

MSMEs' Business Ideas Management

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Abstract

The development of innovation in MSMEs needs to be supported by methods that can help the actors to explore and generate new ideas. In practice, these ideas often arise but are never managed properly. In supporting the mentoring of MSMEs, this research was conducted in order to understand the pattern of idea management carried out by MSMEs. The approach used in this research is qualitative involving 87 business owners in the city of Bandung, Indonesia, using an online-based open-ended question survey. The analysis was carried out using qualitative data analysis software. The analysis was carried out using coding and cross tab analysis. The results of this research show that there are several methods of idea management carried out by MSMEs. Idea management is an important part of the business process to increase the value of the current business. The benefits of this research are beneficial for MSMEs facilitators to facilitate appropriate idea management patterns, so that they can have maximum impact.

Keywords

MSMEs, ideas generation, idea management, business ideas, facilitator

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.

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.

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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