

Nurturing Soft Skills and Entrepreneurial Mindsets: The BMC International Competition Experience

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Abstrak

Perkembangan teknologi saat ini mengalami perubahan yang cukup signifikan, termasuk dalam dunia bisnis dan kewirausahaan. Peningkatan kewirausahaan bertujuan untuk mengurangi pengangguran dan meningkatkan perekonomian masyarakat. Dalam menjalankan bisnis, strategi merupakan cara untuk mencapai tujuan profit, pertumbuhan, dan keberlanjutan. Oleh karena itu, orientasi dan perencanaan jangka panjang dalam strategi bisnis merupakan hal yang krusial untuk dilakukan. Fenomena yang terjadi saat ini menunjukkan bahwa banyak bisnis startup yang berkembang, namun tidak sedikit juga yang jatuh. Beberapa penelitian dan survei telah dilakukan, dan salah satu penyebabnya adalah perencanaan dan penciptaan nilai bisnis yang kurang matang. Salah satu model bisnis yang dianggap memadai adalah Business Model Canvas (BMC), sebuah alat bantu manajemen untuk merencanakan konsep bisnis, infrastruktur, dan keuangan perusahaan yang dapat diaplikasikan tidak hanya oleh bisnis startup namun juga oleh bisnis yang sudah berjalan. Workshop bisnis dan kompetisi ini bertujuan untuk memberikan pemahaman kepada mahasiswa mengenai pentingnya kewirausahaan dan mendorong tumbuhnya pola pikir kewirausahaan dalam diri mahasiswa, khususnya di Indonesia dan Malaysia, dengan memperkenalkan dan mendalami BMC. Setelah memahami konsep BMC, mahasiswa akan mengikuti kompetisi untuk menyalurkan ide-ide kreatif dan inovasi sebagai calon wirausaha baru. Melalui upaya ini, diharapkan pemahaman dan motivasi mahasiswa akan meningkat, sehingga memungkinkan mereka untuk memulai pendirian perusahaan yang berkelanjutan, sehingga berkontribusi pada mitigasi masalah pengangguran yang meluas. Selain itu, inisiatif ini juga merupakan sarana yang efektif untuk mengasah kemampuan soft skill mahasiswa yang meliputi pemikiran analitis, ketajaman konseptual, serta kemahiran dalam berkomunikasi dan presentasi.

Kata kunci: Business model canvas, kompetisi BMC, Indonesia, Malaysia, pengangguran.

Abstract

Technology development today significantly changes, including in business and entrepreneurship. The increase in entrepreneurship aims to reduce unemployment and improve the community's economy. In running a business, strategy is a way to achieve the goals of profit, growth, and sustainability. Therefore, long-term orientation and planning in business strategy are crucial things to do. The current phenomenon shows that many startup businesses are growing, but not a few are also falling. Several studies and surveys have been conducted, and one of the causes is immature planning and business value creation. One of the business models considered adequate is the Business Model Canvas (BMC), a management tool for planning business concepts, infrastructure, and company finances that can be applied not only by startup businesses but also by existing businesses. The business workshop and the competition aim to provide students with an understanding of the importance of entrepreneurship and encourage the growth of an

entrepreneurial mindset in students, especially in Indonesia and Malaysia, by introducing and exploring BMC. After understanding the BMC concept, the student will join the competition to channel creative ideas and innovations as prospective new entrepreneurs. Through this endeavor, it is anticipated that students' comprehension and motivation will be enhanced, enabling them to embark on the establishment of sustainable enterprises, thereby contributing to the mitigation of the pervasive issue of unemployment. Furthermore, this initiative is an efficacious means for nurturing students' soft skills encompassing analytical thinking, conceptual acumen, and communication and presentation proficiencies.

Keywords: *business model canvas, BMC Competition, Indonesia, Malaysia, unemployment*

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Introduction

Unemployment is still a significant concern in developing countries, including Indonesia. The demographic dividend experienced is one of the primary triggers that need to be considered by several developing countries, especially in anticipating unemployment. The excellent control and management of the demographic dividend undoubtedly positively impact the country's economic development. In addition, some research results showed university graduates are among the most significant contributors to unemployment (Adha et al., 2022; Huu et al., 2022). Therefore, the role of education and universities is essential in minimizing unemployment in developing countries.

One of the efforts to minimize unemployment is to encourage entrepreneurship among students (Strachan, 2018). University support is vital in supporting and stimulating entrepreneurial intentions for students (Su et al., 2021). Entrepreneurship is not just a creative and innovative activity that utilizes the resources owned as optimally as possible to reach opportunities and profits. Furthermore, entrepreneurship is a mindset and critical thinking in analyzing situations, market needs, competition maps, and finding opportunities. An entrepreneurial mindset can grow when a person has specific characteristics, such as being creative and innovative, disciplined towards time, working according to targets, taking risks, adapting to change, and various other supporting characteristics. Referring to the demands of 21st-century skills, the 4C pillars, such as critical thinking, creativity, communication, and collaboration, also have an essential role in supporting entrepreneurial success.

Based on data reported by Sea Group (2019), entrepreneurs are the top choice for young Indonesians in their careers. Therefore, this can be an excellent opportunity to create young Indonesians who can minimize unemployment and increase employment in Indonesia (KataData, 2019a). In addition, the university also strives to foster and provide education on entrepreneurship through entrepreneurship courses in the curriculum, training, and workshops in entrepreneurship. Furthermore, entrepreneurship competitions trigger an increase in students' entrepreneurial interest.

The developments and technological changes are the characteristics of Industrial Revolution 4.0 that led to a disruptive economy (Roblek et al.,

2016). Therefore, agility is essential to face change. The current digital transformation significantly impacts the development of entrepreneurship in the world. From a positive perspective, the development of technology and information offers the easiness for entrepreneurs to be more creative in developing and implementing business ideas.

Currently, many startup companies are rapidly growing along with technological developments. Based on data obtained from Startup Ranking (2022), Indonesia is the highest startup producer in ASEAN as of April 2022, with two having decacorn status, namely GoTo and J&T. This shows that technological development is a crucial opportunity that entrepreneurs in Indonesia can utilize. However, based on data from US News and World Report in 2019 Best Countries, Indonesia is three positions below Malaysia regarding entrepreneurship dimensions in 2019 (KataData, 2019b). This report shows a gap in the entrepreneurial climate between Indonesia and several countries in ASEAN, such as Singapore and Malaysia. Therefore, the supporting and holistic entrepreneurial climate is a concern in the future. In addition, the last few years have also seen many startup companies fail and are forced to exit the marketplace.

Several factors influence the results of entrepreneurship rankings among countries in ASEAN, one of which is the expertise or skills of young entrepreneurs in initiating and starting a business. Every year, numerous small businesses are initiated in developing nations. Nevertheless, over 25% of these enterprises do not survive beyond their inaugural (McKenzie & Sansone, 2019). Therefore, long-term orientation in business planning and business value creation is crucial (Markopoulos et al., 2020). One framework that can be used to plan a business and create value in every business process is the Business Model Canvas developed by A. Osterwalder and Y. Pigneur. By using the nine elements in the BMC framework, prospective entrepreneurs not only focus on the planning aspect but can also identify things that can potentially add business value to each element in BMC (Branislav Mičičeta et al., 2020). Therefore, to encourage the success of young Indonesian entrepreneurs to grow and be competitive, the proposing team intends to organize a Business Model Canvas (BMC) Workshop to increase the competitiveness of prospective young entrepreneurs in Indonesia. This workshop will collaborate with Universiti Malaysia Sabah, one of the universities in Malaysia, to gain insight into how effective strategies inspire entrepreneurial intentions among students, start a competitive and implementable business, and survive during competition and business turbulence.

Based on the situation analysis described above and technological developments, many startups have sprung up since the industrial revolution 4.0. However, a few were forced to retreat and did not continue because of several things (Forbes, 2021). Research conducted by (Bazan et al., 2019) showed that value creation plays a significant role in the sustainability of a business. In this case, value creation is a crucial part of the Business Model Canvas (BMC). Therefore, to support and make a business sustainable, it is necessary to hold training and mentoring on BMC. In addition, this proposal also proposes to hold a competition to evaluate the success of the training and mentoring that has been carried out.

Implementation Method

The implementation of this community service activity comprised several stages as follows:

1. **Situation Analysis Stage**
During this phase, the executing team conducted a situational analysis to identify the issues and needs of project partners, and previously articulated concerns. The executing team collaborated with the Faculty of Business, Economics, and Accounting at Universiti Malaysia Sabah (FBEA UMS). Through the discussions held, it was determined that the BMC framework emerged as one of the alternative solutions to be utilized within a sequence of competitions. The BMC framework is preferred due to its simplicity in business planning, while concurrently addressing critical aspects, such as the generation of added value within each element of the BMC (Branislav Mičičeta et al., 2020).
2. **Implementation Stage**
In the implementation phase, various sequences were initiated, commencing with event promotion, the preliminary stage, the mentoring stage, business proposal selection, and the pitch deck session (final stage).
3. **Evaluation Stage**
In this stage, an evaluation of the activities was carried out to identify areas in need of improvement with to optimize the achievement of the project's objectives.

Discussion

These are the details of the activity implementation:

1. **Situation Analysis Stage**
In this phase, the executing team examined of the current situation, where unemployment has emerged as a pressing phenomenon. Studies have also indicated that the prevalence of unemployment in Indonesia predominantly pertains to graduates (Adha et al., 2022; Huu et al., 2022). Concurrently, the prospects for students to venture into entrepreneurship appear promising; however, this potential has yet to be aligned with a comprehensive understanding of sound business practices. Subsequently, the executing team coordinated with the partner institution, FBEA UMS, to explore alternative solutions to address this issue. Conclusions drawn from this coordination and focus group discussions affirmed that one fundamental framework deemed capable of enhancing students' business comprehension is the employment of the Business Model Canvas (BMC) framework. To further bolster motivation and provide students with practical experiences, the executing team found it imperative to provide knowledge and experiences of initiating businesses utilizing the BMC concept, achieved through the BMC International Competition.
2. **Implementation Stage**
 - **Event Promotion**
The implementation of the activity begins with coordination with Universiti Malaysia Sabah (UMS) as a co-host. Furthermore,

promoting activities is carried out by distributing activity e-flyers through social media and Universitas Negeri Jakarta (UNJ) partners at home and abroad. Promotion of activities is carried out during May 2023, with the registration process from May 8 - May 21, 2023.



Figure 1. e-Flyer BMC International Competition

During registration, participants were asked to create a BMC video related to their business idea and upload it to the Youtube channel.

- **Preliminary Stage**

After the registration stage ended, 47 teams participated in the beginning from Indonesia and Malaysia, wherein the distributions of business idea domains comprised 30% each in the food and beverage sector and service sector, 15% in the home appliances and handcrafts sector, 9% in clothing accessories sector, 6% in the beauty & cosmetics sector, and other sector for the rest. Furthermore, from 47 teams, the best 20 BMC videos were selected to enter the next stage. The assessment stage was carried out by three judges selected on June 1 - 16, 2023.

- **Mentoring Stage**

Before the mentoring stage, they were directed to attend the Technical Meeting, which was held on June 28, 2023. This stage aims to provide a technical explanation of the event handbook related to implementing future activities. After the technical meeting, participants then attended the Mentoring Stage on July 4, 2023. This stage aims to provide insight and sharpen students' business skills in implementing the business ideas that have been made. The mentoring stage presented two speakers, Mr. Shandy Aditya, a lecturer from UNJ, to present material related to Business IDEATION, and Dr. Ang Hong Loong, a lecturer from UMS with Business Competitiveness and BMC material. This stage was conducted online through Zoom meetings.



Figure 2. Business Competitive Material delivered by Dr. Ang Hong Loong

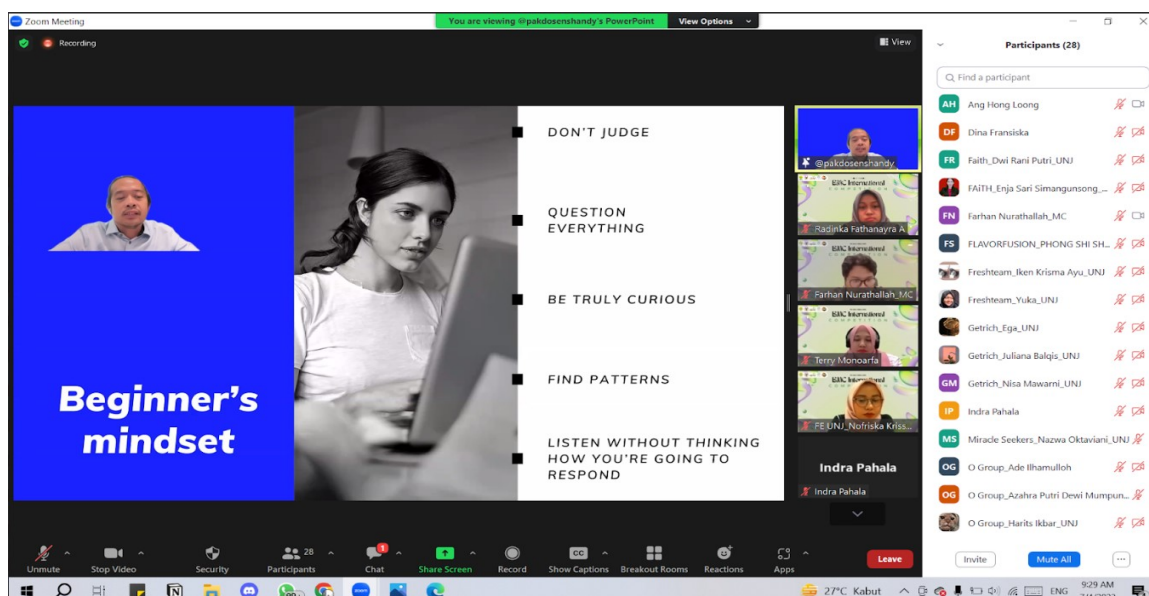


Figure 3. Business IDEAtion material delivered by Shandy Aditya

- BMC Proposal Selection**
After participating in the mentoring stage, the best 20 teams created their business idea proposals in a predetermined template. This stage aims to evaluate their understanding and ability to comprehensively present their business ideas in writing. Ten teams will be selected to participate in final pitch deck session. The proposal assessment will be conducted on July 12-18, 2023.
- Final Stage**
The final stage was conducted online on July 27, 2023. The ten best teams presented their business ideas to the judges in person. The judges were Mr. Shandy Aditya, a lecturer at FE UNJ; Dr. Sylvia Nabila Azwa Binti Ambad, Associate Professor from Universiti Teknologi Mara; and business practitioners from Djournee.id, Mr.

Indra Fahlevy. Each team presented their business idea for 10 minutes, followed by a 10-minute question and answer session. This stage aims to see the participants' ability to present business ideas, the potential of business ideas, and the participants' ability to argue. After the pitch deck session, the committee accumulated the scores given by all judges to find the winners. The BMC International Competition 2023 winners are shown in the figure 4.



Figure 4. Winner Announcement of BMC International Competition

The first winner of the BMC International Competition is Getrich Team from UNJ. The business idea is "Feashiel", a sunscreen product that is an anti-mosquito too. The second winner of the BMC International Competition was Flavorfashion from UMS. The business idea is "UFO Tart", a traditional cake often known as Cow Dung Tart. The third winner of the BMC International Competition was Triple Thrive from UMS. Their business idea is "Stuprofitz", an application to help student entrepreneurs find their target market.

3. Evaluation Stage

From the evaluation conducted by the committee, the following information was gathered:

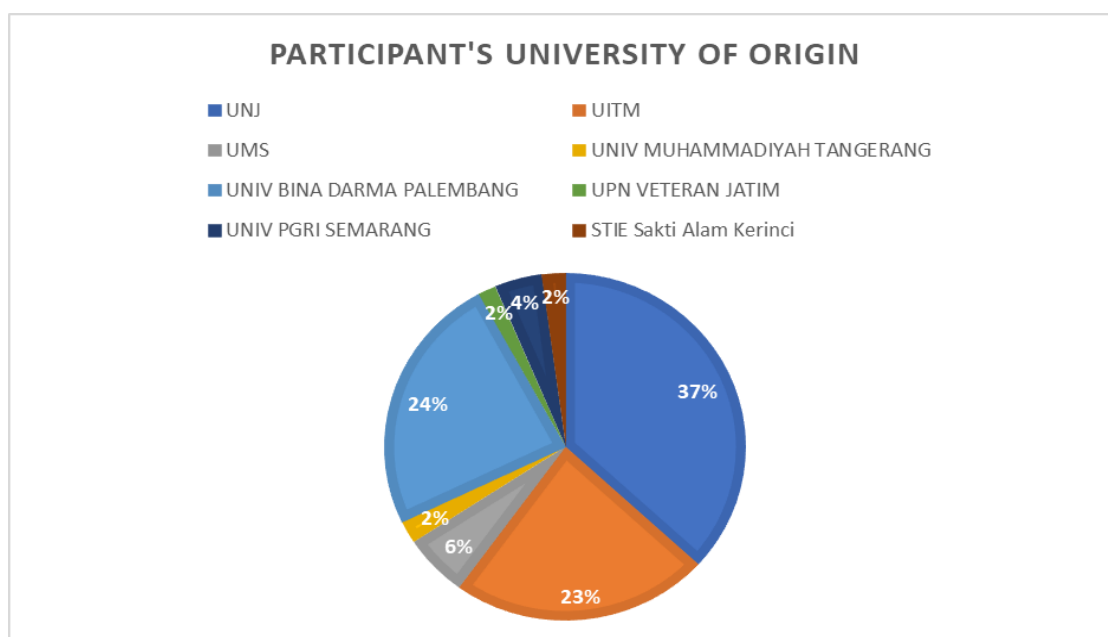


Figure 5. Participants Universiti of Origin

As shown in from Figure 5, 37% of participants come from Universitas Negeri Jakarta, 24% from University Bina Darma Palembang and 23% from Universitas Teknologi Mara Malaysia. Based on the evaluation conducted regarding the implementation of the activity, the following results have been obtained:

Table 1. Activity Evaluation Result

No	Evaluation items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	In mentoring session, speaker's expert in the topics (BMC, business ideation and business competitiveness).	0.0%	2.0%	7.8%	37.3%	52.9%
2	During mentoring session, speakers are communicative and engaging when delivering the material.	0.0%	0.0%	9.8%	41.2%	49%
3	During mentoring session, the material presented is relevant to my needs and expectations	0.0%	2.0%	11.8%	39.2%	47.1%
4	During mentoring session, speakers answer to participants' questions properly.	0.0%	0.0%	9.8%	43.1%	47.1%
5	Good facilities during mentoring sessions (zoom meeting, sound, video, etc.)	0.0%	0.0%	35.3%	39.2%	49.0%
6	Time allocation for material delivery and discussion was enough to strengthen my knowledge.	0.0%	2.0%	9.8%	43.1%	45.1%
7	My understanding about business has improved and I am ready to start practicing my business.	0.0%	0.0%	11.8%	33.3%	54.9%
8	Overall, the BMC International Competition organizing committee has served well for information needs.	0.0%	2.0%	5.9%	41.2%	51.0%
9	Overall, the implementation of the competition was good.	19.6%	2.0%	5.9%	43.1%	49.0%

From the provided table, it is evident that the execution of activities meets the participants' expectations. Several inputs from the participants have been noted as observations for the organizers, particularly concerning the non-standardized information platform, which has resulted in an incomplete flow of information. Furthermore, additional internal constraints include the timing of the activity overlapping with the academic schedules and final exams of several Malaysian students. This has led to suboptimal participation by some attendees throughout the activity phases. As this activity has an international scope, future endeavors should incorporate considerations for timing that can be accommodated by all parties involved.

Conclusion

This endeavor spanned approximately three months, commencing in May and concluding in July 2023. The participants encompassed 47 teams representing diverse universities and higher education institutions in both Indonesia and Malaysia, with a collective participation of 182 students. The sequence of activities encompassed several phases, beginning with preparations, followed by the implementation stage, which featured mentoring activities within the BMC Workshop, culminating in a competition. The final phase involved an evaluation conducted by the executing team to discern areas necessitating improvement and to assess the achievement of the project's objectives. Through this endeavor, it is anticipated that students' comprehension and motivation will be enhanced, enabling them to embark on establishing sustainable enterprises, thereby contributing to the mitigation of the pervasive issue of contemporary unemployment. Furthermore, this initiative is an efficacious means for nurturing students' soft skills encompassing analytical thinking, conceptual acumen, and communication and presentation proficiencies.

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