Participation Ladder in Business Incubation Program

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ABSTRACT

Purpose: The government's efforts in developing the economy of low-income communities in the city of Surabaya require high participation support. The low community participation in the incubation facilitation program for independent businesses is a problem that needs a solution

Design/methodology/approach: The research method used is descriptive quantitative and case study methods. Data collection techniques using a questionnaire. The analysis technique uses inferential analysis and analysis of data characteristics.

Findings: The results of this study indicate that the novelty at the level of community participation is arranged into three steps, namely: Stairs 1 (Basic Need Participation), 2 (Learning Encouragement), and 3 (Participation for growth).

Paper type: Research paper

Keyword: Community Participation Rate, Independent Business Incubation

I. INTRODUCTION

Poverty is a fairly complicated and complex problem because it does not only involve the economic sector alone, but several factors influence it. Indonesia, which is one of the developing countries, also has problems related to poverty which are quite complex and complex issues to be addressed immediately (Morris et al., 2020). Programs and policies in the form of social security and national economic development strategies by the government are indispensable in alleviating poverty (Do et al., 2015).

In development planning, the regional government adjusts the national development plan so that there is continuity of the program between the central and regional governments. Bryant and White (in Suryono, 2010) states that development is an effort to increase human ability to influence their future

In line with the 2015-2019 National Long and Medium Term Plans in improving the quality of people's lives, the Surabaya city government is framing it in the Surabaya City Regional Long and Medium Term Plans 2016-2021. In line with improving the quality of people's lives which is framed in the vision of the City of Surabaya, Surabaya is a prosperous city with character and global competitiveness based on ecology.

In carrying out the vision, it is implemented within the framework of the Surabaya City mission in the first mission, namely realizing quality community resources and empowering the community, and creating the widest possible business opportunities based on the Surabaya City Regional Regulation Number 8 of 2019 concerning changes to the Surabaya City Regional Regulation Number 10 of 2016 Regarding the Medium Term Development Plan for the City of Surabaya for 2016 – 2021.

In carrying out the first mission, namely realizing quality community resources and empowering the community, and creating the widest possible business opportunities, the Surabaya City Government through one of the Regional Apparatus Organizations, namely the Office of Population Control, Women's Empowerment

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and Child Protection. In the Surabaya Mayor Regulation number 55 of 2016 concerning the position, composition, job description, and functions and work procedures of the Surabaya City Population Control, Women Empowerment and Child Protection Service in Article 10 paragraph 1 letter f, it is stated that the task of the family welfare sector is in the economic empowerment section. including preparing materials for the implementation of consultation, facilitation, business promotion to empower the economy of families who have an independent business incubation facilitation program.

Government participation, participation of higher education partners, and community participation are determinants of the success of the independent business incubation program. The government's participation as program organizer is to provide budget facilitation to university partners who have been appointed to implement programs sourced from the Surabaya City Budget. The participation of higher education partners as program implementers is to plan activities ranging from assessment, socialization to training as well as assisting. Community participation, in this case, is the target as well as the object of the independent business incubation program as a form of the facility from the government, is to actively participate in attending each stage of the program in the hope of gaining knowledge about creative business and business management.

The results of the initial search through interviews can be seen that the presence of the community is quite varied as recorded in the presence of attendance. From the results of the interview, it is known that the participation of the community in the training from assessment to training tends to decline.

In this study, it is expected to find a ladder of participation in the scope of the program, especially in the facilitation program for independent business incubation in the city of Surabaya.

The purpose of this study was to analyze the level of community participation based on the characteristics of entrepreneurs in the incubation facilitation program for independent businesses in the city of Surabaya.

II. LITERATURE REVIEW

A. Business Incubation

The Incubator is a commonly associated network of business support and technology innovation programs. Conceptual experts have agreed that small business incubation is a dynamic process in which young companies are nurtured to help them survive and grow during periods of uncertainty, especially during the startup phase. The incubator is designed to address inherent market failures such as unfair access to information and capital and the lack of focused business advice for new small businesses (Campbell, 1989).

A business incubator is usually described as a facility that provides favorable controlled conditions to foster the growth of a new business (Petree, nd, 1997). They are also referred to as innovation centers, enterprise centers, and business enterprise centers or technology centers. The concept of the incubator spread internationally thereafter. One of the first incubators in Europe was set up at Cambridge Science Park and Sophia Antipolis in France in the late 1960s(Storey & Tether, 1998). The first incubator, a private profit center, was established in 1959 in Batavia, New York(Brown et al., 2000). The consensus reached by researchers is that the main contribution of incubators is their ability to increase the viability of new businesses.

B. Society participation

Allport (1945) argues that someone who participates actually experiences self-involvement which is more than just involvement in work or tasks, which means involvement of thoughts and feelings. Arnstein (1969) interprets participation as the power possessed by the community to overcome its problems in the present to achieve a better life in the future. Bryan & White (1982) mentions that the involvement of groups or communities as a unit can be called collective participation, while individual involvement in group activities can be called individual participation. Keith & Newstrom (1995) Participation is the mental and emotional involvement of a person in a group situation that encourages them to contribute to the achievement of the goals of the group and take responsibility for the group. Koentjaraningrat (2004) argues that society is a unit of human life that interacts according to a certain system of customs that is continuous and linked by a sense of shared identity. To achieve development success, community participation in the implementation of development is very necessary. Development can run continuously but the results will be very different if the development is supported by community participation. Participation in development must be implemented as an important part of development itself.

In the Minister of Home Affairs Regulation Number 5 of 2007 concerning the national program for community empowerment, it is stated that participation is the active participation and involvement of the

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community in the development planning process. Society as a group of humans in it, several elementsinclude, as for the elements, namely:
1. People are humans who live together
2. They are aware that they are a unit
3. They are a system of living together.

Syafiie (2009) Participation is the determination of the attitude and involvement of each individual's desire in the situation and condition of the organization, so that in the end it encourages the individual to participate in the achievement of organizational goals, and take part in each joint responsibility.
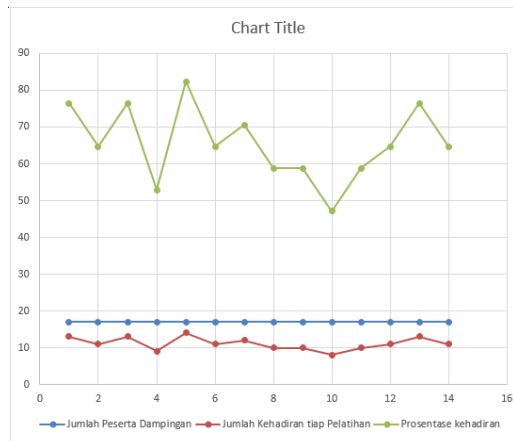

Figure 1 society participation

Based on the above opinion regarding the concept of community participation, it can be concluded that community participation is the willingness of the community to be physically and mentally involved in a joint activity starting from the planning process and the beginning of the activity to the end of the activity accompanied by an attitude of moral responsibility. Community participation can be measured through the following indicators:
1. Voluntary participation
2. Demonstrating sensitivity (sense of belonging)
3. Initiative
4. Interactive involvement through discussion/dialogue
5. Physical and mental contributions
6. Involvement in policy (Activity Planning)
7. Be responsible
8. Oriented on results and benefits

III. RESEARCH METHODS

This research uses descriptive research with a quantitative approach. The research population is the entire research subject, namely the total number of participants in the 2016-2019 independent business incubation facilitation program as many as 696 people spread over several sub-districts in the city of Surabaya. This research uses a sampling technique in this research, namely non-probability sampling with quota proportional sampling technique, namely taking several samples in each activity period with the same proportion of 139 people. Data collection techniques using questionnaires. Data analysis techniques using inferential analysis and analysis of data characteristics.

IV. RESEARCH RESULT

Based on the data collected through distributed questionnaires, it can be seen the characteristics of all research subjects as follows.
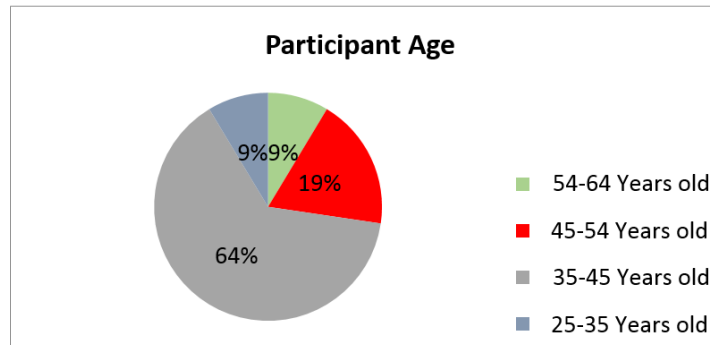
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Figure 2 Age of Business Incubation Program Participants

Based on the data above, it can be seen that the age of participants who participated in the incubation facilitation program for independent business was 64% aged 35-45 years old, while 19% were aged 45-54 years old. Furthermore, it is known that 9% are aged 25-35 years old and aged 54-64 years old.
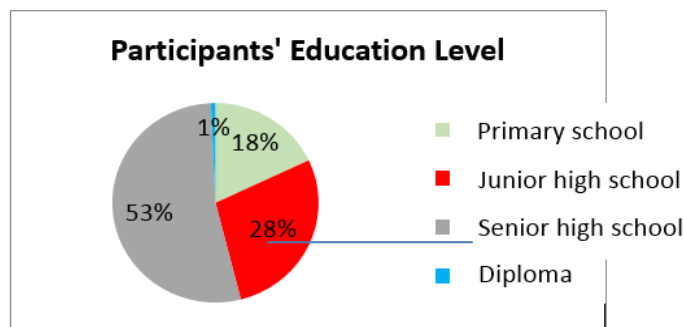

Figure 3 Educational Level of Business Incubation Program Participants

Based on the data above, it can be seen that the education level of participants who took part in the independent business incubation facilitation program was 53% of Senior High School, while at the junior high school level it was 28%. Furthermore, 18% of the education levels were elementary school and 1% diploma.
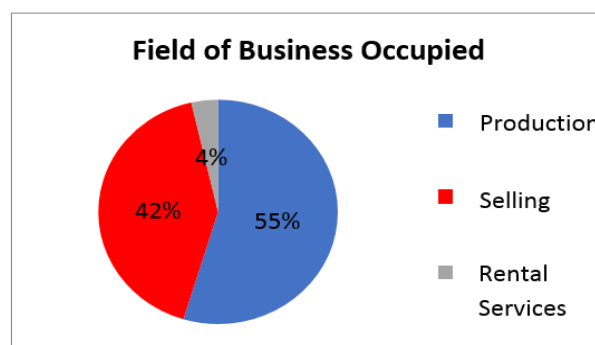

Figure 4 Fields of business occupied by Business Incubation Participants

Based on the data above, it can be seen that the field of business occupied by participants participating in the business incubation facilitation program is 53% in production, while 42% in sales and 4% in rental services.
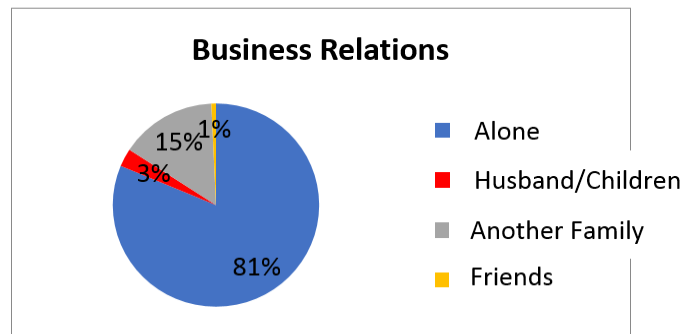
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Figure 5 Business relations with Business Incubation Participants

Based on the data above, it can be seen that the business relations of participants who participated in the business incubation facilitation program were found to be 81% done alone, while 15% were carried out with relatives. Furthermore, as much as 3% is done with husband or children and 1% is done with friends.
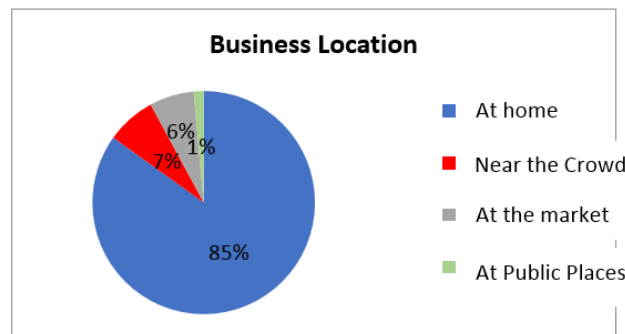

Figure 6 The business location used by Participants

Based on the data above, it can be seen that 85% of the participants' business locations participating in the incubation facilitation program for businesses are carried out at home, while 7% are carried out near the crowds. Furthermore, as much as 6% is carried out at the market and 1% is carried out at public places.
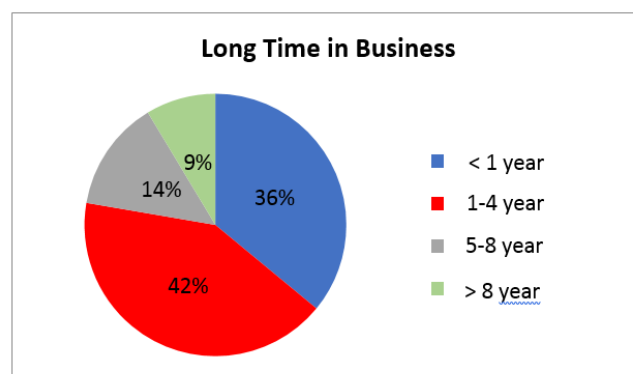

Figure 7 The period to engage in entrepreneurial activities

Based on the data above, it can be seen that the length of time in pursuing a business for participants who participated in the business incubation facilitation program was 42% for 1-4 years, while 36% for less than 1 year. Furthermore, 14% for 5-8 years and 9% for more than 8 years.
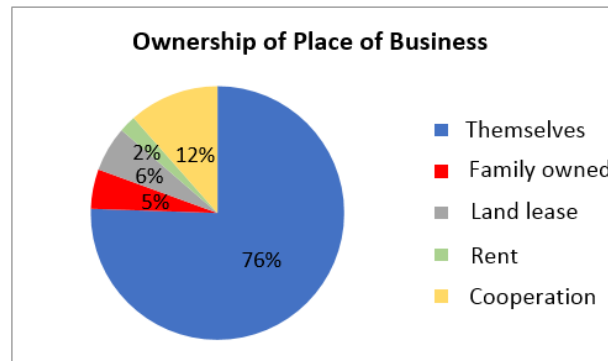
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Figure 8 Ownership of the business occupied by the Participant

Based on the data above, it can be seen that the ownership of the place of business of participants participating in the incubation facilitation program for independent business is 76% owned by themselves, while 12% is Cooperation. Furthermore, 6% land leases, while 5% are family owned and 2% are rent.
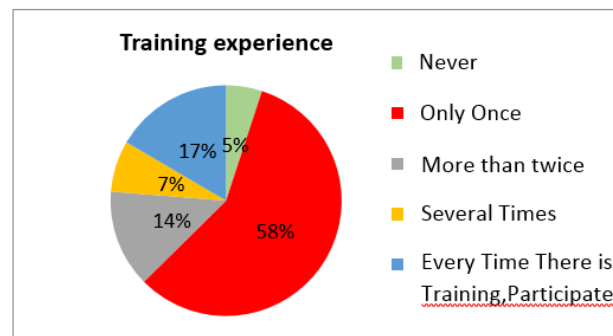

Figure 9 Experience in entrepreneurship training

Based on the data above, it can be seen that the business training experience of participants who took part in the independent business incubation facilitation program was 58% only once, while 17% each time there was training. Furthermore, 14% participated more than 2 times, while 7% participated several times and 5% had never attended the training.

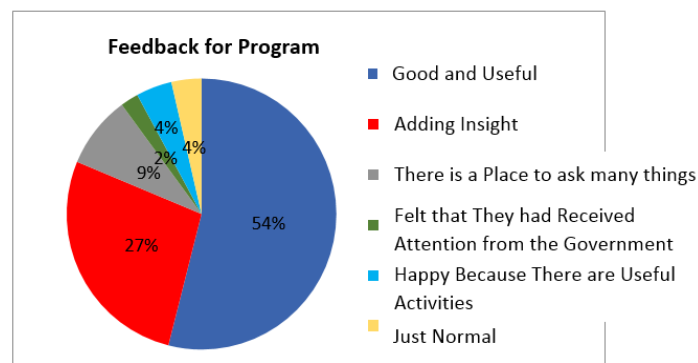*Figure 10 Participants' responses to the independent business incubation program*

Based on the data above, it can be seen that the responses to the program by participants who took part in the independent business incubation facilitation program as much as 54% answered good and useful, while 27%

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answered adding insight. Furthermore, 9% answered that there was a place to ask many things, while 4% answered that they were happy because there were useful activities, and 4% answered that it was normal. Furthermore, as much as 2% felt that they had received attention from the government.

A. Instrument Test Results

The results of testing the validity and reliability of the research instrument through the participant scale are known as follows.

Table 1 Participation scale validity test

Statement	Validity value
Sincerely making changes to oneself by actively participating in the incubation facilitation program	0.388
By participating in the facilitation of independent business incubation activities, you can improve relationships that become social assets	0.309
feel happy to be able to participate in entrepreneurship training activities	0.496
activities aimed at improving the standard of living of the community	0.201
must participate in the facilitation of independent business incubation activities until completion so that entrepreneurial knowledge	0.132
the target of the independent business incubation facilitation program that gets the attention of the government	0.235
gain knowledge about business/business during the incubation facilitation program	0.423
actively ask questions about the program during training in the facilitation program	0.249
always ask about the results of activities to program organizers	0.199
invited to have a dialogue with the leaders/staff of the program organizers in the "Preparation Stage"	0.176
invited to have a dialogue with the leaders/staff of the program organizers at the "Implementation Stage"	0.267
invited to have a dialogue with the leaders/staff of the program organizers at the "Monitoring Stage"	0.349
assisting the socialization of the program to the community as a form of contribution to the program	0.449
self-motivating as a form of contribution to the facilitation program	0.270

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Statement	*Validity value*
motivating others as a form of contribution to the facilitation program	*0.364*
involved in the process of identifying problems regarding the incubation facilitation program	*0.009*
involved in the process of exploring the potential of the target community in the program	*0.186*
involved in the decision-making process in the facilitation program	*0.045*
personally responsible for developing the business	*0.419*
collectively responsible for developing the "Group" business	*0.349*
encourage others to be active in realizing the goals of entrepreneurial training	*0.249*
encourage others to have an important role in the facilitation program	*0.475*
gain knowledge on how to manage finances after attending training	*0.218*
gain knowledge about the right business/business	*0.391*
increase family income after participating in entrepreneurship training in the incubation facilitation program	*0.000*

From the results of the validity test, it is known that the total value of item correlation is between 0.186 to 0.496 which can be said to meet the requirements of valid items. While the value less than the value of the r table at N = 139 is obtained by 0.182 so that items with an index below 0.189 are not included in the analysis. From the results of the validity test, it is known that there are 5 (five) statements that are invalid or irrelevant, so they are not included in the subsequent analysis.

The results of Cronbach's alpha reliability test obtained an alpha value of 0.736 ($\alpha > 0.70$) which according to Santoso (2016) that the scale for social science can be declared reliable if it has a value of more than 0.7. Thus the participation scale used in this study is quite reliable.

B. Participation Level Analysis
1) Determination of Participation Category

Inferential statistics is a statistical technique used to analyze sample data and the results are applied to the population. These statistics are called probability statistics because the conclusions that are applied to the population based on the sample data are probability. A conclusion from sample data that will be applied to the population has a probability of error and truth (belief) expressed in the form of a percentage. This inferential analysis is used to determine the level of participation and correlate each level of participation with the background of the subject to develop the characteristics of the subject. These levels are arranged using interval data analysis as follows.

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Table 2 Description of research scale statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tingkat Partisipasi	*139*	*51.00*	*86.00*	*65.2518*	*6.37033*
Faktor Individual	*139*	*32.00*	*60.00*	*43.1223*	*6.51805*
Faktor Eksternal	*139*	*34.00*	*60.00*	*45.6691*	*5.94344*
Valid N (listwise)	*139*				

From the results of the analysis of the mean (mean) and the degree of standard deviation (standard deviation), the class interval is determined. The results of the descriptive statistical analysis can be seen as follows:

Table 3 Community Participation Rate

Participation Level	Interval	f	%
Very high	*X 74.81*	*12*	*9%*
Tall	*68.43 X < 74.81*	*26*	*19%*
Enough	*62.06 X < 68.43*	*44*	*32%*
Low	*55.69 X < 62.06*	*52*	*37%*
Very low	*< 55.69*	*5*	*4%*
Amount		*139*	*100%*

The table above shows that 19% of subjects have a high level of participation, and 32% of subjects have a relatively sufficient level of participation, however, 37% of subjects have a low level of participation. The number of subjects classified as having a very high level of participation with a very low tends to be comparable.

C. Cluster Analysis

Cluster analysis is a multivariate technique that has the main objective of grouping objects/cases based on their characteristics. Cluster analysis classifies objects so that each object that has similar properties (closest in similarity) will group into the same cluster (group) (Al Ghazali, 2016; and Santoso, 2012).

The main purpose of cluster analysis is to group objects based on the similarity of characteristics between these objects. The objects in question are the level of participation, individual factors and external factors, age, educational background, amount of initial capital, business relations, length of business, business ownership,

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and type of business, as well as experience in training. These objects will be classified into one or more clusters (groups) so that objects in one cluster will have similarities with one another.

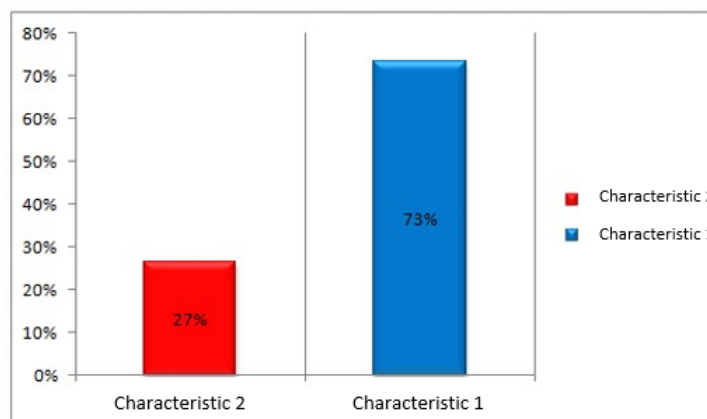The results of the cluster analysis are known as follows.

Figure 11 Cluster Analysis Graph

The data shows that 27% of the subjects have character 1, and as many as 73% are grouped as character 2. Furthermore, each characteristic of the subject group can be given a name by considering the data as shown in the following graph.
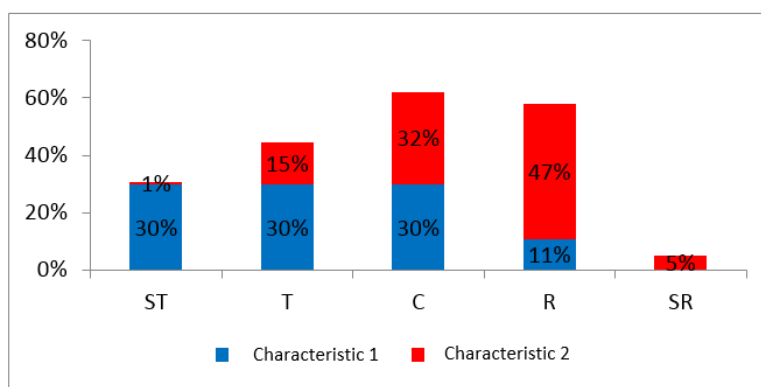

Figure 12 Graph of Participation Rate Analysis for each Group

Data analysis of the difference in the level of participation in each group is known that:
a. The characteristics of group 1 mostly have very high participation rates (30%), and 30% of subjects with high participation rates, and 30% of subjects with moderate participation. For this reason, this group can be categorized as a group with a high level of participation.
b. The characteristics of group 2 mostly have a low level of participation (47%) although there are subjects whose participation level is moderate or moderate (32%). For this reason, this group can be categorized as a community group with a relatively low level of participation.

Based on the inferential analysis of the level of participation and the characteristics of the subject as described above, it can be done grouping the level of participation into the ladder of participation by adding up the total level of participation into 3 ladders, namely very high and high (top ladder), moderate level of participation (middle ladder). , and low and very low participation rates (lower ladder) which are described as follows.

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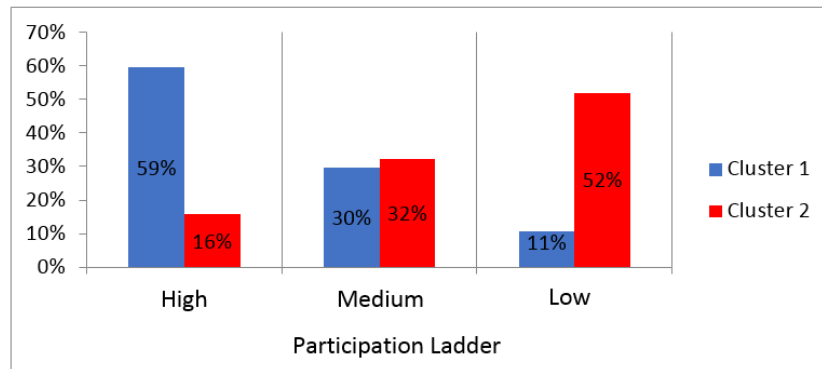
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Figure 13 Participation Ladder Graph

From the figure, it can be seen that the participation rate of the first group is 59% with a high level of participation, 16% of which is considered sufficient, and 30% of subjects with a low level of participation. In group 2 there were 32% subjects with low participation rates, 11% subjects with sufficient participation rates, and 52% subjects with high participation rates.

Based on the data from the inferential analysis and cluster analysis, the participation rate can be described in the following chart, The Ladder of Community Participation in the Independent Business Incubation Program
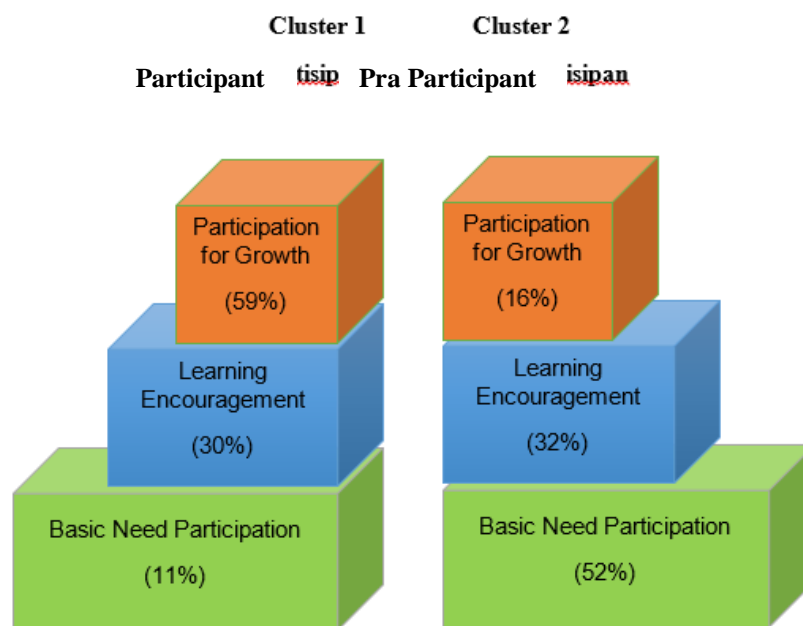

Figure 14 Graph of participation ladder by a group of Participants

The image can be explained as follows.
a. Ladder 1 (Basic Need Participation), namely people who have a level of participation on the first ladder with the following characteristics.
1. Economic security, namely the urge to participate which is influenced by the demands for the fulfillment of basic needs, namely economic needs.

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2. Social services, namely the encouragement to participate which is influenced by the fulfillment of basic needs related to the desire to obtain social services, participate in the hope of obtaining rewards in various forms.
3. Physical security and peace, namely the urge to participate which is influenced by the desire to obtain physical security and peace in the surrounding environment, where a person feels that by participating in these activities, he feels more secure, protected, and his business will not be disturbed.
   b. Ladder 2 (Learning Encouragement), namely the community that participates because it is driven by learning needs. This can be seen from the following attitude.
1. Respect for community leaders and cultural heritage, namely the need to participate in activities because of the recommendations and suggestions received, and the community feels reluctant to refuse because they feel they have received attention and considers that doing activities with the community on the advice of leaders is a form of togetherness tradition to build a better life together.
2. The desire to care and share, namely the willingness to engage in joint activities which are influenced by the need to provide information, and exchange experiences.
   c. Ladder 3 (Participation for growth) is participation for growth, which is known from the following characters.
1. Willingness to be involved in planning and managing activities, namely the willingness to engage in activities as a form of desire to develop one's potential, gain more experience and develop a better business as well as encouragement to empower others
2. Developing abilities, namely the desire to be actively involved in self-development activities and skills and develop a business in the hope of obtaining increasing profits.

V. DISCUSSION

Various activities have been carried out by facilitators with the community, especially groups of women with low-income levels as a joint learning process towards independent thinking and participatory decision making to achieve a better life through independent business activities. In its journey, the mentoring process is an effort to foster citizen participation through community development programs that begin by raising public awareness of their rights to a quality life, the reality of the complexity of the problems faced, and the need for concrete actions in seeking to improve life, especially in aspects of life. independent economy.

In the previous chapter, the results of inferential analysis have been presented which can describe the level of participation which shows three levels of participation which are given an identity according to the characteristics of the community or activity participants. The identity of the level or ladder of participation includes:
a. Ladder 1 (Basic Need Participation), namely the community or participants who participate with the orientation of meeting basic needs, namely physiological needs and a sense of security to manage the business.
b. Ladder 2 (Learning Encouragement), namely the community who participates because they are driven by learning needs or the need to learn and understand more about managing a business, marketing, and various regulations related to business activities.
c. Ladder 3 (Participation for growth) is participation for growth, namely the encouragement to participate to better understand various business management problems and develop their potential and ability to market their business products, and have the urge to share or empower others to become entrepreneurs.

Giving identity at each level on the participation ladder as explained about the characteristics of the participants and their level of participation which can be described according to the naming (cluster) of the participant group, namely the group of participants with the highest level of participation and the per-participant group with the most participation level. relatively low with the characteristics described in the previous chapter. The naming of the level of community participation refers to the opinion Suryono (2001), which explains that participation is active community involvement, the community can also be involved in the process of determining the direction, development policy strategies implemented by the government. This is especially true in the political process as well as in the socio-economic process, the relationship between interest groups in society so that it gets support in its implementation. For this reason, it is important to map out typical communities according to their level of participation. Isbandi (2007) explains that community participation in the process of participatory activities is very important to be identified or grouped based on the level of participation to recognize the potential that exists in the community, select and make decisions about alternative solutions to deal with problems (Kurniawan and Prihtanti, 2018), implementation of efforts to overcome problems, and public order in the process of evaluating the changes that occur (Irawan et al., 2017).

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VI. CONCLUSION

Based on the results of the research and discussion presented, it can be concluded as follows. Following the research objective, to analyze the level of community participation in the independent business incubation facilitation program, the results of inferential analysis and cluster analysis of data characteristics that can describe the level of participation indicate three levels of participation given the identity according to the characteristics of the community or activity participants. The identity of the level or ladder of participation includes:

a. Ladder 1 (Basic Need Participation), namely the community or participants who participate with the orientation of meeting basic needs, namely physiological needs and a sense of security to manage the business.

b. Ladder 2 (Learning Encouragement), namely the community who participates because they are driven by learning needs or the need to learn and understand more about managing a business, marketing, and various regulations related to business activities.

c. Ladder 3 (Participation for growth) is participation for growth, namely the encouragement to participate to better understand various business management problems and develop their potential and ability to market their business products, and have the urge to share or empower others to become entrepreneurs.

Giving identity at each level on the participation ladder as explained about the characteristics of the participants and their level of participation which can be described according to the naming (cluster) of the participant group, namely the group of participants with the highest level of participation and the per-participant group with the most participation level. relatively low

VII. RESEARCH IMPLICATION

A. Theory Implication

Theoretical implications as a reference for further research on the theory of research regarding the ladder of participation in the scope of the program, especially in the self-employment program for low-income people. In Arnstein's theory (1969) about community participation in national social security programs which found eight stages of participation, namely:

a. Manipulation
b. Therapy
c. Informing
d. Consultation
e. Placation
f. Partnership
g. Delegated Power
h. Citizen Control.

Meanwhile, this study found three ladders of community participation in the incubation facilitation program for independent businesses, namely:

a. Basic Need Participation
b. Learning Encouragement
c. Participation for growth.

B. Practical Implications

The implication of this research is the reflection or implementation of state administration science from the perspective of development administration. One of the concrete steps of the Indonesian government in overcoming the problem of poverty is by issuing Presidential Regulation No. 15 of 2010 concerning the Acceleration of Poverty Reduction.

The results of the research are an illustration of the efforts of the central and local governments in national development in the national medium-term development plan. In development planning, the regional government adjusts the national development plan so that there is continuity of the program between the central and regional governments. This is in line with the fourth mission in the 2015-2019 national development in the national medium-term development plan which is to improve the quality of people's lives, the Surabaya City Government framed the Surabaya City 2016-2021. In line with improving the quality of people's lives which is framed in the vision of the City of Surabaya, Surabaya is a city of prosperous with character and ecologically-

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based global competitiveness through an business incubation facilitation program involving community participation

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