

# Creative Ecosystem for Supporting Entrepreneurial Skill

**Puji Prabowo, Yuda S. Sjaerodji**

Entrepreneurship Department, BINUS Business School Undergraduate Program

Bina Nusantara University, Jakarta, Indonesia 11480

[puji.prabowo@binus.ac.id](mailto:puji.prabowo@binus.ac.id), [yuda.sjaerodji@binus.ac.id](mailto:yuda.sjaerodji@binus.ac.id)

## Abstract

During this pandemic, in the process of mentoring students, a different approach is needed. Entrepreneurship students need to improve their entrepreneurial skills in terms of creativity. As creativepreneurs, students have aspirations for things that support their creativity. The purpose of this research is to find students' perspectives on creativity, as well as what things support the effectiveness of their creativity. Data was collected through an open-ended question survey which was then processed using qualitative data analysis software. Coding is done to get the main themes in this research. The data is filled in by 88 creativepreneurship students. The results of this study indicate that there are themes that were born from the student's point of view of creativity, such as new ideas, problem solving, differentiation, and uniqueness. In the following findings, it can be seen that the influence of current technology makes it easier for creativepreneur students to spark their creative ideas, and discussion and brainstorming are powerful ways to generate creative ideas. This research is useful for universities that focus on developing entrepreneurship students to assist them according to their habits and needs, so that entrepreneurial skills in terms of creative thinking can be maximized. The uniqueness of this research lies in the findings of the creative ecosystem needs in this pandemic era to support the improvement of student entrepreneurial skills.

## Keywords

Entrepreneurial skill, creative ecosystem, creativepreneur, university.

## Biographies

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

**Yuda Suryasa Sjaerodji** is a lecturer in visual communication design. He is a lecturer and practitioner of branding, creativity, and graphic design. His expertise is in the field of logo graphic design, packaging, etc.