

ABSTRACT

Business incubators, especially in Indonesia, run into development, especially for incubators under the auspices of the company. This incubator program functions as an innovation laboratory that aims to find new hidden talents from employees. However, in reality the company's business incubator face variety of obstacles such as human resources, capital, technical validation, regulation and market potential, and also the products that produced must allign with the goals of the parent company. In addition, both startups and companies that are still learning because they are new in incubation, moreover, startups who can survive after leaving incubation are still relatively small.

This study aimed to dig deeper information about the incubation process. In addition, it also aimed at evaluating the obstacles that prevented startups from being able to survive after graduating from the incubator. The hope is to help developing and improving the incubation process of the internal company. The evaluation process includes the stages in the incubator including pre-incubation, main incubation and the post-incubation. These components are analyzed in detail in order to find out the learning process administered by the incubator.

The research process used qualitative methods with in-depth interviews for data collection. The respondents involved in this study were the managers of the Digital Amoeba incubator which consisted of 4 people and the tenants who had incubation experience at Digital Amoeba which consisted of 4 people. The other data collection was done by collecting secondary data.

The components of this research include criteria, stages, number of applicants, percentage of registrants, targets, learning programs, funding, facilities, graduation, post-graduation programs and the impact. Based on the results of the analysis of all those aspects, there were some criterias that still need to be improved, namely in the process of the validation stage. The conclusion is that the Digital Amoeba incubator still had weakness in the main incubation process.

The results of this research are expected to be a measuring tool for evaluating learning in the incubator and the results can be a guide for future incubation management. It is also hoped that this research can stimulate the incubator to continue to grow.

Keywords: business incubator, company business incubator, incubation process, intrapreneur, innovation laboratory