

Bantul Supports G2R Tetrapreneur Model Implementation

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The population control and community empowerment agency of Bantul regency conducted socialisation of a programme called as G2R Tetrapreneur on Thursday (6/9) at the Parasamya regent office compound of Bantul.

The event invited local government elements such as district and village chiefs and agency representatives. The event described the commitment of the Bantul regency government to support the G2R Tetrapreneur programme.

Mujahid Amrudin, Head of Social and Cultural Division of Bantul, said the regency had actually responded to the emergence of market potential in the regency by developing a similar programme, Local Product of Excellence (PAS). The programme, however, had met barriers especially in marketing aspect.

In response, Rika Fatimah P.L., S.T., M.Sc., Ph.D, conceptor of G2R Tetrapreneur, said the Tetrapreneur programme could actually resolve the problem. G2R Tetrapreneur model has four elements: entrepreneurial chain (Tetra 1), market (Tetra 2), quality (Tetra 3), and brand (Tetra 4).



“The four phases of 2 G2R Tetrapreneur give room to community endeavours for entering the market, which may include teaming up with industrial partners,” she said.

So far, Rika said, there had been the commitment for partnership with Harley Davidson Club Indonesia (HDCI) Bantul, Yayasan Silaturahmi dan Sosial Cendekia (S2C), Women’s Organisation (BKOW) Yogyakarta, Jogja City Mall (JCM), Royal Ambarukmo Hotel, Pamela supermarket, and Parsley Bakery.

Rika explained the partnership was realised into activities such as non-competition market, product development, assistance, and more. Yayasan S2C for example train them on product commercialisation while HDCI Bantul on product development of Bantul tourism.

This event was appreciated by Bantul Deputy Regent, H. Abdul Halim Muslih. He said G2R Tetrapreneur was a creative effort to alleviate poverty. “This program is suitable for Bantul remembering the wide gap that still exists in the regency,” he said.

He further highlighted the G2R Tetrapreneur model that assimilates the culture of working together (gotong-royong) and entrepreneurship with the regional potential would drive the economic growth forward. He is optimistic this would help achieve economic equity to ensure a decent living for the people of Bantul.

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