

Jakpreneur as an Entrepreneurial Support Ecosystem: A Review of the Literature

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ARTICLE INFO	ABSTRACT
Keywords: entrepreneurship ecosystem, MSMEs, Jakpreneur, entrepreneurship support	Micro, Small, and Medium Enterprises (MSMEs) play a vital role in driving economic growth, reducing unemployment, and fostering innovation. Despite their significant contribution, MSMEs in Indonesia continue to face challenges related to entrepreneurial competence, access to financing, digital literacy, business legality, and market competitiveness. These constraints are reflected in Indonesia's relatively low entrepreneurship ratio at the global level. To address these issues, the government has taken strategic measures to strengthen the <i>entrepreneurial ecosystem</i> , including the implementation of <i>Jakpreneur</i> —an initiative by the Jakarta Provincial Government that adopts a collaborative and integrated approach through seven comprehensive service pillars (P1–P7). This study aims to analyze the role of <i>Jakpreneur</i> at the meso level in building an <i>entrepreneurial ecosystem</i> in Jakarta. A qualitative research method was employed, utilizing a literature review and document analysis to assess the alignment of <i>Jakpreneur</i> 's initiatives with the entrepreneurial ecosystem domains. The findings indicate that <i>Jakpreneur</i> functions effectively as both an <i>architect</i> and <i>facilitator</i> by integrating various ecosystem components such as business development services, access to capital, market linkages, mentorship, and legal support. <i>Jakpreneur</i> 's structured programs not only address capability gaps among MSMEs but also encourage innovation and digital transformation. The implications of this study highlight that strengthening ecosystem governance through public–private partnerships and adaptive policies can significantly enhance MSME competitiveness. Future research could focus on measuring the long-term impact of <i>Jakpreneur</i> 's programs on entrepreneurial performance and regional economic growth.

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INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in encouraging Indonesia's economic growth. MSMEs also play a role in creating jobs, and have the potential to provide solutions to socio-economic problems in Indonesia, namely poverty and unemployment. MSMEs in Indonesia are the

most dominating type of business in Indonesia, which is as much as 99.9 percent of all national business units. By 2024, the number of MSMEs in Indonesia will reach 65.6 million business units. The MSME sector contributes 61% to Gross Domestic Product (GDP), with a value of IDR 9,580 trillion in 2023. The MSME sector also absorbs approximately 117 million workers or around 97% of the national workforce (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2023).

However, MSMEs in Indonesia still face challenges from the aspect of human resources, namely business actors. According to Tambunan (2022), many business actors still have limitations in entrepreneurial ability (*Entrepreneurial Competencies*) such as managerial skills, financial record-keeping, business planning, and the use of digital technology. In addition, there are still many business actors who do not have business legality, which hinders them from accessing government programs and market access (Central Statistics Agency, 2022). Free market competition also exacerbates the challenges faced by MSMEs in Indonesia (DPPKUKM Jakarta 2023). Tambunan (2022) also added that low product innovation and limited distribution networks make MSMEs in Indonesia less able to compete in the free market.

In 2024, Indonesia's entrepreneurship ratio will only reach 3.47 percent. This figure is still below the average for developed countries, which reaches between 4 and 12 percent (Ministry of Cooperatives and SMEs, 2024). Based on research *The Global Entrepreneurship and Development Institute*, Indonesia is ranked 75th out of 137 countries analyzed in *Global Entrepreneurship Index* (GEI), making Indonesia the country with the lowest entrepreneurship score among the five Southeast Asian countries surveyed (GED I 2023). The entrepreneurship index and ratio indicate that competitiveness and the entrepreneurial ecosystem in Indonesia are not optimal.

To overcome these problems and challenges, the government has an important role as a *Enabler* in the development of the entrepreneurial ecosystem (Philip E Auerswald 2015). The entrepreneurial ecosystem is an approach that is currently widely used by academics and policymakers to develop entrepreneurship. Isenberg (2011) He said that in order for entrepreneurship to develop sustainably, synergy is needed for various elements, including public policy, access to financing, entrepreneurial culture, infrastructure support, human capital, and the market. This entrepreneurial ecosystem approach emphasizes the importance of interconnection between stakeholders to build an environment that is able to grow and accelerate entrepreneurial activities. Therefore, government intervention through policies, regulations, and market access facilitation is crucial to create a conducive entrepreneurial environment (Mason, C. & Brown 2014; Stuart 2015).

The study of entrepreneurial ecosystems has developed a lot in the past decade as a conceptual framework that emphasizes the importance of

interaction between business actors, institutions, and the social environment in encouraging sustainable entrepreneurship. However, the entrepreneurial ecosystem approach still faces conceptual and operational challenges, especially in terms of the limitations of definitions, measurement frameworks, and the implementation of ecosystem-based policies. One of the main criticisms that has emerged is that much of the entrepreneurial ecosystem research is too focused on private actors and innovators, while the role of government and public policy in the development of entrepreneurial ecosystems still receives limited attention from scholars (Candeias and Sarkar 2022).

Shwetzter, Maritz, and Nguyen (2019) underlines the misconception that the entrepreneurial ecosystem focuses only on *Startup*. The entrepreneurial ecosystem is supposed to support various entrepreneurial activities so that the implementation of ecosystem development does not imitate Silicon Valley but develops the ecosystem based on local conditions. - Theodoraki and Messeghem (2017), also argues that the field of study of the entrepreneurial ecosystem is still *underdeveloped* and *undertheorised*, requires further exploration to avoid uncertainty regarding its nature and limitations. Therefore, it is necessary to deepen the understanding of various levels of the ecosystem. Filling this gap, the study of the entrepreneurial support ecosystem, especially at the meso level, is crucial to understand the more complex interactions and dynamics in supporting business development.

The Jakarta Provincial Government, through Governor's Regulation No. 2 of 2020 concerning Integrated Entrepreneurship Development (PKT), created the Jakpreneur program. Jakpreneur is a local government initiative designed to strengthen the entrepreneurial ecosystem in the Jakarta area through a collaborative and integrated approach. This program targets Micro, Small, and Medium Enterprises (MSMEs) and prospective entrepreneurs, with the aim of creating new independent entrepreneurs, increasing business capacity, and expanding access to economic resources.

Jakpreneur provides various facilities and services to support entrepreneurship which are divided into seven service stages, namely registration, training, licensing, mentoring, marketing, financial reporting, and capital. All of these services are designed to create a sustainable and adaptive coaching cycle to the needs of MSME actors. The program also strengthens networks between business actors and bridges relationships with financial institutions, business incubators, and markets.

Two notable studies highlight key gaps that this research aims to fill. Wijaya and Nuringsih (2022) examined Jakpreneur's impact on beginner entrepreneurs in Jakarta and found that government support and networking positively influenced business success, while entrepreneurial knowledge did not show a significant effect. This study confirms Jakpreneur's value but is limited to measuring business outcomes without using the entrepreneurial ecosystem framework. Meanwhile, Schweitzer et al. (2019) offer a holistic and

dynamic framework for entrepreneurial ecosystems, emphasizing institutional and network theory. Although their model is conceptually robust, it lacks empirical validation in the context of government-led programs in developing countries.

This article was made with the aim of understanding how the role of the Jakarta Provincial Government in developing its entrepreneurship at the meso level through the Jakpreneur program. This is done to enrich research on the entrepreneurial ecosystem in developing countries that focus on the development of MSMEs (Theodoraki and Messegghem 2017). This study will examine Jakpreneur's support facilities using an entrepreneurial ecosystem approach.

RESEARCH METHOD

This study adopted a qualitative approach with a literature study method to analyze the Jakpreneur program as an integrated entrepreneurship support model within the framework of the entrepreneurial ecosystem. The primary objective was to understand and explain the role of the Jakarta Provincial Government in fostering the entrepreneurial ecosystem at the meso level through the Jakpreneur initiative.

Data were collected through document analysis, including official reports from the Jakarta Provincial Government, the Ministry of Cooperatives and SMEs, relevant legal regulations (e.g., Governor's Regulation No. 2 of 2020), Jakpreneur program documentation (P1–P7 service modules), and statistical data from BPS and GEDI. In addition, secondary data were gathered from peer-reviewed journal articles, books, conference proceedings, and credible online resources focusing on entrepreneurial ecosystems and MSME development in Indonesia.

The data sources comprised primary documents such as policy regulations, program guidelines, and government publications, as well as secondary sources including academic studies, expert analyses, and relevant international reports (e.g., Global Entrepreneurship Index).

The data were analyzed using qualitative content analysis and thematic analysis. Content analysis was employed to identify recurring themes, patterns, and critical factors related to the role of Jakpreneur in the entrepreneurial ecosystem. A triangulation process was also applied to validate findings by comparing multiple sources of evidence (policy documents, academic literature, and statistical data).

RESULTS AND DISCUSSION

Domain Analysis of the Entrepreneurial Support Ecosystem *Policy Domains*

Policy domains on the concept of entrepreneurship ecosystem Isenberg (2011) refers to government regulations and support such as fiscal incentives, ease of licensing and strategic programs that create a conducive climate for entrepreneurs.

Jakpreneur operates within the legal framework, namely through the Jakarta Governor's Regulation (Pergub) No. 2 of 2020 concerning Integrated Entrepreneurship Development. This regulation regulates administrative aspects and strategic aspects. Strategic aspects of regulating the technical, procedural and governance of program implementation include:

1. The participant registration procedure is classified from novice entrepreneurs, upgraders, and job seekers. As stated in Article 4, this program targets beginner entrepreneurs and advanced entrepreneurs.
2. Using a digital-based system (Jakpreneur application) to build an entrepreneurial database in Jakarta.
3. The division of tasks between regional apparatus organizations (OPD) under the DKI Jakarta Provincial Government that is the sponsor of the Jakpreneur program, includes: (1) the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises (DPPKUKM); (2) the Department of Manpower, Transmigration and Energy; (3) the Department of Food, Marine and Agricultural Security (DKPKP); (4) Tourism and Creative Economy Office (Disparekraf); (5) the Office of Empowerment, Child Protection and Population Control; (6) Social Service (Dinsos)
4. The stages of technical services and their codification, namely: registration (P1), training (P2), assistance (P3), licensing (P4), marketing (P5), financial reporting (P6), access to capital (P7).
5. The arrangement of service facilities such as entrepreneurship clinics, training and incubation centers, product marketing advice, integration of licensing services through Public Service Malls (MPP), and access to financing that allows Jakpreneur participants to access it from financial institutions that have collaborated with the DKI Jakarta Provincial Government.

Meanwhile, the strategic aspects in question are macro goals, policy direction and systemic strengthening. These include:

1. The main goal of the Jakpreneur program is to increase the number of productive entrepreneurs, reduce unemployment and poverty, and increase Jakarta's economic competitiveness.
2. Cross-sector collaboration. The implementation of this program requires synergy between the government, the business world, academics, and the community. In addition, it also requires the involvement of financial institutions and community empowerment in the ecosystem.
3. Development of an integrated entrepreneurial service system. It is a long-term vision that demonstrates the unification of various services in one unified platform through an iterative process to create a sustainable system.

4. Directions to empower MSMEs in accordance with local character and potential through incubation support and product quality improvement.

Table 1. Administrative Aspects and Strategic Aspects of Entrepreneurship Support through Jakarta Governor Regulation No. 2 of 2020 concerning Integrated Entrepreneurship Development (processed by Researchers)

Administrative Aspects	Strategic Aspects
Definition of participants (novice entrepreneurs, upgraders, job seekers, vulnerable groups) (<i>Article 1 paragraphs 8–11</i>)	The CCP's objectives: to create new entrepreneurs, reduce unemployment, increase the competitiveness of MSMEs (<i>Article 2</i>)
Mechanism for registration and data collection of participants digitally (<i>Article 4, Article 5 paragraph 1</i>)	Encourage multi-stakeholder collaboration: government, business, society, and education (<i>Article 5 paragraph 2</i>)
Arrangement of P1–P7 service stages: registration, training, mentoring, licensing, marketing, financial reporting, capital (<i>Chapter IV</i>)	Strengthening an integrated entrepreneurial ecosystem based on regions and local potential (<i>Article 3 and general explanation</i>)
Appointment of implementing OPDs and division of roles according to authority (<i>Article 5 paragraph 3, Articles 6–13</i>)	Provision of infrastructure facilitation, involvement of MSMEs in local government strategic programs (<i>Article 22 paragraph 1</i>)
Business licensing service procedures such as NIB, IUMK through DPMPTSP (<i>Articles 14–16</i>)	Alignment of programs with regional and national policies in regional economic development (<i>reflected in general considerations and explanations</i>)
Mechanism for reporting, monitoring, and internal evaluation of CCP activities (<i>Articles 20–21</i>)	Community empowerment through entrepreneurial activities as part of sustainable economic development (<i>Article 2 and Article 22 paragraph 2</i>)

From the review above, it can be understood how the Jakarta Governor Regulation No. 2 of 2020 concerning PKT builds a structural environment that allows entrepreneurial growth and acceleration of entrepreneurial activities in accordance with the policy domain in the entrepreneurial ecosystem. Through this regulation, the Jakarta Provincial Government acts as a catalyst or coordinator (Isenberg 2011). Where, through the Jakpreneur program, the Jakarta Provincial Government connects various stakeholders such as financial institutions, training institutions, universities with MSME actors so as to create interactions that support the development of an entrepreneurial ecosystem.

Financing Domain (Finance)

In the framework of the entrepreneurial ecosystem of Isenberg (2011), the financial domain plays an important role in ensuring the sustainability and growth of businesses through the availability of adequate access to financing. The P7 service in the Jakpreneur program directly represents regional policy interventions in strengthening this domain by providing access to financing for MSME actors, especially those who face administrative, legal, or credit history barriers. Jakpreneur responds to this challenge by building connectivity between MSMEs and various financial institutions, such as Bank DKI, Bank

Mandiri, Bank BJB, Bank BTN, PT Pegadaian, as well as other cooperatives and microfinance institutions. This is important considering that many MSME actors do not have adequate credit or collateral history (Isenberg, 2011).

Jakpreneur provides several financing options such as People's Business Credit (KUR), grants, and revolving funds. This option allows MSMEs to tailor the type of financing that best suits their needs and capacity. The flexibility of this scheme is in line with the view of Isenberg (2010) who emphasizes the importance of the diversity of financial instruments in the entrepreneurial ecosystem.

Jakpreneur serves as a systemic catalyst and intermediary. In Stam (2015's perspective), financing is not only about the availability of funds, but also related to systemic conditions that create connectivity between business actors and other supporting elements. The P7 service bridges the needs of MSMEs with financial institutions through administrative and legal assistance. This is in accordance with the idea of Theodoraki and Messeghem (2017) who highlight the importance of intermediary organizations in the ecosystem as a bridge between the needs of entrepreneurs and external resources.

The support provided by Jakpreneur is comprehensive and relational, not just transactional. Legality assistance, financial reporting, and the preparation of business proposals help MSMEs meet financing eligibility requirements. That way, the potential for MSMEs to obtain and utilize capital effectively increases. This approach helps overcome the classic obstacles that MSME actors often face, such as weak financial records and the absence of business licenses (OECD 2019).

Domain of Culture

In the cultural domain, Jakpreneur's activities that encourage entrepreneurial culture are reflected through training (P2) and mentoring (P3) services that build *entrepreneurial mindset* (entrepreneurial mindset). Through interaction between actors in training and mentoring activities, there is a process *Transfer Knowledge* (Purbasari 2019). This process helps to establish a new social norm that becoming an entrepreneur is a feasible, respectable, and open choice for all groups, including vulnerable groups.

Table 2. Some of Jakpreneur's P2 and P3 Activities in creating *entrepreneurial mindset* (processed by Researcher)

Jakpreneur Services	Activity	Description
P2 – Training	Packaging Design and Trademark Rights Registration Training (<i>Jakut, 2023</i>)	Increasing the awareness of business actors on the importance of product identity and intellectual property rights. Encourage a culture of professionalism and innovation.
	General Entrepreneurship Training (<i>Sudin Nakertransgi Jakut, 2025</i>)	Instilling the value of confidence, enthusiasm for learning, and collaboration between participants. Encourage the formation of an entrepreneurial mindset.

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Jakpreneur Services	Activity	Description
P3 – Mentoring	Soft Skills and Product Branding Training (<i>various regions, 2023–2025</i>)	Practice presentation, business communication, and product identity building skills. Strengthening social norms and positive image of entrepreneurs.
	Assistance for the National Chinese New Year Bazaar Festival (<i>South Jakarta, 2023</i>)	Connecting MSMEs with local communities in cultural events. Strengthening social networks, confidence, and participatory culture among business actors.
	Technical Assistance in the Jakpreneur Exhibition (<i>by the PPKUKM Office and Regional Sub-District, 2023–2025</i>)	Provide business and technical coaching before and during the exhibition. Building a culture of knowledge sharing and collaboration among fostered MSMEs.
	Entrepreneurship Clinic and Individual Consultation Session (<i>held by the supporting OPD in each region</i>)	Encourage a culture of continuous learning and openness in receiving input. Building the value of courage to make more strategic business decisions.

The Jakpreneur program support office also actively builds a positive narrative through the dissemination of participants' success stories through *websites* and social media. Featuring successful alumni in various public activities such as MSME festivals, entrepreneurship expos, and social media. This strategy is consistent with the idea of Isenberg (2010), who emphasizes that the visibility of success can trigger collective aspirations and accelerate ecosystem growth through demonstrative effects. The narrative of success serves not only as inspiration, but also as a social legitimacy for entrepreneurial practices.

Jakpreneur also creates a safe space for business actors to learn from failures through training (P2) and mentoring (P3) services. In this space, participants are given the opportunity to consult about their business challenges openly, so that they can identify and anticipate mistakes before they have a major impact on business sustainability. The training approach applied is not punitive for failure, but rather encourages participants to reflect and relearn. Thus, the program instills a positive attitude towards failure as part of the entrepreneurial process. In this context, tolerance for failure is an important cultural capital to encourage innovation and increase the courage to take risks (Spigel, 2017).

Jakpreneur strengthens collaborative values and the spirit of mutual cooperation through the formation of MSME communities in various administrative areas of Jakarta. This community is a space for the exchange of knowledge, experience, and moral support between business actors. This kind of social interaction strengthens a network of entrepreneurs who trust each other and synergize. This is in accordance with Spigel (2017) who stated that community is the foundation of a collective experience-based entrepreneurial culture.

Domain Supports

In contrast to Isenberg's (2011) approach which emphasizes support limited to the existence of incubators and supporting organizations, a number of other experts view this domain more broadly. Support domains include physical infrastructure and professional services (Ben Spigel 2017), an intermediary service that accelerates access to the market (Stam and van de Ven 2021), organizations such as TTOs, science parks, and accelerators that serve as a liaison between entrepreneurs, industry, academia, and government (Shwetter 2019; Theodoraki and Messeghem 2017). Based on this understanding, the infrastructure in the support domain (*supports*) not only includes physical space, but also networks, knowledge, and digital systems that allow entrepreneurial activities to run more effectively (Spigel, 2017; Stam & van de Ven, 2021; Theodoraki & Messeghem, 2017).

Jakpreneur provides coworking spaces and meeting facilities as an implicit part of P3 (Mentoring) and P5 (Marketing) services. While not always explicitly mentioned in policy documents, training, mentoring, and promotion activities require a space for face-to-face interaction. For example, the DPPKUKM Service (Sudin) provides a *co-working space* called a Creative Gathering Place in each region, the Jakarta Design Center is also a place for training, *showcases* and expos for creative product design. Physical facilities like this support the creation of entrepreneurial communities and accelerate knowledge transfer (Spigel, 2017).

In terms of digital infrastructure, P5 (marketing) services facilitate MSME actors to enter e-commerce platforms such as Tokopedia, Shopee, and Blibli. This access not only expands the market, but also increases digital literacy and the readiness of business actors to face technology-based economic transformation (Shwetter, Maritz, and Q. A. Nguyen 2019).

Facilitation of participation in public exhibitions and events such as the Jakpreneur Festival, Jakpreneur Goes to Mall, Jakpreneur Expo, Jakarta Fair, and Trade Expo Indonesia, is a form of *event-based infrastructure*. The exhibition increases the visibility of MSMEs, brings actors together with new consumers, and encourages the adoption of more professional marketing practices (Spigel, 2017; Theodoraki & Messeghem, 2017).

In addition, network building and connectivity between actors are important aspects of the non-physical infrastructure provided by Jakpreneur. This program bridges the relationship between MSMEs and financial institutions, markets, and training institutions, thereby creating a smoother flow of information and resources. The interaction and relationships between actors in this ecosystem are important catalysts for inclusive and sustainable entrepreneurial dynamics (Stam & van de Ven, 2021).

Finally, simplifying the licensing process through P4 services can also be categorized as a form of administrative infrastructure. Assistance in the management of legality documents such as NIB, halal certification, Household

Industrial Food (PIRT), and trademarks, as well as access to *the OSS (Online Single Submission)* system, reduces bureaucratic barriers that are often the initial obstacles for micro and small business actors (Theodoraki & Messeghem, 2017).

Human Capital Domain

Within the framework of the entrepreneurial ecosystem, the human capital domain refers to the accumulation of skills, knowledge, and experience that individuals possess that are an important foundation for the growth and sustainability of businesses (Stam & van de Ven, 2021). Jakpreneur increases human capital through various activities through P2 (training) and P3 (mentoring) services. P2 services (training) include technical training such as product manufacturing, business management, packaging, digital marketing, and financial literacy. This activity aims to equip MSME actors with practical skills in accordance with market demands. Meanwhile, P3 (mentoring) services provide ongoing support through *mentoring*, *coaching*, and business clinics that allow business actors to identify problems and develop business development strategies more appropriately.

The Jakarta Provincial Government, through the PPKUKM Office, also establishes partnerships with universities, training institutions, and industry practitioners to organize thematic training that strengthens entrepreneurial competencies. One concrete example is *the Business Development Services (BDS)* activity organized by the PPKUKM Office in collaboration with Gunadarma University. In this activity, Gunadarma University lecturers provided product photo training using *smartphones*, which combined the improvement of *soft skills* and *hard skills* for fostered MSME actors. Sudin DPPKUKM also collaborated with PT Shopee Indonesia to organize the Shopee MSME Campus Training Batch 3, which focuses on digital literacy and *e-commerce marketing strategies*.

Domain Markets

In the framework of the entrepreneurial ecosystem, the market domain refers to the access of business actors to customers, commercial opportunities, and marketing networks that can support business growth (Isenberg, 2011). The market serves not only as an arena for economic transactions, but also as a social space that allows entrepreneurs to obtain product validation and build a wider network. In this context, the Jakpreneur program, initiated by the Jakarta Provincial Government through Governor's Regulation No. 2 of 2020, strategically strengthens the market domain through P5 (Marketing) services.

Jakpreneur facilitates participants to a wider market through participation in various marketing activities on a local, national, and international scale. For the local scale, the PPKUKM Sub-district actively creates bazaar activities in its administrative area. *Events* such as Beranda Jakarta Entrepreneur are also regularly held at Grand Indonesia Mall to promote the entrepreneurial products of MSMEs fostered by Jakpreneur.

Jakpreneur also gives MSMEs access to be able to participate in national events such as *The Jakarta International Handicraft and Trade Fair* (INACRAFT). In 2025, Jakpreneur will also open access for 8 SMEs that have passed the curation to *The 20th China International Small and Medium Enterprises Fair* in Guangzhou to showcase their products, gain hands-on experience from interactions with consumers, and establish business networks. This effort is in line with the thinking of Spigel (2017) and Stam (2015), who stated that market connectivity is an important systemic condition that supports a dynamic entrepreneurial ecosystem.

Jakpreneur strengthens market connectivity by establishing strategic partnerships with modern retailers such as Alfamart, Transmart, and Food Hall, which allows MSME products to enter large retail distribution networks. In addition, collaborations with various *e-commerce platforms* such as Tokopedia, Shopee, and Blibli, provide opportunities for business actors to penetrate a wider digital market and across geographical regions. This approach helps reduce *entry barriers* and allows MSMEs to adapt to changes in people's consumption patterns that are increasingly technology-based.

Jakpreneur also provides digital marketing training that includes promotional strategy, pricing, product packaging, and branding. This training is designed to improve the digital marketing literacy of MSME actors, especially those who are not yet familiar with the digital ecosystem. This is crucial because, according to Spigel (2017), the market in the entrepreneurial ecosystem is not only a place to sell, but also a learning arena that connects knowledge, experience, and social networks.

Jakpreneur also acts as a facilitator and curator of products, bridging the gap between the readiness of business actors and market demand. This curation is important, especially when MSME products are not fully ready to compete in large-scale markets due to limited production capacity or logistical constraints. With this approach, Jakpreneur functions as a strategic link between business actors and the market, integrating capacity building with sales network expansion.

CONCLUSION

This study concludes that the Jakarta Provincial Government, through the Jakpreneur program, plays a pivotal role in fostering a conducive entrepreneurial ecosystem by integrating training, mentoring, market access, and capital support to enhance the growth and competitiveness of MSMEs. At the meso level, Jakpreneur acts as an intermediary platform that bridges micro-level business needs with macro-level policies and resources, effectively supporting the development of an adaptive and sustainable entrepreneurial environment. The findings highlight the importance of coordinated interventions and ecosystem-based approaches in addressing systemic challenges faced by MSMEs. Future research could explore the long-term

impact of Jakpreneur on business performance and innovation, as well as conduct comparative studies with other regional entrepreneurial programs to identify best practices and further strengthen the entrepreneurial ecosystem in Indonesia.

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