

Model Ekosistem Digital untuk Mendukung Inkubator Bisnis Universitas XYZ dan Pengembangan Startup Digital: Peluang, Tantangan, dan Model Bisnis = Digital Ecosystem Model to Support XYZ University's Business Incubator and Digital Startup Development: Opportunities, Challenges, and Business Model

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Abstrak

Pertumbuhan ekonomi digital Indonesia diharapkan mencapai US\$133 miliar pada 2025, didorong oleh meningkatnya penetrasi internet, pertumbuhan kelas menengah, dan kemajuan teknologi. Fenomena ini memunculkan sejumlah startup digital, namun tantangan utama muncul terutama terkait peran perguruan tinggi sebagai inkubator. Meskipun memiliki potensi, mereka dihadapkan pada kendala pendanaan dan sumber daya manusia yang terbatas. Tingkat kegagalan startup yang tinggi juga menjadi hambatan untuk pertumbuhan ekosistem. Penelitian ini difokuskan pada kontribusi inkubator bisnis universitas, dengan Universitas XYZ sebagai studi kasus. Tinjauan pustaka mencakup aspek kunci seperti ekosistem digital perguruan tinggi, rantai nilai produk startup, pengembangan bakat digital, dan peran inkubator bisnis. Selain itu, penelitian sebelumnya tentang karakteristik startup dan inkubator bisnis di Indonesia, serta peran universitas dalam kewirausahaan, menjadi landasan teoretis. Metode penelitian melibatkan pendekatan kualitatif, dengan wawancara manajer inkubator dan pendiri startup sebagai sumber data. Hasil analisis tematik menunjukkan kontribusi positif inkubator bisnis universitas terhadap pertumbuhan ekonomi digital, sambil mengidentifikasi tantangan seperti kesulitan investasi dan kurangnya talenta digital. Kesimpulan dan saran penelitian menegaskan peran kunci universitas dalam mendukung ekosistem kewirausahaan digital di Indonesia. Dukungan berkelanjutan diperlukan untuk mengatasi tantangan pascatahap awal, termasuk kolaborasi yang kompleks dan penguatan ekosistem secara menyeluruh.

..... The anticipated digital economic growth in Indonesia is projected to reach US\$133 billion by 2025, driven by increased internet penetration, the expansion of the middle class, and technological advancements. This phenomenon has given rise to numerous digital startups; however, the pivotal role of universities as potential incubators faces challenges, particularly in terms of funding constraints and limited human resources. The high failure rate of startups also poses a hindrance to ecosystem growth. This research focuses on the contributions of university business incubators, with XYZ University serving as a case study. The literature review encompasses key aspects such as the digital ecosystem in higher education, the value chain of startup products, digital talent development, and the role of business incubators. Additionally, it incorporates previous studies on the characteristics of startups and business incubators in Indonesia, as well as the role of universities in entrepreneurship, forming the theoretical foundation. The research methodology employs a qualitative approach, involving interviews with incubator managers and startup founders as primary data sources. Thematic analysis results indicate the positive contributions of university business incubators to digital economic growth, while also identifying challenges such as investment difficulties and a shortage of digital talent. In conclusion, the research underscores the pivotal role of universities in supporting the digital entrepreneurship ecosystem in Indonesia. Sustained support is essential to address post-initial stage challenges, including complex collaborations and the comprehensive strengthening of the

ecosystem.