

Encouraging the Creation of New Business Innovations and Growing New Entrepreneurs Through Hobby-Based Entrepreneurship Training as a Source of Income

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Abstract

Hobby-based entrepreneurship has become a potential strategy to encourage the creation of new business innovations and grow young entrepreneurs in Indonesia, especially in the Krian area, Sidoarjo, East Java. Hobby-based entrepreneurship training aims to identify market opportunities, strengthen business ideas, and teach product innovation and digital marketing to participants. The training method is carried out through a structured approach that includes theory and practice, focusing on three main aspects, namely identifying business potential from hobbies, strengthening business ideas, and using digital platforms for marketing. The results of the training showed that participants were able to identify market opportunities from their hobbies, such as handicrafts, culinary, and graphic design. The use of digital platforms such as Instagram, Shopee, and TikTok has proven effective in reaching a wider market. In addition, participants also succeeded in developing product innovations and diversifying to increase business competitiveness. However, several challenges such as limited access to capital and digital skills are still obstacles to long-term business development. This training provides in-depth insight into the potential of hobby-based entrepreneurship as a source of income, as well as highlighting the importance of strengthening digital marketing capacity and product innovation to achieve business sustainability. Based on adequate infrastructure support and ongoing mentoring, this initiative has great potential to create new, competitive entrepreneurs.

1. Introduction

Indonesia, as the fourth most populous country in the world, has enormous human resource (HR) potential to be developed. With the number of productive age population continuing to increase, there is a great opportunity to encourage them to become entrepreneurs who can create new business innovations. This potential is also strengthened by the cultural richness and diversity of hobbies of the Indonesian people which can be the basis for developing creative businesses (Cunha *et al.* 2024). The government has provided supporting infrastructure, such as wider internet access, e-commerce platforms, and various entrepreneurship training programs designed to facilitate the development of micro, small, and medium enterprises (MSMEs). Rapidly developing digital infrastructure opens up wider access for individuals to market products or services, both locally and globally (Mukrodi *et al.* 2021; Fadhli *et al.* 2023).

Entrepreneurship has become a major driver of economic growth and innovation in recent decades highlighting the significant role of entrepreneurs in creating economic change in recent decades. Many countries have placed entrepreneurship at the heart of their economic development strategies due to its potential to accelerate innovation and promote sustainable economic growth (Kuratko, 2016). One of the main drivers of economic growth and innovation. Entrepreneurship not only creates jobs, but also produces innovative products, services, and business models that expand markets and increase competitiveness. In the context of globalization and the digital revolution, entrepreneurs play a critical role in responding to technological changes, consumer needs, and new market opportunities (Milanesi 2018).

Recognizing the importance of individual creativity and interests, hobby-based entrepreneurship training has emerged as one of the effective approaches in encouraging the creation of new business

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innovations and developing new entrepreneurs (Komljenovic *et al.* 2018). Hobbies, which were previously viewed as merely recreational activities, are now recognized as having great potential to be developed into promising business opportunities. However, despite the significant potential and availability of infrastructure, several gaps hinder the development of new entrepreneurs. One of the main problems is the lack of training focused on developing hobby-based entrepreneurship, where individuals are not yet fully aware of how to utilize their hobbies as a source of income.

Hobby-based entrepreneurship training provides a space for individuals to integrate their interests with business skills, creating a unique combination of passion and professionalism. According to Kuratko (2016), individuals who can utilize their hobbies in a business context tend to have higher motivation and greater innovation capabilities than those who start a business just for profit. This is because strong intrinsic motivation, which comes from a love of the activities they do, drives the process of sustainable value creation (Sari 2021). Hobby-based training can also have a significant social impact. Facilitating the formation of new entrepreneurs, this training helps create new jobs and strengthens the local economy. According to Cunha et al (2024), small and medium enterprises based on hobbies are often more innovative and responsive to market needs because they are based on special skills not possessed by conventional businesses. Thus, hobby-based entrepreneurship training is not only a way to generate additional income but also to encourage new business innovation and develop a sustainable entrepreneurial ecosystem.

2. Method

Preparation Stage

1. Identification of Human Resources Potential and Hobbies
A survey and interviews were conducted to identify the hobbies and interests of young people in Krian that have the potential to become business opportunities.
2. Formation of a Community Service Team
Melibatkan para ahli dalam kewirausahaan, pelatihan, dan teknologi informasi untuk mendukung pelaksanaan program.

Planning Stage

1. Preparation of materials, namely developing training modules covering business management, digital marketing, financial management, and product innovation.
2. Program socialization, namely through community meetings and local social media, introducing hobby-based entrepreneurship training.

Implementation Stage

Training Implementation: The training is conducted in several sessions, including theory and practice. The training modules include:

- a. a. Identification of business opportunities from hobbies.
- b. b. Use of digital platforms for marketing.
- c. c. Product innovation and diversification.

Monitoring and mentoring stage

Mentoring and Assistance: After training, participants will be assisted by a mentor to start and run a business.

3. Result and Discussion

Hobi sebagai Peluang Usaha

In the preparation stage, the first crucial step is to identify the potential of human resources and hobbies among the youth of Krian, Sidoarjo. This is done to understand the characteristics, interests, and skills possessed by the youth in the area. Proper identification will be the basis for designing relevant and targeted training. Some of the things done in this stage are surveys and interviews, Skills Analysis, and Competence. The results of this stage are the data collected that provide an in-depth understanding of the most popular interests, as well as the readiness of the youth to enter the hobby-based business world. This data provides insight into the business potential that is most relevant to the needs of the community

so that hobbies that have greater market opportunities can be further encouraged in training. These steps aim to ensure that the entrepreneurship training provided is not only relevant to the needs of the youth in Krian but also maximizes the potential of existing human resources. By understanding their hobbies and interests, and mapping the challenges faced, training programs can be designed more effectively to encourage new business innovations and help Krian youth grow sustainable businesses.

Practical approach in identifying business opportunities This session uses a practical and applicable approach, where participants are not only given theoretical materials, but also directly explore the market through group discussions, case studies, and business idea development exercises. This approach allows participants to more easily connect their hobbies with real business opportunities. The facilitator directs participants to focus on creative solutions that are relevant to current trends, such as the use of digital platforms to market products (Figure 1).



Figure 1. Creative entrepreneurship training based on hobbies

Creative and Market Relevant Hobbies

Through direct guidance from the facilitator, participants are trained to research and analyze potential markets for products or services that can be produced from their hobbies. They learn to identify who the target customers are, emerging market trends, and opportunities in certain sectors, such as the creative and digital economy. For example, participants who have a hobby of cooking begin to identify market segments such as small catering or digital-based culinary businesses (delivery). In the practical session, participants are taught how to brainstorm business ideas that focus on the unique strengths of their hobbies. By using simple analysis tools such as SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), participants can evaluate their strengths and formulate more specific business ideas.

Through this training, participants are taught to see that the value of a hobby lies not only in the pleasure obtained but also in the potential to create products or services that have a selling value. This understanding is important because participants often only see hobbies as something recreational,

without seeing the commercial opportunities behind them (Ismail *et al.* 2020). This training helps them understand how to monetize hobbies by providing added value, such as product differentiation, branding, and proper marketing (Mukrodi *et al.* 2021).

Strengthening and Developing Business Ideas

Participants were also trained to think about the vision and mission of the business from the hobby they developed. They were challenged to see the long-term how their hobby-based business could innovate, develop, and remain relevant to the development of consumer needs. Several participants succeeded in compiling initial plans for innovative products or services that they believed would be accepted by the market. Participants were invited to brainstorm based on interests and market trends. With guidance from the facilitator, they learned to develop a sustainable business vision. According to Mukrodi *et al.* (2021), a good business vision must be able to anticipate market changes and create added value for consumers. Participants were also taught about the importance of adapting ideas to maintain the relevance of their business in the future. Strengthening business ideas is very important in the entrepreneurial process because a strong business starts from a clear and innovative foundation of ideas (Rosidi Azis, et al., 2024; Römer-Paakkanen 2009; Kovaleva *et al.* 2023). This development process does not only rely on creativity but also on in-depth analysis of market potential and competitiveness. Hobbies, when viewed as the foundation of a business idea, should be further explored through analytical methods, which help entrepreneurs understand the internal strengths and external threats they may face (Song *et al.* 2021). Once participants have identified a business opportunity, it is important to provide ongoing mentoring, especially in the management and marketing aspects.

Utilization of Digital platforms

Participants understood the importance of using digital platforms such as Instagram, Facebook, and e-commerce marketplaces to promote products after attending a training session on digital marketing. Some participants started creating business accounts on these platforms and learned online marketing strategies, including how to use paid advertising and content optimization to attract more customers.

Marketing through digital platforms is one of the most effective strategies to reach consumers more widely and efficiently (Komljenovic *et al.* 2018; Cunha *et al.* 2024). The use of social media and e-commerce allows micro and small entrepreneurs, including those from areas such as Krian, to access a wider market, even outside their local area. According to Römer-Paakkanen (2009), social media provides an opportunity for small businesses to connect directly with customers, increase interaction, and build brand loyalty. According to Song *et al.* (2021), digital marketing allows businesses to be more measurable and targeted so that marketing costs can be more efficient than traditional marketing methods. Platforms such as Instagram and TikTok also provide creative visual spaces for participants to display their products attractively, utilizing photo and video content that is produced regularly.

The results of innovations developed by training participants (post-training) regarding hobby-based business ideas, including market potential and platforms used in marketing products as shown in Table 1.

Table 1. Tabulation results of hobby innovation after training, market potential, and platforms used

No.	Hobby	Market Potential	Platform Used
1	Handicrafts (bamboo)	Eco-friendly products for home decoration, souvenirs, and household appliances. Local and export market.	Instagram, Shopee
2	Cooking (local cuisine)	Local catering markets, small home food businesses, vegetarian/vegan communities.	GoFood, GrabFood, Instagram, TikTok.
3	Photography	Photography services for weddings, birthdays, and local business products.	Instagram, Facebook, Website portfolio, Google Ads.
4	Graphic design	Logo creation, packaging design, to branding for local and regional SMEs.	Fiverr, Behance, Instagram, LinkedIn.
5	Gardening (urban farming)	Sales of organic vegetables and hydroponic products to local markets and organic cafes.	Facebook Marketplace, Instagram, WhatsApp Business.
6	Sewing clothes	Custom clothing designs, especially for youth fashion	Instagram, Tokopedia,

No.	Hobby	Market Potential	Platform Used
		follow the latest trends.	TikTok Shop, Facebook Ads.
7	Art painting	Sales of artwork, murals, and visual art-based products for home and cafe decoration.	Instagram, Etsy, Pinterest, ArtStation.
8	Leather Crafts	Handmade leather products such as bags, wallets, and premium fashion accessories for the middle to upper class.	Instagram, Tokopedia, Bukalapak, Facebook Ads.
9	Digital content creation	Video and social media content for UMKM product promotion and digital marketing services.	YouTube, TikTok, Instagram, Fiverr.
10	Wood craft	Manufacturing custom furniture, wooden wall hangings, and eco-friendly wood products for home interiors.	Instagram, Facebook Marketplace, Lazada, Shopee.

Based on Table 1, bamboo-based handicrafts and wood crafts have great potential in the eco-friendly product market, which is increasingly in demand by global consumers. Platforms such as Instagram and niche marketplaces are the main tools for reaching consumers who care about the environment. Culinary and photography businesses rely heavily on local markets and food delivery platforms such as GoFood and GrabFood, while for photography services, Instagram and Facebook play an important role in expanding reach. Graphic design and content creation tend to target the global market, with platforms such as Fiverr, Behance, and YouTube being the main choices for offering services online. Innovations made by participants involve the use of social media and e-commerce as the main marketing strategy, which allows them to reach a wider market at a relatively low cost.

4. Conclusion

The entrepreneurship training provided is not only relevant to the needs of young people in Krian, but also maximizes the potential of existing human resources. By understanding hobbies and interests, and mapping the challenges faced, training programs can be designed more effectively to encourage new business innovations and help young people in Krian grow sustainable businesses. The session on identifying business opportunities from hobbies has proven to be able to open participants' insights into the economic potential of their hobbies. Participants not only understand the importance of developing business ideas from hobbies but are also equipped with digital marketing skills as well as product innovation and diversification. By understanding the potential of the market and the right platform, participants can utilize innovations from their hobbies into profitable and sustainable business opportunities.

Author Contributions

Elis Anita Farida: contributed to the design of the concept and methodology of hobby-based entrepreneurship training, as well as compiling the introduction and analysis of training results. **Mohammad Fathoni:** responsible for collecting and analyzing data related to market potential and the use of digital platforms for marketing. **Zessicha Belliana Putri:** played a role in identifying hobby potential and developing training materials related to product innovation and diversification. **Suryo Hadi Kusumo:** managed training activities in the field, and provided technical guidance to participants regarding the use of digital technology for marketing. **Tri Dina Fitria:** Involved in compiling the final report and overall analysis of training results, and contributed to improving the structure of the article and revising the writing to improve the academic quality of this article.

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