

ANALYSIS OF BUSINESS INCUBATOR MODELS ON SMALL AND MEDIUM ENTERPRISES OF TECHNOLOGY IN CENTRAL JAVA AND SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

The purposes of this research are to know: (1) the profile of business incubator of technology; (2) the stages of the business incubation program; and (3) the tenant's success and failure factor in Central Java and Special Region of Yogyakarta. The population of this research was Business Incubator Management in Central Java and Special Region of Yogyakarta, while the business incubator managers from both government and private institutions took part as research subjects. The sample of research was 24 business incubators in Yogyakarta and Central Java. Data collection technique was using surveys to map the condition of business incubator. Furthermore, direct observation was done to clarify and to describe the data. Data analysis techniques were descriptive quantitative (percentage), GAP and SWOT analysis.

The results of the study showed that 24 respondents of incubator can be mapped into seven incubators at the growing stage, nine incubators at the developing stage, and eight incubators in the mature stage. Some of the programs that were considered supporting the success of tenant such as periodic training and mentoring. Meanwhile, the cause of tenant failure was the weakness of market access.

Kata Kunci: *model, incubator, tenant, stage*