

The Multi-Stakeholder's Role in an Integrated Mentoring Model for SMEs in the Creative Economy Sector

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Abstract	<p>This study aims to formulate an integrated mentoring model by involving multi-stakeholder collaboration for small and medium enterprises (SMEs) in the creative economy sector. More specifically, this study tries to identify the mentoring aspects required by SMEs in the creative economy sector and to formulate a mentoring strategy that fits their actual needs by involving multi-stakeholders. The background for the study is the lack of attention toward mentoring issues for SMEs in Banyumas Regency, Central Java, Indonesia. This qualitative research approach is conducted with a case study using SMEs' creative economy in Banyumas Regency, Central Java, Indonesia. The data are collected by in-depth interviews and focused group discussions with creative economy actors. We analyze 25 informants representing three main subsectors of the creative economy, namely, culinary, fashion, and craft, creative economy activist and local government agency. A qualitative data analysis was made, and the results show that an integrated mentoring model comprises substantial aspects, namely, (a) marketing development, (b) business permit and legal business entity, (c) social media and information technology, (d) financial management and intellectual property protection, and (e) internationalization of market and entrepreneurship development. For more effective mentoring, the stakeholder's participation is imperative. This article shows that the coordinated role and capacity of stakeholders may encourage flows of current experience, knowledge, and entrepreneurial spirit into the SMEs' creative economy. Therefore, the findings of this study contribute to an understanding of multi-stakeholder involvement for SMEs in the creative economy sector through an integrated mentoring approach.</p>
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