



Application of the Javelin Experiment Board Method to Validate Business Ideas in Startup Companies in Tasikmalaya City

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ABSTRACT

The purpose of this research is to find out how the influence and application of javelin board in validating startup business ideas. Many startup companies find it difficult to survive in the middle of competition. One of the reasons is that the ideas offered by the company are not useful in the community. One way to validate ideas of products or services offered is to use the javelin experiment board method. This study uses a quantitative descriptive method, with the number of samples in this study as many as 84 respondents. The test results show that 1) Startup companies in Tasikmalaya City have experienced many failures because the products launched have not been needed by consumers in Tasikmalaya City. 2) The use of the Javelin Experiment Board method to validate the idea of a startup company requires considerable effort and time to get the results of validation data for prospective startup company consumers in the City of Tasikmalaya. 3) The Javelin Experiment Board method helps startup business actors validate ideas to minimize failure when companies launch products to the market

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1. INTRODUCTION

The development of a startup business is important to do because it makes a significant contribution to the economy in Indonesia (Syauqi, 2016). Indonesia is one of the countries with the largest number of startup aliases in the world. According to data from the Startup Ranking, Indonesian startups are ranked the fourth and fourth largest in the world. Although the number of startups born is relatively large, many of them fail or go out of business. The city of Tasikmalaya with its potential human resources is known as one of the largest business centers in the southern part of West Java. In order to be able to develop a business that is currently owned, it is necessary to have the right innovation development strategies and applications for business actors, especially start-ups or startups (Dewi, 2018). So, to find out whether their product or service is appropriate for the community, an understanding of the Javelin Experiment Board method and application for startup business actors in the City of Tasikmalaya is needed. The purpose of this research is to find out how the influence and application of javelin board in validating startup business ideas. What factors are the obstacles, and the benefits of applying the Javelin Experiment Board method to validate new startup ideas in Tasikmalaya City, so that they can contribute optimally to the welfare of the community (Ferreira, 2011).

2. METHOD

This research was conducted within 8 months, namely in April-November 2021. The place of research is in the City of Tasik-

malaya, especially in new start-up companies. This research uses a quantitative descriptive method, with the number of samples in this study as many as 84 respondents. The respondents in this study were start-up entrepreneurs in the city of Tasikmalaya. Data collection techniques by giving questionnaires to respondents, interviews and documentation. Interviews using closed questionnaires, observation and documentation are quantitative approaches obtained by researchers (Zaluchu, 2021).

3. RESULT AND DISCUSSION

The first step that startup companies in the City of Tasikmalaya need to take is to determine who the potential customers of the product or service will be, then collect the existing potential customers. Then choose one that will be the focus of consumers. The results from this column will later be tested whether so far startup companies in Tasikmalaya City have answered user needs or not. Gather potential customers from each team member, then choose the one that consumers will focus on. Example: Who are your customers? What habits do they have? From the results of data collection for startup business actors in Tasikmalaya City, we can see the consumer characteristics of startup companies as follows (Echtner, 1993). See **table 1**.

Tabel 1. Consumers by Gender

No.	Gender	%
1	Man	57, 14%
2	Woman	42,86%
Total		100%

Based on **table 1** above, it can be seen that the number of consumers of startup companies in the City of Tasikmalaya who are male is more than female consumers, namely those who are male as many as 48 people (47.52%) while female consumers are as many as 36 people (35.64%).

The next thing that startup company founders do is identify the problem they want to solve. Just like the previous step, make sure each member or business partner contributes to writing one issue. Then choose one issue to be executed (Yusuf, 2020). The results of previous studies that many startup companies in Tasikmalaya City still do not focus on consumer problems. This is what makes many startup companies fail to develop and are forced to change their business model or what is commonly called a pivot (Hardiansyah, 2019). Based on the survey results, the indicator that is rated the highest is the identification of consumer problems to be able to build a startup company based on problems with a total score of 270 or 22.11%. While the indicator that is rated the lowest is that startup companies do not identify consumer problems before determining their products with a total score of 195 or 15.97%.

The assessment of the assumptions of startup companies in the City of Tasikmalaya on indicators that describe the City of Tasikmalaya understands the important factors in developing a startup or technology company. Based on the results of the survey, the highest rated indicator that describes the assumptions of startup companies in the City of Tasikmalaya based on the assumption of potential consumers is that

the City of Tasikmalaya has many potential startup companies with a score of 225 or 26.25%, while the lowest is that the internet network in Tasikmalaya City is already evenly with a score of 198 or 23.10%.

If you have determined the prospective customer, the problem you want to identify, and also the assumptions that can occur. The next stage is to choose a test method. There are three choices of methods that can be used by companies, namely Interview, Pre-Sell, and Concierge (Carter, 2001).

4. CONCLUSION

The results of research on startup companies in Tasikmalaya City related to the javelin experiment board method are as follows: 1) Startup companies in Tasikmalaya City are not familiar with the javelin experiment board method to validate company ideas. 2) Startup companies in Tasikmalaya City do not understand the benefits of validating ideas before launching products to the market. 3) Startup companies in Tasikmalaya City have experienced many failures because the products launched have not been needed by consumers in Tasikmalaya City. 4) The use of the Javelin Experiment Board method to validate the idea of a startup company requires considerable effort and time in order to get the results of validation data for prospective startup company consumers in the City of Tasikmalaya. 5) The Javelin Experiment Board method helps startup business actors validate ideas to minimize failure when companies launch products to the market.

The recommendations for the application of the Javelin Experiment Board method to validate business ideas at startup companies

in Tasikmalaya City are as follows: 1) There are business idea validation training activities so that startup business actors in Tasikmalaya City have in-depth knowledge of potential consumers before releasing their products to the market. 2) An understanding of the importance of knowing the right potential customers for startup business actors in the City of Tasikmalaya. 3) Increasing access to technology, human resources, and digital marketing for startup businesses in Tasikmalaya City. 4) Technology facilitation and infrastructure for startup business actors to develop businesses such as an internet network that is evenly distributed to every region. 5) Invite the cooperation of universities in developing and improving the skills of startup business actors in Tasikmalaya City.

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