

# MENINGKATKAN KINERJA BISNIS DENGAN *ENTRPRENEURIAL ORIENTATION*

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# Mari Melihat Sekitar...

- ◆ Gojek vs Blue Bird Taxi
- ◆ Grab vs Garuda Indonesia Airline
- ◆ Buka Lapak vs Tunjungan Plaza



Apa yang mendorong perusahaan kecil dan relatif baru tersebut bisa mengungguli pemain lama di industrinya?



An illustration featuring a brain in the center, rendered with black outlines and filled with various colors: white, grey, pink, blue, green, orange, and yellow. The brain is surrounded by abstract, colorful splashes and swirls in shades of pink, purple, blue, green, orange, and yellow. A horizontal black band runs across the middle of the image, containing the text 'creativity & innovation'. The word 'creativity' is in yellow, '&' is in white, and 'innovation' is in white. The background is a light beige color.

creativity

&

innovation



Apa itu Inovasi?





# Inovasi

*Sebuah Proses menerjemahkan Ide  
atau gagasan yang  
BARU & BERBEDA pada sesuatu  
(10 aspek pada bisnis) yang  
memberikan nilai tambah dan  
diapresiasi oleh pasar dengan cara  
mau membeli..*





DOB LIN

## TEN TYPES OF INNOVATION



Profit  
Model

Network

Structure

Process

**CONFIGURATION** focusing on the innermost business system

Product  
Performance

Product  
System

**OFFERING** focusing on core product or services

Service

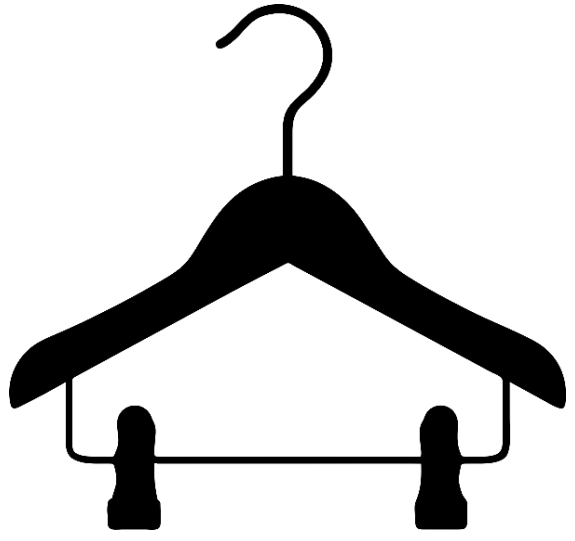
Channel

Brand

Customer  
Engagement

**EXPERIENCE** focusing on more customer facing element



















# PROACTIVE

- ▶ Future-Oriented (Berorientasi pada masa depan),
- ▶ Mengantisipasi masalah,
- ▶ Fokus pada solusi bukan masalah.









mixer



**LEMBAR KERJA  
MENGANALISA KOMPETITOR**

|  | <u>Kompetitor 1</u> | <u>Kompetitor 1</u> | <u>Kompetitor 1</u> | <u>Perusahaanku</u> |
|--|---------------------|---------------------|---------------------|---------------------|
| <u>Jelaskan secara ringkas apa yang diketahui tentang pesaing (kompetitor)</u> |                     |                     |                     |                     |
| <u>Lakukanlah Riset untuk mengetahui hal-hal berikut ini</u>                   |                     |                     |                     |                     |
| TARGET KONSUMEN  |                     |                     |                     |                     |
| HARGA PRODUK   |                     |                     |                     |                     |
| STRATEGI PEMASARAN UMUM  |                     |                     |                     |                     |
| STRATEGI PEMASARAN ONLINE  |                     |                     |                     |                     |
| KEKUATAN (STRENGHT)  |                     |                     |                     |                     |
| KELEMAHAN (WEAKNESS)   |                     |                     |                     |                     |



take the risk  
or lose the  
chance



# 3 Karakter Entrepreneurial Orientation (EO)

- ▶ Kreatif & Inovatif (Creative & Innovative)
- ▶ Proaktif (Proactive)
- ▶ Berani Mengambil Resiko (Risk Taking)



Thank You!

