

Identifying the Effectiveness of Business Incubator Training among UPN Veteran Jakarta Undergraduate Students: An Application of Randomized Controlled Trial Approach

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Abstract

Today, the Covid-19 Pandemic is a global issue and affected day-to-day life. The Covid-19 makes slowing down Indonesia's economy. One of the consequences is that many workers have been laid off from their job. In response to the situation, a business incubator is one of the platforms to facilitate the prospective tenant to have the ideas to start up the business. This study is written to identify the effectiveness of business incubators training among the Nutrisociotechnopreneur. The quantitative research designed with One-blind Randomized Controlled Trials (RCT) through pre-test and post-test for the control group. The population was all Nutrition Undergraduate students UPN Veteran Jakarta, batch 2018, 2019, and 2020 then got 90 students as the sample. The sample divided into two groups, namely intervention and control group, namely: 60 students were interested in business incubator training, then they were given the marketing strategy training and Nutrisociopreneur, and 30 students were not. The results showed that business incubator training effectively developed the Marketing Strategy and the Nutrisociotechnopreneur with the significance $p < 0.05$. In conclusion, this study has successfully identified that the business incubator training

effectively facilitated the nutrition students of UPN Veteran Jakarta to plan the marketing strategy and develop a start-up in the Nutrisociotechnopreneur.

Keywords

Business Incubator Training, Nutrisociotechnopreneur, Marketing Strategy, Randomized Controlled Trial