



Media and Science and Technology-based Student Entrepreneurship Development Model at Pattimura University is a State University in Maluku Province

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ABSTRACT

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The purpose of this activity is to create a document about the potential of the creative economy, and the chances of success in the Implementation of the Entrepreneurship Development Program for Young Creative Economy Actors for Beginners Based on Design, Media and Science and Technology. The research location is at Pattimura University, Ambon. This study took samples from 6 faculties at Pattimura University, namely FEB, FMIPA, FKIP, FPIK, Faculty of Engineering and FAPERTA. This study uses SWOT analysis which is used to obtain an overview of the strategic situation of an Economic Work Unit (UKE). is 0.55. Based on the SWOT map, it can be seen that the SWOT position is in quadrant 3, namely the Media and Science and Technology-based Student Entrepreneurship Development Model at Universities in Maluku facing enormous opportunities, but on the other hand facing several internal constraints/weaknesses. Pattimura University has received good attention. This is evidenced by the provision of entrepreneurship support facilities such as buildings, capital and training. However, it was also found that many student entrepreneurship did not go well. Due to lack of consistency in business, interest in business that is not in accordance with student skills, business culture is still low and the time period for being an entrepreneur at the University is short. In addition, students still find it difficult to divide their study time with the business they are engaged in.

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1. Introduction

The stagnation of economic growth and environmental degradation are increasingly worrying, encouraging the whole world to prioritize creativity in economic life that maximizes the added value of a product of goods and services in the context of the sustainability of human life and civilization. For this reason, the government through Presidential Instruction No. 6 of 2009 concerning Creative Economy Development has tried to prepare itself by coordinating all existing government structures to jointly formulate and implement an action plan for the development of Indonesia's creative economy.

The creative economy can be defined as a collection of economic activities related to the creation or use of knowledge and information. The Creative Economy concept is a new economic period concept that intensifies information and creativity by relying on ideas and stock of knowledge from human resources (HR) as the main production factor in its economic activities. The scope of the creative economy according to the Ministry of Tourism and Creative Economy consists of advertising, architecture, arts, crafts, design, fashion, film, music, performing arts, publishing, research and development (R&D), software, toys and games, television and radio, and Video Games. The wide scope

of the creative economy makes this land contains high economic potential to be developed further because it has enormous opportunities.

The development of the creative economy will also have a direct impact on the lower middleclass community, considering that the creative economy sector is mostly driven by MSME actors and has the potential to be a powerful force to push Indonesia into a developed country, therefore the creative economy needs to be made as one of the sectors that must be encouraged. its development. With the synergy of all stakeholders, in overcoming various challenges that have the potential to become a bottleneck for the development of the creative economy, especially in building the acceleration of synergy, as well as increasing the quantity and quality of creative human resources (HR), because the majority of human resources who support Indonesia's creative economy mostly learn independently. self-taught.

Entrepreneurs and entrepreneurs are active production factors that can measure the amount of contribution to the economic development of a country. Competition continues to increase and as a consequence, all regions must be more involved in innovation in the technological and social fields, in entrepreneurship these two things are "commercial" and social (mainly aimed at addressing and satisfying unmet social needs, and therefore creating value). social). The most pressing challenge for governments, local governments, policy makers and economic stakeholders is to help the underprivileged to adapt to new and rapidly changing situations, and more importantly and more generally to promote sustainable economic and social development so that after the economy recovers its benefits can be widely disseminated (Potter, Lunati, Marchese, Martinez-Fernandez, & Noya, 2010).

Pattimura University is a State University in Maluku Province that has great potential related to the development of the creative economy, with the gift of God with the resources of young people who are identical to the creative world, it needs to be transformed into a new economic power. The reasons why the creative economy needs to be developed through Pattimura University are because: 1.) It makes a significant contribution to the regional economy; 2.) Creating a positive business climate, both intra-sectoral and cross-sectoral; 3.) Building the image and identity of the local culture; 4.) The University fully supports business capital and infrastructure 5.) Creating innovation and creativity which is a competitive advantage for the people of Maluku; 6.) Provide a good economic impact for students. With all the existing reasons, Pattimura University continues to encourage student creativity in entrepreneurship. However, the existing achievements are still not optimal, even though they have been fully supported by the university. One of the dominant factors according to observations is the entrepreneurial culture of students.

Its utilization is not yet optimal, because it takes the nature of entrepreneurship that can change physical and cultural resources so that they become goods or services that have high economic value. in addition to human resources that are less responsive, causing business actors to be unable to transform creativity in the use of technology, as well as the lack of facilitators and regulators in providing convenience for creative economy actors.

The purpose of this activity is to create a document on the potential of the creative economy, and the chances of success in the Implementation of the Entrepreneurship Development Program for Young Beginners in the Creative Economy Based on Design, Media and Science and Technology as a result of the study activities carried out regarding these issues. Furthermore, the document in question can be used as a reference and main reference in planning and implementing government policies and programs in the context of Entrepreneurship Development for Beginners of Young Creative Economy Actors Based on Design, Media and Science and Technology, so that these policies and programs are in accordance with the real conditions and potentials that exist. is in college in this case Pattimura University.

2. Method

SWOT analysis is a tool used to obtain a picture of the strategic situation of an Economic Work Unit (UKE). The strength of UKE is everything that makes UKEs have the ability to carry out their obligations well so that UKE goals are achieved (Mardiasmo and Makhfatih, 2000:36).

According to Rangkuti (2000:21-25) the stages in the preparation of strategic planning through three stages of analysis, namely:

- a. stages of data collection;
- b. analysis stage;
- c. decision-making stage.

Table 1
Strategic Formulation Framework

1) Data Collection Stage Factor Evaluation Factor Evaluation Matrix Profile External Internal
2) Analysis Stage Matrix Matrix Matrix __ Tows Bcg Internal Space Grand External Strategy
3) Decision Making Stage Quantitative Strategic Planning Matrix

Source: Rangkuti (2000: 21)

The data collection stage is a classification and pre-analysis activity. At this stage the data can be divided into two, namely external data obtained from the environment outside the organization and internal data obtained within the organization. The model used at this stage is the external strategic factor matrix (*EFAS*), the internal strategic factor matrix (*IFAS*) with a weighting system for each aspect by:

- a. First, make priorities from those whose influence is considered the strongest to the weakest;
- b. Determine the percentage of weight from each aspect which includes:
 - 1) aspects of strengths and weaknesses as aspects that are seen from within (internal)
 - 2) aspects of opportunities and threats, namely aspects that are seen from the outside (external).

Percentage weighting, given the same weighted value for the initial state SWOT analysis. The weighted SWOT analysis is based on a list of approved questions or questionnaires from respondents who are willing to answer the questions and have submitted the list of questions.

The strategy used to optimize the entrepreneurship of creative young economic actors is using the Tows or SWOT matrix which can clearly describe how the external opportunities and threats faced can be adjusted to their strengths and weaknesses, based on the results of calculations in the SWOT analysis diagram.

3. Result and Discussion

The results of the identification of potential creative economy fields that can be developed with an entrepreneurial development pattern include mapping existing creative economic actors and prospective creative economy actors (potential entrepreneurs who can be developed).

3.1 Faculty of Economics and Business

Based on field results, the creative economy of students of the Faculty of Economics, Pattimura University in the media field consists of 5 fields. The creative economy of young beginners in the media field at the Faculty of Economics is mostly dominated by **sticker printing and billboards**. The average length of business run ranges from 2-4 years, with a monthly turnover of between IDR 1,000,000 - IDR 10,000,000.

Table 2
Creative Economy Data in the Media Sector for Economics Faculty Students

No.	Media	Amount	Business Length	Income per Month (Rp)
1.	Radio streaming	2	2 years	2 million – 4 million
2.	Musical Instrument Rental	5	4 years	2 million – 5 million
3.	Party Supplies Rental	5	3 years	3 million – 5 million
4.	Sticker and Billboard Printing	8	2 years	1 million – 10 million
5.	Photography	5	2.5 Years	1 million – 3 million

Media and Science and Technology-based Student Entrepreneurship Development Model at Pattimura University is a State University in Maluku Province (Teddy Christiano Leasiwal, et al)

No.	Media	Amount	Business Length	Income per Month (Rp)
TOTAL		25		

Source: Data processed, 2021

The total number of creative businesses in the media sector that FEB Pattimura University students are involved in is 25 students who are potential and have businesses that can be developed to become bigger businesses in terms of profit (profit) and market expansion.

Meanwhile, based on the data, the table below shows 5 sectors of the creative economy. Young creative economy beginners in the field of science and technology that are engaged in by FEB Pattimura University students are mostly dominated by 10 **computer rentals**. The average length of business run ranges from 2.5 years to 4 years, with a monthly turnover of between Rp. 1,500,000 to Rp. 12,000,000.

Table 3
Creative Economy Data in the Field of Science and Technology for Students of the Faculty of Economics

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1.	Computer Rental	10	4 years	3 million – 7 million
2.	Internet Rental (Warnet)	5	4.5 years	1.5 million – 12 million
3.	Playstation rental	1	3 years	1.5 thousand – 4.5 million
4.	Electronic/computer service	4	4 years	1.5 million – 3 million
5.	Hot Spot Café/Restaurant	5	2.5 years	3 million – 9 million
TOTAL		25		

Data processed, 2021

The total number of creative businesses in the field of science and technology carried out by FEB Pattimura University students are 25 potential entrepreneurs and have businesses that can be developed to become bigger creative businesses in terms of profit (profit) and market expansion .

3.2 FKIP Faculty

Based on the data in the table below, there are 4 sectors of the creative economy. The creative economy of young beginners in the field of media for FKIP Pattimura University students is mostly dominated by **sticker printing** and billboards and photography. The average business run ranges from 1.5 years to 4 years, with a monthly turnover of between Rp. 500,000 to Rp. 3,500,000.

Table 4
Creative Economy Data for FKIP Student Media Sector

No.	Media	Amount	Business Length	Income per Month (Rp)
1	Musical Instrument Rental	2	3 years	1 million – 3.5 million
2	Party Supplies Rental	7	2 years	1 M – 2.5 M
3	Sticker and Billboard Printing	12	3 years	1 million – 2 million
4	Photography	6	1.5 years	500 thousand – 2 million
TOTAL		25		

Source: Data processed, 2021

Meanwhile, based on the data in the table below, there are 5 sectors of the creative economy. The creative economy of young beginners in the field of science and technology that is engaged in by FKIP University Pattimura students is mostly dominated **by computer** rental and internet rental businesses. The average length of business run ranges from 1 year - 4 years, with a monthly turnover of between IDR 400,000 - IDR 3,500,000.

Table 5
Creative Economy Data in the Field of Science and Technology FKIP Students

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1.	Computer Rental	12	3 years	400 thousand – 750 thousand
2.	Internet Rental (Warnet)	6	3 years	1 million – 3.5 million
3.	Playstation rental	2	4 years	400 thousand – 800 thousand
4.	Electronic Service	3	4.5 years	500 thousand – 1.4 million
5.	Hot Spot Café/Restaurant	2	1 year	1 million – 2.5 million

No.	science and technology	Amount	Business Length	Income per Month (Rp)
TOTAL		25		

Source: Data processed, 2021

The total number of creative businesses in the field of science and technology at FKIP are 25 potential entrepreneurs and have businesses that can be developed to become bigger creative businesses in terms of profit (profit) and market expansion.

3.3 Faculty of Mathematics and Natural Sciences

Based on the data in the table below, there are 3 creative economic sectors in FMIPA. The creative economy of young beginners in the media field that FMIPA students are engaged in is mostly dominated by rental of musical instruments. With an average length of business run ranging from 1 - 5 years, with a monthly turnover of between IDR 1,000,000 - IDR 5,500,000.

Table 6
Creative Economy Data for Media for FMIPA Students

No.	Media	Amount	Level of education	Business Length	Income per Month (Rp)
1	Musical Instrument Rental	10	junior high school	5 years	1 million – 5.5 million
2	Sticker and Billboard Printing	9	senior High School	1 year	1 million – 2 million
3	Photography	6	S-1	1 year	1.5 million – 2 million
TOTAL		25			

Sumner: Data processed, 2021

The total creative businesses in the media sector at FMIPA are 25 potential young entrepreneurs and have businesses that can be developed to become bigger creative businesses in terms of profit (profit) and market expansion.

Table 7
Creative Economy Data for Science and Technology Faculty of Mathematics and Natural Sciences Students

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1.	Computer Rental	11	2 years	500 thousand – 900 thousand
2.	Internet Rental (Warnet)	3	1.5 years	1 million – 5 million
3.	Electronic Service	9	3.5 years	500 thousand – 1.3 million
4.	Hot Spot Café/Restaurant	2	2 years	1 million – 2 million
TOTAL		25		

Source: Data processed, 2013

Based on the data in the table above, there are 4 creative economic sectors in the field of science and technology. Young creative economy beginners in the field of science and technology that are engaged in by FMIPA students are dominated by **computer rental businesses** then followed by Electronic services. With an average length of business run ranging from 1 year to 4 years, with a monthly turnover of between IDR 500,000 - IDR 5,000. 000,

3.4 Faculty of Fisheries and Marine Science

Based on the data in the table below, there are 3 creative economic sectors in Fisheries and Marine Affairs. The creative economy of young beginners in the media field that is engaged in by Fisheries students is mostly dominated by Photography. With an average length of business run ranging from 1 - 5 years, with a monthly turnover of between IDR 1,000,000 - IDR 5,500,000.

Table 8
Creative Economy Data for Fisheries Faculty Student Media

No.	Media	Amount	Level of education	Business Length	Income per Month (Rp)
1	Musical Instrument Rental	5	junior high school	5 years	1 million – 5.5 million
2	Sticker and Billboard Printing	9	senior High School	1 year	1 million – 2 million
3	Photography	11	S-1	1 year	1.5 million – 2.5 million
TOTAL		25			

Source: Data processed, 2021

Media and Science and Technology-based Student Entrepreneurship Development Model at Pattimura University is a State University in Maluku Province (Teddy Christiano Leasiwal, et al)

The total number of creative businesses in the media sector at the Faculty of Fisheries is 25 potential young entrepreneurs who have businesses that can be developed to become bigger creative businesses in terms of profit (profit) and market expansion.

Table 9

Creative Economy Data in the Field of Science and Technology for Fisheries Faculty Students

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1.	Computer Rental	12	2 years	600 thousand – 900 thousand
2.	Internet Rental (Warnet)	4	1.5 years	1 million – 4 million
3.	Electronic Service	3	3.5 years	500 thousand – 1.3 million
4.	Hot Spot Café/Restaurant	6	2 years	1 million – 2 million
TOTAL		25		

Source: processed data, 2013

Based on the data in the table above, there are 4 creative economic sectors in the field of science and technology. Young creative economy beginners in the field of science and technology that are engaged in by students of the Faculty of Fisheries are mostly dominated by computer rental businesses, followed by Caffe/Restaurant. With an average length of business run ranging from 1 year to 4 years, with a monthly turnover of between IDR 600,000 - IDR 4,000,000,

3.5 Faculty of Agriculture

Based on field results, the creative economy of students from the Faculty of Agriculture, Pattimura University in the media sector consists of 5 fields. The creative economy of young beginners in the media sector is dominated by **sticker printing and billboards**. The average length of business run ranges from 2-4 years, with a monthly turnover of between IDR 1,000,000 - IDR 6,000,000.

Table 10

Creative Economy Data in the Media Sector for Faculty of Agriculture Students

No.	Media	Amount	Business Length	Income per Month (Rp)
1.	Radio streaming	1	1.5 Years	2 million – 4 million
2.	Musical Instrument Rental	3	4 years	2 million – 6 million
3.	Party Supplies Rental	2	2.5 Years	3 million – 5 million
4.	Sticker and Billboard Printing	12	2 years	1 million – 3.5 million
5.	Photography	8	3.5 Years	1 million – 2.5 million
TOTAL		25		

Source: Data processed, 2021

Meanwhile, based on the data, the table below shows 5 sectors of the creative economy. Young creative economy beginners **in the field of science and technology** that are engaged in by students of the Faculty of Agriculture, University of Pattimura are mostly dominated by **computer rentals** as many as 15 businesses. The average length of business run ranges from 2.5 years to 4 years, with a monthly turnover of between Rp. 1,500,000 to Rp. 6,000,000.

Table 11

Creative Economy Data in the Field of Science and Technology for Faculty of Agriculture Students

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1.	Computer Rental	15	4 years	3 million – 6.5 million
2.	Internet Rental (Warnet)	5	4.5 years	1.5 million – 6 million
3.	Playstation rental	1	3 years	1.5 thousand – 3.5 million
4.	Electronic/computer service	2	4 years	1.5 million – 3 million
5.	Hot Spot Café/Restaurant	2	2.5 years	3 million – 6 million
TOTAL		25		

Source: Data processed, 2021

3.6 Faculty of Engineering

Based on field results, the creative economy of students from the Faculty of Engineering, University of Pattimura in the media sector consists of 4 fields. The creative economy of young beginners in the media sector is dominated by **sticker and billboard printing and photography**. The average length of business run ranges from 2 - 4.5 years, with a monthly turnover of between Rp. 1,000,000 - Rp. 6,500,000.

Table 12
Creative Economy Data in the Media Sector for Engineering Faculty Students

No.	Media	Amount	Business Length	Income per Month (Rp)
1	Musical Instrument Rental	3	4 years	2 million – 6.5 million
2	Party Supplies Rental	2	2.5 Years	3 million – 5 million
3	Sticker and Billboard Printing	10	2 years	1 million – 3.5 million
4	Photography	10	4.5 Years	1 million – 2.5 million
TOTAL		25		

Source: Data processed, 2021

Meanwhile, based on the data, the table below shows 4 sectors of the creative economy. Young creative economy beginners **in the field of science and technology** that are engaged in by students of the Faculty of Engineering, University of Pattimura are mostly dominated by **electronic/computer services** as many as 11 businesses. The average length of business run ranges from 2.5 years to 4 years, with a monthly turnover of between Rp. 1,500,000 to Rp. 6,000,000.

Table 13
Creative Economy Data in the Field of Science and Technology for Engineering Faculty Students

No.	science and technology	Amount	Business Length	Income per Month (Rp)
1	Computer Rental	4	4 years	3 million – 6 million
2	Internet Rental (Warnet)	4	4.5 years	1.5 million – 6 million
3	Electronic/computer service	11	4 years	1.5 million – 3 million
4	Hot Spot Café/Restaurant	2	2.5 years	3 million – 6 million
TOTAL		25		

Source: Data processed, 2021

3.7 Discussion

a. SWOT Analysis of Creative Economy in universities (Pattimura University)

1) Internal Analysis of Media and Science and Technology-Based Student Entrepreneurship Development Model at Universities in Maluku

Student entrepreneurship can be seen as a creative and innovative ability to see opportunities and is open to receiving positive input so that they are able to bring their business to continue to grow. This view shows that students have the awareness to see the gap between what is and what should be. This indicates that student entrepreneurship is an innovative solution in solving problems in the economic development of a region, for example the problem of unemployment.

Various types of businesses undertaken by students need to be continuously developed and in order to be able to develop this business, each business actor needs to know the capabilities and weaknesses of the business they are involved in, including threats that may occur. One analysis that can be used to see student entrepreneurship development efforts is to use a SWOT analysis (Strength, Weakness, Opportunity, Threats). This analysis is a strategic planning method used to monitor and evaluate the business environment, both internal and external.

Internal analysis in assessing the development of student entrepreneurship based on media and science and technology will see the strengths and weaknesses of young entrepreneurs in higher education. This factor comes from within the business environment, infrastructure, Human Resources (HR) and others.

Based on the results of interviews, it can be seen **that the Strengths** possessed by business students in universities in developing their businesses include:

- Having human resources who easily absorb technology (easy to teach how to operate machines/electronic equipment).
- It is easy to get a job because it does not require special skills. Most of the work done is usually done by everyone, so there are not many significant difficulties encountered when the company's management recruits employees.
- A generation that is enthusiastic about continuing the family business. Businesses inherited from parents can generally be done enthusiastically by young people who inherit the business.

- d) Quality products, have designs that are liked by customers, don't fade easily (especially for screen printing businesses, clothing rentals and the like). The resulting product is relatively well received by customers because it meets various criteria demanded by customers so as to create customer loyalty for the product.
- e) Cultural uniqueness and cultural heritage as a source of inspiration for product development (which is contained in the motifs, colors, and patterns of products).
- f) Have regular and loyal customers. Some of the efforts undertaken by Patimura University students have obtained loyal customers so that these customers themselves become voluntary marketing personnel in communicating the value of the company's products to potential new customers.
- g) Management has good communication skills with fellow young entrepreneurs. The existence of a similar business community has helped young entrepreneurs share their experiences, the ups and downs in starting and developing a business so that it becomes a learning material and also they support and strengthen one another.
- h) Ability to maintain good relationship with customers. Given the existence of customers is one of the most important factors in the sustainability of the company where some young managers are trying to build CRM (*customer relationship management*) . This is intended to always create a better relationship between the company and its customers.
- i) Promising business prospects so that the company's profits are relatively fixed. The advantage of having customers who are loyal to the company's products is that now the business being run has a stable level of profit in the midst of competitive competition.

Based on the results of the interview, it can be seen **that the Weaknesses** possessed in developing their business include:

- a) *The desire of new human resources who want to take part as entrepreneurs is still very minimal* . Like several other regions in Eastern Indonesia, Maluku people still think that working as civil servants has better prospects, this causes not many young people in Maluku to be interested in becoming young entrepreneurs.
- b) *Lack of perseverance, loyalty, perseverance and high concentration power while working*. Many young people spend their working hours jokingly without thinking that they have to work hard in order to produce a good product.
- c) The selling price of the product is still relatively expensive because the workmanship is complicated and takes a long time. In producing a product, it requires high skills and a long production time, this causes the price offered to customers is relatively high.
- d) Limited number of production (sometimes unable to meet consumer demand).
- e) Difficulty in accessing funds (no additional capital). Whereas compared to other businesses, the creative industry has good and promising prospects in improving people's living standards and can also reduce poverty levels in one area.
- f) The ability to manage bookkeeping is still not good. Bookkeeping has an important role in monitoring overall financial transactions and measuring managerial performance. It is undeniable that there are still many businesses that do not have good records of financial transactions within the company.
- g) Business management is still not good because there are still some management constraints such as the absence of planning, poor coordination and the absence of *controlling* in running the business. The entrepreneurial development of young, novice creative economic actors based on design, media and science and technology is not going well because they have not been able to maximize their potential.

2) External Analysis of Media and Science and Technology-Based Student Entrepreneurship Development Model at Universities in Maluku

External analysis Student entrepreneurship development based on media and science and technology will see the opportunities and threats they have in developing their business. These external factors come from the business environment.

Based on the results of the interview, it can be seen **that the Opportunities** that can be achieved by young creative economic actors at Pattimura University in developing their businesses include:

1. The natural beauty and potential of the area that is attractive to become a tourist destination, especially foreign tourists who like unique things. The exotic natural attraction of Maluku is a magnet that attracts tourists from abroad to visit this area, besides that they are interested in unique handicrafts that open up opportunities for creative businesses.
2. More and more physical distribution channels such as modern and traditional markets, gift shops and others. The availability of various gift centers and modern markets provide opportunities for students to open a booth or display of the products they produce.
3. Telecommunications conditions are getting better, connection rates are getting more affordable, cell phones are getting cheaper and there are more and more internet providers. The development of telecommunications networks in Indonesia, which has begun to reach "distant" areas with relatively cheap connection rates, provides an opportunity for entrepreneurs to promote their products.
4. *Pattimura University support* in the form of policies and regulations and even capital to develop the creative economy has started to emerge. Pattimura University has started to play a role in creating campus regulations that support the climate for creative business growth in the campus environment. This kind of support provides space for creative students to be creative in developing their businesses.
5. There is assistance from financial institutions in the form of loans with fairly low interest rates and the existence of non-bank financial institutions that can also be accessed as a source of financing. With the option of low interest loan assistance that can be accessed by entrepreneurs, it provides an opportunity for them to try to expand their business by targeting new segments in the domestic market.

While the **Threats (Treatment)** faced in developing their business include:

1. The power of product innovation from outside . The innovation process has a role in creating a differentiated product. It is undeniable that foreign products have diversity that has the potential to damage the potential market worked on by students.
2. Products can be hijacked by competitors. One of the requirements in business competition is to produce products that are difficult for competitors to imitate. However, the development of science and technology provides room for competitors to make imitation products.
3. More and more mass demands that require more sophisticated production equipment. The increasing market demand for certain products makes entrepreneurial students begin to consider upgrading their production equipment with more sophisticated ones so that they can produce large quantities of products (*mass production*) with a relatively shorter production time.
4. Raw materials still come from outside the Maluku region. Difficult access to raw materials can cause problems in the production process. When using local materials, it turns out that the quality is not as good as the materials obtained by entrepreneurs from outside Maluku

Based on the results of analysis and calculation of internal and external factors, the results of internal analysis (strengths-weaknesses) are -0.48 and external analysis (opportunities-threats) are 0.55. The results of the analysis are then used to determine the location of the analyzed aspects on the following SWOT map/quadrant.

	<p>contained in the motifs, colors, and patterns of products)</p> <ol style="list-style-type: none"> 6. Have regular and loyal customers 7. Management has good communication skills with fellow young entrepreneurs. 8. Ability to maintain good relationship with customers 9. Promising business prospects so that the company's profits are relatively fixed. 	<ol style="list-style-type: none"> 6. Limited number of production (sometimes unable to meet consumer demand). 7. Difficulty in accessing funds (no additional capital) 8. The ability to manage bookkeeping is still not good 9. Organizational management is still not good because there are still several management constraints such as the absence of planning, poor coordination and the absence of <i>controlling</i> in running the business.
<p>Opportunities</p> <ol style="list-style-type: none"> 1. The natural beauty and potential of the area that is attractive to become a tourist destination, especially foreign tourists who like unique things. 2. More and more physical distribution channels such as modern and traditional markets, gift shops and others. 3. Foreign market appreciation is better in terms of originality of art, culture and design. 4. Telecommunications conditions are getting better, connection rates are getting more affordable, cell phones are getting cheaper and there are more internet providers 5. Pattimura University support in the form of policies and regulations to develop the creative economy has started to emerge. 6. There is assistance from financial institutions in the form of loans with fairly low interest rates and the existence of non-bank financial institutions that can also be accessed as a source of financing. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Make a business plan to expand the business (expansion) by opening new branches in other areas. 2. Improve the company's image by means of promotions that take advantage of IT developments. 3. Expanding cooperation and business links with other districts (looking for potential markets.) 4. Utilizing community consumptive patterns by making various kinds of innovations in products 5. Collaborating with the government and higher education institutions and businesses to organize a festival of Maluku culture and customs with the theme Maluku Creative Industry. 6. Improving product quality, being more creative in colors, patterns and patterns as well as product motifs (for example making various efforts to make design products such as Ambon batik which has a more attractive color combination, is not stiff and comfortable to wear). 7. Designing new building architecture in Maluku that combines local traditional values with modern architecture 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Make various efforts to improve the quality of human resources by cultivating a family-friendly relationship by providing understanding among others and creating a reward and punishment system so that human resources are more motivated to work. 2. Utilizing government support to be able to provide good coaching in terms of mental and quality. 3. Innovate in products, product differentiation and product modification, so that products are more varied and available for all consumer segments. 4. Make various efforts in terms of increasing capital (such as efforts in making business proposals for state-owned bank / non-bank financial institutions, etc.) 5. Utilizing science and technology and telecommunications conditions to expand product marketing. 6. Improving product quality (trying various Ambonese batik businesses, making designs lighter, color combinations more attractive, not stiff and comfortable to wear), protecting consumers by registering products (this is related to brands and patents). 7. Improving relations between related industries (<i>cluster industry</i>) for the sake of product quality 8. Forming an industrial community in order to make it easier to provide raw materials (joined in a certain group)

		9. Strive to establish a community or business communication forum managed by a professional and competent in their field in the industrial sector so that they can become a forum for business consulting.
Threats <ol style="list-style-type: none"> 1. The power of foreign product innovation 2. Products can be hijacked by competitors 3. More and more mass demands that require more sophisticated production equipment. 4. Lack of financial institutions willing to finance the creative industry 5. Raw materials still come from outside the Maluku region. 6. The design motif of a particular product has not been patented 	ST strategy <ol style="list-style-type: none"> 1. Provide a mental development and personal understanding to the next generation of the importance of continuing a family business that illustrates profitable business opportunities in the future. 2. Innovate products by following consumer tastes in order to adapt to modernization (such as making products more creative and innovative). 3. Prioritizing and emphasizing the strength of culture and love of work in the manufacture of traditional bonded gelatin products, which are unique and full of Maluku characteristics, can become superior products that have a competitive advantage in facing foreign product innovations. 4. Renew patent rights and re-register products that do not have trademarks and patents (overcoming IPR problems) 	WT Strategy <ol style="list-style-type: none"> 1. Improve and improve the quality of existing human resources by fostering good relationships with employees in order to create employee loyalty and foster relationships that are full of family elements. 2. Make various efforts with personal and emotional approaches to overcome the problem of regeneration. 3. Carry out product development strategy 4. Seeking change in technology transition by adopting newly developed technology in the industrial world 5. Strive for product excellence by making products into products that are environmentally friendly, have a unique color combination and are in demand by consumers and are comfortable to wear 6. Manage company management well in a professional manner and leave the traditional management system

3.8 Value Chain

The value chain in the creative industry is the value chain of the value creation process that generally occurs in the creative industry itself. The order of the creative industry value chain:

a) Creation

The life cycle of the creative industries on the island of Ambon generally has a relatively short life cycle. In contrast to the island of leases, which depend on the season. The business that is built tends to be a *follower* rather than creating a different product. They tend to see the *trend* that is "in" in the market. They focus more on how to make their products sell well to consumers.

Businesses in Ambon City have a high *turnover* because the Ambon Island area already has regular buyers so that the existing inventory runs out quickly as planned in production. Except for the craft sub sector. The problem is that there is no business unit that has patented its products, making it difficult to protect their business.

The quality of the products produced by business actors is sufficient even though they do not explicitly have a special *draft* regarding the quality standard. Rural creative economy actors start the creative process by referring to local culture and local knowledge sometimes often follows, technology is simple and does not yet have a touch of high technology and if creative economy businesses in Ambon city tend to be creative by referring to the knowledge they have obtained from formal schools and have been touched by technology. tall. In the craft business, they tend to form groups and spread out in one village area, especially in Ambon City.

b) Production

In general, business actors have experience in running their business and have the skills needed to do their respective jobs. On average, raw materials are not difficult to obtain as long as they have capital, except for game businesses, the raw materials tend to be adjusted to the market.

The handicraft industry shows that most of them are not oriented towards added value, which refers to local culture and do not seek innovation in the production process. In terms of production, rural areas generally have the same type of business, namely the game business, especially the craft industry, which lacks a touch of technology in data and business processes, this is because human resources have a low level of education in junior high and high school. For urban areas, they tend to have varied types of businesses but do not yet have production process innovations.

Financial records, *databases*, customers, market projections or the like rarely use computers. It's not too urgent for the use of computers, for business actors it is not too important so that on average they still do the recording manually. Except for the type of cafe business that has directly recorded financial records in the application used.

c) Distribution

The handicraft industry shows that most of them are not oriented towards added value, which refers to local culture and do not seek distribution innovation. In terms of distribution, they generally do not have a wide direct marketing network and local regional markets as well.

Distribution has rarely used intermediaries. There are special craftsmen who sell their products directly to consumers at their outlets in the area. Delivery to outside the region is still lacking, but some who try themselves to make deliveries abroad. The use of product brands in handicraft businesses does not yet exist. Among them, almost all of them have the characteristics of their products which are used as a differentiator. However, for the clothing design business, there tends to be no difference.

d) Commercialization

The handicraft industry shows that most of them are not oriented towards added value, which refers to local culture and does not seek innovation. Do not have access via internet sales and marketing. The business does not yet have its own officially registered trademark. The relationship between entrepreneurs and consumers is not so *intense*, only transactional. The utilization of the customer database is also less optimized.

e) Culture

Efforts to be able to develop the entrepreneurial potential of students do have various supporting and inhibiting factors for the development of the business they are engaged in as shown in the results of the previous SWOT analysis. However, the reality also shows that the development of entrepreneurship cannot be separated from the *cultural assimilation* (assimilation process) that occurs in the daily activities of students. This condition can occur because the University of Pattimura is very multi-ethnic so that the entrepreneurial behavior of each student is strongly influenced by the existence of the culture they have. In this context, culture is understood as values that grow from the life experiences of business actors and are practiced through behavior in running their businesses. The behavior in this study consisted of a sense of responsibility towards work and perseverance.

The diversity of Pattimura university students who come from various different ethnic backgrounds in Indonesia certainly has its own *world view* based on the values of their experience. Related to this, the perception of the culture of each ethnic student shown through indicators of a sense of responsibility towards work between Ambonese "native" students and "immigrant" students has a variety of different views. For "original" Ambonese students in running their business they have a "less than optimal" assessment. This is based on the assumption that the primacy of family closeness and togetherness in running a business is prioritized so that the sense of responsibility towards work as part of an entrepreneurial culture is "less than optimal" in running the business.

Different behavior is actually shown by "immigrant" students who have businesses. The perception of a sense of responsibility in the business or work has an "optimal" value. This perception is motivated by the view that successful completion of studies in overseas lands will have its own added value when they have a business that can be used to finance their studies. In other words, the success of getting a bachelor's degree and the ability to support oneself have had an important position in the strata of society for these "immigrant" students.

4. Conclusion

The concept of the Creative Economy is an economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) as the main source of production in its economic activity. The structure of the world economy is undergoing rapid transformation along with economic growth, from what was previously based on Natural Resources (SDA) followed to based on Human Resources (HR), the era of manufacturing and information services and the latest developments into the era of the creative economy. Student entrepreneurship at Pattimura University has received good attention. This is evidenced by the provision of entrepreneurship support facilities such as buildings, capital and training. However, when viewed from the results of existing research, it was found that many student entrepreneurship did not go well. Due to lack of consistency in effort, Interest in business that is not in accordance with the student's skills, The business culture is still low and the period of being an entrepreneur at the University is short. In addition, students still find it difficult to divide their study time with the business they are engaged in.

There are several suggestions needed to develop a business at Pattimura University. The suggestions are as follows: 1) There is a need for assistance for business students; 2) There needs to be regular monitoring and evaluation of the business being carried out; 3) Universities need to provide a market or intervene in the market, especially within the scope of Pattimura University; 4) There needs to be a clear synchronization between students as business actors and students as students, so that it does not interfere with lecture hours, but can also improve student performance as entrepreneurs formed by Pattimura University.

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