

SEMINAR ON ENTREPRENEURSHIP AND FRANCHISING

By. Indi Djastuti

In commemorating its 50th anniversary, Faculty of Economics of Diponegoro University held several activities in which one of them was a seminar on Entrepreneurship and Franchising. The seminar entitled "Enforcing creativity towards a world class university through the spirit of entrepreneurship with Ethics and Moral basis" was conducted on 17 March 2010 venues at Prof. Ir. Soemarman Plenary Hall on Jl. Imam Bardjo, Semarang and was attended by lecturers of Diponegoro University, government and private institutions and students of economics faculty.

In his speech during the opening ceremony, the rector, Prof. Dr. dr. Soesilo Wibowo, MS, Med. Sp. And. said that the presenters of the seminar were the viruses that spread out the spirit of entrepreneurship to all members of the university. The presenters, among others, were Drs. Budi Pranoto, the CEO of PT Astra Otoparts, Ltd. Drs. Amir Karamoy, M.Sc. The Chief Executive Board of Franchising & Licensing of Indonesia (WALI) who is also the Chief Committee for Franchising & Licensing – Indonesian Chamber, and Iwan Hidayat, the Managing Director of PT Sido Muncul. The rector said the viruses were cleverer than the antiviruses, so that the viruses could infect the university members in terms of entrepreneurship and in the future the students will be infected too and they will be tough entrepreneurs after they finish their study at Undip.

One of the presenters, Budi Pranoto, in his paper entitled "The Development Model for outonomous Middle Business through Franchise" says that the success of national economic growth is along with its economic and social problems. The

success covers the issuance of various economic policies oriented to the capability and the empowerment of the middle businessman. The main capital for them is how they come with ideas to do business rather than to complain that they do not have capital for business.

Meanwhile Drs. Amir Karamoy, M.Sc in his paper entitled "Franchise and Entrepreneur" points out the definition of franchising referring to Government Regulation Numbered 42, 2007, that is special rights given to individuals or corporates to do business with specific features that is marketing goods and services which prove to be successful based on franchise agreement involving franchisor and franchisee. Someone will be a franchisee/ entrepreneur if: 1) he learns from others' success through experiences, 2) he starts his business with high confidence, 3) he passes through hard times when starting his business, and 4) the market/customers are available and he has a support and guidance from his franchisor.

Iwan Hidayat, the Managing Director of Sido Muncul told the participants that businessman should build their trust and have social responsibility. Building trust can be started from the nearest people, that is the trust from the employee to the products. All of the employees should not be in doubt with the quality of the products. Meanwhile, Dr. (Hc) Ir. Ciputra, the founder of Ciputra University Entrepreneurship Center said that it is not easy to ask people to be entrepreneur, whereas the spirit of entrepreneurship is highly needed because of a great number of unemployment at the moment and Entrepreneurship will, of course, open new employment.