

ABSTRACT

Entrepreneurship is a driving force of growth and also creates employment. A reasonable proportion of entrepreneurs in a country of at least 2% of the population. The number of entrepreneurs in the country currently reaches only 3.1 percent of the total population of productive age. This amount is minimal compared to the level of entrepreneurship in developed countries which can reach 14 percent. Therefore entrepreneurs or entrepreneurs are very important and have an impact on economic growth.

This study aims to identify the incubation process in innovation based on a startup perspective at the Indigo Creative Nation Incubator. The identification of the startup incubation process is grouped into 3 variables. Pre Incubation Variables, Main Incubation Variables, and Post Incubation Variables.

The phenomenon in this research is explored by the case study method. Data collection techniques are in-depth interviews, observation, and secondary data collection. The resource persons involved were startup alumni as many as 3 people each representing 1 startup. The expert startup speakers were interviewed about the curriculum and teaching methods. Startup alumni speakers were interviewed about the learning process.

Abilities that still need to be developed by startup alumni (Loraid, Cyber Army, and Smash), namely the business networking sub variable on the main incubation variable and the impact sub variable on the post incubation variable.

The results of this study are expected by knowing business innovation and its ability that still needs to be developed, it can be a learning material in developing business innovation companies or startups in managing their business.

Keywords: entrepreneurship, incubator, startup, business innovation.