

Facilitating Student Entrepreneurial Innovation through WOW


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As one of the vocational educational institutions, Department of Economics and Business, Vocational School Universitas Gadjah Mada keeps trying to give facilitations towards its students to realize their entrepreneurial ideas. One of the efforts done by the Department is facilitating those entrepreneur ideas by holding an event entitled *Wani Ora Wirausaha* (WOW) or *Dare to be an Entrepreneur* which raised *Be a Young Entrepreneur* as its theme. The event consisted of Business Plan Competition, Business Talk show, and Creative Expo Business. It was held for two days from November 18 until 19, 2017 in the Ground Floor of Lippo Plaza Yogyakarta.

One of the main events was Creative Expo Business. It was attended by the students who join entrepreneurship course from Marketing Management and Applied Economics Study Program. The exhibition introduced dozens of innovative products made by the students, including food and beverage, merchandise, and fashion.

Manager of Students Development in Vocational School UGM, Fitri Damayanti Berutu, S.E., S.S., M.Sc., said WOW can become the media for the students to introduce their innovative products. According to Fitri, the expo will provide experience for them on how to directly face the customers.



The expo which was held in a shopping mall was challenging for the students. Therefore, they made the best preparations, starting from designing the product, selecting the right supplier, packaging, and so forth.

In addition, the enthusiasm of the students to join this expo keeps increasing every year. This year, there were 24 stalls being erected to display the students' innovative products.

One of the students from Department of Economics and Business, Vanisya Ramadhani, also delivered her appreciation towards this event. She and her colleagues who collaborated in *Bigfoot* product were satisfied by this expo. According to Vanisya, this expo gave them the motivation to make creative products.

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