

ABSTRACT

The government places great emphasis on business incubation programs within the university. The main reason established a business incubator at universities is to reduce the problem of unemployment in Indonesia.

This study aims to describe the business incubation process, analyze the effectiveness of the performance of the Undip KKIB business incubator from the tenants' point of view, and find out the role of the Undip KKIB business incubator in the commercialization strategy of its tenants. The method used in this research is the qualitative method. The data collection technique used was the interview technique. This study used three informants with different backgrounds. The first informant is a KKIB tenant who has been incubating. The second informant is a KKIB tenant who has passed the incubation, and the third informant is a representative of the KKIB business incubator management.

The first result describes that the process of business incubation started with pre-incubation, incubation, and post-incubation. The second results of this study indicate that the KKIB Undip business incubator has been good in terms of excellent service and incubator programs, reliable incubator human resources, and tenant business growth that has increased since joining the business incubator. The last result shows that they have business matching and business pitching to commercialization strategy. For further researchers, examine more deeply the role of the business incubator in formulating the commercialization strategy of tenant businesses is expected.

Keywords: Business Incubation, Incubator, Tenant, Business Incubation Process, Performance, Strategy Commercialization