



STRATEGY FOR DEVELOPMENT OF HIGHER EDUCATION BUSINESS INCUBATORS IN EMPOWERING ENTREPRENEURS BASED ON LOCAL WISDOM IN WEST SULAWESI

Muh. Irwan T¹, Muhammad Nasir Hamzah², Abdul Wahab³, Rahman Ambo Masse⁴

¹Universitas Al Asyariah Mandar, Indonesia

²Universitas Muslim Indonesia, Indonesia

^{3,4}Universitas Islam Negeri Alauddin Makassar, Indonesia

Author Correspondence Email: muh.irwan@mail.unasman.ac.id

ABSTRACT

The main problem in this research is what is the potential of university business incubators in West Sulawesi? What is the government's role in supporting university business incubators in West Sulawesi? And what is the strategy model for developing a business incubator in empowering entrepreneurs based on local wisdom in West Sulawesi. The type of research used in this research is qualitative research with an ethnographic approach. This research was located at Alasyariah Mandar University, Polewali Mandar Regency and West Sulawesi University, Majene Regency. Data collection methods through observation, interviews and documentation. Data analysis is carried out by reducing research data, displaying (presenting data) and drawing conclusions. The results of this research reveal that the potential for university business incubators in West Sulawesi has great potential to develop, this is demonstrated by the potential for tourism, culinary and plantations as well as the number of existing UMKM. The government's role in supporting university business incubators in West Sulawesi does not yet exist because there are no regulations and special budget allocations in developing business incubators in universities. As for the development strategy model carried out in local wisdom-based entrepreneurial empowerment efforts, namely being involved in the Ministry of Education and Culture's programs through matching fun, empowering villages, UMKM and BUMDES, also involving entrepreneurs, UMKM in expo activities which are held every year in College.

Keywords: Business Incubator Potential, role of government, Development strategy model

1. INTRODUCTION

Business incubators in Indonesia are experiencing development, especially business incubators under the auspices of universities. Development occurs in line with the growth of the digital economy. As business incubators develop, they experience growth, mainly managed and established by higher education institutions. According to Al Aidhi (et al) the function of business incubation is as a catalyst for turning innovative ideas into viable commercial entities. It provides startups with a structured framework for refining concepts, developing strong business models, and building minimum viable products. By offering a wide range of customized support services, incubators nurture startups through critical stages of development, helping to bridge the gap between idea generation and market entry.¹

The birth of business incubators in Indonesian universities marks an important phase in the nation's efforts to encourage innovation and entrepreneurship. This origin story has its roots in the early 2000s when the concept of incubators gained traction as a means to bridge the gap between academia and industry. At this point, the Indonesian government began to realize the need to create an environment that supports the growth of startups and facilitates the transformation of innovative ideas into viable businesses.² Many universities abroad can be good examples of how important their role is as sources of knowledge and institutions for economic growth, especially in their respective areas. The fields of biotechnology, electronics (car phones), agribusiness, and aerospace and pharmaceuticals will become aspects of future competition. Therefore, it is important that the science and technology curriculum must be built with an eye towards economic aspects or have a business-oriented vision. These opportunities exist in every university in line with world changes, so the learning system must be able to encourage students to have an entrepreneurial spirit, skills and always be able to innovate.

Based on this idea, the curriculum in higher education should always be flexible and dynamic, adapting to changes in the business environment, at least in its region. Universities, which also function as science parks & incubators, have proven to be a key factor in economic growth in the 21st century, especially in their role as directors, inventors and the process of realizing them so that they become products that are healthy and safe for society and the environment.³

The Higher Education Business Incubator is a business incubator that is expected to foster the development of existing businesses in local communities and universities. This incubation takes the form of facilities and preparation of higher education business units that lead to profit centers. However, the problem faced by universities in Indonesia and especially in West Sulawesi in implementing higher education business incubators is that there is no understanding of business incubators themselves. So research and evaluation regarding business incubation is

¹ Al Aidhi, A., Harahap, M. A. K., Rukmana, A. Y., & Bakri, A. A. (2023). Peningkatan Daya Saing Ekonomi melalui peranan Inovasi. *Jurnal Multidisiplin West Science*, 2(02), 118–134

² Grimaldi, R. and Grandi, A. (2005) 'Business incubators and new venture creation: an assessment of incubating models', 25, pp. 111–121. doi:10.1016/S0166-4972(03)00076-2.

³ Habimana, T., Mutambuka, D., & Habinshuti, P. (2018). The Contribution of SWOT Analysis in the Competitiveness of Business Enterprises in Rwanda. *Journal of Economics, Business and Management*, 6(2), 56– 60. 2018. <https://doi.org/10.18178/joebm.2018.6.2.550>

needed in order to formulate an ideal growth and development mechanism for a business incubator. The interesting thing about this phenomenon is that the existence of business incubators in universities, especially in the West Sulawesi region, is still minimal. From 26 universities in West Sulawesi, 7 (seven) universities in Polewali Mandar Regency, 7 (seven) in Mamuju Regency, 7 (seven) in Majene Regency, 2 (two) in Pasang Kayu Regency and 3 (three) in Regency Mamasa. There are only Al Asyariah Mandar University (Unasman) in Polewali Mandar and West Sulawesi University in Majene which have business incubators even though their existence is still relatively new. While there are quite a lot of college graduates but this is not matched by the availability of job opportunities.

The potential for empowering entrepreneurs through business incubators is very large because it is supported by a large number of universities and small and medium enterprises (UKM), ranging from culinary delights, cafés, food stalls, online buying and selling and others. The existence of a business incubator is very important to encourage the growth and development of UMKM. The government through Law Number 20 of 2008 and Presidential Regulation No. 27 of 2013 explains that the existence of a business incubator is very important in creating new entrepreneurs who are competitive, tough, creative and professional. Realizing the importance of the role of business incubators, it is necessary to develop mentoring activities to produce competitive entrepreneurs.⁴

Entrepreneurial empowerment based on local wisdom is an effort to empower local entrepreneurs who suit the characteristics and specificities of a region through business models. In West Sulawesi, for example, there are several businesses and franchises driven by young entrepreneurs, but deficiencies are still found in terms of product branding, permits, certification and target market share, in addition to the lack of government attention in this regard and guidance its development. Hendarman said that models for growing MSMEs include (1) franchise models, (2) partnership models, (3) business incubator programs, and (4) entrepreneurship education patterns in universities and vocational schools developed by government and non-government agencies. Business incubators as a model for growing new business units have their own advantages, namely that the MSMEs/prospective entrepreneurs are educated to master all aspects of business, equipped with facilities and working capital, and assisted intensively.⁵ In this research, the focus is on the entrepreneurial empowerment model through entrepreneurship education patterns, business education models, partnership patterns and university business incubator work programs in empowering local entrepreneurs.

Based on the background previously explained, this research analyzes the strategy for developing university business incubators in empowering entrepreneurs based on local wisdom in West Sulawesi as a laboratory for Muslim entrepreneurs. The author is interested in studying the problems stated in the title: "Strategy for Development of Higher Education Business Incubators in Empowering Entrepreneurs Based on Local Wisdom in West Sulawesi"

⁴ Mubaraki HA, Busler M. 2011. Critical activity of successful business incubation. *International Journal of Emerging Science and Engineering* 1(3): 455-464.

⁵ Hendarman. Kajian Kebijakan PMW (Program Mahasiswa Wirausaha) dalam Jurnal Pendidikan dan Kebudayaan Vol. 17. No. 8. Edisi November 2011, Balitbang, Kemdiknas, Jakarta.

2. METHODS

The approach in this research is directed at revealing the thought patterns used by researchers in analyzing their targets or in other words, the approach is a scientific discipline that is used as a reference in analyzing the object under study in accordance with the logic of that science. Research approaches are usually adapted to the researcher's profession but are not closed the possibility of researchers using multi-disciplinarity.⁶ Therefore, the problem that will be studied in this research is the strategy for developing business incubators in empowering entrepreneurs based on local wisdom in West Sulawesi.

The approach used by researchers is as follows:

1. Ethnographic Approach

Ethnography is also defined as an approach to studying the social and cultural life of a society, institutions and other settings scientifically, using a number of research methods and data collection techniques to avoid bias and obtain accurate dataconvincing. avouchThe interpretive approach departs from efforts to seek explanations about social or cultural events based on the perspectives and experiences of the people being studied.

The ethnographic approach in this research was used to describe, explain and analyze the business incubator development strategy at Al Asyariah Mandar University, Polewali Mandar Regency and at West Sulawesi University, Majene Regency. In connection with this research, the researcher is trying to dig up information about what strategies are suitable to use in an effort to create local wisdom-based entrepreneurs through literature, observations and the interview process with managers and/or entrepreneurs who are being trainedwho knows information about the object to be excavated.

2. Sociological Approach

A sociological approach is needed to understand the dynamics that occur in efforts to develop a business incubator at Al Asyariah Mandar University regarding how to create entrepreneurship based on local wisdom. The sociological approach uses logic and sociological theories, both classical and modern theories, to describe social phenomena and the influence of one phenomenon on other phenomena.⁷ The approach intended here is for researchers to look at the socio-economic phenomena that occur, especially those related to efforts to develop business incubators. citing Shadily's view that "a sociological approach is an approach that studies the order of life together in society and investigates the bonds between humans that control their lives".⁸ According to Muhtadi and Safei, "a sociological approach in research is really needed as an effort to read social phenomena that are small in nature, personal to things that are big."⁹

⁶ Muliati Amin, *Dakwah Jamaah (Disertasi)* (Makassar: PPS. UIN Alauddin, 2010). h. 129.

⁷ Maman, *Metodologi Penelitian Agama: Teori dan Praktek*, (Jakarta: PT. Raja GrafindoPersada, 2006). h. 128.

⁸ Hasan Shadily, *Sosiologi untuk Masyarakat Indonesia* (Cet. IX; Jakarta: Bina Aksara,1983). h. 1.

⁹ Asep Saeful Muhtadi dan Agus Ahmadi Safei, *Metode Penelitian Dakwah* (Cet. I;Malang: Pustaka Pelajar, 2003). h. 60.

3. Islamic Economic Approach

The Islamic economic approach is a way/method used in solving problems based on Islamic economic studies or concepts, especially on aspects of development strategy, entrepreneurship and local wisdom.

Data source

In qualitative research, the data sources are all elements that are classified as objects of this research, namely the business incubator manager at Al Asyariah Mandar University and the business incubator manager at West Sulawesi University and business actors. all of them as sources/informants, this technique was chosen based on the consideration that the informant has the authority and competence to provide information or data. Next, the researcher determines certain requirements that informants must have, meaning that as long as these elements come from the group of informants who are the target of the research, the data and information are always open for the researcher to hear. Maleong stated that the main data sources in qualitative research are words and actions. Words and actions are sources of data obtained from the field by observing or interviewing.¹⁰

The data sources in this research can be classified as follows:

1. Primary data

Primary data is data that is directly obtained from the first data source at the research location or research object.¹¹ in other words, primary data is the collection of data directly at the research location or object being researched or the data obtained. According to Azwar, primary data is a type of data obtained directly from the research object as the information sought.¹² Primary data can be obtained from informants. In this research, the key information (key informants) are: Leaders/managers of the business incubator at Al Asyariah Mandar University and West Sulawesi University, and business actors under the guidance of the university business incubator.

Researchers carry out in-depth analysis and observations to obtain data that supports research. Researchers also interact and build relationships to find out the life background of the informants. Some informants have also been known to researchers for several years, but there are also new informants known to researchers. then the researcher himself is also an educator within the scope of Al Asyariah Mandar University, thus enabling the researcher to know in depth the data related to the research.

2. Secondary Data

Secondary data is data obtained to support primary data. secondary data sources can be shared with; First, conceptual literature review, namely a study of articles or books written by experts that are related to the discussion of the title of this research. The secondary data used includes literature studies by collecting data and studying by quoting theories and concepts from

¹⁰ Lexy J Maleong, *Metode Penelitian Kualitatif* (Cetakan ke-36, Bandung: PT. RemajaRosdakarya, 2017). h. 102.

¹¹ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan* (Edisi Revisi V, Jakarta: Rineka Cipta, 2002). h. 107.

¹² Sifuddin Azwar, *Metodologi Penelitian* (Yogyakarta: Pustaka Pelajar, 1998). h. 91

a number of literature books, journals, magazines, newspapers or other written works or use written documents, drawings, photos or other objects related to the aspect being researched.

Secondly, literature review of previous research results or searching for previous research results that are relevant to the discussion of this research, both those that have been published and those that have not been published in the form of books or scientific magazines along with documents and data related to this research.

Method of collecting data

According to J. Supranto, good data in research is data that can be trusted, is timely, covers a wide area and can provide a clear picture for drawing conclusions. Therefore, the data needed in this writing generally consists of data sourced from field research.¹³ In this research, data collection was carried out by the author through observation, interviews by asking several research questions and documentation, as follows:

1. Observation

Observation is a data collection tool that is carried out by systematically observing and recording the symptoms being investigated.¹⁴ Things to be observed must be considered in detail. Observation is a technique or way of collecting data by observing ongoing activities.¹⁵ This method is used to determine the situation and conditions in the field related to research, especially strategies for developing university business incubators in empowering local-based entrepreneurs in West Sulawesi, so that with this method, the information collected can be accurate research data. This technique is used by researchers to obtain the necessary data, both directly and indirectly, relating to strategies for developing university business incubators in empowering entrepreneurs based on local wisdom in West Sulawesi.

The observation stages in this research include:

- a. Selection of a setting, namely where and when interesting processes and individuals can be observed.
- b. Provide a definition of what can be documented in that observation and in each case.
- c. training for observers so that there is standardization, for example, what the research focuses on.
- d. Descriptive observations that provide a general explanation of the field.
- e. Focused observations are increasingly concentrated on aspects relevant to the research question.
- f. selective observation intended to deliberately capture only the main aspects.
- g. The end of observation is when the completeness of the theory has been reached, that is, if further observation does not provide further knowledge.¹⁶

¹³ J. Supranto, *Metode Riset, Aplikasinya Dalam Pemasaran* (Jakarta: Lembaga Penerbit FE-UI, 1998). h.47.

¹⁴ Cholid Narbuko dan Abu Ahmadi, *Metodologi Penelitian* (Cet.VIII; Jakarta: PT. BumiAksara, 2007). h. 70

¹⁵ Nana Syaodih Sukmadinata, *Metode Penelitian Pendidikan*. h. 72.

¹⁶ Warul Walidin, *Metodologi Penelitian Kualitatif & Grounded Theor* (Banda Aceh: FTKAr-Raniry Press, 2015). h. 128.

So that the truth of the observation results can be confirmed, repeat observations can be made or comparisons can be made with the results of observations from significant others so that the principle of triangulation in qualitative research can be upheld.

2. Interview

Interviews are a data collection technique to obtain verbal information through direct questions and answers with people who can provide information.¹⁷ In other terms, interviews are known as interviews, interviews are a method of collecting news, data or facts in the field. The process can be carried out directly by meeting face to face with the resource person. An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions.¹⁸

In this method the author uses a guided interview technique, namely a method of collecting data by directly conveying a list of questions that have been prepared previously to obtain direct answers from the informant. Open interviews were conducted in depth (in-depth interviews) which were directed at development strategy issues by asking selected informants to obtain the necessary data. The interview technique used was unstructured so that the information obtained had sufficient capacity regarding various aspects of this research.

The steps for conducting an interview include:

- a. Decide who to interview (informant).
- b. Create an interview guide to make the interview more productive.
- c. Create initial actions at the beginning of the interview to create the desired atmosphere.
- d. regulates the pace of the interview and keeps the interview productive.
- e. End the interview and close by presenting the main points learned again to the informant for verification.
- f. Record interviews in field notes.
- g. Follow-up activities to collect data must be identified based on the information provided.

¹⁹

According to Frey, this kind of technique is like a rolling snowball in determining research subjects. There is no minimum or maximum limit for the sample size, the important thing is that it is adequate and reaches data saturation, that is, no new information is determined about the research subject.²⁰

3. Documents

Documents are records of past events, which can be in the form of writing, drawings, or someone's monumental works. Written documents include diaries, life histories, stories,

¹⁷ Husain Usman dan Purnomo Setiady Akbar. *Metodologi Penelitian Sosial* (Cet. IV; Jakarta: PT. Bumi Aksara, 2001). h. 73.

¹⁸ Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, h. 186.

¹⁹ Salim dan Syahrums, *Metodologi Penelitian Kualitatif* (Bandung: Citapustaka Media, 2012). h. 122-123.

²⁰ Suwardi Endarsawara, *Penelitian Kebudayaan: Idiologi, Epistemologi dan Aplikasi* (Yogyakarta: Pustaka Widyatama, 2006). h. 116.

biographies, regulations, policies. documents in the form of images, for example photos, live drawings, sketches and others. Documents in the form of works, for example works of art, which can be in the form of pictures, sculptures, films, etc. Document study is a complement to the use of observation and interview methods in qualitative research.²¹

In detail, documentary materials are divided into several types, namely autobiographies, personal letters, diaries, memorials, clippings, government or private documents, server and flash disk data, data stored on websites and so on.²² This technique is used to find out a number of written data in the field that are relevant to the discussion of this research.

Research Instrument

In principle, data collection is an operational activity so that the actions are in accordance with the actual meaning of research. Data is an embodiment of some information that is deliberately studied and collected in order to describe an event or other activity. Therefore, in data collection several instruments are needed as a tool to obtain sufficient valid and accurate data in a study. The barometer for the success of a research cannot be separated from the instruments used, therefore the instruments used in this field research include; interview guide, camera, recording equipment, notebook and the researcher himself.

In qualitative research, the researcher also acts as a research instrument (human instrument), whose function is to determine the research focus, select informants as data sources, carry out data collection, assess the quality of the data, interpret the data and draw conclusions about the findings.²³ This means that researchers themselves are the ones who find out about data related to business incubator development strategies in creating locally based entrepreneurs. The researcher's position as a research instrument is armed with knowledge, understanding accompanied by the researcher's ability to be objective. This is in line with what Moleong explained that the researcher is the planner, implementer of data collection, analysis, data interpretation, and ultimately the researcher is the reporter of the results of his research.²⁴

Data Processing and Analysis Techniques

Data analysis is a way to process data after research results are obtained, so that conclusions can be drawn based on factual data. Qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, finding what is important to learn, and deciding what can be told others.²⁵

Data analysis obtained and used in discussing this draft is qualitative in nature. Qualitative data is data that is abstract or unmeasurable, such as wanting to explain; the level of trust in the rupiah decreases. Therefore, in obtaining this data the author uses data processing methods that are qualitative in nature, so that in processing the data the author uses the following analysis

²¹ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Bandung: Alfabeta, 2014).h. 219-221.

²² Penalaran UNM, *Metode Penelitian Kualitatif* Situs resmi penalaran, <http://www.penalaran-unm.org/index.php/artikel-nalar/penelitian/116-metode-penelitian,kualitatif.html>(27 November 2015).

²³ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. h. 219-221.

²⁴ Moleong, Lexy J, *Metode Penelitian Kualitatif*. h. 168.

²⁵ Lexy J Moleong *Metodologi penelitian kualitatif*. h. 248.

techniques: data in a study is really needed and is even a very crucial part of several previous research steps. According to Hamidi, when analyzing data, researchers should also return to the field to obtain data deemed necessary and process it again.²⁶ Most of the data obtained and used in discussing this research is qualitative. Qualitative data is data that is abstract or unmeasurable, such as wanting to explain; the level of public trust in the value of the rupiah has decreased.

The data analysis model in this research follows the concept provided by Miles and Huberman. Miles and Huberman revealed that activities in qualitative data analysis were carried out interactively and took place continuously at each stage of the research until it was completed. In this sense, qualitative data analysis is an ongoing, iterative, and ongoing effort. The problem of data reduction, conclusions (drawing/verifying) becomes a picture of success sequentially as a series of analysis activities that follow each other. Therefore, in obtaining this data the author used.²⁷ The data processing method is qualitative in nature, so that in processing the data the author uses the following data analysis techniques:

1. Data Reduction (Data Reduction)

Data reduction referred to here is the process of selecting, focusing attention on simplifying, abstracting and transforming "rough" data sourced from written notes in the field.²⁸ This reduction is expected to simplify the data that has been obtained in order to make it easier to conclude research results. In other words, all research results from the field that have been collected are selected again to determine which data is appropriate to use.

2. Data presentation (Data Display)

Presentation of data that has been obtained from the field related to all research problems, choosing between what is needed and what is not, then grouped and then given problem boundaries.²⁹ From the presentation of this data, it is hoped that it can provide clarity and supporting data.

3. Comparative Analysis Techniques (Comparative)

In this technique, researchers examine data that has been obtained from the field systematically and in depth and then compare the data with other data before drawing a conclusion.

4. Conclusion Drawing (Conclusion Drawing/Verification)

The next step in analyzing qualitative data according to Miles and Huberman as written by Sugiono is drawing conclusions and verification, each initial conclusion put forward is still temporary and will change if strong evidence is found that supports it at this stage next data collection.³⁰ If the conclusions put forward at the initial stage are supported by valid and consistent

²⁶ Hamidi, *Metodologi Penelitian Kualitatif: Aplikasi Praktis Pembuatan Proposal dan Laporan Penelitian* (Cet.III; Malang: UNISMUH Malang, 2005). h. 15.

²⁷ Miles dan Huberman, *Analisis Data Kualitatif*. Terjemahan Tjetjep Rohendi Rohidi (Jakarta: Universitas Indonesia (UI-Press), 2009). h. 20

²⁸ Sugiono, *Metodologi Penelitian Kuantitatif dan Kualitatif dan R&D*. h. 247

²⁹ Sugiono, *Metodologi Penelitian Kuantitatif dan Kualitatif dan R&D*. h. 249.

³⁰ Sugiono, *Metodologi Penelitian Kuantitatif dan Kualitatif dan R&D*. h. 253.

evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.³¹

The conclusions made must be relevant to the research focus, research objectives and research findings that have been interpreted and discussed. Remember research conclusions are not research summaries. In making conclusions, the data analysis process continues by looking for the relationship between what was done (what), how it was done (how), why it was done that way (why) and what the results were (how is the effect).³² Therefore, in every activity, especially in scientific research, it is required to draw conclusions from all the data that has been collected, starting from data that has been reduced or not and does not rule out the possibility that the data that has been concluded will give birth suggestions from researchers to those being studied.

Data Validity Testing

According to Sugiyono, the validity of the data includes tests of credibility (internal validity), transferability (external validity), dependability (reliability) and confirmability (objectivity).³³ However, in the research process carried out in the Kajang tribal community, the validity test is described as follows:

1. Test Credibility

This criterion is to fulfill the data and information collected must contain truth value, which means that the results of qualitative research must be trustworthy by critical readers and acceptable by the people (respondents) who provided the information collected during the study. Information takes place. The trustworthiness of qualitative research data is often doubted because it is not considered to meet the requirements for validity and reliability. According to Sugiyono, trust in research data can be done in the following way:

a. Increase persistence

Increasing perseverance means making careful and continuous observations

b. Triangulation

According to William Wiersma, quoted by Sugiyono, triangulation in credibility testing is defined as checking data from various sources in various ways and at various times.

c. Using reference materials

Reference material is support that proves the data found by researchers.

In order for the research results to obtain results with high credibility, Lincon and Guba recommend seven techniques that need to be carried out by researchers who carry them out, including:

- 1) Prolonged Engagement means that the researcher must stay at the research site long enough to understand or experience for himself the complexity of the situation.

³¹ Hardani, *Metode Penelitian Kualitatif & Kuantitatif*. h. 170

³² Hardani, *Metode Penelitian Kualitatif & Kuantitatif*. h. 172.

³³ Sugiono, *Metodologi Penelitian Kuantitatif Kualitatif dan R&D*. (Cet.VI; Bandung:Alfabeta, 2007). h. 270.

- 2) Persistent Observation, continuous observation is a technique used to understand a phenomenon in more depth.
 - 3) Triangulation or looking at something from various angles, meaning that verification of findings uses various data sources and various data collection methods.
 - 4) Peer Debriefing, asking research colleagues (not participants who know the research field) to ask various questions, to avoid the possibility of biases caused by the researcher.
 - 5) Negative Case Analysis is an analytical procedure used by researchers to "refine" conclusions until certainty is obtained that the conclusions apply to all cases without exception.
 - 6) Referential Adequacy Checks, in the form of archiving data collected during field research.
 - 7) Member Check, one very important technique for increasing the credibility of qualitative research results is involving participants (subjects) to review them.³⁴
2. Defentability Test

The defentability test is conducting an audit of the entire research process in the field by an independent editor or supervisor to audit the researcher's overall activities in conducting research. These criteria can be used to assess whether the qualitative research process is quality or not. The best way to determine that the research results can be maintained (dependable) is to use the dependability audit technique, namely by asking an independent auditor to review the activities carried out by the researcher (in the form of notes called an "audit trail"), in addition to data/information notes from the field.³⁵

3. Confirmability Test

researchers test the results of their research and link them to the processes that have been carried out in the field.³⁶ This criterion is used to assess whether the research results are quality or not. audit confirmability is related to the question of whether the data and information as well as interpretations and so on in the research report are supported by the materials available/used in the audit trail. If the confirmability audit has decided that the research results have met the four research standards (truth value, applicability, consistency, and neutrality) then the research results can be said to be acceptable. Thus, there are 3 data validity tests in this research, namely credibility test, defentability test, and confirmability test.

3. RESULTS AND DISCUSSION

From the research conducted, it was found:

1. Potential for higher education business incubators in West Sulawesi

Business incubators in Indonesia are experiencing development, especially business incubators under the auspices of universities. Development occurs in line with the growth of the digital economy. As business incubators develop, they experience growth, mainly managed and

³⁴ Denzin, dkk. *Handbook of Qualitative Research*. (Terj. Dariyatno dkk. Jogjakarta: PustakaPelajar, 2009). h. 114.

³⁵ Hardani, *Metode Penelitian Kualitatif & Kuantitatif*. (Yogyakarta: Pustaka Ilmu Grup, 2020). h. 201.

³⁶ Sugiyono, *Metode Penelitian Kualitatif*. h.184.

established by higher education institutions. In the province of West Sulawesi, with a total of 26 universities spread across 5 districts and as many UMKM as there are, there is great potential to form a business incubator, but of the 26 universities there are only 2 (two) universities that have business incubators, namely Al Asyariah Mandar University and West Sulawesi University. This has not provided maximum effort in serving and empowering existing entrepreneurs, so that existing universities still need to establish incubators business and how to implement strategies in its development.

2. The role of the government in supporting university business incubators in West Sulawesi

From the research results, it was found that there is no significant government role in supporting the development of business incubators in universities, in terms of capital assistance and facilities, this is because there are no regulations and budgets prepared in the Provincial and Regency APBD. Seeing the potential that exists both in terms of the number of entrepreneurs and businesses as well as the number of universities in West Sulawesi gives great hope for its development. On the other hand, government attention and support is still minimal in this empowerment effort, so synergy and strategy are needed as well as cooperation between university business incubators and local governments in efforts to empower local entrepreneurs.

3. Development strategy model carried out by universities in empowering entrepreneurs based on local wisdom

Various efforts and forms are carried out by university business incubators to develop efforts to empower entrepreneurs and UMKM in West Sulawesi. Starting with an expo which is held every year by the West Sulawesi University (Unsulbar) business incubator, however the enthusiasm of entrepreneurs in this activity is still minimal. The strategy used is for business incubator managers to be involved in village empowerment and assistance programs through the matching fun program, national vocabulary from the Ministry of Education. through this program, university business incubators can be directly involved in developing UMKM and Village-Owned Enterprises (Bumdes) such as the program for establishing tourist villages, culinary tourism, literacy houses carried out by Al Asyariah Mandar University (Unasman) in the villages of Pappandangang and Mammi village in Polewali Mandar Regency.

4. CONCLUSION

From the results of this research, it can be concluded that the number of universities in West Sulawesi has the potential to implement business incubator development strategies in fostering and empowering local entrepreneurs.

The government's role is still minimal because there are no regulations regarding budgets and cooperation patterns with universities, especially in empowering local entrepreneurs, which is important for immediate synergy and cooperation considering the sufficient number of UMKM and independent entrepreneurs many in the West Sulawesi region. The strategy for developing higher education business incubators in an effort to empower local entrepreneurs is still very limited, so that internally management continues to carry out training and efforts to increase

insight and knowledge about business incubators and organizations. Externally strategic socialization and building enthusiasm for entrepreneurs and UMKM players is carried out by holding entrepreneurship expos and UMKM exhibitions at universities as well as being involved in ministry of education programs including national vocabulary programs, matching fun and other programs where there are programs empowering village communities, entrepreneurs, UMKM and Bumdes.

Acknowledgment

Thank you to the Chancellor of the University of West Sulawesi (Unsulbar) and the Chancellor of AlAsyariah Mandar University (Unasman), managers of the business incubator of Alasyariah Mandar University and West Sulawesi University who assisted in this research, the promoter and co-promoter as well as informants who are willing to be interviewed, thank you.

Authors' contribution

Prof. Dr. H. Nasir Hamzah, SE., M.Si as promoter, Dr. H.Abdul Wahab, SE., M.Si as Co. Promoter 1 and Dr. H. Rahman Ambo Masse, Lc., M.A as Co. Promoter 2

REFERENCES

- Al Aidhi, A., Harahap, M. A. K., Rukmana, A. Y., & Bakri, A. A. (2023). Peningkatan Daya Saing Ekonomi melalui peranan Inovasi. *Jurnal Multidisiplin West Science*, 2(02)
- Asep Saeful Muhtadi dan Agus Ahmadi Safei, *Metode Penelitian Dakwah (Cet. I; Malang: Pustaka Pelajar, 2003).*
- Cholid Narbuko dan Abu Ahmadi, *Metodologi Penelitian (Cet.VIII; Jakarta: PT. Bumi Aksara, 2007).*
- Denzin, dkk. *Handbook of Qualitative Research. (Terj. Dariyatno dkk. Jogjakarta: Pustaka Pelajar, 2009).*
- Fahlevi, R., Sitinjak, C., Tawil, M. R., Kasingku, F. J., Rukmana, A. Y., Ramadhan, A. M., Addiansyah, M. N. R., & Zebua, R. S. Y. (2023). Psikologi Kepemimpinan. *Global Eksekutif Teknologi.*
- Grimaldi, R. and Grandi, A. (2005) 'Business incubators and new venture creation: an assessment of incubating models', 25, pp. 111–121. doi:10.1016/S0166-4972(03).
- Habimana, T., Mutambuka, D., & Habinshuti, P. (2018). The Contribution of SWOT Analysis in the Competitiveness of Business Enterprises in Rwanda. *Journal of Economics, Business and Management*, 6(2), 56– 60. 2018. <https://doi.org/10.18178/joebm.2018.6.2.550>
- Hamidi, *Metodologi Penelitian Kualitatif: Aplikasi Praktis Pembuatan Proposal dan Laporan Penelitian (Cet.III; Malang: UNISMUH Malang, 2005).*
- Hasan Shadily, *Sosiologi untuk Masyarakat Indonesia (Cet. IX; Jakarta: Bina Aksara, 1983).*
- Hendarman. *Kajian Kebijakan PMW (Program Mahasiswa Wirausaha) dalam Jurnal Pendidikan dan Kebudayaan Vol. 17. No. 8. Edisi November 2011, Balitbang, Kemdiknas, Jakarta.*
- Husain Usman dan Purnomo Setiady Akbar. *Metodology Penelitian Sosial (Cet. IV; Jakarta: PT. Bumi Aksara, 2001).*
- J. Supranto, *Metode Riset, Aplikasinya Dalam Pemasaran (Jakarta: Lembaga Penerbit FE- UI, 1998).*

- Lexy J Maleong. Metode Penelitian Kualitatif (Cetakan ke-36, Bandung: PT. Remaja Rosdakarya, 2017).
- Maman, Metodologi Penelitian Agama: Teori dan Praktek, (Jakarta: PT. Raja Grafindo Persada, 2006).
- Miles dan Huberman, Analisis Data Kualitatif. Terjemahan Tjetjep Rohendi Rohidi (Jakarta: Universitas Indonesia (UI-Press), 2009).
- Mubaraki HA, Busler M. 2011. Critical activity of successful business incubation. International Journal of Emerging Science and Engineering 1(3)
- Muliati Amin, Dakwah Jamaah (Disertasi) (Makassar: PPS. UIN Alauddin, 2010).
- Penalaran UNM, Metode Penelitian Kualitatif” Situs resmi penalaran, <http://www.penalaran-unm.org/index.php/artikel-nalar/penelitian/116-metode-penelitian,kualitatif.html> (27 November 2015).
- Salim dan Syahrums, Metodologi Penelitian Kualitatif (Bandung: Citapustaka Media, 2012).
- Sifuddin Azwar, Metodologi Penelitian (Yogyakarta: Pustaka Pelajar, 1998).
- Suharsimi Arikunto, Prosedur Penelitian Suatu Pendekatan (Edisi Revisi V, Jakarta: Rineka Cipta, 2002).
- Sugiyono, Metode Penelitian Kuantitatif Kualitatif dan R&D (Bandung: Alfabeta, 2014).
- Sugiono, Metodologi Penelitian Kuantitatif Kualitatif dan R&D. (Cet.VI; Bandung: Alfabeta, 2007).
- Suwardi Endarsawara, Penelitian Kebudayaan: Idiologi, Epistemologi dan Aplikasi(Yogyakarta: Pustaka Widyatama, 2006).
- Waluyo, B. P., Mareta, Z., Rukmana, A. Y., Harto, B., Widayati, T., Haryadi, R. M., Safa’atillah, N., Soputra, J. H., Siang, R. D., & Aji, A. A. (2023). Studi Kelayakan Bisnis. Global Eksekutif Teknologi
- Warul Walidin, Metodologi Penelitian Kualitatif & Grounded Theor (Banda Aceh: FTK Ar-Raniry Press, 2015).