

## **ENTREPRENEURSHIP SUPPORT: A CONTENT ANALYSIS APPROACH**

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**Abstract** - Entrepreneurship support for start-up and developing businesses are sought to free the ability of entrepreneurship to address a number of economic and social challenges. However, the significant scale of many such efforts raises a question regarding the ability of politicians and civil servants to intervene effectively in the support of entrepreneurs. This article aims to understand the entrepreneurship support regarding the key players and their role to enhance the ability of entrepreneurship. This research used two case studies to compare the similarities and differences among the cases. The first study observed the entrepreneurship supports in the food sector business and the music school business.

Keywords: entrepreneurship support, food industry, music school

### **INTRODUCTION**

Entrepreneurship support for start-up and developing businesses represents a great industry in terms of public and personal sector decision as innovative answers are sought to free the ability of entrepreneurship to address a number of economic and social challenges. The government, non-profit organization, and business association have made interventions to support enterprise and start-up business (Bernet, 2014). Such interventions have sought to deal with the social exclusion (OECD/EC, 2015).

However, the significant scale of many such efforts raises a question regarding the ability of politicians and civil servants to intervene effectively in the support of entrepreneurs (Arshed, Carter, & Mason, 2014). The effective support from the government needs to be assessed in relation to the wide range of non-government provision available (Mallet, 2016).

It is essential to identify business ecosystem where innovations in entrepreneurship support are proving effective, which are likely to be rooted in a specific context and

attuned to the needs of particular stakeholders rather than a one-size-fits-all approach (Bernet, 2014). This relates to the need to consider new ways of considering how to develop or facilitate these forms of support, for example through anchor institutions (Smallbone, Kitching, Blackburn, & Mosavi, 2015) or as entrepreneurial ecosystems (Spingel, 2015) and this raises important questions about the ease of transplanting innovations from one context for implementation in another.

This article aims to understand the entrepreneurship support regarding the key players and their role to enhance the ability of entrepreneurship. This research used two case studies to compare the similarities and differences among the cases. The first study observed the entrepreneurship supports in the food sector business and the music school business.

## **LITERATURE REVIEW**

The entrepreneurship theory springs from two main streams, i.e. Kirznerian and Schumpeterian. The Kirznerian focuses on the discovery process over business possibilities, while Schumpeterian concerns on breakthrough innovation (Sundqvist, Kyläheiko, Kuivalainen, & Cadogan, 2012). The concept of entrepreneurship refers to the initiative to establish a new venture as a personal challenge for self-employed (Kroeck, Bullough, & Reynold, 2010). As entrepreneurship has been acknowledged as a key method for improving economic development, the policies being enacted to support entrepreneurs and the advocacy of all forms of entrepreneurship is inherently good (William & Huggins, 2013).

There are two types of entrepreneurial support: the external and internal entrepreneurial support. The internal entrepreneurship support includes strategy, funds, for entrepreneurship, entrepreneurship education, staff development, and active teaching methodologies, while the external involves institutional and industrial context (Markuerkiaga & Caiazza, 2016). Entrepreneurship support with aims to encourage people who have never considered starting a business is unlikely to be cost-effective given the low growth potential (William & Huggins, 2013).

The business information and advice can be accessed through membership organisations (Bernet, 2014), personal networks (Ceci & Iubatti, 2012), universities (Pugh, Hamilton, Jack, & Gibbons, 2016) and professional business services such as accountants (Marriott & Marriott, 2000). The scale of non-governmental provision in some contexts has led to the emergence of an 'enterprise industry' comprising advisers ready to offer guidance and support on how to start, grow and sustain successful businesses (Mallet, 2016).

The role of government policy for entrepreneurship support relates to the entrepreneurial practices, which was targeted at encouraging entrepreneurship by making a favorable environment for the entrepreneurs (Obaji & Olugu, 2014). There are many challenges to promote supporting ecosystem for entrepreneurship, including market failure occurs, such as monopoly, asymmetric information, negative externalities, and fair competition (Pratono & Sutanti, 2016).

The university is facilitating a wider network of interested organizations and individuals in order that further opportunities, synergies, and best-practice sharing can be explored as widely as possible (Pugh, Hamilton, Jack, & Gibbons, 2016). By virtue of building and maintaining social relationships and networking, local business associations may be able to create relational and social capital and therefore an innovative environment (Jain, 2011). Hence, good governance can be adopted, using best practice from elsewhere, and relationships with businesses and governments can be built up over time (Pugh, Hamilton, Jack, & Gibbons, 2016). While the professional relationship is pertaining to relationships occur among members in the industry, clients, suppliers and competitors (Bahrin, Pandiyan, & Gopal, 2017).

## **RESEARCH METHOD**

The orientation of this research is basic research with aim to support the entrepreneurship theory regarding the changes in the social world, the cause of things that happened and why social relations are in a specific way (Neuman, 2011). The phenomenology approach was adopted to describe the consciousness and experiences of the observed respondents (Johnson & Christensen, 2017).

This research used two case studies to compare the similarities and differences among the cases. The first study observed the entrepreneurs involve in food sector business and the other entrepreneurs that established music school business. Multiple case studies allow the researcher to either indicate contrasting results for expected motives or either augur comparable results in the research (Gustafsson, 2017).

The data collection was carried out between September 2017 and November 2017, which involved observation, interview, and document review. The researchers conducted interview in a face-to-face interview using open-ended question. This type of data collection allowed the reviewer to get information directly. This type of data collection involved the reviewing existing documents, such as the WhatsApp group discussion.

To gain the valuable information the researcher, the researchers immersed in the observed activities of the targeted communities. This allows the researchers to the need for flexibility with respect to observed communities. This study involved both WA group discussions, which provided valuable evidence from the observed case study. Hence, the researchers adopted the unstructured interview.

## **FINDINGS**

This study indicates that the main key players in the two case studies, food business and music business, are government, membership organization, social media, personal networks, and also universities. The similarities of key player role between both of the case studies are in the membership organization and social media sections. In the membership organization, it is found that both of the case studies utilizing Whatsapp as an application to provide information regarding the business process.

The purpose of this application is to provide a place for to discussing, exchanging important data, and providing information between members. In the social media sections, both of the case studies using YouTube as a place to gather idea, for developing a new innovation. Fish and Creameries gathers the idea for selling fish waffle ice cream was from Korean street food vlog in YouTube. While in music, as a teacher or performer, they can find the material for music theories or music

arrangement from YouTube that can be use for competition, exam, or even teaching which bring a new innovation way to adding references for their own good.

(RQ1) Who are the key players in entrepreneurship and how do they support in entrepreneurship?

Government, membership organization, social media, personal networks, and universities are the key players in the entrepreneurship. Without their contribution entrepreneurs will be difficult to developing new innovation. These key players support in different ways. From the government side, they can support entrepreneur by providing event and enforce policies for every event organizer who are organizing public events. Mostly membership organization in entrepreneurship is using informal group, which is Whatsapp, this application is used for providing important information regarding to the group progress. The next one is social media, which becomes a platform to support innovation ideas for every entrepreneur in developing their business. Personal networks will support entrepreneurship by supporting the funding for business investment or it can be introducing close friends to his or her business partner. The last one is university, which supports entrepreneurship by providing market access and networks.

(RQ2) How the entrepreneurship support influences innovation?

In a business, entrepreneurship support is playing major role during the progress of the business, because without any entrepreneurship support it is hard for business to process by itself. All of the key players will bring huge impact to the business, without their support entrepreneurs will experience difficulty in developing the business start from the innovation, market access, development of the business, and acknowledgement from the government. In a business, entrepreneurs need to maintain good relationship with all of the key players in order to achieve the goals of the company.

## **THEORETICAL IMPLICATION**

The researcher concludes in general innovation in business can be obtained from the nearest friends, group or community, who opens a market access for entrepreneurs and they combine something, which has existed with adding new innovation to create something new, which can exploit market. This results corresponds to Schumpeter

theory which defined entrepreneurship as innovation and not imitation and entrepreneurs as individuals who exploit market opportunity through technical and/or organizational innovation. In food business it is necessary to always create something new, which can attract people to consume it. It needs innovation that is different from the other business so it can exploit market and booming. Entrepreneurs can combine ingredients that already existed and create something is not available yet.

In music business, it is useful if they have music license from government, it means that the music institutions are acknowledge by government, so it is easy for them to help developing the music business in many ways. Entrepreneurs need to contribute with government in order to get license and recognition from the government, since activities under the banner of the governance of economic development includes designing and running programs to support entrepreneurship, innovation, and business growth (Pugh, Hamilton, Jack, & Gibbons, 2016).

Both food and music business will not develop if they do not have membership organization, social media, personal networks, and universities. All of them are connecting to each other, it cannot be separated, and entrepreneurs need an innovation from social media and personal networks. Beside innovation they also need market access that can be done through membership organization, personal networks, and universities. In business reality, how entrepreneurs run their business it seems always depend on their connection, social community, membership organization, and also social media. They cannot separate these key players in order to keep their business growing and developing. Kindness of building and maintaining social relationships and networking, local business associations may be able to create relational and social capital and therefore an innovative environment (Jain, 2011). Furthermore, the presence of personal and professional relationships of trust improves innovation diffusion through increasing the speed and quality of knowledge sharing (Pratono, 2018).

Entrepreneurs start their business by finding their partner that can be trust in managing their business together, it starts in universities or other institutions where they facilitating a place where entrepreneurs can find who they trust, it is the same with the theory that Pugh et al (2016) stated which an important role that the university has taken is as a network enabler and university is facilitating a wider network of interested organizations and individuals in order that further opportunities,

synergies, and best-practice sharing can be explored as widely as possible. The opportunity to network with other actors and program partners, to learn from each other, and to share experiences has already proven.

## **RESEARCH LIMITATION**

It is important to note that this study concerns on two case studies: food and school-music industries. We encourage future researchers to further examine from entrepreneurship support from different industries, which may imply on the different role of entrepreneurship supports. Despite these limitations, we believe that this study provides a contribution to help entrepreneurship researchers discern the unobserved heterogeneous behaviors. In addition, the researcher suggests there will be an empirical study to identify the most important key players in business.

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