from the government are large.
6. Difficulties in terms of digital media, especially in digital marketing
7. Lack of human resources to manage the business.
8. Small businesses tend to find it difficult to maximize product branding (such as creating a business web and social media) and do not have product photos to be marketed online.



Graphics 1 College student business interest

An overview of students at private universities in West Java regarding the statement "I have a business as a reseller" 32.5% said yes, the rest of the students have a business as a seller by 40% and students do not have a business by 7.5% and the rest have their own business. Students in Higher Education in Indonesia today mostly already have a business, and are increasing both in the type of Personal Business and Reseller. With the increase in student businesses in this type of reseller, it is hoped that the products used, original products made by Indonesian MSMEs.

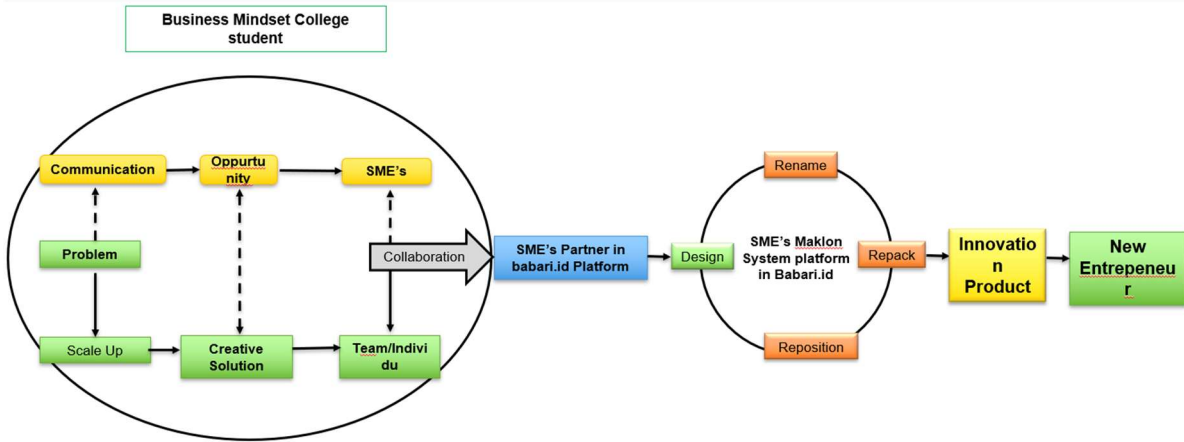


Figure 2 Business mindset college student based on our research

2. Planning

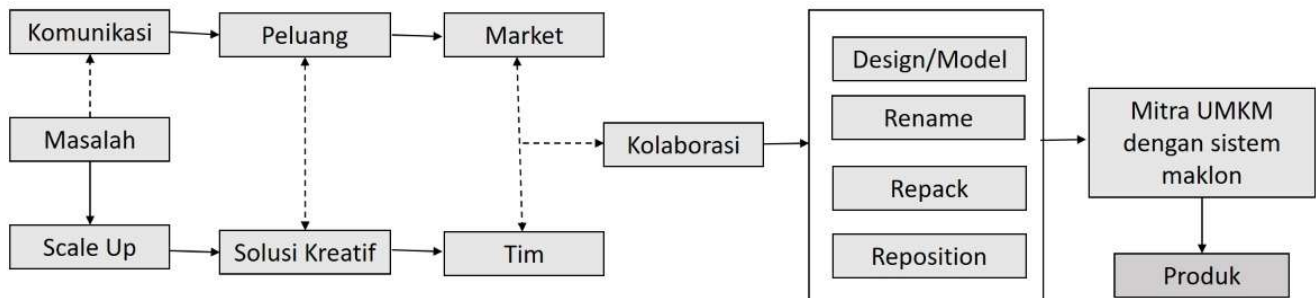


Figure 3 Student Creative Industry Model Based on the Makloon System

Based on potential and problems Students are more likely to own businesses by reseller method. *A reseller* is a business that sells products again by increasing the price of the previous seller , so it will have an impact on finding even cheaper product prices . Therefore, they look for imported products because they tend to be cheaper. This is because Import product information is not yet large and open regarding MSME products . Meanwhile, imported products are easier to find out because many people use social media and information media on *Google* . On the other hand, MSMEs in Indonesia do not use social media or information media on *Google* , whereas many MSME products are cheaper and have potential and can be packaged further to make them more attractive . So these things have become a concern for MSMEs in Indonesia , so MSME products are not sought after by young people , students and people who want to set up a business.

Currently, many workers or employees have two different incomes, for example, in the field of convection , online motorcycle taxis and selling other products, both local and imported . On the other hand, there are also many young people nowadays who sell their products but do not create their own products. It would be better for them to create new entrepreneurs by making products in collaboration with MSMEs especially among academics in entrepreneurship lectures.

MSMEs and students have opportunities from their respective problems there. First, MSMEs basically have a market , therefore they are required to be able to read market competition by selling imported products from China because they get much cheaper prices. However, in the current problems, MSMEs in Indonesia are still constrained in their marketing and management both in terms of human resources, finance, capital and raw materials. On the other hand, students do not have a market, because they focus mainly on lectures. But students have several ways from their lectures, namely not thinking from just one discipline but from various study programs based on their respective expertise, such as understanding of programming , digital marketing and understanding of *supply chain* and so on .

That's where opportunities are created to collaborate with MSMEs , where this problem can be solved, including capital through student joint ventures to create a product ordered from Indonesian MSMEs on a makloon basis . In this way, they make the team collaborate with other study programs that have different potential to create products such as designing/modeling, renaming, repacking and repositioning. so that it becomes a product that is ready to be marketed .

The model we designed is trying to create a *web-based platform digital market place system* with a makloon system, namely <https://babari.id/>, to simplify the design of the model and can be applied especially by students and in general by people who want to become entrepreneurs. <https://babari.id/> is a *digital market place platform* with a makloon system for MSMEs to introduce their products to prospective new entrepreneurs (students and/or the community) making it easier to start a new business not from scratch, which is designed with a makloon system.

3. Develop Preliminary From Product

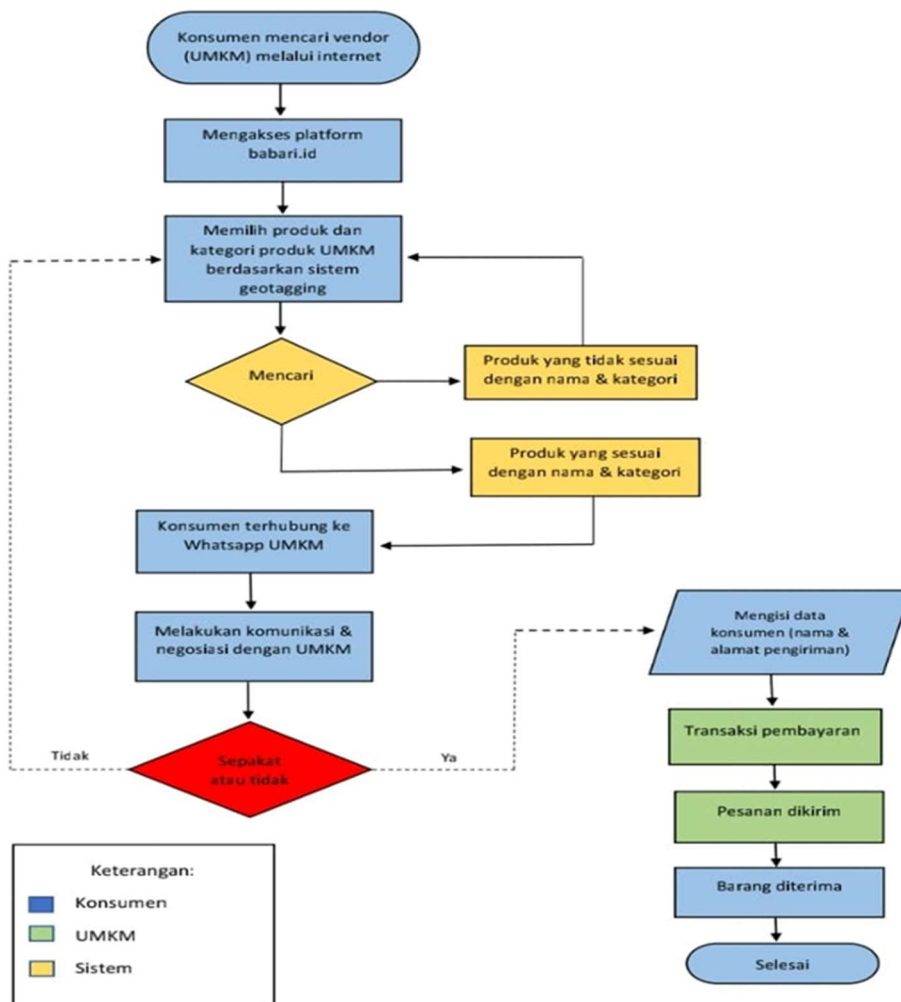


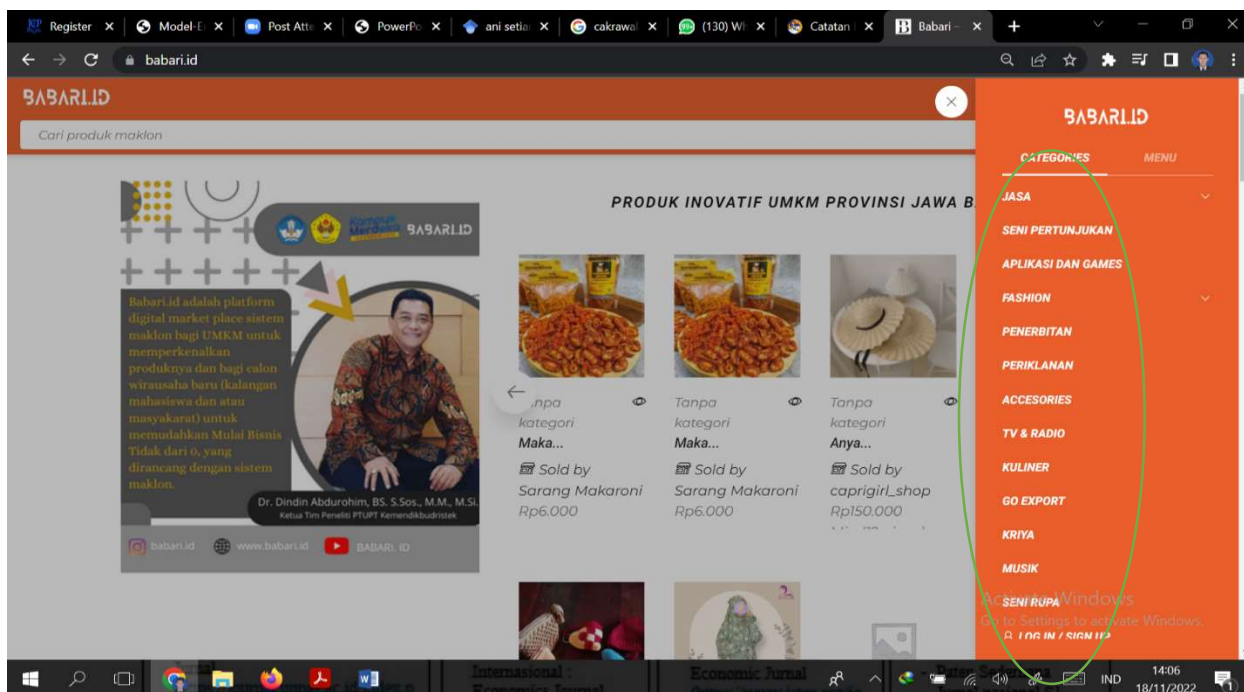
Figure 3.1 Flow Chart <https://babari.id/>

The following is an explanation of the Flow Chart flow <https://babari.id/>

1. Consumers (students/community) who want to become entrepreneurs are assumed to look for vendors for their business using the makloon system, namely MSMEs, via the internet, then consumers can find and access the babari.id website.
2. Once found, consumers search for and select products and product categories (which consist of 16 creative economy sub-sectors) based on the *geotagging system*.
3. Then the system will search for the name and product category desired by consumers by providing information related to MSME products which includes product specifications/descriptions accompanied by photos and videos of these products.
4. If the product displayed matches the name and product category desired by the consumer, the consumer can contact the vendor (MSMEs) by clicking the "Whatsapp" button and then clicking.
5. After that, consumers will be directly connected to the MSME whatsapp to communicate regarding product designs/models and price negotiations.

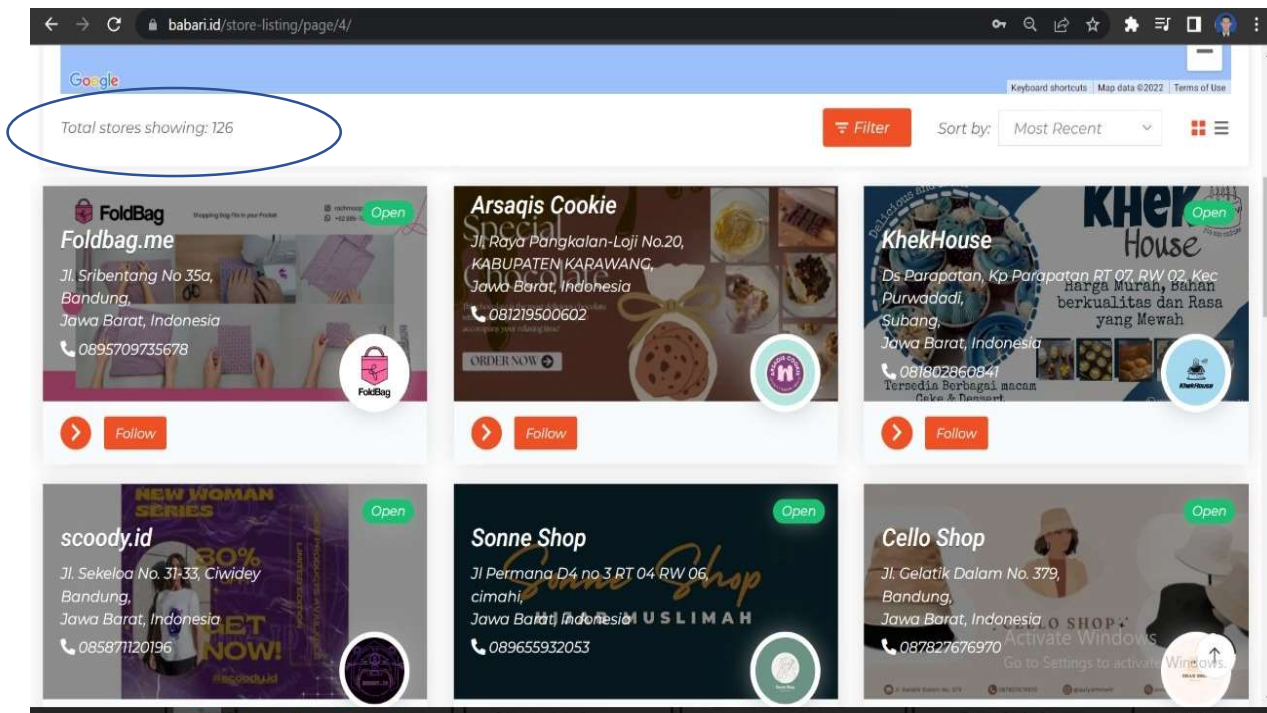
6. If it is certain that an agreement on price and product model can be established between consumers and MSMEs, then transactions will continue outside the babari.id system and consumers can fill in purchase data which includes the name and shipping address as a form of confirmation of product orders to MSMEs via Whatsapp.
7. After everything is finished, consumers can make payment transactions directly to MSMEs.
8. Then the MSME produces the product model desired by the consumer, packages and sends the product, either delivered directly by the MSME or delivered by an expedition service until it reaches the destination or address.

A. *Web based view*



The student creative industry model based on the makloon system for creating new entrepreneurs is implemented in a web based system which is accessed at <https://www.babari.id/>

The front view presents innovative products from West Java Province MSMEs, this product is an example of a product that can be ordered online . Categories have been revised based on input which previously had no categorization and currently there are 17 categories based on 16 types of MSMEs in subecraf which consist of: 1) Game Development Applications , 2) Architecture , 3) Interior Design , 4) Visual Communication Design , 5) Product Design , 6) Fashion , 7) Video, Film and Animation , 8) Photography , 9) Crafts , 10) Culinary , 11) Music Publishing , 12) Publishing , 13) Advertising , 14) Performing Arts , 15) Fine Arts 16) Television & Radio.



The following is a vendor display that presents sample product photos (not displayed order products), videos of the production process, and descriptions of tolling services and *direct messages* and social media. Currently, the web-based system is in the trial phase carried out by MSMEs and students and 126 MSMEs have accessed as vendors. The system is equipped with *geotagging assistance* which functions to find the nearest MSMEs. This can minimize transportation costs and other operational costs.

4. Preliminary Field Testing (Initial Trial)

The initial trial was carried out as a step to test the Makloon system-based student creative industry model assisted by the Makloon digital marketing platform <https://www.babari.id/> to create new entrepreneurs that have been produced on a limited basis, namely conducting initial field tests on the design of creative industry models. makloon system-based students are assisted by the digital marketing platform makloon system <https://www.babari.id/> to create new entrepreneurs which are limited both to the substance of the design and the parties involved including entrepreneurial lecturers, students and SMEs packaged through Focus Group Discussion (FGD). In addition to testing at this stage, interviews and questionnaires were carried out regarding the feasibility of the designed model, which was then analyzed as follows:

A. Interpretation and Discussion of Focus Group Discussion (FGD)

FGD activities can be watched on (<https://www.youtube.com/watch?v=Q33-deO-EKM>)

3) MSMEs

- a) MSME Responses Regarding Student Creative Industries with the Makloon System to Create New Entrepreneurs

No	Statement	Answer Researcher	Interpretation
1.	How does MSMEs and babari.id collaborate ?	The way of cooperation between MSME actors and babari.id can be managed by a group of students by forming a business start-up team, where the production process is carried out using a makloon system and the management of the business continuity process can be managed by students by forming a business start-up team. This is expected to create and add new entrepreneurs.	The skills possessed by MSMEs using the makloon system are potential that need to be collaborated with universities, especially by students who have the potential to be able to create creative industries that are managed in entrepreneurship courses, and are expected to be able to create new entrepreneurs.
2.	Does a product that requires a lab test when it is entered into babari.id have to do a lab test first ?	There are several products that must be tested in the lab first for example in the form of food, cosmetics, and other products. Apart from that, if the product does not undergo a lab test but can be classified as an object that can be marketed then it can be included in babari.id, because in the process or system the babari.id admin will also check the certainty or suitability of the product that will be sold. confirmation so that they can sell through the babari.id web	Product testing is the process of assuring the quality of product samples against certain standard requirements. The test report applies to the sample tested only, it does not represent the entire product.
3.	How is the payment system used by consumers when making tolls with MSMEs ?	The payment system used by consumers when making tolls with MSMEs is directly verified and transacting directly through the	The production completion process is carried out by another party, namely the makloon service provider (the makloon

		number listed on the MSME store profile.	party), so that costs directly related to production by the makloon party such as labor and overhead costs are borne by the makloon party.
4.	Does the product to be registered or entered into babari.id have to have NIB and legality ?	Yes, products that will be registered or submitted to babari.id must already have a Business Identification Number (NIB) and the legality of the product.	The Business Identification Number (NIB) is used by business actors or MSMEs to process and obtain business permits.
5.	How do potential consumers know or can access the babari.id platform or system ?	The way potential consumers find out or can access the babari.id system platform is by visiting the website https://www.babari.id/	<i>web-based</i> media and integrated with an Android app to facilitate access to collaboration between students and MSMEs.
6.	What is the legality when committing makloon ? Do MSMEs themselves have to take care of PIRT?	Usually this is more for processed food, drinks or products that contain chemicals such as soap, etc. For legality by consumers who submit orders.	P-IRT is home industrial food production which must be included in processed food products distributed in the community
7.	Is it possible to use just 1 email to create different shop accounts on babari.id ?	Yes you can, but it would be better to have 1 email for just 1 shop account	Babari.id is a digital <i>marketplace platform</i> for the makloon system for MSMEs to introduce their products and for prospective new entrepreneurs (students) and/or (the public) to make it easier to start a

			business from 0 which is designed using the makloon system
8.	Is there a registration fee when MSME actors are makloon through babari.id ?	There is no registration fee (administrative fee) when MSME actors check through babari.id. MSMEs only carry out the stages of the registration process to register their products through babari.id	The production completion process is carried out by another party, namely the makloon service provider (makloon party), so that costs directly related to production by the makloon party, such as labor costs and overhead, are borne by the makloon party.
9.	Do the products submitted to babari.id have to be halal certified ?	Yes, it is best if the products submitted to babari.id are halal certified.	The aim of implementing Halal Product Guarantee (JPH) is to provide comfort, security, safety and certainty of the availability of halal products for the public in consuming and using products. In addition, this is able to increase added value for business actors to produce and sell their products
10.	What is the legality of babari.id ?	Babari.id does not yet have legality, because it is still in the testing phase of the research being carried out	The legality of babari.id is very necessary, this is for the protection of vendors and consumers who use makloon services at babari.id.

b) Discussion of MSME Response Interpretation Description

. Through babari.id, this research aims to create new entrepreneurs through a student creative industry model based on a makloon system with the help of *web-based* media and integrated with an Android app to facilitate access to collaboration between students and MSMEs. The skills possessed by MSMEs using the makloon system are potential that need to be collaborated with universities, especially by students who have the potential to be able to create creative industries that are managed in entrepreneurship courses, and are expected to be able to create new entrepreneurs. Babari.id as an intermediary to bridge students who want to become entrepreneurs with MSMEs who will carry out production using the makloon system. The production completion process is carried out by another party, namely the makloon service provider (makloon party), so that costs directly related to production by the makloon party, such as labor costs and overhead, are borne by the makloon party.

In babari.id there are several terms and conditions that must be met by MSMEs as makloon service providers, including several products that must be tested in the lab first , for example in the form of food, cosmetics, and other products, or lab tests can be done by potential consumers at Makloon. Product testing is the process of assuring the quality of product samples against certain standard requirements, this is regulated by Regulation of the Food and Drug Supervisory Agency Number 30 of 2019) concerning the organization and work procedures of the technical implementation unit within the National Drug and Food Testing Development Center, the National Drug and Food Control Agency ¹³⁾. The test report applies to the sample tested only, it does not represent the entire product. Besides that, it is already halal certified, PIRT number, and NIB. The purpose of implementing Halal Product Assurance (JPH) is to provide convenience, security, safety, and certainty of the availability of halal products for the public in consuming and using products.

An entrepreneur is an innovator who is able to turn an opportunity into an idea that can be sold, can provide added value through effort, time, costs and skills with the aim of making a profit (Siyabola et al., 2011)

4. Student

a) Student Responses About Student Creative Industry with the Makloon System to Create New Entrepreneurs

No	Statement	Answer Student	Interpretation
1.	What do you know about creativity and innovation?	Creativity and innovation is a thought that is created from an interesting new idea, so that from this	Communicated problems create opportunities as raw materials for creative inventions and solutions. In order to lead to innovation, it is necessary to look at problems

		creativity new innovations can be created.	from various disciplines, so creativity is the ability of a person based on scientific disciplines to express and realize the potential of the mind from the problems found to create something new and unique. Meanwhile, innovation is the application of a combination/disciplinary team in realizing a model that is tried and useful.
2.	What do you know about entrepreneurship?	Entrepreneurship is an activity in which someone reads a business opportunity and makes that opportunity a business.	Entrepreneurship is the application of various scientific disciplines that produce creative and innovative products (goods and or services) with mental values and an entrepreneurial spirit that become the characters.
3.	Do you agree with the concept of entrepreneurship, namely creating innovative products based on our scientific discipline?	Agree, because entrepreneurship must use knowledge, that way we can take advantage of the knowledge we have.	Innovation is a continuation of a model created based on collaborating teams from various disciplines that are needed to get creative solutions to possible problems based on a disciplinary perspective.
4.	Do you agree that one product on the market is from the point of view of one scientific discipline that collaborates with multiple disciplines?	Agreed , because human innovation and creativity are not focused on one scientific discipline that we study but with someone's big desire to collaborate can make creativity and	In entrepreneurship, someone has the will and ability to create product innovations they want in order to be able to control and turn on the center of this nation's economy. So that it requires the values needed to start a business that processes by innovating to characterize the differences of

		product innovation possible.	each entrepreneur to eliminate competition problems in the world of entrepreneurship.
5.	Which do you prefer between doing business alone or doing business together by creating a team?	Doing business by creating a team, because with a group we can share and exchange ideas about what innovations each person comes up with, so that the business can be created, and that way the business will develop well.	Team business is a business that implements a cooperative system, which is expected to produce better business results compared to working individually. According to the data obtained, team work will bring more positive value to the company because there is a sense of unity in helping each other in developing and achieving the common goals of a company.
6.	of trade or service business are you interested in ?	Trading business	In general, trade and service businesses are activities where goods or services are bought and sold between traders and buyers. The goods being sold are physical, so the buyer can transfer ownership of the goods .
7.	Do you want to own a business?	I really want it, because for me creating a business is the same as creating an opportunity for others.	According to the Big Indonesian Dictionary, effort is the activity of exerting energy, mind or body to achieve a goal; action, work, initiative, endeavor, effort to achieve something. By having a business you can fulfill human needs.
8.	Do you have a business with your own product? If yes, is the product self-made?	No	College is the right time to be independent by starting a business and starting to have a business that collaborates to form a multi-disciplinary team to create an innovative product. Building a business currently requires involvement with various parties,

			with a team system with individual abilities including programming, graphic design, content writing, accounting, research and digital marketing teams that are needed by businesses that will be started. The need for team attendance is determined by creative solutions to problems that can be scaled up.
9.	Are you doing business by becoming a reseller?	No, I've never done business as a reseller.	The reseller type of business in Indonesia is currently increasing with the expectation of original reseller products made by Indonesian MSMEs. Reseller is a business activity system that resells products at a price below market price by increasing the price according to market price r.
10.	What type of product do you sell?	Food and Clothing	Most of the products sold are food and clothing.
11.	Do you know the makloon system?	He knows. The makloon system is a collaboration between the factory that produces it and the company that owns the brand.	Makloon is a way of doing business by finding producers who produce various goods to sell to consumers. In other words, those who run their business in a makloon manner are not involved in the production process .
12.	Have you ever ordered using the makloon system?	Never	The makloon system is a production activity carried out by MSMEs to meet market needs, meaning that the makloon system runs if there is a customer. This order can be made by students by collaborating between disciplines and between universities (PT)

			which are then marketed by students.
13.	Are you interested in having a business with the makloon system?	Very interested, in my opinion the makloon system is a win win solution for entrepreneurs who have minimal capital or are constrained by equipment to make a product.	Businesses with a toll system run when there are orders. This order can be made by students by collaborating between disciplines and between universities (PT) which are then marketed by students. Student collaboration with MSMEs will have the opportunity to be able to create new entrepreneurs that can be carried out by students, and at the same time minimize the problems that exist in MSMEs.
14.	What type of business will you initiate?	Business in the culinary sector has extraordinary potential because culinary is food that will never end.	Business opportunities in the culinary field are expanding. The culinary business is seen as a promising business opportunity. Because the pleasure of cooking is a basic human need, and a need that must be met every day. In addition, people's consumption behavior provides unique benefits for culinary entrepreneurs. Cooking has also become a lifestyle trend for urban communities. Cuisine that combines creativity and innovation will be a special attraction for the community.
15.	you think if MSMEs are collected and created a digital platform for MSMEs that accept orders with the toll system?	Totally agree, where this is currently increasingly needed with this platform, business will be easier, and mutually beneficial.	MSMEs play a vitally important role in economic development and growth. MSMEs are considered the backbone of the national economy not only in developing countries, but also in developed countries. Thus,

			MSMEs are very important because this business group absorbs the largest number of workers.
16.	Which makloon system digital platform can help MSMEs? (can mention features, such as product quality information features, etc.)	With affordable prices, buyers or investors usually need a fast response from the seller or producer.	The makloon system digital platform that can help MSMEs is one that has features of information clarity, product clarity, attractive appearance, and of course easy to understand.
17.	How can the digital platform of the Makloon system help students? (can mention features, such as product quality information features, etc.)	For students it is very helpful for their pocket money if there is a platform like this so students don't have to be confused with businesses using minimal capital. Suggestions for features might be something like "which area is producing, and the producer must also provide a photo and interesting words so that students are not confused, alias students are only resellers but equally profitable.	The Makloon system digital platform that can help students is a platform that contains a lot of information about various types of MSMEs so that we as students can also get clear information, and of course there are product quality features, price features and others.

b) Discussion of Description of Student Responses

Problems are raw materials for inventions, creative solutions. To achieve innovation, it is necessary to look at problems from various scientific disciplines, so creativity is a person's ability based on scientific disciplines to express and realize the potential of thoughts from problems found to create something new and unique. Meanwhile, innovation is the application of a combination or team of scientific disciplines to realize a model that has been tested and is useful. Creativity is always associated with generating new ideas and innovation, namely implementing these ideas in the products produced and in more efficient ways of working. An entrepreneur is required to be creative and innovative, so that what is produced will be accepted by the wider community . An

entrepreneur is a bringer of change in the business world who does not easily give up in various difficulties to pursue the success of a business that was simply started ¹⁵⁾. The application of various scientific disciplines that produce creative and innovative products (goods and/or services) with mental values and an entrepreneurial spirit as character.

The concept of entrepreneurship is to create innovative products based on scientific disciplines, so innovation is a continuation of a model created based on collaborating teams from various scientific disciplines which is needed to get creative solutions to problems that have opportunities based on the views of scientific disciplines. In addition, one product on the market is the view of one scientific discipline that collaborates with multidisciplinary science. In entrepreneurship, a person has the will and ability to create product innovations that they want in order to control and revive the economic center of this nation. So it requires the values needed to start a business that processes innovation to characterize the differences of each entrepreneur to eliminate the problem of competition in the world of entrepreneurship.

In doing business there are 2 ways, namely doing business individually and doing business together by forming a team. Team business is a business that implements a cooperative system, which is expected to produce better business results compared to working individually. According to the data obtained, teamwork will bring more positive value to the company because there is a sense of cohesiveness helping each other in developing and achieving the common goals of a company. *Good teamwork can be one of the determinants of the success of a company.* However, creating a team is certainly not easy, because each individual has different abilities and personalities. In general, trading and service businesses are activities where goods or services are traded between traders and buyers. Goods sold are physical, so that buyers can transfer ownership of these goods.

. Building a business today requires involvement with various parties, with a team system with individual skills including programming, *graphic design, content writing, accounting*, research and digital marketing teams that are needed by the business that will be started. The need for team presence is determined by creative solutions to problems that can be *scaled up*.

reseller type of business in Indonesia is currently increasing with the expectation of original reseller products made by Indonesian MSMEs. Reseller is a business activity system that resells products at prices below market prices by increasing prices according to market prices. Most of the products sold are food and clothing. Makloon is a way of doing business by looking for manufacturers who produce various goods to sell to consumers. In other words, those who run their business on a makloon basis are not involved in the production process. The makloon system is a production activity carried out by MSMEs to meet market needs, meaning that the makloon system runs if there are orders. This order can be made by students by collaborating between scientific disciplines and between Universities (PT) which is then marketed by students. Businesses with a makloon system run if there are orders.

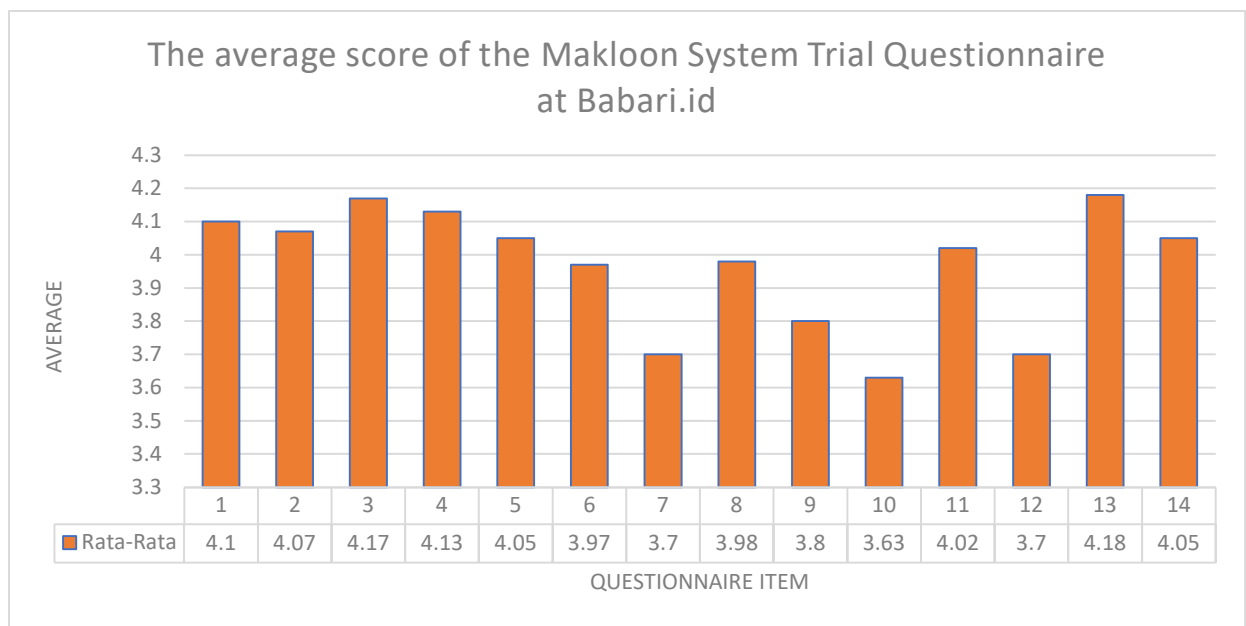
If MSMEs are brought together and a digital platform is created for MSMEs that accept orders using the makloon system, then MSMEs play an important and vital role in economic development and growth, MSMEs are considered the backbone of the national economy, not only

in developing countries, but also in developing countries. but in developed countries. According to (Eko Prasetyo, 2008) ¹⁷⁾ the functions and roles of MSMEs in Indonesia are quite numerous, both economically, socially, politically, culturally and security. Economic-social-political functions and roles, for example to increase people's income, reduce unemployment and poverty and the flow of urbanization ¹⁷⁾. Thus, MSMEs are very important because this business group absorbs the largest number of workers.

system digital platforms that can help MSMEs are those that have clear information features, product clarity, attractive appearance, and of course easy to understand. Meanwhile, the Makloon system digital platform that can help students is a platform that contains a lot of information about various types of SMEs so that we as students can get clear information, and of course there are product quality features, price features and others .

B. Initial Field Trials

Small group trials were conducted on students and micro, small and medium enterprises who understand digital marketing by accessing <https://www.babari.id/> to study and apply it. Then asked for responses through interviews and questionnaires. With the following gains:



Information on the questionnaire item number:

1. Ease of logging in as a vendor
2. Ease of filling in vendor biodata
3. Ease in filling in the profile picture and background picture
4. Ease of entering *maps addresses*
5. Ease of entering minimum and maximum orders
6. Ease of registering products

7. Ease of uploading videos of the production process
8. Ease of entering order contact numbers and social media
9. Ease of understanding the features on the babari.id site
10. Speed in searching for products and vendors through the geotagging system
11. The account registration process is easy to learn
12. The product ordering procedure is easy to understand
13. The babari.id site is easy to access at any time
14. Ease of operating the babari.id site

The step for testing the product of the student creative industry model based on the Makloon system, assisted by the digital marketing platform of the Makloon system <https://www.babari.id/> to create new entrepreneurs, is the step of testing products that have been produced on a limited basis, namely conducting initial field trials on the product design. its nature is limited to the parties involved, including students and micro, small and medium enterprises. Table of average scores of Makloon system trial results at <https://www.babari.id/> were 3.96 with good interpretation criteria. The highest mean was from the statement " the site <https://www.babari.id/> is easy to access at any time " achieved a mean of 4.18 and the lowest mean was from the statement "speed in searching for products and vendors via the geotagging system" of 3.63 with good interpretation criteria .

5. Main Product Revision (Revision of Test Results)

After conducting initial field trials, then revise the trial results. The trial revision step is a model improvement step based on the results of initial field trials. The analytical approach to the initial field trial uses a qualitative approach that has been presented in the previous stage and the following is a revision of the trial results based on the initial field trial from input sources from lecturers, departments (Diskuk, Disperindag, Dekranas West Java), students, and MSMEs after conducting Initial trials contained in the documents (list, attendance, minutes, minutes, photos and *YouTube links*) are in the daily notes which can be accessed at BIMA. The following are responses from lecturers, students and MSMEs regarding the trial results:

- a. Student
 1. Babari.id is expected to provide protection for MSME and consumer data.
 2. Sustainable student access to MSMEs.
 3. Paying attention to three main aspects in the *start-up world* , namely social, economic and leadership.
 4. For maintenance costs, it is best to create a B2C business model with a community
 5. Access to babari.id to become a vendor must be filtered
 6. There is curation for MSMEs who will become vendors on babari.id.
- b. MSMEs
 1. It is hoped that Babari.id can be presented with a special website for every MSME.
 2. It is hoped that student innovation products that will be marketed will not resemble existing MSME products.

3. Every MSME player hopes that students can help provide new innovations for their business.
4. It is hoped that the implementation of the FGD can be carried out offline, so that the information conveyed is clear and easy to understand.
5. Adding the nearest address or location menu.
6. Judging from the research, it's good, but don't let the output not be optimal even though there are lots of expenditures, and *Business to Business* (B2B) and *Business to Customer* (B2C) are not on one platform.
7. The existence of Babari.id can bring together MSMEs who can market their products to the wider community because this makloon system is new and has a wide reach.

1) Main Field Testing (Main Product Field Testing)

Conducted in the learning process with Sub-CPMK 3.1, namely being able to create, prepare, and start a new business. To find out the effectiveness of the makloon system-based creative industry model to create new entrepreneurs involving potential users of the babari.id makloon digital marketing platform, namely with as many as 60 students as objects. The design used in this study was a single group design with pretest and posttest or *One Group Pre-test and posttest Design* (19) . Testing is done through questionnaires and interviews then carried out the analysis phase, as follows

Paired Samples Statistics

		Mean	N	std. Deviation	std. Error Means
Pair 1	Pre Test Value	61,68	60	13.020	1,681
	Post Test Value	83,80	60	8,483	1.095

Based on descriptive analysis, the mean score for the pre-test was 61.68 and the post-test was 83.80. This means that there has been an increase in new student entrepreneurs after obtaining the application of the makloon system-based student creative industry model assisted by the babari.id makloon digital marketing platform. Thus, it can be concluded that the application of the makloon system-based student creative industry model assisted by the babari.id makloon digital marketing platform has a significant effect on increasing the number of new entrepreneurs. Next, data analysis uses a statistical nonparametric test with the Wilcoxon type:

Wilcoxon Signed Ranks Test Ranks

		N	MeanRanking	Sum of Ranks
Post Test Value - Pre Test Value	Negative Ranks	0 ^a	0.00	0.00
	Positive Ranks	60 ^b	30.50	1830.00
	Ties	0 ^c		
	Total	60		

- a. Post Test Value < Pre Test Value
- b. Post Test Value > Pre Test Value
- c. Post Test Value = Pre Test Value

Based on the picture above, the mean rank Wilcoxon presented before being treated was 0.00 after being given treatment was 30.50, meaning this indicates a higher average score seen in the pre-test compared to the post-test.

Test Statistics^a

	Post Test Score - Pre Test Score
Z	-6,753b -
Asymp. Sig. (2-tailed)	0.000

- a. Wilcoxon Signed Ranks Test
- b. Based on negative ranks.

Asymp.Sig (Sig 2-tailed) significance number with the alpha (α) value. Where the theoretical hypothesis in this research is that the application of a student creative industry model based on the makloon system has an increase in creating new entrepreneurs. The statistical hypothesis is:

- H_0 = There is no difference in the value of new entrepreneurs before and after being given a student creative industry model based on the makloon system
- H_1 = There is a difference in the value of new entrepreneurs before and after being given the Makloon system-based student creative industry models

The criterion H_0 is rejected if *Asymp.Sig* < 0.05 whereas if *Asymp. Sig* > 0.05 then H_0 is accepted. Based on the analysis data above, the *Asymp.Sig value* is 0.000, thus H_0 is rejected. This means that H_1 is accepted, that is, there is a difference in the value of new entrepreneurs before and after being given the Makloon system-based student creative industry models.

Gain Interpretation		Valid frequency	percent	Valid Percent	Cumulative Percent
	Ineffective	16	26,7	26,7	26,7
	Less effective	13	21,7	21,7	48.3
	Effective enough	19	31,7	31,7	80.0
	Effective	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

The application of the student creative industry model based on the makloon system assisted by the makloon system digital marketing platform <https://www.babari.id/> to increase new entrepreneurship has an effectiveness level of 51.7%, this is obtained from the total percentage with the interpretation criteria being quite effective at 31.7% and effective at 20%. Others obtained a score of 21.7% with less effective interpretation criteria of 21.7% and

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