

MENTORING SERVICE-BASED ANIMATION START-UP ENTREPRENEURS

PENDAMPINGAN WIRAUSAHA *START-UP* ANIMASI BERBASIS JASA

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ABSTRACT

Over the past year, there have been developments in Indonesia's creative industry, the animation subsector, both in providing services and producing IP independently. Although the animation sector industry researchers are presented with an effective and efficient animation industry model from ideation to distribution, the model is still difficult to use in Indonesia because of existing limitations so that they are still dependent on government funding. Whereas for the last 65 years there is still no real role that has been done by the Indonesian government to help the growth sector of this sector. So this raises the question of what other things can we do as private parties in developing IP by not relying on funding by the government? Animation, especially in IP production, is a business with enormous prospects for its impact on the recovery, growth, and development of the Indonesian economy. There are authors who have thought about methods that can be carried out or used in efforts to manage this sector. In an effort to realize the things that are dreams of creative industry business actors will be briefly discussed through this critical literature review.

Keywords: *Industri Animasi Indonesia Indonesia, Inovasi, MBKM Kewirausahaan*

INTRODUCTION

Activity businessman trusted as strength pusher modern economy and development public through growth economy and creation field work, as well promotion innovation (Bosman & Levie, 2010). Importance activity entrepreneurship to growth economy and development public seen clear in context moderate economy develop (Chan & Mustafa, 2021). Study of entrepreneurship have long been interested For understand How increase soul entrepreneurship but also improve supporting activities characteristic entrepreneurship in various context (Chiles et al., 2007). Although institution training entrepreneurship Already become plural across countries and societies, however high heterogeneity can found in between they. One of difference connection with arrangement institutional can observed between area proceed with underdeveloped areas (Bruton et al., 2021). The consequences, there are growing appeal from undergraduates for more consider and understand How entrepreneurship and activity entrepreneurship formed in context moderate economy develop.

Mentoring is proven effective increase professionalism. For example, mentoring novice teachers has recommended as a key strategy for succeed transition graduate of teacher education to in teaching profession. Temporary accompaniment has found beneficial for the mentee, there is a body of research that has identify benefit for teacher mentors that include enhancement reflection practice, learn from teacher beginning, improvement collaboration, more relationships Good with teach colleague work and with students and opportunities for learn Skills new and developing capacity

leadership. Hobson et al. (2020) highlighted the importance of training programs for secondary school teachers to become mentors, but evaluation evidence has not yet made a case for the impact or benefits of such activities. Different sector health, like nursing, education accompaniment proven effective and useful for professional future nursing, and perceptions general about profession nursing (Tuomikoski, et al., 2019).

Mentors can too form community or individual (Obstfeld, 2005) with motivation and orientation For play role coordination between community. There is a typology different For fulfil condition role them : knowledge brokers (Hargadon, 2002), qualifying broker (Goglio-Primard et al., 2017), broker or intermediary innovation (Howells, 2006), or searcher technology (Monteiro & Birkinshaw, 2014). Howells (2006) synthesizes various role intermediary in A continuum, start from give knowledge and fulfilling partners condition until role animation and creation with more proactive that produces results dynamics in system innovation.

be positioned as leaders in their professional contexts.

Training



Figure 1. Digitalpreneurship Training

Entrepreneurship literally comes from the word Wira which means main, brave, noble; swa which means alone; sta means standing; usaha means productive activity. When combined, it means a person who runs his own business. Entrepreneurship is believed to be a behavior about how the purpose of establishing a business to fulfill personal ambitions who decide to work alone rather than working for others (Renko et al., 2012)

The book entitled Small Business Behavioral Economics specifically discusses the science of economic behavior showing that the right and right attitude in entrepreneurship is important to encourage company performance (Pratono & Mahmood, 2015). So, to achieve this, a network is needed to increase trust between stakeholders to achieve the desired performance.

Entrepreneurial attitude is defined as a firm's strategy in decision making that emphasizes entrepreneurial behavior (Cogliser et al., 2009). This attitude will become a posture in the sustainability of a company (Gurbuz & Aykol, 2009), which is useful for understanding the company's ability to maintain a large performance trajectory when others fail (Covin & Lumpkin, 2011).

In 2020, the Ministry of Education and Culture began launching a program called MBKM (Merdeka Belajar Kampus Merdeka). This program aims to improve the competence of graduates, both soft skills and hard skills, to be better prepared and relevant to the needs of the times, preparing graduates as future leaders of a superior nation and personality. through this program, it is hoped that students can develop their potential according to their talents and interests.

RESEARCH METHODS

This article aims to discuss how a community service program by adopting mentoring methods to prepare participants to be able to work more effectively. There were 12 participants involved in this activity. This article is specifically about mentor training program elements and contextual features that facilitate or hinder effective mentor preparation in various professional contexts as well as identifying how mentors and coaches can



Figure 2. Design Thinking Training

In the first week participants were given training on what the philosophy of entrepreneurship is. The training was held at the University of Surabaya campus III located in Trawasa Mojokerto. The training lasted for two days. On the first day, participants were exposed to business philosophy oriented towards local wisdom, business networking, virtue, and ecology. On the second day, participants were exposed to design thinking material. At this stage, participants were invited to dialogue about their motivation to establish a business, business ideas to be developed, resources to be managed, and basic marketing surveys.

The stages of doing design thinking are emphasize, define, ideation, prototyping. These stages are carried out with a method of approach to consumers, namely an approach to find out complaints about existing problems and what they expect. The second day of this training, participants were invited to prepare a canvas business model (CBM) based on the design thinking that had been made before. The CBM that has been compiled will be directly pitched in the next session which will then be used to pitch in front of prospective mentors.

Mentoring



Figure 3. Mentor Yon Tanto From Solar Studio

In the mentoring stage, participants were presented with material about the condition of animation in Indonesia, especially in Surabaya. The mentor explained that there are several types of animation actors. First, there are educational institutions that manage human resources. Second, there is a community of animation activists. The third is the production house, and the last is the agency. The animation community is mostly focused in Java, especially in West Java. Surabaya, as the second largest city in Indonesia, does not really have a supportive animation environment so that all demand and supply are only focused in Jakarta.

In order to achieve this, the author began to approach the community of event activists in Surabaya. In this community, the author practices direct work in making events, from the production period to the implementation of the event. The creation of this event was balanced with the offer of the mentor's work. The results of the offer to five companies led to rejection. From the things that coach taught rejection because companies tend to only want to accept offers from people or agencies that are already known. So, from this incident I can conclude that what I need to develop now is a portfolio and business network in the world.

Responding to the failure, the author began to actively participate in a series of activities organized by the University of Surabaya. At the end of November, the author attended a pitching battle competition held by the University of Surabaya for students participating in the comprehensive entrepreneurship MBKM program. The competition was attended by 18 business lines, and won by the author as the first winner of the competition as the most innovative business. At the end of the MBKM program, the author was recruited as a marketing communication for the animation company Minilemon Indonesia.

Competition



Figure 4. Pitching Competition Unnofest UBAYA

To awaken the entrepreneurial spirit, participants are involved in a business idea competition. Participants can join anywhere as long as they have access to the internet. The competition aims to encourage youth entrepreneurship and develop their knowledge and experience in entrepreneurship. It provides an opportunity for participants to solve global problems through sustainable innovation. They also learn to be challenged to apply their knowledge of science and technology in a practical way. To register for the competition, participants must form a team of up to five people with a variety of diverse skills such as science, technology, business, marketing and communication. Winners receive trophies and certificates of appreciation, and all participants will receive a certificate of participation.

RESULTS AND DISCUSSIONS

Scenario I: Creating a Business Group

Figure 5. Design



Figure 6. Character Design



At the beginning, participants create a group that has an interest in animation. Participants were also asked to recruit them to join the animation business team. The team consisted of four people. Three of them are creators and one is a manager.

The team has produced a romance story. The story was inspired by the author's dark experience. In the story there is a main character named Joe. In the story Joe is in a solitary classroom and looks at an attractive woman. Soon Joe fell asleep and dreamed about things in the future that he dreamed of with the woman of his dreams. At the end of the story, the class is over, everyone has gone home. Joe is woken up by the woman of his dreams and from then on the romance begins.

Unfortunately, the project was stopped at the storyboard stage because the creators were busy and in the next semester everyone was planning to pursue their dreams to study abroad. Therefore, the author did not want to be dependent on them and disbanded the group.

Scenario II: Creating an event

Due to the failure in the formation of the production team, participants tried to use another approach, namely event creation. In this initial stage, participants joined the event-making community in Surabaya. In Surabaya there are three communities: Japan Matsuri, Cosura, Pantsu. Pantsu was the first community to accept participants as members.

In the first year, participants did not succeed in creating events as expected. This is because the events held are orders from malls that own the venue. This community acts as an organizer as well as a supporting factor in enlivening the concept of the event that the venue owner wants in exchange for us being given a fee and / or profit in the form of htm tickets that the community applies. Even so, participants gain experience in event creation and strategies that can be applied in creating an animated market base in the form of events.

Participants continue to add to the business network, and not only stop at making events but also start offering cooperation offer services to five companies. The work offered is Solar Studio's own work, namely toddlers. All of these offers have not yet received approval. Then there is a work that belongs to Minilemon Indonesia which is in the process of being worked on.



Figure 7. Minilemon's Meeting with Osojclub Surabaya

Scenario III: Become a marketing communication

After winning the competition at Pitching Unnofest. The author ventured to pitch the business plan to the minilemon company. However, the pitching led to rejection. The reason for the rejection is the lack of a portfolio that can show the capability of the vision. However, the minilemon company saw another potential in the author and offered to help and work on an existing minilemon project. The project was

the author's first opportunity to achieve the vision as well as a place for self-development. Within the company, the author played the role of marketing communication, helping to spread the exposure of the minilemon animation content.

CONCLUSION

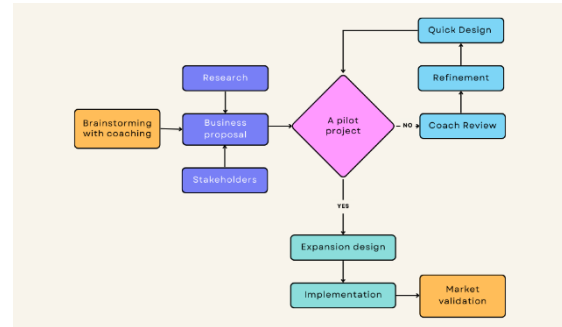


Figure 8. Working Diagram

The availability of both networks and experience together determine the success of legitimization (expertise) and enable them to transfer knowledge. In the case of the animation start-up, the mentor became the product supplier when the participants had failed several times to secure an agreement with the product supplier. However, the success of the pilot project was determined by market validation. Although the idea and proposal are interesting, namely to create a market place for animation activists, if the coaching participants have not succeeded in proving that the product is accepted by the market, then the coaching has only succeeded at the initial stage.

Secondly, mentors can share their experience and knowledge with participants who are not members of the community. They help trigger change and stimulate innovation. The literature on open innovation attributes a similar role of external stimulation (West & Bogers, 2014) to intermediaries or brokers whose purpose is to enable other organizations to innovate and to develop access or trust between two parties. These intermediaries can intervene in any aspect of innovation. They may be specialized service firms with strong knowledge in areas such as knowledge services business services that innovate on behalf of their clients through cooperative and trusting relationships.

Finally, in entrepreneurship education, teaching expertise alone is not enough to be an effective mentor and has further identified that mentors require training and need to be supported in their role so that they have sufficient expertise and knowledge, not only in their profession but also in mentoring. These intermediaries, individuals or organizations, appear critical in crisis contexts to provide rapid response and foster collective resilience. We are witnessing unprecedented collaborative impulses and community gatherings emerging in all areas: support for caregivers, support for families and their children, consortia of

companies to manage and safeguard the common good (health, life), the spontaneous emergence of communities to harness collective intelligence to search, qualify and design educational, engineering and manufacturing solutions.

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