



# International Journal of Entrepreneurship & Technopreneur

Journal homepage: <https://ojs.unikom.ac.id/index.php/injotech>



## Strategies for Empowering Entrepreneurs to Enhance the Creative Economy in Bandung

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### ABSTRACTS

This think about points to distinguish and analyze compelling entrepreneurial strengthening procedures to bolster the development of the inventive economy in Bandung. By actualizing the correct methodologies, it is anticipated that imaginative business people can create, improve, and improve the region's financial competitiveness. This investigate utilizes a case ponder approach by collecting information through interviews, perceptions, and writing thinks about. The consider centers on government arrangements, preparing and hatching programs, get to to capital, and the utilization of advanced innovation within the inventive economy segment. Bandung is known as a center for the inventive economy in Indonesia, with driving segments such as mold, culinary expressions, plan, and computerized innovation. To drive the development of this division, entrepreneurial strengthening techniques are required, counting abilities improvement through preparing and brooding, less demanding get to to capital, commerce biological system reinforcing, and government arrangement support. Case thinks about demonstrate that activities such as the advancement of inventive commerce communities and capital help programs have essentially contributed to the development of the inventive economy in Bandung. The investigate discoveries appear that the execution of legitimate strengthening methodologies can cultivate the development of inventive business people in

### ARTICLE INFO

#### *Article History:*

*Received 15 Feb 2025*

*Revised 29 Mar 2025*

*Accepted 24 Apr 2025*

*Available online 01 Jul 2025*

#### *Keywords:*

*Entrepreneurship,  
Creative Economy,  
Empowerment.*

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Bandung. Back from the government, commerce communities, and budgetary teach plays a pivotal part in making a conducive biological system for the advancement of the imaginative economy within the locale.

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## 1. INTRODUCTION

The development of the creative economy in bandung is greatly influenced by government policies and initiatives aimed at creating a supportive business environment for entrepreneurs. According to strategi pengembangan industri kreatif bandung oleh pemerintah kota bandung dalam mengantisipasi implementasi asean free trade area dan asean economic community, the local government has implemented various strategies to optimize creative assets, build a conducive ecosystem, and encourage innovation in response to regional economic integration. additionally, pembuatan kebijakan untuk sektor industri kreatif bandung emphasizes the crucial role of government policies in providing supporting infrastructure, creative spaces, and training programs to strengthen the capacities of creative entrepreneurs.

In line with this, rencana pengembangan ekonomi kreatif bandung highlights community empowerment

efforts through increased access to training and funding, aiming to foster the growth of small and medium enterprises (smes) in the creative sector. the local government's support in maintaining a sustainable creative economy ecosystem is also discussed in pemda kota bandung pastikan ekosistem ekonomi kreatif terus berkembang, which examines the role of government agencies in facilitating the growth of creative businesses. Meanwhile, kebijakan pemerintah dalam mendukung ekonomi kreatif stresses the importance of a stable regulatory framework as the foundation for business sustainability in this sector. moreover, intellectual property protection is a crucial factor in the development of the creative economy, as discussed in sosialisasi kekayaan intelektual untuk pelaku ekonomi kreatif kota bandung, which outlines various government initiatives to facilitate legal protections for creative entrepreneurs. Overall, these strategies reflect a comprehensive approach needed to strengthen the role of creative entrepreneurs in bandung, enabling them to continue innovating

and enhancing their competitiveness at both national and international levels.

## 2. METHOD

This article employs a qualitative research approach, prioritizing in-depth understanding through data collection, analysis, and interpretation without direct field observation. This method allows researchers to explore the phenomenon deeply. The sampling process is purposeful, enabling researchers to provide subjective interpretation and acquire rich insights. Data collection is conducted through literature reviews, focusing on the search, gathering, and processing of documents from various sources of literature and previous academic works. The data utilized include secondary data obtained from books, scholarly articles, and reputable literature found online. The qualitative approach in this research provides a robust foundation for understanding supply chain management strategies that enhance product availability without requiring direct field observations.

## 3. RESULTS AND DISCUSSION

Entrepreneurship embodies the creative and innovative capabilities essential for identifying and seizing opportunities for success (Uslay, *et al.*, 2009). The creative process is typically driven by individuals with a strong entrepreneurial mindset, characterized by innovation, initiative, and a proactive approach to problem-solving. Key entrepreneurial traits include self-confidence, optimism, commitment, discipline, responsibility, initiative, high energy levels, a strong achievement drive, result-oriented motivation, and

forward-thinking vision. Additionally, leadership qualities such as the willingness to take risks, reliability, and the ability to stand out from the crowd are essential for entrepreneurial success (Kuratko, 2016). In today's business landscape, entrepreneurship extends beyond financial aspects to encompass personal, social, and professional dimensions (Shane & Venkataraman, 2000). Entrepreneurs play a vital role in launching new ventures, fostering the development of innovative products and services that contribute to economic growth (Akdere and Benli, 2018). Entrepreneurial values play a crucial role in shaping the behavior of small business owners, enhancing their ability to navigate business challenges effectively (Morris, Schindehutte, & Allen, 2005). The essence of entrepreneurship lies in a mindset that is committed to transforming innovative ideas into reality through creative execution. Furthermore, personal character significantly influences business independence, empowering small entrepreneurs to sustain and expand their ventures (Lumpkin & Dess, 1996). A strong entrepreneurial spirit is fundamental in fostering self-reliance among small business operators, enabling them to thrive in competitive markets (Carland, Hoy, Boulton, & Carland, 1984).

### 3.1. Entrepreneurship Training and Education

E-Commerce for beginner entrepreneurs. E-commerce is a part of e-business that involves the utilization of network and database technologies, as well as non-computer technologies such as delivery systems and payment

methods (Laudon & Traver, 2021). The training materials cover marketing, purchasing, and product promotion processes using electronic media and the internet. E-commerce enables the entire process—from product ordering, data exchange, to fund transfers—to be managed electronically. With the increasing reliance on internet technology, SMEs can leverage e-commerce for marketing purposes (Turban et al., 2018).

The benefits obtained from a community service project called "UMKM Kirana," which uses a web-based e-commerce application, include:

- (i) Serving customers around the clock: E-commerce applications enable transactions to occur 24/7 without operational hour limitations (Gunasekaran, et al., 2002).

- (ii) Attracting new customers while retaining existing ones: E-commerce training not only covers online sales but also branding through packaging design developed by the team and approved by service partners (Wijaya and Rahayu, 2025).

- (iii) Good labeling and packaging can increase sales volume: Many SMEs struggle to create attractive designs due to a lack of understanding of the purpose of labels and packaging (Olson et al., 2018). A well-designed label prominently displays the brand's logo as a key identity.

Continuous monitoring for SMEs: The focus is on creating strong and attractive branding. Strong branding can significantly benefit managers by increasing future sales (Aaker, 2020)

**Table 1. Entrepreneurship Training and Education Table**

No	Training and Entrepreneurship Education	Target Participants	Implementing Institutions	Expected Outcomes
1	Business Management	Beginner Entrepreneurs	Cooperatives and Small Business Department	Business understanding enhancement
2	E-commerce	Creative SMEs	Universities and Local Startups	Online competitiveness improvement
3	Product Innovation	Young Entrepreneurs	Business Incubators	New product development
4	Finance and Capital Access	SME Players	Banks and Government	Easier funding access

### 3.2. Business Management

Business management plays a crucial role in fostering entrepreneurship,

particularly in planning, managing, and developing businesses (Uslay, et al., 2009). In Bandung, a city recognized for

its creativity, many successful entrepreneurs implement effective business management practices.

(i) Business planning helps establish a clear vision, mission, and marketing strategy, as applied by the fashion startup *House of Smith*, which targets young people with the latest trends (Hisrich et al., 2017).

(ii) Effective financial management is essential for maintaining business stability, as demonstrated by *Kopi Tuku*, which has successfully managed its capital and business expansion (Brigham & Ehrhardt, 2021).

(iii) Production efficiency is also a key factor for businesses such as *Burgreens Bandung*, which ensures optimal distribution of organic food (Stevenson & Jarillo, 1990).

(iv) Successful marketing strategies are implemented by brands like *Eiger*, which uses digital marketing and community engagement to strengthen its brand presence (Solomon et al., 2019).

(v) Product innovation enhances market competitiveness, as seen in *Maicih*, which gained popularity through viral marketing strategies (Keller, 2013).

(vi) Good human resource management is applied by *Kopi Kulo*, which provides barista training to maintain product quality and customer service (Robbins & Judge, 2020).

By applying effective business management, entrepreneurs in Bandung

### 3.4. Finance and Access to Capital

Financial resources and access to capital are crucial in supporting business growth, especially for entrepreneurs in Bandung (Penrose, 1959). Easy access to funding enables business owners to improve product quality, expand their

can successfully grow their businesses and compete in an increasingly competitive market.

### 3.3. Product Innovation

Product innovation is a key factor in business success, especially in Bandung, which is known for its creative industry (Kurz, 2012). Business actors continue to innovate to create unique products that align with market trends and demand.

(i) *Maicih*, a spicy snack brand, revolutionized marketing through viral strategies on social media, increasing its product demand (Kaplan & Haenlein, 2010).

(ii) *Rawtype Riot*, a streetwear brand, integrates art, culture, and fashion into its product designs (Rachmad, et al., 2023).

(iii) *Richeese Factory* innovates by combining fried chicken with cheese sauce, creating a different culinary experience compared to other fast-food brands (Christensen et al., 2016).

(iv) *Kopi Toko Djawa* maintains a classic concept with modern packaging and flavor innovation, following the rapidly growing coffee industry trend (Fu, et al., 2019).

The success of these businesses demonstrates that product innovation is not only about creating new products but also adapting to market needs and implementing effective marketing strategies to attract consumers.

markets, and enhance business competitiveness.

(i) **Diverse funding sources:** Banks, cooperatives, and fintech companies in Bandung offer various financing schemes, such as the People's Business Credit (*Kredit Usaha Rakyat* - KUR) through banks and technology-based loans via peer-to-peer lending platforms

like *KoinWorks* and *Modalku* (Berger & Udell, 1998).

(ii) Local government support: The government facilitates access to capital through SME assistance programs and business incubators that provide initial funding and business development support (Pirhadi and Feybakhsh, 2021).

#### 4. CONCLUSION

Entrepreneurship encompasses creativity, innovation, and effective business management to create opportunities and achieve success. In Bandung, a center for the creative industry, applying sound business management is a primary driver of diverse ventures' development, covering aspects from planning to resource management. Product innovation significantly enhances business competitiveness, evident in local brands that create new trends in culinary, fashion, and technology sectors.

(iii) The role of business communities: Business communities in Bandung help connect entrepreneurs with investors and venture capital, such as *Bandung Digital Valley (BDV)*, which supports technology startups (Shane, 2003).

Moreover, access to finance and capital is crucial in facilitating business growth, with various funding schemes available through banks, fintech, and government programs. With solid support from a robust business ecosystem, entrepreneurs in Bandung have greater opportunities to grow and compete in an increasingly challenging market. Therefore, the combination of innovation, good management, and easy access to capital becomes the main factor in driving sustainable entrepreneurial growth.

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