

Partnership-Based Training and Assistance Model for Small and Medium Enterprises

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Abstract

Partnership-based creative industries in business improvement are needed when demand is increasing. However, many small businesses are not ready to meet market demand when the demand increases. The purpose of this research is to provide solutions from the training and mentoring model in overcoming the problems of partnership-based business. This research uses a case study-based qualitative method. The results of the study indicate that the existence of training on a partnership basis is able to bring a more mature level of readiness to meet market demand. Mentoring is very necessary to support the results of the training. The assistance provided comes from universities and the local government. The university provides training and assistance as a form of implementing the tri dharma of higher education. The local government can provide support in the form of capital assistance and policies that support community businesses.

Keyword:

Creative Industries, Partnerships, Colleges, Government