

Acceleration Programs For Entrepreneurship Growth and Development on Community-Based Telematic Creative Industry in Malang Raya



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ABSTRACT: The shift from the information economy to the creative economy has brought the creative industry as one of the sectors that make a major contribution to the economy of a country. This research was conducted with the aim of developing a program for accelerating the growth and development of entrepreneurship in the creative telematics industry in the Greater Malang area. The research was conducted on the creative industry community, local government agencies, business actors, and academics. Data collection techniques using interviews, focus group discussions, direct observation, and documentation. The data were analysed using qualitative descriptive analysis techniques. The research concludes that the training in the field of telematics is a major need, in addition to assistance, facilitation and aid. The priority training programs that need to be carried out are 3D animation training, financial management training, marketing management training, cinematographic production training, digital motion pictures training, photography design training, managing files & programs training, and web design training. This research provides some policy recommendations for government, business, academic or intellectual, and telematics communities.

Keywords- acceleration programs; entrepreneurship; quadruple helix model; telematic creative industry

I. INTRODUCTION

The development of information and communication technology has encouraged the development of economics creative industries based on telecommunications and information technology (telematics). The creative business has recently emerged as one of the most significant contributors to global economies. This phenomenon also occurred in Indonesia. The development of the creative industry in Indonesia has been rapidly developed. With its enormous contribution to Gross Domestic Product (GDP), the creative industry has emerged as a new economic power. The contribution of the creative economy's GDP to national GDP in 2017 reached 7.57 percent, which means it continues to increase compared to 2016 at 7.44 percent and 2015 at 7.39 percent (Artanti, 2018). In Indonesia, the creative economy has been shown to contribute to the employment of 14.61 percent of the overall workforce (Rahadian, 2019).

Malang Raya, an area in East Java, is an important area for the development of creative industries both at the regional and national level. In order to accelerate the growth and development of entrepreneurship in the community-based creative telematics industry in the Greater Malang area, previous research by Supanto & Fristin (2017) found that the Greater Malang area has great potential for the development of the telematics creative industry. Strong support from the government, intellectuals, the private sector, and a broad market, the number of educated and skilled human resources, the availability of telematics equipment, and the existence of a business incubator are the driving forces for the development of creative industries in Malang Raya.

However, the potential for entrepreneurial growth and development in the field of creative industries is not separated from various obstacles. These obstacles include the distribution of the uneven distribution of the creative telematics industry, content has not yet become the main product of the creative telematics industry, especially in Batu City and Malang Regency, the constraints of business capital, and human resources with high quality telematics. These conditions have an impact on the phenomenon of human resource migration engaged in the creative telematics industries from Batu City and Malang Regency to the City of Malang, due to the lack of stakeholder support in the two regions. Taxation regulations are also considered to be less

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supportive of micro and small creative businesses in the field of telematics, besides that public awareness to appreciate the products of the creative telematics industry is still low, and the contribution of the creative telematics industry to the development area needs to be measured accurately.

Previous research has resulted in the formulation of the Quadruple Helix model that can be developed to increase the role of the creative industry by optimizing the roles of each party synergistically. A stronger commitment must be given by the local government of Batu City and Malang Regency to the development of the creative telematics industry in their area so that they are not left behind from Malang City. Each region and between stakeholders must improve the coordination function to generate synergies. Real actions from various parties need to be taken, especially in providing training, facilitation, and technical assistance. Based on the background of the problem, it is important to carry out various programs as an effort to foster and develop entrepreneurship in the creative telematics industry so that the goals that have been set can be achieved. This research is intended to fill this gap by focusing on the preparation of programs for fostering and developing entrepreneurship in the community-based creative telematics industry in the Greater Malang area. In particular, the purpose of this research is to develop a program to accelerate the growth and development of entrepreneurship with the Quadruple Helix concept in the community-based creative telematics industry in Malang Raya.

II. LITERATURE REVIEW

A. Entrepreneurship

Entrepreneurship is interpreted as people who dare to do activities to gain profits or are productive. Entrepreneurship is defined as risk taking to run their own business by utilizing opportunities to create new businesses or with an innovative approach so that the managed business develops to become large and independent in facing competition challenges (Jong and Wennekers, 2008). Entrepreneurship is defined by Hisrich & Peters (2002) as "the process of creating something new by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving the resulting rewards in the form of personal and monetary satisfaction and freedom".

One of the important elements in entrepreneurship is creativity and innovation. Creativity refers to "the ability to develop new ideas and find new ways to solve problems in the face of opportunities". While innovation is "the ability to apply creativity in order to solve problems and opportunities to improve and enrich life" (Suryana, 2003).

There are several entrepreneurial aspects that are important to be mastered to ensure success in entrepreneurship. Some aspects of entrepreneurship that are important to be built and developed include the ability to find new business opportunities, obtain financing or working capital, market products, manage ownership of resources, manage human resources, determine the appropriate organizational structure, leadership, evaluate business specifically assess results and determine follow-up, and strategies for business development (Pradita, 2016).

B. Creative Industry

The creative industry is an industrial sector that is part of the activities of the creative economy subsector in Indonesia. Creative economy is an economic activity that includes industry with the creativity of human resources as the main asset to create economic added value based on 14 economic sub-sectors. In Indonesia's Creative Economy Development 2025 (Ministry of Trade of Republic of Indonesia, 2008) stated that "the creative economy is a field of economic activity that focuses on creating goods and services by relying on expertise, talent and creativity as intellectual property". Whereas the Creative Industry is "an industry that derives from the use of individual creativity, skills and talents to create prosperity and employment by producing and exploiting the individual's creative and creative power" (Republic of Indonesia's Ministry of Tourism's strategic plan, 2012).

Presidential Instruction Number 6/2009 concerning Creative Economy Development states that the scope of the Creative Economy Development includes "Advertising, Architecture, Art and Antiques Market, Crafts, Design, Fashion, Film, video, and photography, Interactive Games, Music, Performing Arts, Publishing and printing, computer and software services, radio and television, research and development".

C. Creative Telematics Industry

The term Telematics comes from a combination of communication network systems and information technology. Telematics is a remote communication technology, which conveys information in one direction, as well as reciprocity, with digital systems. Understanding Telematics itself refers more to industries related to "the use of computers in telecommunication systems" (Taimiyyah, 2014).

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Directorate General of Informatics Applications (Ditjen Aptika) Ministry of Communication and Information of the Republic of Indonesia defines Telematics as the development of convergence between telecommunications technology, media and information technology (Ditjen Aptika, 2015). The development of digital technology has given rise to Telematics as a new hybrid technology. In the end, Telematics is also known as Information and Communication Technology (ICT).

D. Development of the Telematics Industry in Indonesia

The emergence and development of the telematics industry in Indonesia began in the late 1970s. From that time until the late 1980s was referred to as the pioneer period. A decade after that, that is until the 1990s is a period of introduction. Entering the year 2000, the development of the Indonesian telematics industry was in the application period. The learning and use of information technology, telecommunications and multimedia marks the start of the Pilot Period. Telephone networks, national television channels, national and international radio stations, and computers are becoming known in Indonesia, but their use is still limited. In the Introduction Period, telematics technology was more widely used and known to the wider community. Amateur radio network developed, even penetrated into the country as a result of the creativity of young people at that time. The development of the telematics industry has received more serious attention from the Indonesian government through various forms of political decisions and policies that encourage the development of telematics, especially those related to the development of the creative economy. This occurs during the Application Period.

E. Development of Community-Based Creative Telematics Industry

The creative industry needs to be developed for several reasons. According to the Indonesian Creative Economy Development Plan 2025 (Ministry of Trade of The Republic of Indonesia, 2008). Creative industries need to be developed based on several reasons. First, the creative industry contributes significantly to the Indonesian economy. Second, creative industries can create a positive business climate. Third, the creative industry will strengthen the image and identity of the Indonesian nation. Fourth, the creative industry supports the use of renewable resources. Fifth, the creative industry is a center for the creation of innovation and creativity. Sixth, the creative industry has a positive social impact.

There are several reasons for the importance of developing the creative industry. For the economy, creative industries contribute to the increase in Gross Domestic Product (GDP), expanding employment, and exports. In the business climate, the development of creative industries contributes to the creation of new business fields, supports other sectors, and marketing.

The creative industry also provides social impacts in the form of improving quality of life and increasing social tolerance. The creative industry also contributes to building innovation and creativity because it accommodates various ideas and ideas of the community and value creation. Against the image and identity of the nation, the creative industry contributes to supporting tourism, can become a national icon, build culture, cultural heritage and local values. Another reason for developing the creative industry is because of its nature as a renewable resource. The basis of the creative industry is knowledge and creativity that can continue to be updated from time to time.

The vision of national information technology development is formulated in the National Information Technology Framework (KTIN, 2000), namely "the realization of competitive information technology-based civil society in 2020, to support the unitary state of the Republic of Indonesia". In the end, E-government for good governance, E-business to support the people's economy, community-based IT, education, and E-Democracy were designated as strategic sectors.

In brief, the development of community or community-based telematics is one of the strategic sectors to achieve the vision of national information technology development. Community/Community-based IT development strategies include: Provision of means of access to information and application of information to the general public in all district and sub-district capitals; Provision of funds and government investment programs that encourage and empower people to use IT; Achievement of the acculturation process to become a community that can utilize information technology; Promotion and improvement of IT research, oriented to market needs and IT activities in the community.

The foundation of the creative industry is Indonesia's human resources, which are the most important elements in the creative industry. As a pillar for the development of the creative economy are Industry, Technology, Resources, Institution, and Financial Intermediary. The main actors of creative economic development are Intellectuals, Businessman, and Government.

III. METHOD

This research type is exploratory research to find various factors related to the potential for acceleration of entrepreneurship growth and development in the telematics creative industry in Malang Raya, the opportunities and constraints faced, as well as models for its development. The research will explore data and in-depth information including expectations desired by the

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community and the community of creative industry players, as well as an overview of future developments by conducting interviews and Focus Group Discussion (FGD).

This research was conducted in Malang Raya, which is an area consisting of Malang City, Malang Regency, and Batu City. The research subjects are: (1) creative industry community; (2) The relevant local government agencies are: the Communication and Information Office, the Culture and Tourism Office, the Industry and Trade Office, the Cooperatives and SMEs Office; (3) Businessman; (4) Academics.

The data used are primary data and secondary data, which can be in the form of: (1) Potential supporters of accelerating the growth and development of entrepreneurs in the field of creative telematics industry in the City of Malang; (2) The results of the identification of the needs and expectations of the community and creative industry communities, business circles, government and academics; (3) Policy of Malang City Government in an effort to encourage the growth and development of entrepreneurs in the field of creative telematics industry in the City of Malang.

The data collected by using Key Informant Interview techniques, Focus Group Discussions, Direct Observations of communities and businesses in the creative industry and Documentation. The data is analysed by qualitative descriptive analysis techniques through the stages of data reduction, data presentation, and conclusion drawing and verification.

IV. RESULTS AND DISCUSSION

In the first-year research has gained several recommendations in order to accelerate the growth and development of entrepreneurship in the community-based telematics creative industry in Malang area. There are several sectors which has big role in developing telematics creative industry in Malang area. Those sectors should be integrated each other so all aspects in developing of telematics creative industry can be developed based on our target.

Model that can be used for growing and developing the role of telematics creative industry is the Quadruple Helix model. See the model in Figure 1. Quadruple Helix concept has references from Triple Helix by integrating civil society (Afonso et al., 2012). The driving force for the growth and development of a sustainable creative industry is cooperation, mutual support and symbiotic mutualism between the four actors. The contribution of intellectuals in the context of the creative industry is their ability to apply knowledge and disseminate it. Scholars include educators in educational institutions, artists, cultural practitioner, pioneers in community, hermitages, cultural and arts studios, individual or group studies and researchers, writers, and other figures in the arts, culture and sciences. Structural factors in meeting the benefits and location and uniqueness of the business will be the determining factors for the success of small businesses (Chawla 2010).

The government acts as an authorized institution in the development of creative industries, both by the central and local governments, as well as substantive linkages and administrative interconnections. Business or company is an organizational entity that plays a role in providing goods or services to consumers. Established business actors play a role as business actors, investors, creators of new technologies and consumers as well as places for on-the-job training or apprenticeships for entrepreneurs in the Telematics Creative Industry (TCI). Beginner business actors can learn to manage a start-up business at Uncle's business actor. The creative community has a role in building capacity, internalizing the character of entrepreneurship in start-up businesses, as a place for consultation and making it a medium for solving problems related to the problems faced. The role of a business incubator is to nurture and assist new companies, helping them survive and grow in the start-up period during these vulnerable times. The role of creative industry players as subjects in this model can directly get facilitation and consultation as well as market access and capital from other stakeholders such as universities, state-owned enterprises and business actors who have been formed to develop the industry (Supanto and Fristin, 2017).

Based on the explanation above all aspects in Quadruple Helix concept produces hierarchy process to be implemented in a sequence. One aspect needs to be supported to others in case they will not find ant correlation between one to others. There are several solutions offered to find harmony between all aspects above.

The recommendation is based on the analytical output of the Analytical Hierarchy Process (AHP) which results in a priority sequence of entrepreneurial growth and development programs for the telematics creative industry in the Malang area from community-based. The priority of entrepreneurial growth and development programs for the telematics creative industry in the Malang Raya area are Training, Technical Assistance, Facilitation, and Assistance.

A. Priority 1: Training

Training is very important to be carried out especially aimed at improving both skills and soft skills. Some types of training needed include entrepreneurship training to develop entrepreneurial mentality and motivation, training to improve business management skills, financial management training and increased capital access, telematics production technical training,

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conventional and online product marketing training, and training on how to fulfill business legal aspects and protection of intellectual property rights.

B. Priority 2: Technical Assistance

Newly established businesses usually face various obstacles and many difficulties at first. Many of them failed quickly. They need technical assistance from various parties, including the government, academics, the private sector, especially the community, so that the difficulties and obstacles faced by the newly established businesses will not make them failed. The technical assistance includes assistance in business feasibility studies, business licensing, preparation of financial reports and access to business credit, product marketing, technical production, taxation, and etc.

C. Priority 3: Facilitation

Facilitation is highly expected by business people in the telematics creative industry. Facilitation means providing convenience to telematics creative businesses to have access to various facilities that require a very long time to be fulfilled by themselves or even unable to work on their own. Supportive regulation is needed to open the widest possible space for the perpetrators to be creative. Sometimes the actors cannot fulfill market demand because of the limited equipment and human resources that are able to work on market demand. The government and community have a big role to facilitate these difficulties, for example through the networking of creative telematics industry players.

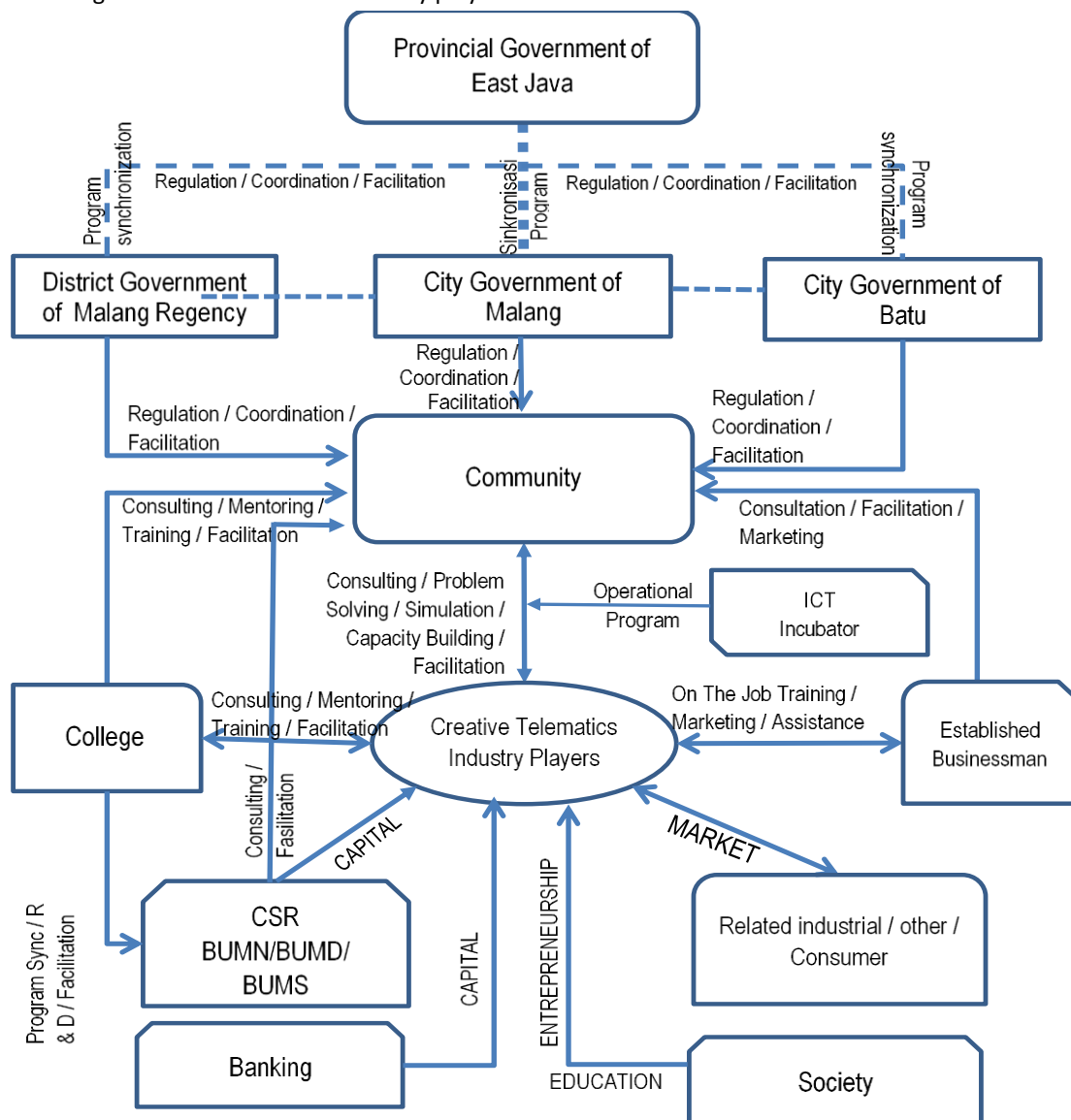


Figure 1. Community-Based Acceleration Model Of Entrepreneurship Growth and Development
 Source: Supanto and Fristin (2017)

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D. Priority 4: Assistance

Assistance in the form of grants is usually the most requested by telematics creative industry players. One of the contributing factors is its less effort. Although assistance is also important to be given, it must have a significant impact and not make the telematics creative industry lazy. The community and business incubators are good means to provide assistance, both capital and equipment, to the newly developing telematics creative industry.

The results of the research stated training as one of the most important programs in accelerating the growth and development of entrepreneurship in the community-based telematics creative industry in the Malang Raya area. Therefore, it was identified the types of training that were most needed by telematics industry players in Malang Raya, the appropriate instructors and target audiences, post training (post training), and expectations of the role of stakeholders. For this purpose, researchers have identified the types of training needed based on the opinions of the actors in the community-based telematics creative industry in the Malang Raya area.

The types of training needs needed by actors in the creative telematics industry in order to grow and develop the creative telematics industry in the Malang Raya area are shown in Figure 2. Based on Figure 2 it can be seen that the need for telematics training in the Malang Raya area according to the actors of the creative telematics industry is quite even. The training needs include Animation training, Cinematography training, Videography training, Computer Maintenance training, Photography training, Web Development training, and Entrepreneurship training. The type of animation and entrepreneurship training is the most chosen by respondents (16 respondents). Meanwhile Computer Maintenance and Web Development training was chosen at least by the actors in the creative telematics industry in Malang, 11 and 12 people respectively.

The type of animation training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya area according to the perpetrators of the creative telematics industry is 3D Animation (three dimensions). Conversely, 2D hybrid animation is the lowest type of animation training needed.

The type of cinematographic training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya area according to the actors of the creative telematics industry is cinematographic production training.

The type of videography training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya area according to the perpetrators of the creative telematics industry is digital motion pictures. In contrast, training in storage devices is the lowest type of training.

The type of Computer Maintenance training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya area according to the actors of the creative telematics industry is training in Managing Files & Programs. On the contrary, antivirus training is the type of training that is of the lowest interest for the perpetrators of the creative telematics industry in the Malang Raya region with only 6 people selected.

The type of Photography training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya area according to the actors of the creative telematics industry is Photography Design training. Conversely, Photography Basic training is a type of training that is somewhat less desirable.

The type of Web Development training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya region according to the perpetrators of the creative telematics industry is Web Design. Conversely, Web Hosting training is a type of training that is somewhat less desirable.

The type of entrepreneurship training that is most needed in order to grow and develop the creative telematics industry in the Malang Raya region according to the actors of the creative telematics industry is entrepreneurship training, especially in the Business and Financial Management training and Marketing Management. In contrast, Production Management training is a type of training that is somewhat less desirable.

In order to give a positive impact in accordance with the expectations of all parties, training must be on target. The target audience of appropriate training in order to grow and develop the creative telematics industry in the Malang Raya area according to the actors of the creative telematics industry are the actors in the creative telematics industry, and students.

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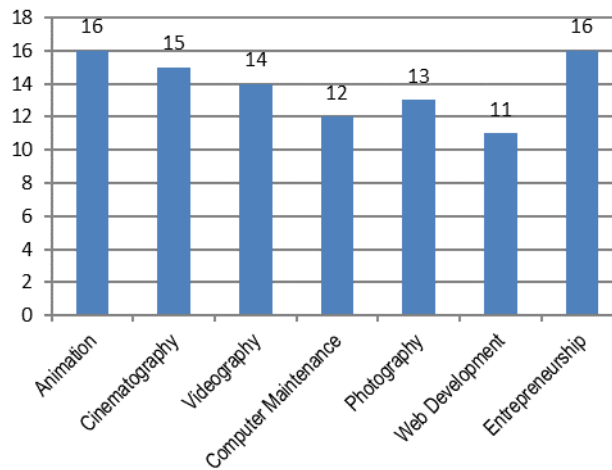


Figure 2. Types Of Training Needs

Good training requires instructors who have adequate expertise and experience. Appropriate training trainers in order to foster and develop the creative telematics industry in the Malang Raya area according to the perpetrators of the creative telematics industry is a community and professional telematics.

One important indicator of the success level of entrepreneurship growth and development training in the field of creative telematics industry in the Malang Raya area is increasing interest and motivation to start new entrepreneurs in the field of creative telematics industry or develop existing businesses. Various expectations were expressed by the perpetrators of the creative telematics industry in the Malang Raya area after attending entrepreneurship training and development in the field of creative telematics industry.

Most of the training participants hope to share the knowledge they get from training with enthusiasts of the creative telematics industry in their respective regions, establish new businesses, and also motivate the people around them to establish and develop businesses in the Creative Industries field Telematics.

Some businesses in the creative telematics industry who take part in the training choose to develop their businesses. The main choice for developing business in the field of creative telematics industry from the training participants is to collaborate with other people, rather than starting a new business independently.

Further coaching of trainees is an important aspect in the growth and development of entrepreneurial interests in the field of creative telematics industry in Malang Raya area, especially after attending trainings. Most of the trainees wanted further training in addition to technical assistance and management assistance.

One important factor for the success of the growth and development of entrepreneurship in the field of creative telematics industry in the Malang Raya area is the role of stakeholders. These parties include regional governments in the Malang Raya area, industry, academics, and society (telematics community). The local government is one of the stakeholders who are most interested in the growth and development of the creative telematics industry in their respective regions. Expectations on the role of government include assisting in providing or facilitating work apprenticeship programs, and supporting the Telematics Creative Industries business by facilitating various affairs, especially licensing, providing guidance or business assistance, assistance in the publication of creative telematics industry developments in the region, organizing various telematics competitions, support the adjustment of the education curriculum to the needs of the creative telematics industry, and the provision of facilities for development. The industrial world is also one of the stakeholders who have an interest in the growth and development of the creative telematics industry in their respective regions. Economic growth driven by the growth and development of the creative telematics industry will also have a positive impact on the business. Expectations for the industrial world include an active role in organizing and supporting trainings in the field of telematics, willing to become an internship place, especially the advanced telematics industry, aggressively promoting telematics products and activities within the region and outside Malang Raya. The academics is also one of the stakeholders who eager to provide an active role for the growth and development of the creative telematics industry in the Malang Raya area. They can take a role in community service (community services). Expectations for the academics include opening or providing vocational study programs that focus on the field of telematics, joining in various telematics training, providing a means to expose telematics products, as well as adjusting the curriculum to industry needs namely information technology and communication that is developing rapidly nowadays.

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Telematics community plays an important role in disseminating telematics products to the wider community, becoming a medium of communication between actors in the creative telematics industry, participation in various trainings, organizing various telematics events, and high concern for the development of telematics creative industry in their respective regions.

CONCLUSIONS

Based on the results of the research, some conclusions can be drawn as follows: (1) Training in the field of telematics is a major requirement in order to develop the creative telematics industry in the Malang Raya region, in addition to assistance, facilitation, and assistance; (2) Priority training programs that are important to be done by taking into account several indicators, namely the availability of trainers, availability of funds needed, training facilities and infrastructure, availability of time, number of training enthusiasts, and trends in market needs are: 3D Animation Training, Financial Management Training and Capital Business, Marketing Management Training, Cinematographic Production Training, Digital Motion Pictures Training, Photography Design Training, Managing Files & Programs Training, and Web Design Training.

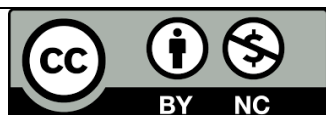
Based on the research conclusions, several suggestions are proposed as follows: (1) Local governments should take part, among others, facilitating work apprenticeship programs, supporting and assisting telematics creative industry businesses by facilitating various licensing matters, providing guidance or business assistance, publication assistance, organizing various telematics competition events, support for adjusting the education curriculum to the needs of the creative telematics industry, and providing facilities for development; (2) The industrial world can take part in organizing and supporting trainings in the field of telematics, willing to become an internship place, especially the advanced telematics industry, aggressively promoting telematics products and activities within the region and outside Malang Raya; (3) The academics should take part through community service, studies on the development of Creative telematics industry in the region, involvement in various training programs, and adequate facilities support, opening field vocational study programs telematics, active in various telematics training, providing a means to expose telematics products, as well as adjusting the curriculum to the needs of the ICT industry; (4) Telematics community can take a role in disseminating telematics products to the wider community, becoming a medium of communication between actors in the Creative telematics industry, participation in various trainings, organizing various telematics events, and high concern for the development of Telematics Creative Industries in their respective regions respectively; (5) Advanced training hopes will continue to be carried out in order to develop entrepreneurship in the Creative telematics industry in the Greater Malang area. The participants who have received training are expected to be able to share or share the knowledge they get to the enthusiasts of the Creative telematics industry in their area so as to encourage the growth of the Creative telematics industry in their home region.

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