

INSIASI Business Incubator Mentoring for MSMEs in Salatiga City

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Abstract

Mentoring program Incubator INIASI Business in Salatiga City designed For support development of Micro , Small and Medium Enterprises (MSMEs) through holistic and structured approach . The main objective from this program is For increase capacity managerial , utilization technology , and power competition MSME actors , especially those at the stage beginning or who is facing challenge in manage business they . Mentoring done through a series training , mentoring, and compilation plan more business mature and strategic . The results achieved covering improvement understanding UMKM actors about importance planning business , digital marketing and management finance . In addition , this program also provides access to more networks and market opportunities wide , so that allow UMKM actors for develop business they in a way more sustainable . With Thus , the INIASI program plays a role important in increase Power competitiveness and contribution of MSMEs to economy local and national .

Keywords : Incubator Business , UMKM, Mentoring , Digital Marketing , Planning Business , Salatiga City .

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a very vital role in the Indonesian economy. Based on data from the Central Statistics Agency (BPS), the MSME sector contributes around 60 percent of national GDP and provides more than 90 percent of jobs in Indonesia. In Salatiga City, MSMEs are also the mainstay of the local economy with a variety of business sectors, ranging from culinary, crafts, to the service sector. However, many MSME actors in this city face various obstacles in running their businesses, such as limited capital, limited managerial knowledge, and difficulties in accessing technology and wider markets (Ismail et al., 2023) .

One reliable solution to overcome these problems is through a business incubator program. A business incubator is an institution that provides assistance and support to business actors, especially in the early stages, to develop their businesses. Business incubators aim to provide various facilities such as training, mentoring, market access coaching, and funding needed for the success and sustainability of the business. Through this assistance, MSME actors can gain broader knowledge about business management, marketing, and the use of technology that can increase efficiency and competitiveness (Sitorus et al., 2023) .

One of the business incubators present to help develop MSMEs in Salatiga City is INIASI (Innovation and Business Acceleration Incubator). The INIASI program is present with a main focus on helping MSMEs, especially those who are just starting a business or who are facing challenges in managing their business. With a holistic approach, INIASI not only provides technical guidance related to operational and managerial aspects, but also equips MSMEs with digital marketing skills, financial management, and product innovation that are in accordance with market needs (Hurriati et al., 2024) .

With the INIASI program, it is hoped that MSMEs in Salatiga City can overcome various existing obstacles, and increase their capacity and competitiveness. Through intensive assistance, MSMEs can optimize their business potential and transform into more professional, innovative, and sustainable business actors. This program not only provides benefits for local economic development, but also contributes to the progress of the regional economy as a whole, as well as opening up opportunities for MSMEs in Salatiga to compete in the global market.

Thus, the INIASI business incubator assistance is expected to be a catalyst for the growth of MSMEs in Salatiga City and provide a broad positive impact on the welfare of the local community.

Research Methods

Mentoring methods applied by the Incubator program INISIASI business is designed in a way holistic and structured, with objective For give support comprehensive for UMKM actors in Salatiga City. Mentoring This done in a number of stage, started with needs assessment effort. At the stage beginning, the INISIASI team will do analysis to conditions and potential the efforts of each UMKM actor. Through interviews and observations live, team will dig various challenges faced by the perpetrators effort, good from aspect operational, marketing, finance, and managerial.

After identification problem, INISIASI program continues with compilation plan development customized business with need specific to each UMKM. At the stage this, the perpetrator business will guided For make plan more business systematic and strategic, including determination vision, mission and goals term short and also term long. Mentoring in compile plan business this also involves aspect market analysis and determining the right marketing strategy.

Furthermore, UMKM actors will follow a series training and workshops that include various Topic important, such as management finance, branding and digital marketing, as well as use technology For efficiency operational. In addition to training Technically, INISIASI also provides individual mentoring sessions, where each perpetrator business can consult direct with an experienced mentor in his field. This mentoring give chance For delve deeper problem specifics faced perpetrator effort and search solution practical that can applied.

Not inferior important, INISIASI also provides access to networks and market opportunities. Through various networking and collaboration activities with various parties, UMKM actors can expand their market reach, both at the local level local and also national. Besides that, this program also helps in open access to source financing, good from institution banking and investors who are interested with MSME sector.

In general Overall, the methods applied by INISIASI aim to For create a supportive ecosystem growth of MSMEs through needs-based assistance real in the field, with focus on empowerment perpetrator efforts so that they can innovate, manage business with more professional, and compete in an increasingly competitive market competitive.

Results and Discussion

Result of mentoring provided by the Incubator program INISIASI business can seen from development significant experienced by UMKM actors in Salatiga City. After through a series training and mentoring, many capable UMKM actors increase capacity managerial and operational business they. One of them results main from mentoring This is improvement understanding perpetrator business about importance planning mature business. MSME players are now more capable compile plan clear and measurable business, and can identify more market opportunities wide. With Thus, they can expand market reach and increase Power competition product they are in the local market both regional and local.

In addition, MSME actors also experience progress in matter utilization technology, especially in field digital marketing and management finance. Many of those who previously difficulty in market product online, now has control use of digital platforms for promotion, which has an impact on increasing sales and visibility product they. Training about use device soft finance also helps they in manage finance business in a way more efficient and transparent.

Other results is improvement ability in operate more marketing structured. MSME actors are now more skilled in develop an appropriate marketing strategy with characteristics of their target market. With guidance and support from the mentor, they are also able utilise various channel online and offline marketing more effective. This program also provides impact positive in matter development products, where UMKM players are now more creative in create innovation new suitable with need consumers.

In general Overall, the assistance provided by INISIASI is not only assisting UMKM players in overcome the challenges they face face, but also give they necessary tools and knowledge For develop business they in a way sustainable. This program has give significant contribution in strengthen Power competitiveness of MSMEs in Salatiga City and encourage growth economy local.

Discussion

Mentoring through the Incubator program INISIASI Business in Salatiga City give significant impact to development MSME actors , in particular for those who are new start or face challenge in manage effort . In the discussion this , we will to unravel more in about various aspects that become focus main from mentoring this , and How the impact to sustainability and power MSME competition in Salatiga City .

One of aspects that become focus The main program of INISIASI is strengthening planning business and managerial . Many UMKM actors in Salatiga who previously No own description clear about direction and purpose business them . With existence mentoring For compile plan more business mature , UMKM actors are now own better understanding Good about the importance of long-term strategy short and long term length , management source power , and projection growth . This also helps they For more understand importance differentiation products so that they can compete in an increasingly competitive market competitive . Plan good business also provides clear direction in management operational , marketing , and finance .

Training and workshops held by INITIASI also play a role big in increase skills technical UMKM actors . One of training that is received attention special is about digital marketing . With the more development technology and internet usage , digital marketing is one of the aspects that are not Can ignored by the perpetrator business . Training about use of social media , website optimization , and online marketing strategies allow UMKM actors for reach more Lots consumers , even outside their region . The approach This No only help introduce products , but also increase brand awareness and improve sale .

In addition , training about management finance is also one of the element important in this program . Many MSME actors who previously difficulty in record and manage finance business they in a way effective . With existence training that discusses management good finances , they now more understand How method manage cash flow , record transaction with correct , and compose report transparent finance . This is very important . For increase sustainability business , and For make it easier access to financing from institution finance if required .

The INISIASI program also provides access to UMKM actors towards network and market opportunities . One of challenge The biggest problem faced by MSMEs is limitations in greater market access wide . Through incubator this , the perpetrator business get chance For connected with various the party that can open opportunity new , good That through exhibition , work The same business , as well as distribution products . Access to network This allow UMKM actors for develop market and expand range product they .

However , even though the INISIASI program has give various benefits , still There is challenges that need to be overcome overcome For ensure sustainability and impact term long from this program . One of them is How ensure that knowledge and skills that have been given can put into practice in a way consistent by MSME actors in activity daily they . Apart from that , this program is also necessary expand access to more funding easy and affordable for MSMEs who need capital for develop business they more carry on .

In general overall , the Incubator program INISIASI Business has a very important role in support MSME actors in Salatiga City For overcome various the challenges they face face . Through an integrated approach based on training , mentoring , and giving market access and capital, this program potential For speed up development of MSMEs, increasing Power competition them , and finally contribute to growth more economy inclusive and sustainable in Salatiga City .

Conclusion

Mentoring Incubator INISIASI Business for MSME actors in Salatiga City give significant contribution to improvement capacity and power competition business micro , small and medium . Through a structured and comprehensive approach , this program succeed help MSME actors in overcome the challenges they face face , like limitations managerial , market access , and utilization technology . With existence guidance in planning business , training skills digital marketing , as well as individual mentoring, UMKM actors can increase performance business they in a way more efficient and focused .

Result of mentoring This covers improvement understanding about importance careful planning , management more finances transparent , as well as more marketing strategies effective and based technology . In addition , UMKM actors also get access to more networks and market opportunities wide , which allows they For develop business in a way sustainable .

In general Overall , the INISIASI program did not only give training technical , but also building capacity more managerial strong , pushing innovation , and strengthening foundation

business for UMKM actors in Salatiga City . With existence ongoing assistance , it is hoped that MSMEs can grow and develop , improve Power competitive , and contribute more big to economy local and national .

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