

Influential Medium in Facilitating Idea Processing

Puji Prabowo

Entrepreneurship Department, BINUS Business School Undergraduate Program

Bina Nusantara University, Jakarta, Indonesia 11480

puji.prabowo@binus.ac.id

Abstract

In supporting the entrepreneurial ecosystem, skill improvement can be done by providing support that can increase ideation capabilities and can help quickly increase the number of ideas obtained through an effective medium. Understanding the behaviour of tenants who are undergoing programs at the Business Incubator is needed in order to provide targeted stimuli. This study aims to understand what medium is used and make it easier for early-stage entrepreneurs to get ideas. The research was conducted on 87 young entrepreneurs through a survey of open-ended questions. The data is processed by qualitative analysis. The findings show that video dominates as the medium that makes it easier for respondents to get ideas, followed by images, social media experience, and audio and text which have less influence. This research is useful for business incubator managers to provide insights and inspiration so that tenants can be facilitated in finding, processing, and realizing their ideas. This research also provides additional knowledge in improving entrepreneurial skills.

Keywords

Entrepreneurship education, ideas generation, creativepreneur, entrepreneur

Biography

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.