

Jaringan sosial dan institusi dalam industri digital studi tentang perusahaan rintisan (startup companies) di Bandung digital valley = Networks and institutions in digital industry a study on (startup companies) in Bandung digital valley / Miftah Farid Hanggawan

Miftah Farid Hanggawan, author

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Abstrak

[ABSTRAK

Penelitian ini mengeksplorasi tipologi jaringan sosial para pendiri perusahaan rintisan dan kerangka institusional yang membentuk tindakan perusahaan rintisan di inkubator Bandung Digital Valley, Kota Bandung, Jawa Barat. Teori yang digunakan dalam penelitian ini adalah Teori Institusionalisme Baru yang dirumuskan oleh Victor Nee. Penelitian ini adalah penelitian kualitatif yang menggunakan pendekatan Extended Case Method. Pengambilan data dilakukan dengan pengamatan dan wawancara mendalam terhadap informan kunci, yaitu manajemen inkubator Bandung Digital Valley dan para pendiri perusahaan-perusahaan rintisan yang diinkubasi di sana. Hasil penelitian ini menunjukkan bahwa institusi formal yang membentuk tindakan perusahaan rintisan di Bandung Digital Valley berupa kebijakan pemerintah, birokrasi, hak kekayaan intelektual, dan kontrak. Institusi informal tidak secara jelas mengemuka dalam studi ini, sehingga yang terjadi adalah keselarasan (close-coupling) antara institusi formal dalam bentuk norma organisasi inkubator dan institusi informal yang dihasilkan dari mekanisme sosial antar pendiri perusahaan rintisan. Yang mengemuka justru tipologi jaringan sosial, baik internal maupun eksternal, sebagai strategi dari pendiri perusahaan rintisan dalam merespons target-target dan norma organisasi di Bandung Digital Valley.

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ABSTRACT

This study explores the typology of social networks and the institutional frameworks that shape the action of the startup companies in Bandung Digital Valley, a digital business incubator located at Bandung, West Java. The New Institutionalism in Sociology, as formulated by Victor Nee, is employed as the theoretical lens for this study. This is a qualitative study that uses the Extended Case Method approach. The collection of data was conducted by observation and in-depth interview with the management of Bandung Digital Valley and the founders of startup companies. The results of this study show that the formal institutions shape the actions of startup companies through government policies, bureaucracy, intellectual property rights, and contracts. The informal institutions are not explicitly emerge in this study, so the result is a close-coupling between formal institution in the form of organizational norms and the informal institution that implicitly emerge from the social mechanisms between the founders. Instead of resulting an informal institution, the actions of founders lead to various types of social networks that are created in responding the goals and the organizational norms in Bandung Digital Valley, This study explores the typology of social networks and the institutional frameworks that shape the action of the startup companies in Bandung Digital Valley, a digital business incubator located at Bandung, West Java. The New Institutionalism in Sociology, as formulated by Victor Nee, is employed as the theoretical lens for this study. This is a qualitative study that uses the Extended Case Method approach. The collection of data was conducted by observation and in-

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