

The Impacts of Successful Entrepreneurial Stories on Ideas Generation

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Abstract

In determining the right pattern to increase entrepreneurial skills in the field of ideas generation. There is a stimulus that is used to inspire business students in the business guidance process. This study aims to understand whether news about entrepreneurial success stories can inspire or not. This study uses a qualitative approach, by collecting data from open-ended questions from 97 students who have a business at a university in Bandung, Indonesia. Data is processed and analyzed using qualitative data analysis software. The results showed that 2/3 of the respondents admitted that they were inspired to develop the targets to be achieved, try, cultivate, and understand the workings of the people in the story. Then respondents who feel uninspired because they run their own business, are inspired by their families, and get inspiration directly from the market. This research is useful for business assistants to understand the inspiration patterns obtained by students in processing ideas. Then, this research is useful for developing patterns of strengthening entrepreneurial skills for students in terms of improving the quality of entrepreneurship education during a pandemic era.

Keywords

Entrepreneurship education, ideas generation, creativepreneur, entrepreneur

Biographies

Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.