

Inhibiting Factors in the Idea Search Process for MSMEs

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Abstract

In the entrepreneurship education process, the ideation process is the first step for business owners to find, process, and validate their ideas. However, often the process does not run smoothly because there are still obstacles that make it difficult for this business owner to explore ideas and find new potentials in his business. This study aims to determine the obstacles faced by business owners to find ideas. The study was conducted on 68 students who have MSMEs businesses through open-ended survey questions which were processed using qualitative data analysis software. The results of the study indicate that there are influencing factors such as courage and lack of motivation, ideas already running, time division problems, and the process of realizing ideas. This research is useful for business mentors and coaches to find out the patterns that occur in business owners. So that they can provide solutions according to their needs, such as providing a model or stimulus so that ideas can flow and also reduce the obstacles faced so far.

Keywords

Entrepreneurial education, Entrepreneurship skill, 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.