

Digital Museum for Sparking Business Ideas

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Abstract

In encouraging new business ideas to students who are members of the business incubator, new methods are needed to help stimulate them to get ideas. In this case, an experiment was conducted on students using a digital museum to spark new ideas and innovate. The aim is to provide an idea of whether this experiment is successful or not if it is used as a new method of mentoring in the business incubator. The data is processed from 73 respondents of business students who are currently undergoing activities at the Business Incubator, at a private university, Bandung, Indonesia. The survey was conducted online through an open-ended question survey. Data analysis was performed using first-cycle coding, second-cycle coding and cross tab analysis. The results of the research show that digital museums can provide inspiration for business ideas. There are various museums with a variety of inspirations obtained by students. These results show that in the midst of a pandemic, mentoring and coaching processes can still be carried out to help stimulate new ideas from students. The uniqueness of this research is to try new ways in the mentoring process in business incubators for business development. The benefits of this research academically can develop knowledge in the realm of business incubators, and practically assist facilitators in developing new ways of mentoring.

Keywords

Ideas generation, digital museum, business incubator, entrepreneurship education, innovation

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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.

Friska Amalia is a lecturer in interior design at Binus University. Then, she has expertise in the fields of museums and retail. She is a Deputy Head of Dept of Interior Design.

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