

ABSTRACT

Entrepreneurs play a crucial role in the national economy by contributing significantly to the Gross Domestic Product (GDP). Although individual entrepreneurs operate on a small scale, the sheer number of entrepreneurs in Indonesia amplifies their impact on GDP. Business innovation serves as the foundation for long-term business growth, and the success of a business largely depends on the effective implementation of innovation. Innovation offers numerous benefits, particularly for companies that can manage it effectively, leading to enhanced business sustainability over time. However, knowledge and information about innovation are often limited, especially among entrepreneurs in higher education settings.

This study aims to explore and identify the various types of innovations adopted and implemented by entrepreneurs affiliated with HIPMI Telkom University who have successfully managed innovation.

The research employs a qualitative methodology, with data gathered from primary sources through direct interviews with business owners mentored by the Indonesian Young Entrepreneurs Association (HIPMI) at Telkom University. The study focuses on three micro-businesses: Sneaky Picks, Artech, and Machodes. The findings reveal that HIPMI Telkom University entrepreneurs have adopted various forms of business innovation, including product, process, and marketing innovations. Additionally, they have employed both Closed Innovation and Open Innovation approaches tailored to their business characteristics, resulting in positive impacts on business sustainability and performance.

The results of this study are expected to serve as a recommendation for Telkom University in developing a database of entrepreneur profiles, enabling the wider dissemination of innovation knowledge within the Telkom University community and fostering an increase in the number of entrepreneurs who successfully manage innovation. For HIPMI Telkom University entrepreneurs, the findings can be used as an evaluative tool to enhance business sustainability and performance in the long term. Future researchers may use these findings as a reference for further studies exploring different innovation approaches, particularly in the areas of innovation strategy, innovation processes, and leadership and collaboration. Additionally, additional research is needed to investigate the challenges faced by inactive student businesses at Telkom University in adopting innovation.

Keywords : *SMEs, Micro Enterprises, Innovation, Business Innovation, Implementation of Innovation.*