

Inspirational Figures for the Ideas Generation Process

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Abstract

In the journey of finding and processing ideas, there are many factors that can influence inspiration, the growth of ideas, and how the process of making them happen. Different ways are needed to provide a stimulus for the birth of new ideas. This study aims to understand the pattern that occurs, whether a character can provide new ideas in the ideas generation process. By collecting data from 87 students who run businesses on the MSMEs scale. Open-ended survey data were analysed using qualitative data analysis software. This study shows the influence of the character followed by the entrepreneur. This study also shows that there are patterns that form a model, about how business owners view idol figures and what they get to carry out the idea's generation process. Such as whether there is influence from figures, then big business figures and celebrities, as well as other supporting factors. This research is useful for business assistants, to be able to provide inspiration through the models contained in this study, to facilitate giving to business owners effectively and efficiently. This research also contributes to the development of entrepreneurial skills, especially in ideas generation in entrepreneurship education.

Keywords

Entrepreneurial ecosystem, entrepreneurship skill, ideas generation, creativepreneur, entrepreneur

Biography

Puji Prabowo is a creativepreneur lecturer, and 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.