Mentoring Activities of Digital Startup Competition "Samarinda Hackathon" Towards SMART Ibu Kota Nusantara

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Abstrak

Pertumbuhan bisnis dan ekonomi di suatu daerah didukung dengan adanya transformasi digital. Masyarakat banyak beralih menggunakan teknologi digital untuk menunjang aktivitas bisnisnya. Sehingga, lahirlah peluang membuat sebuah ide-ide bisnis yang berbasis digital atau yang dikenal bisnis startup. Diskominfo Samarinda menyelenggara kompetisi membuat startup digital yaitu Samarinda Hackaton dalam rangka mendukung digitalisasi untuk pertumbuhan daerah terutama dengan turut memberi dukungan pada pembangunan ibu kota negara Indonesia (ibu kota Nusantara). Pada kompetisi tersebut terdapat kegiatan mentoring sebagai upaya pendampingan edukasi peserta dan dari proses kegiatan ini diharapkan mempunyai manfaat yang berkelanjutan. Peserta tidak hanya menerapkannya pada kompetisi ini melainkan juga dapat membangun bisnis secara nyata. Selain itu, kegiatan ini juga berkenaan dengan salah satu pilar Indonesia Emas 2045 yaitu mempunyai sumber daya manusia yang unggul. Kegiatan ini berlangsung selama 2 hari bertempat di kota Samarinda. Kegiatan mentoring dilakukan oleh 12 mentor yang berafiliasi dari Diskominfo kota Samarinda, komunitas 1000 Startup Digital, Relawan TIK Kalimantan Timur, para akademisi, dan beberapa praktisi. Kegiatan mentoring diawali dengan pemaparan materi oleh para CEO startup digital, sesi tanya jawab, lalu melakukan sesi pendampingan peserta dengan membuat desain sprint, hingga melakukan sesi konsultasi. Hasil atau capaian dari kegiatan mentoring yang dilakukan ialah dapat dilihat peserta yang dapat membuat desain sprint yang lebih terarah dan terkonsep sebagai perancangan bisnis startup dan antusias semangat peserta yang terlihat setelah mendapat motivasi dan berbagai saran dari para mentor.

Kata Kunci: Bisnis Startup Digital, Mentoring, Teknologi Digital, Startup Digital

Abstract

Business and economic growth in a region is supported by digital transformation. Many people are switching to using digital technology to support their business activities. Thus, the opportunity to create digital-based business ideas or what is known as a startup business was born. The Samarinda City Communication and Informatics Agency held a digital startup competition called Samarinda Hackathon in order to support digitalization for regional growth, especially by supporting the development of the capital city of Indonesia (Ibu Kota Nusantara). In the competition, there were mentoring activities as an effort to assist participants' education and from this activity process, it is hoped that it will have sustainable benefits. Participants not only apply it to this competition but can also build a real business. In addition, this activity is also related to one of the pillars of Indonesia Emas 2045, namely having superior human resources. This activity lasted for 2 days in the city of Samarinda. The mentoring activity was carried out by 12 mentors affiliated with the Samarinda City Communication and Information Office, the 1000 Digital Startup community, East Kalimantan ICT Volunteers, academics, and several practitioners. The mentoring activity began with a presentation of material by digital startup CEOs, a question and answer session, then a participant mentoring session by creating a sprint design, and conducting a consultation session. The results or achievements of the mentoring activities carried out can be seen in the participants who can create sprint designs that are more focused and conceptual as startup business designs and the enthusiasm of the participants which can be seen after receiving motivation and various suggestions from the mentors.

Keywords: Digital Startup Business, Mentoring, Digital Technology, Digital Startup

I. INTRODUCTION

The digitalization era that brings people flocking to transform using digital technology. People are starting to be literate in digital technology to support the progress of business and economic growth in their areas. Digital business growth brings many conveniences and positive impacts on the environment. Digital business as a business activity that involves digital technology in its operational activities (Hartatik et al., 2023). Digital business offers significant potential to improve the quality and relevance of entrepreneurship education (Queen et al, 2024). Digital startup business is a business that starts by utilizing digital technology through online media and digital startup business methods cannot be separated from innovation in technology trends and the acceleration of the growth of Information and Communication Technology (ICT) (Musnaini et al., 2020). The increasing use of the internet every year creates business opportunities that are quite broad and developing from startup businesses (Bakhar et al., 2023). Every time a new digital startup appears with almost the same features as one another, the skills, innovation and creativity that young people tend to have must be applied (Prastya Nugraha and Wahyuhastuti, 2017). Based on data released by startupranking.com, Indonesia is ranked 5th in the world with 2,200 startups. The distribution of startup businesses in Indonesia is 522 in Jabodetabek, 115 in Sumatra, 113 in East Java. The development of startup businesses has a positive impact on domestic economic growth (Pasigai and Jusriadi, 2024).

The Indonesian government is also actively implementing digitalization in every work program. Samarinda City Communication and Informatics Agency is collaborating with Information and Communication Technology (ICT) Volunteer East Kalimantan to create an activity that forms a business idea competition in the form of a digital startup. Digital startups are characterized by digital product innovations supported by software that are then developed and commercialized as a result of entrepreneurship (Kurowski, 2024). This activity is expected to form an idea of creativity and innovation in the community in contributing with digital technology as a solution to existing problems in the East Kalimantan province so that it can influence the growth of the Ibu Kota Nusantara (IKN) which is currently under construction. This activity is expected to be a means of supporting the growth of the Smart, Sustainable, and Inclusive IKN, and the city of Samarinda as the capital of the East Kalimantan province and also as a buffer city for the IKN can become a center of economic progress in Central Indonesia. The statement was quoted from the speech of the representative from the Samarinda City Communication and Information Agency. Samarinda City, which is the capital of the East Kalimantan province and a supporter of the IKN, now has the potential for the development of digital startups. (Aksenta, et al ,2024). The determining factors for business success for start-up businesses include good HR/Team, the right timing, and also sufficient ideas and funding (Jaya et al. , 2017). The title of the activity carried out is Samarinda Hackathon 4.0 X #Hack4ID: Smart IKN.

Mentoring activities are part of this activity. This mentoring activity also aims to be a way to disseminate tips for forming a digital startup business. The importance of this activity is to be an education that can be beneficial for participants, not only for this competition but also to actually build a real business. This activity is also related to one of the pillars of the vision and mission of Indonesia Emas 2045, namely having superior human resources. Mentoring is a kind of assistance to support and encourage in developing

a business (Saripah et al., 2022). Mentoring activities are also guided by academics and practitioners who are experienced in their fields. Mentoring is a dynamic relationship that leads to creativity, professional growth, and mastery of problem-solving techniques (Kamarudin et al., 2020). Some of the characteristics of mentors include active listening skills, the ability to provide constructive comments, and the ability to open the door to open communication and support all ongoing activity processes (Al Hilali et al., 2020). Participants in this activity are general in nature, participants can be present from all walks of life and they are very interested in doing business in the digital startup sector or who want to become more professional digital startup activists. The participants here are beginners or those who are already digital startup activists.

The term "startup" often refers to technology or web-based businesses. Startups as a whole have six characteristics, namely: (1) The company is more than three years old; (2) The number of employees in the company is approximately 20 people; (3) Revenue is $100,000/year; (4) The company is still in the early stages of development; (5) The company operates in the technology sector; and (6) Products made in the form of digital applications (Bist, 2023). This digital startup activist section also consists of hustlers, hackers, and hipsters. Hustler is a person who is responsible for the running of the company's business development whose duties are shared with the project manager. Hackers in the company are people who are experts in the field of technology where hackers have the task of being web developers, and also other technologies used by the company. Hipsters in the company are people who are experts in the field of designing ui/ux where hipsters are a team with hackers who are interconnected with each other (Siagian and Santoso, 2022). Digital startup founders are expected to have the following characteristics: (1) digital startup owners, such as website creators, application creators, game developers, software developers, and so on; (2) have started a business for approximately 3 months; (3) are part of the initial founders (part of team founder) (Dessyana and Riyanti, 2017).

II. METHOD

The implementation method of this mentoring activity is in the form of lectures/presentations of materials, questions and answers and consultations in Figure 1. The implementation of this mentoring activity began with a presentation of materials by the CEO of Kukerja, Aprianto, followed by a question and answer session. After the question and answer session, a mentoring session was held guided by the CEO of Turbin, Irwan Phan. Participants were divided into 15 teams and were given a mentor for each team to conduct a consultation session on solutions to the problems that had been analyzed. The mentoring session ended when the participants presented a sprint design for the solutions that had been consulted.

The participant mentoring activity consisted of 12 mentors from the Samarinda City Communication and Information Agency, the 1000 Digital Startup community, East Kalimantan ICT Volunteers, academics, and several practitioners. The academics involved were lecturers in the field of Information Technology at universities in East Kalimantan and several practitioners, namely CEOs and programmers from digital startup companies that had been running for a long time. The mentoring activity was held on Friday, October 13, 2023 at Fox Samarinda Hotel at 8 am – 4 pm.
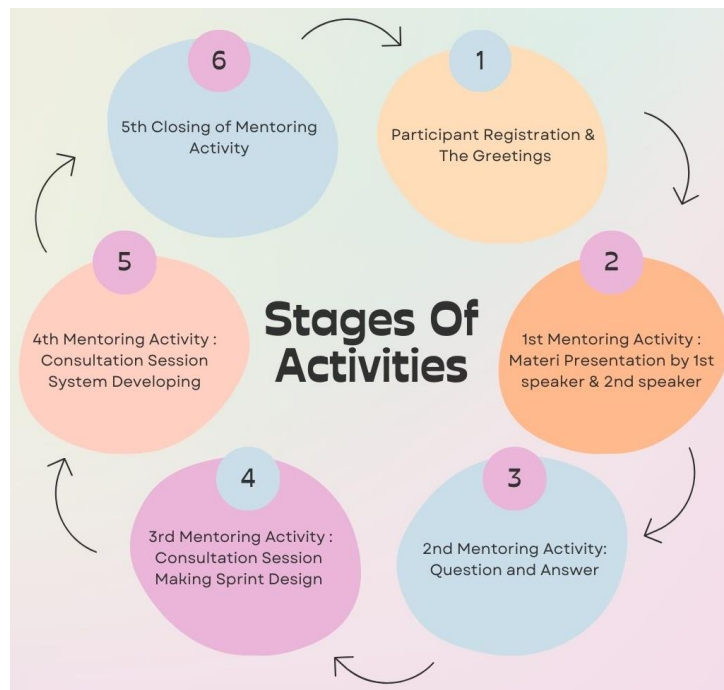
Figure 1. Stage of Mentoring Activities

III. RESULT AND DISCUSSION

It began with the provision of sprint design material explained by Aprianto as CEO of Kukerja. Sprint design is an initial step or mapping used to spark a digital startup idea. In the sprint design, there is a problem mapping, namely finding problems, impacts, parties involved, to problem boundaries. Then, he provided solution ideas and told how to create a digital system design. This was followed by a question and answer session, as can be seen in Figure 2 below. Some of the questions include how to technically observe problems on site, deal with clients, and how to determine the impact of the problem and prioritize which is the impact and profit first in starting a digital startup business. Aprianto explained that he had to be very active during the observation process until conducting interviews with related parties. Clients or customers in business must be given trust and the benefits obtained when using the product. Impacts must be seen from small to large. Impacts and profits must always be considered, when looking at the impact, the first is to ensure that there is no detrimental impact for all parties involved so that there are no losses incurred, both material and non-material losses and it is still ensured that there is profit.

Figure 2. Q&A activities during material presentation

Figure 3. The Mentoring Session was hosted by the CEO of Turbin

After the lunch break, the next mentoring activity was guided by Irwan Phan as the CEO of Turbin. He directed each team to consult and follow the directions of each mentor that had been determined. In In Figure 3, Irwan Phan lead a team consultation session with each mentor. The speaker also provided tips on running a startup business. In Figure 4, there is a consultation session between each team and their mentor. Mentors are randomly assigned to each group. After that, in Figure 5, participants wrote down the sprint design that had been created based on consultation with the mentor. Participants created a sprint design that contains the problems, impacts, and solutions what they wanted to create.

Figure 4. Each team's consultation session with the mentor

Figure 5. Mentoring session for creating sprint designs by each team

After the consultation session, participants wrote the sprint design on a paper that had been provided, then participants explained the sprint design until the afternoon. The sprint design includes the type of problem, solution, and what participants will contribute to their startup business. The activity went smoothly and the enthusiasm of the participants was seen during the question and answer session and presentation of the sprint design from the results of the mentoring that had been carried out.

IV. CONCLUSSIONS

The mentoring activity for participants in the Samarinda Hackathon digital startup competition aims to be a medium of education and provision in doing startup business. In addition, participants can provide various solution ideas in the form of digital systems for each problem in the surrounding environment and from the competitions that are held can expected to be able to realize business and economic growth in the

local area so that, it also keep support the growth and progress of the region in the ibu kota Nusantara. The results or achievements of the mentoring activities carried out can be seen in the participants who can create sprint designs that are more focused and conceptual as startup business designs and the enthusiasm of the participants which can be seen after receiving motivation and various suggestions from the mentors.

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