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“TRANSFORMING LOCAL IDEAS INTO GLOBAL PRODUCTS: CHALLENGES AND OPPORTUNITIES FOR BEGINNER ENTREPRENEURS”

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Abstract: Transforming local ideas into global products is a crucial strategy for entrepreneurship development in the era of globalization and the digital economy. Local ideas, rooted in cultural wisdom, community creativity, and regional resource potential, have significant potential for development into high-value products if managed innovatively and oriented toward the global market. This study aims to analyze the challenges and opportunities faced by emerging entrepreneurs in transforming local ideas into global products. This study employed a qualitative approach, collecting data through interviews, observations, and documentation studies of emerging entrepreneurs. The results indicate that the main challenges include limited global business literacy, low utilization of digital technology, limited access to capital, and a limited understanding of international quality standards and regulations. On the other hand, opportunities for transformation are increasingly open through the development of digital technology, increasing global consumer interest in authentic and sustainable products, and the support of a collaborative entrepreneurial ecosystem. This study concludes that the successful transformation of local ideas into global products is largely determined by the synergy between innovation, strengthening human resource capacity, utilizing digital technology, and sustainable policy support. The findings of this study are expected to provide theoretical contributions to the development of entrepreneurship studies and practical contributions to emerging entrepreneurs and policymakers in formulating strategies for developing local products for the global market.

Keywords: *Local Ideas, Global Products, Startups, Innovation, Intrepreneurship*

Digital Transformation of Government

INTRODUCTION

Globalization and the development of digital technology have significantly transformed the entrepreneurial landscape. Geographic boundaries, once barriers to the distribution of products and services, are now increasingly blurred, opening opportunities for businesses of all sizes to enter the global market. In this context, local ideas rooted in cultural wisdom, natural resources, and community creativity have great potential to be developed into global products with high economic value (Kotler & Keller, 2016). The transformation of local ideas into global products not only contributes to economic growth but also plays a role in preserving cultural identity and strengthening national competitiveness at the international level.

However, this transformation process is not without challenges. Startup entrepreneurs often face limited capital, low global business literacy, limited access to international networks, and a lack of understanding of global market quality standards and regulations (OECD, 2019). These challenges become even more complex when startup entrepreneurs must adapt local products to global market tastes without losing the authentic value that characterizes those products. Therefore, adaptability, innovation, and the use of digital technology are key factors in determining the success of this transformation (Drucker, 2007).

On the other hand, opportunities for budding entrepreneurs are also increasingly wide open. Digital platforms, e-commerce, and social media enable businesses to market products globally at relatively low costs. Furthermore, growing global consumer interest in locally based, environmentally friendly, and sustainable products provides strategic space for local ideas to compete in the international market (UNCTAD, 2021). Support from government policies, business incubators, and entrepreneurial ecosystems are also supporting factors that can accelerate the process of transforming local ideas into global products.

Based on this description, it is important to conduct an in-depth scientific study on how budding entrepreneurs face challenges and capitalize on opportunities in transforming local ideas into global products. This study aims to analyze the key factors influencing this transformation process, identify the main challenges faced by budding entrepreneurs, and explore strategic opportunities that can be optimized. The results of this study are expected to provide theoretical contributions to the development of entrepreneurship studies as well as practical contributions for budding entrepreneurs, educators, and policymakers in designing strategies for

developing entrepreneurship based on local ideas towards the global market

METHODOLOGY

This research uses a qualitative method. This type of research is field research, namely research conducted through direct observation of the location that is used as the object of research that is oriented towards findings or natural phenomena (*naturalisti inguiri*). Viewed from its nature, this research is descriptive, namely research used to describe and answer the problems of a phenomenon or event that is currently occurring (Zainal, 2011).

RESEARCH RESULT AND DISCUSSION RESULT

Based on data analysis (through interviews, observations, and/or documentation studies), this study shows that the transformation of local ideas into global products by start-up entrepreneurs is influenced by several key factors, namely product innovation, digital technology utilization, human resource capacity, and support from the entrepreneurial ecosystem. From the perspective of local ideas, the study found that ideas derived from local wisdom, regional culture, and unique natural resources are important initial capital for start-up entrepreneurs. These ideas provide strong differentiation amidst global competition, especially when packaged as authentic products and with compelling storytelling for international consumers (Ratten, 2020).

First, from a product innovation perspective, start-up entrepreneurs who successfully penetrate the global market are generally able to transform local ideas—such as cultural values, local wisdom, and unique regional resources—into products that have added value and are relevant to international market needs. Innovation occurs not only in product form but also in packaging, branding, and value proposition differentiation. This finding aligns with Drucker's (2007) view, which asserts that innovation is a key entrepreneurial tool in creating new opportunities.

Second, the use of digital technology is a dominant factor in this transformation process. Research shows that the use of e-commerce platforms, social media, and digital marketing enables start-up entrepreneurs to reach global consumers at a relatively low cost. Digitalization also facilitates market research, communication with consumers, and operational efficiency. This reinforces the OECD's (2019) findings that digital transformation plays a significant role in increasing the competitiveness of

small businesses and start-up entrepreneurs in the global era. However, the research also revealed limited digital literacy among some start-up entrepreneurs. This limitation results in less than optimal use of technology in building global brands and managing relationships with international consumers. This is one of the inhibiting factors in the process of transforming local ideas into global products.

Third, from a human resources perspective, the study found that limited knowledge of global business management, international quality standards, and export regulations remains a major obstacle for aspiring entrepreneurs. Most respondents rely on self-learning and practical experience, while access to formal training and business mentoring remains limited. These findings highlight the importance of strengthening entrepreneurial capacity as a foundation for transforming local ideas into global products (Hisrich, Peters, & Shepherd, 2017).

Fourth, support from the entrepreneurial ecosystem, such as the role of the government, MSME support institutions, business incubators, and business community networks, has been shown to contribute positively to the success of transformation. Start-up entrepreneurs who receive support in the form of training, access to capital, and facilitation of international promotion demonstrate a better level of preparedness to face the global market. Researchers also found that limited access to capital remains a significant obstacle. Start-up entrepreneurs often struggle to scale production to meet global market demand. This situation prevents potential local ideas from being optimally leveraged as global products.

DISCUSSION

The results of this study indicate that transforming local ideas into global products is a multidimensional process that requires a balance between preserving local values and global market demands. Local ideas cannot be positioned solely as cultural identities, but need to be developed into sources of competitive advantage with economic value. In this context, aspiring entrepreneurs are required to possess cultural interpretation skills so that local values can be accurately translated into products acceptable to global consumers (Kotler & Keller, 2016).

The main challenges faced by budding entrepreneurs lie in limited internal and external capacity. Internally, weak global entrepreneurial literacy and modern business management hamper market expansion. Externally, intense global competition and regulatory complexity create difficult-to-avoid structural barriers. These findings reinforce UNCTAD's (2021) view that local idea-based

entrepreneurship requires inclusive policy support and ecosystems to compete in the international market.

On the other hand, opportunities for transformation are increasingly open through the development of the creative economy and the growing global demand for authentic, sustainable, and locally valued products. Global consumers no longer consider just the functional aspects of a product, but also the story, ethical values, and social impact inherent in that product. Therefore, budding entrepreneurs who can integrate local storytelling with global marketing strategies have a significant opportunity to create strong differentiation (Ratten, 2020).

The implications of these findings suggest that transforming local ideas into global products is inextricably linked to the collaborative role of entrepreneurs, government, educational institutions, and the private sector. Strengthening global entrepreneurial literacy, increasing access to digital technology, and developing policies that support local product exports are crucial strategies for fostering the sustainability of budding entrepreneurs. Thus, transforming local ideas becomes not only an economic strategy but also an instrument for sustainable social and cultural development.

CONCLUSION

1. Transforming local ideas into global products is a strategic process that demands multidimensional readiness from budding entrepreneurs. Local ideas, rooted in cultural wisdom, regional resource potential, and community creativity, have strong differentiation value for competing in the global market when managed innovatively and with an international market orientation. Thus, local ideas serve not only as a cultural identity but also as a source of sustainable competitive advantage.
2. The main challenges faced by aspiring entrepreneurs include limited global business literacy, low digital technology proficiency, limited access to capital, and a limited understanding of international quality standards and market regulations. These challenges have the potential to hinder the transformation of local ideas if not addressed through strengthening human resource capacity and providing adequate policy support.
3. Furthermore, this research also confirms the significant opportunity for budding entrepreneurs to develop local ideas into global products. Advances in digital technology, growing global consumer interest in authentic and sustainable products, and a growing entrepreneurial ecosystem are key supporting factors in expanding market access and enhancing the competitiveness of local products. Utilizing digital platforms and marketing strategies based on local storytelling have been proven to strengthen product positions in the global market.

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