

BUILDING BUSINESS LITERACY ON CULTURAL ARTS IN ISBI BANDUNG

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Abstrak

Institut Seni Budaya Indonesia (ISBI) Bandung adalah Perguruan Tinggi yang memiliki potensi besar untuk melahirkan wirausaha mandiri berdasarkan kompetensi yang dimiliki mahasiswanya. Tiga fakultas yang secara keseluruhan memiliki 10 program studi di ISBI Bandung memiliki minat pengkajian dan penciptaan karya seni. Sebelum ujian akhir, mahasiswa memiliki kewajiban memamerkan karyanya dalam konteks ujian mata kuliah studio atau praktik lainnya. Sayangnya, setiap tahun terdapat banyak produk karya kreatif mahasiswa yang bernilai ekonomi. Namun demikian, program kewirausahaan mahasiswa di ISBI Bandung belum berjalan terencana. Produk-produk kreatif mahasiswa yang dapat diarahkan dan dikembangkan menjadi produk kewirausahaan sebagian besar masih berakhir pada tumpukan dokumen. Permasalahan utama pengembangan kewirausahaan di ISBI Bandung terletak pada lemahnya literasi bisnis seni budaya bagi mahasiswa. Salah satunya ditunjukkan dari rendahnya kesadaran mengenai potensi yang dimiliki masing-masing untuk dikembangkan menjadi sebuah produk atau layanan yang bernilai jual dan berdampak pada masyarakat. Selain itu masalah penting lainnya adalah kurangnya fasilitasi pendampingan, pelatihan, atau metode yang tepat bagi pengembangan kewirausahaan di ISBI Bandung. Tulisan ini memaparkan program Inkubator CreatLOGIC dalam memperkuat literasi bisnis seni budaya khususnya bagi mahasiswa ISBI Bandung. Pengetahuan-pengetahuan mendasar dengan pendekatan kewirausahaan sosial menjadi materi untuk meningkatkan literasi bisnis seni budaya di ISBI Bandung. Penguatan literasi bisnis melalui program pelatihan rutin ini menumbuhkan kesadaran dan pengetahuan mahasiswa berperan dalam kewirausahaan seni budaya yang berbasis pengetahuan bukan sekedar insting belaka.

Kata kunci : literasi bisnis, seni budaya, inkubator, kewirausahaan, ISBI Bandung

Abstract

Indonesian Cultural Arts Institute (ISBI) Bandung is a university possessing great potential to create independent entrepreneurs based on the competencies of its students. Three faculties which in total have ten study programs at ISBI Bandung have focuses either in the analysis or creation of works of art. Before the final exam, students should perform their work in the context of a studio course or other practice exams. Every year there are many students' creative products which have economic value. However, the student entrepreneurship program at ISBI Bandung has not yet been planned. Most of the students' creative products which can be directed and developed into entrepreneurial products still end up in a pile of documents. The main problem in entrepreneurship development at ISBI Bandung lies in the weakness on literacy of business arts and culture for students. One of them is shown from the low awareness of the potential possessing by most of the students to be developed into a product or service having sale value and good impact on society. Besides, another important problem is the lack of facilitation, mentoring, training, or the right method for entrepreneurship development at ISBI Bandung. This paper describes the CreatLOGIC Incubator program in strengthening business literacy in arts and culture, especially for ISBI Bandung students. Fundamental knowledge with a social entrepreneurship approach is designed to be workshop material to improve business literacy in arts and culture at ISBI Bandung. Strengthening business literacy through this routine training program fosters awareness and knowledge of students to play a role in cultural arts and culture entrepreneurship which is based on knowledge, not merely an instinct.

Keywords: bussiness literacy, art and culture, incubator, enterpreneurship, ISBI Bandung

INTRODUCTION

The Indonesian Cultural Arts Institute (ISBI) Bandung is the only Cultural Arts College in West Java. Most of the study programs at ISBI Bandung cannot be found in other universities, especially in West Java. In addition to postgraduate degrees, ISBI Bandung has three faculties, they are: the Faculty of Performing Arts which has five study programs, namely Dance, Karawitan Art, Theater Arts, Angklung and Bamboo Music, and Sundanese Dance Study Program. The Faculty of Fine Arts and Design which has three study programs, namely Art Craft, Fine Arts, and Make Up and Costume Study Program. The third is the Faculty of Culture and Media which has two study programs, namely the Television and Film Study Program, and the Cultural Anthropology Study Program.

Each of study program has focus on art studies and art creativities. Each year there are two final examination periods for both study and creation students. So far, the number of students taking final exams for art creativities is always more than those who take art studies. Thus, every year, at least during the final examination period, there are always new art works. These artworks may become products or services which have selling value. Besides, there are also artworks which are produced from the studio courses of each study program.

However, in reality, there are not many students who have sufficient awareness and knowledge to sell and market their work, let alone a sustainable entrepreneurial product. Most of the students' final assignment products are only a pile of final project documents in their respective study programs. Not many students with these kinds of skills develop their business interests and skills to become independent entrepreneurs.

This condition encourages a program of business incubator at ISBI Bandung. Under the management of LPPM ISBI Bandung, this program is held with a collaboration with The Local Enablers (TLE) to provide regular assistance on business or entrepreneurship.

RESULT AND DISCUSSION

1.1 Business Incubator CreatLOGIC ISBI Bandung

The concept of business incubation was originally developed in the US. However, it is now known almost all over the world. Its function is described by the National Business Incubation Association (NBIA) in the US to maintain or educate new companies or start-ups so that they can survive and thrive in difficult early times [1]. This explanation is also in line with the British Council's [2] definition of the ultimate goal of business incubation, that is, reducing the failure rate and maximizing business development, especially those with economic potential and value. Referring to Karatas-Ozkan [3] who chronologically reviews the definition of incubation and incubator in tabular form as follows.

Tabel 1. Definition of incubation/incubator (source: Karatas-Ozkan, 2005)

Author(s)	Definition of incubation/incubator
Albert (1986)	An enterprise incubator is a collective and temporary place for accommodating companies which offer space, assistance and services suited to the needs of companies being launched or recently founded.
Smilor and Gil (1986)	A technology incubating program is an innovative system designed to assist entrepreneurs in the development of new technology-based firms, both start-ups and fledglings.
Allen and Bazan (1990)	An incubator is a network or organisation providing skills, knowledge and motivation, real estate experience, provision of business and shared services.
Allen and McCluskey (1990)	An incubator is a facility that provides affordable space, shared office services and business development assistance in an environment conducive to new venture creation, survival and early stage growth.
Duff (1994)	A business incubator offers a range of business development services and access to small space on flexible terms to meet the needs of new firms.
Enterprise Panel (1996)	An incubator is a property with small units which provides an instructive and supportive environment to investors and entrepreneurs at start-up and during the early stages of businesses.
Tomatzky et al (1996)	A technology business incubator gives the investor/entrepreneur the place and time to develop the product, as well as access to skills and tools needed to create a successful business.
Kumar and Kumar (1997)	The process of incubation refers to a set of activities designed to facilitate new firm formation via entrepreneurship and technology transfer.
Sherman and Chappell (1998)	Business incubation is an economic development tool primarily designed to help create and grow new businesses in a community by providing flexible space, shared equipment and various support services, such as assistance in developing business and marketing plans, building management plans, obtaining capital and access to a range of other more specialised professional services.
Hansen et al (2000)	An incubator is any organisation that helps start-ups develop in an accelerated fashion by providing them with a bundle of services, such as physical space, capital, coaching, common services and networking connectors.
British Council (2001)	Business incubation is a term which covers a wide variety of processes which help to reduce the failure rate of early stage companies and speed the growth of companies which have the potential to become substantial generators of employment and wealth.
Rice (2002)	A business incubator is a producer of business assistance programs. The entrepreneurial ventures located in an incubator, as consumers of those outputs, operate in an interdependent co-production relationship with the incubator.
UKBI (2001) and Reed (2001)	Business incubation is a dynamic business development process comprising one or more of the following functions: (a) encouraging faster growth and greater survival rates of new companies, (b) helping to identify investment opportunities, (c) facilitating the commercialisation of university or corporate research and new ideas, (d) helping to create jobs and wealth and to tackle specific urban or rural economic development problems.

In short, business incubators are developed to support and provide services for business development in terms of knowledge, skills and networks required.

Likewise, the purpose of developing a business incubator at ISBI Bandung. CreatLOGIC stands for Creative Local Genius Incubator. CreatLOGIC is an incubator with the spirit of local wisdom as an effort or space for the development of the arts and culture business of ISBI Bandung students.

This goal is in line with the purpose of having an incubator in Higher Education which is expected to overcome the following problems. [3]

1. Business failure due to the absence of a potential market that absorbs the business idea being offered. For new **market research** entrepreneurs, it is useful to help analyze market opportunities and potential in the context of business creation and development.
2. As an effort to overcome the problem of lack of managerial skills. Business incubators can hold **Training and Coaching**. The training is aimed at forming and developing attitudes and behaviors of entrepreneurs who are able to be creative, innovative, and proactive in facing environmental developments. Meanwhile, coaching aims to help solving problems faced by tenants in connection with their business.
3. **Cooperation between institutions**. This program aims to create a reciprocal solution (win-win solution) in which the process takes advantage of strategic advantages for related businesses to work together.
4. **Establishment of business units**. This program aims to direct and guide the process of conducting business / business units of an established business organization.
5. **Development**. This program aims to increase capacity and develop markets for entrepreneurs and small and medium enterprises that are already established in a business.

CreatLOGIC was also created due to seeing the potentials of ISBI Bandung students. Moreover, this is also based on the spirit of building cultural arts entrepreneurship raising local wisdom for ISBI Bandung students. But in the meantime, CreatLOGIC, which was only formed in 2019, is not yet fully engaged as a business incubator. Lack of resources, knowledge, and facilities poses a separate obstacle to maximizing efforts to increase students' business knowledge and skills.

In this condition, and realizing the importance of collaboration in the spirit of entrepreneurship, CreatLOGIC collaborates with The Local Enablers (TLE) to provide business or entrepreneurship training for ISBI Bandung students. TLE is an entrepreneurial community that grows and develops at Padjajaran University in Bandung. This community can be said to have succeeded in being a place to learn, collaborate, and develop entrepreneurship for students and the surrounding community [4]; [5]. The collaboration carried out with TLE is a form of routine training in the incubation program for ISBI Bandung students for 7 weeks. In the early stages, the aim of this incubation program was to build and develop student business literacy.



Fig. 1. Curriculum of Incubation Program

1.2. Business Literacy through Incubation Programs

The term Business Literacy is simply defined as the ability to know and use financial and business information in order to make business decisions. This term is used by Karen Berman, founder of the Business Literacy Institute in Los Angeles in relation to the ability of company employees to read the company’s financial condition and see how each department can contribute to making a profit. [6]

Developing business literacy according to Viswanathan, Gajendiran, and Venkatesan in Corus and Ozanne [7], needs to be focused on equipping learners with essential skills so that they can survive and control situations in a variety of different business environment conditions.

The routine incubation program which is carried out for seven weeks under TLE assistance to ISBI Bandung students is aimed at providing knowledge about business or cultural arts entrepreneurship. Sharing the basic knowledge from young entrepreneurs under TLE community is a process of building student business literacy. In

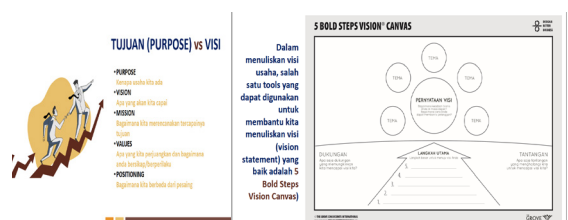


Fig. 2. Purpose, Vision, and 5 Bold Steps Vision Canvas

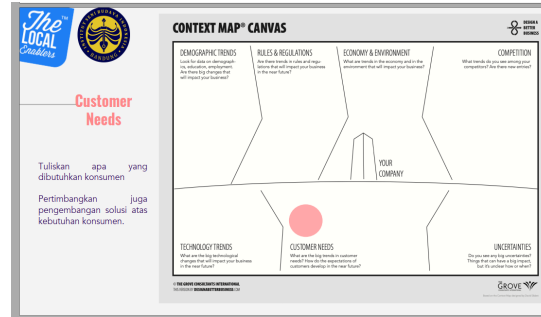


Fig. 3. Customers Literacy

this process, the students are also enriched with material on how to maintain the sustainability and impact of their business, not just relying on the products.

The 7 (seven) week curriculum in the incubation program is as shown in the figure 1.

First, the participants are given material and assistance regarding designing goals, visions and sharpening and understanding market segmentation and designing product propositions. This knowledge is a fundamental skill for students who want to start a business based on market knowledge or research, or market literacy within the scope of the cultural arts product that they want to develop. One of the tools to learn writing the vision is “5 bold steps vision canvas”.

The second session is learning about improving the quality of customer relationships and product digital marketing channels. Building literacy about customers and cultural arts products needed by customers is significant. This is an awareness that students must build to start and maintain their cultural arts business.

Business managerial improvement and the



Fig. 4. Managerial Literacy: Agile Framework



Fig. 5. Collaboration is fun

Perencanaan Bisnis

- Gagasan usaha, dituangkan dalam konsep bisnis
- Diuraikan dengan logika yang kaya akan ide baru
- Menuangkan data pasar & keuangan



Dalam prakteknya, perlu detail, jangan terjebak berkebut-kebut pada produknya saja. Produk yang inovatif dihasilkan dari proses bisnis inovatif pula.
Merencanakan bisnis dimaknai sebagai perencanaan proses bisnis, bukan sekedar perencanaan produk, itu mengapa dinamakan Business Plan, bukan Product Plan / Product Design.

Fig. 7. Business Planning

phasing of business progress are the next literacy for the participants. This is the materials sharing given in the third week. Basic knowledge of managerial becomes important to start and maintain the continuity of the arts and culture business which needs to be very adaptive to the situation. No business can run well without good managerial management. The managerial concept introduced in this material is the Agile Framework. In short, Agile Framework is a set of values which may help individuals think systematically, adaptive to changes, able to map the work process carefully and always focus on user (user centered).

Processing business data and designing business collaboration maps are the strengthening after the third week material. Literacy on how to build collaboration in business is the fourth week material. Collaboration is one of the keywords for the success of maintaining a business in today's

global era. The mindset of closure due to the fear of being imitated is no longer relevant today when the flow of information is overwhelmingly unstoppable. Collaboration can be used to strengthen a built business.

How to improve the quality of partner relationships becomes the next literacy stage in the fifth week after the collaboration is established. Relationships with partners need to be maintained and enhanced by effective communication. Establishing relationships with partners will strengthen literacy about the narrative needed in maintaining and lifting the business products which are built.

In the sixth week, the participants are given material on diversification of income sources and management of Objective Key Results (OKRs). How to divide the percentage of income for product capital, management, marketing, and other sorting is also the knowledge given to students in this incubation program. This process is also related to strengthening to determine goals and how to determine benchmarks for achievement. Financial management literacy here is important knowledge that students need to pay attention to in building their business.

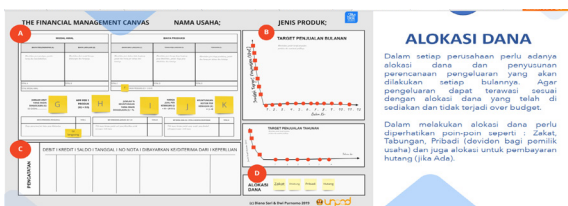


Fig. 6. Financial Management Literacy

In the last week of development evaluation, the students as participants are trained on how to do a pitch deck or how to present their business plan. The thing that is emphasized in this material is how to plan a business is interpreted as a business process planning, not just product planning. As stated by the initiator of TLE, Dwi Indra Purnomo, that “Actually, it is not about the number of products stored in the refrigerator. But more than that, there is an important learning process in growing business machines involving thousands of individuals who are the chain of benefits”[8]. In short, business planning needs to be detail. It is not merely planning a business product but a business process planning.

CONCLUSION

This Incubation Program builds and strengthens business literacy for ISBI Bandung students. The materials delivered generate knowledge and awareness of what needs to be built and developed to create an impactful and sustainable business. The business product is indeed a capital in building a business. However, to move further, business cannot merely rely on the product. There are many things that must be learned and strengthened. To be able to compete in an era of massive information like this, building a business cannot only be based on instinct. Willing to build a business means that we must be also ready to build literacy.

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