

HOW LEGAL ENTREPRENEUR AND REGULATION IMPACT TO LO-CAL BUSINESS EMERGING MARKET INDUSTRY IN INDONESIA: BASELINE ANALYSIS?

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ABSTRACT

This research study aims to analyze the impact between entrepreneur and local business mechanisms with regulation. This research is qualitative research and using an online questionnaire to collect the data from local people as a participant. This study uses non-probability sampling with purposive sampling. The data analysis technique was used is meta-analysis. The results were showed by the impact in business platform industry. In contrast, advantages of business are relatively straightforward with a new strategy. Besides that, a high demand for young entrepreneur becoming available in Indonesia, which is entrepreneur be able to sell up their product with legal system. In term of many rules, as an entrepreneur can survive with factoring system for local communities by pride local wisdom version off. This research study had opportunity such as new in-sight, experience, and influence rather than attempting to memorize business concepts. However, the business preparation with legal system would be find out inner creativity during pandemic covid-19. It would be better equipped to put the baseline information into it is proper context like respect to the overall business plan. Related to this result, it is created to goals after made collaboration with stakeholder and local government by real business.

Keywords: young generation, local community, business mechanisms, legal system

INTRODUCTION

On the other hand, smaller start up local industry tend to be more focused or inspiring by external needs, perhaps because of their own internal motivations have not yet been fully developed. It is not to said that these industry did not have any selfish motivations, but they are usually better positioned to be driven by somebody's passion to make a difference in the world. In this case, the internal reward for young entrepreneur serving as a result rather than as a primary driver to get a legal term for their business for product.

Strategy for non-profits organizations might have similarly with generation characteristics. This research has a purpose about a charitable service for local community in district areas. They probably exist because an external need had inspired each other with strategic business driven as usually as reflect to the inspiration by expert business or mentor. However, there is not a self serving motivation that might exist as well as business tools.

Certainly, these kinds of business project areas with law strategy as a motivation to keep the organization solvent and to keep it is employees or local community as long as they can collaboration day to day. Nevertheless, the core reasons for the organization can exist and continue with satisfaction by external needed. Legally, it had chartered to address any business condition. In contrast, an inspiration outweighs by motivate the strategic result follows in kind.

This research study would be discuss a product design with legal system and achieve goals for uniqueness strategy by Z and millennial generation. Inspiration for local community in this districts areas turns into drives success and just going through the motions that success begins to fade away. Ultimately, this is hardly research proof, but still use intuition now with observation local business product in the world.

TEORITICAL FRAMEWORK

A first theory comes from Dr. Michael E. Porter, one of the preeminent strategy think for the time about business and local product in many scope. It would be difficult to write a book that relate with this draw influence. However, strategy without making a new reference, either directly or indirectly at least one of Porter's with many prominent works on the subject in business strategy by international platform industry.

In this theory, Hallmark books about Competitive Strategy in the first publication (1980). Porter's said that many business outlines by three generic strategy that industry could use and help with many categories and business guide. Beside that business strategy had three device of local business such as two dimensions:

- a. How narrow strategic target is
- b. What type of advantage for industry or local product bring to the market place

Drawing a Business

Many outputs are enable for business industry with technology and to categorize fro three overarching like a bucket, namely:

- a. Cost Leadership: It means maintenance by a cost advantage for industry

- b. Differentiation: It means a different product or business advantage for industry wide basis
- c. Focus: It means focus with specific needs for a narrow target market, whether those something needed by satisfaction through cost or differentiation about local product

METHODOLOGY

This research study aims to conduct a baseline analysis to take every opportunity and to connect baseline information with something that young generations are passionate about. For instance, local product, target market, or simply competitive business driven to achieve goals in digital platform industry. Some of passion between Z and Millennial generations would be support and help shape with the strategy in exciting and interesting new different ways by technology.

Based on these business research areas, it was used by key words with new ideas, local product, and strategy with legal system. Many articles are search by online databases through www.sciencedirect.com published from 2012 to 2022 and books related to innovation, entrepreneurs, international business, and local areas in district areas in Indonesia.

This research had some criteria such as:

1. Scientific articles have been discussed by business capacity and local business for economic and management as independent variables, associated with innovation in various forms of local product.
2. Articles using in English text or sources
3. Articles have published years from 2012-2022

Based on predetermined criteria, 10 articles were captured by initial stage which was discussed by unique business ideas and different process for win as a young entrepreneur.

This research methodology had sorting through a baseline information with the high business level and viewed by valuable time, then develop a more visionary and strategy in term of legal system for start up business.

RESULTS

BASELINE ANALYSIS

This analysis can capture with many convenient business format. It can be easily for references through the rest of the strategic process. It would be details information about baseline analysis. Because of baseline analysis had a purpose to give quick and accurate data snapshot for data. It will include for all elements that have been talked with military analogy using slightly modified by business terminology as follows:

- a. Business Industry
- b. Motivation
- c. Competitors
- d. Customers
- e. Company / Capabilities

Company /Capabilities	Competitors	Customers	Industry
Financial Performance	Financial Performance	Market Size	Definition
Market Share	Market Share	Market Trends	Geography
Systems	Systems	Target Segments	Political Trends
Human Resources	Human Resources	Segment Performance	Economic Trends
Core Competencies	Core Competencies	Demographics	Social Trends
Global Footprint	Global Footprint	Needs	Technology Trends
Products & Portfolios	Products & Portfolios	Preferences	Other Trends
Strengths	Strengths	Opportunities	Opportunities
Weakness	Weakness	Threats	Threats

Figure 1.1 Baseline Analysis

There is an infinite amount for detail information that it could be relate with analysis in a few category for business system. However, it can get started with legal and to challenge for the law of diminishing returns.

In contrast, it to complete analysis of business, it should be gather as much information as possible, as long as that entrepreneur is relevant to strategic of motivation. In this case, it is not necessary to try to squeeze for all of this qualitative data into a slide with four quadrant and related with figure 1.1. Instead of the baseline analysis with a unique template, which is designed to be more of business tool or checklist, for gathering information by supporting system with young entrepreneur plan.

It might be helpful, begin to process with design thinking of these baseline categories in terms of internal and external dimensions. It will help anything and compare about event outside in local business industry. Nevertheless, it will be happen inside of industry. Thereby, it giving a more balance view of entire current-state business situation. The motivation and local industry or capabilities dimension will become internal by baseline analysis. Whereas, three dimensions are perform with external baseline analysis, which is highlighted differentiation legal system for business template.

Reflect on The Past Business Performance

The business processes through the baseline exercise for young entrepreneur, it would be important not only to understand for activities today, but also to reflect on how you have been there before with action. It would be give any critical clues as to what happen in the business future for millennial and Z generation. Baseline analysis would be inspiration to ask and share key questions in the future based on business pattern.

Company /Capabilities	Competitors	Customers	Industry
Performance Trends Over Time	Performance Trends Over Time	Market Trends Over Time	Industry Trends Over Time
Company History	Historic Motivations	Historical Needs Impacts	Historical Industry Trend Relationships
Lessons Learned	Repetitive Patterns	Buying Patterns	Cause and Impact Patterns
What Worker	What Worker	Reactions to Industry Trends	Impact for Company / Competitor Peformance
What Did Not Work	What Did Not Work	Reactions to Company / Competitor Moves	Impact on Customer Trends
How can you use this information to predict an outcome of potential future actions?	How can you use this information to anticipate what your competitors might do in the future?	How can you use this information to anticipate how customers will be reactor to potential in the future actions for business?	How can you use this information to anticipate the potential impacts for the future industry trend changing?

Picture 1.2 Backward-Looking Baseline Analysis

CONCLUSION

This research study had a point by business process between local industry and international with legal system. It has been explore for the present and past elements using a few analysis, then recollection proficient for a local product. In this business areas, all the inputs would be begin thinking about the business future and to determine the ultimate path such start up by young generation. In conclude, a fully prepared by baseline analysis and a strong foundation for knowledge. It time to tap find out intuition and to catch up creativity after pandemic covid-19.

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