

THE POTENTIAL OF YOUNG ENTREPRENEURS INDEPENDENCE TO TECHNOPRENEURSHIP IN THE DIGITAL AGE

Hastuti

¹Management Study Program, Faculty of Economics, University of
Muhammadiyah Buton, Email: tutie977@gmail.com

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Abstract

Technical progress has a huge influence on a country's global competitiveness in the modern era. The purpose of this study was to determine whether or not young entrepreneurs can be technologically self-sufficient in the digital age. The application of cutting-edge appropriate technology in company development, along with a well-established entrepreneurial spirit, will be able to maximize both the process and the outputs of the newly formed business unit. This is what technopreneurship is all about: a collaboration between the use of technology as a tool and the desire to work for yourself. This research seeks to explore the description of the business process (entrepreneur) using a technical basis from an educational viewpoint (technopreneurship). According to the abstract, this study will provide an overview of how entrepreneurs and small and medium businesses use technology. Teknopreneurship is the next step in the evolution of entrepreneurship. This study is expected to be a benchmark for the progress of the independence of young entrepreneurs. conceptual research that illustrates the importance of the independence of young entrepreneurs in introducing technopreneurship in the digital era by using secondary data from publications related to the research theme.

INTRODUCTION

Along with the growth of digital technology which is increasingly playing an important role in the disruption of the industrial sector, the entrepreneurial landscape is increasingly opening up. Indonesia has a number of advantages, including a large population demographic, easier and cheaper internet access, and a high smartphone adoption rate. This certainly opens up many opportunities for local entrepreneurs to grow and develop their businesses. It is also worth mentioning the hobbies, inventiveness and innovation of children, all of which

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should be encouraged. Young entrepreneurs in Indonesia, on the other hand, still need a lot of help to improve their vision, ideas and company model, contacts, and accuracy in targeting the market. With seemingly endless growth, digital technology has achieved the potential to multiply the returns of various economic and social activities. The technological capability that allows the substitution of various roles previously performed by humans is good news because it allows the optimization of human capacity as intelligent and characterized creatures to focus on processing and contributing to the actualization of a more meaningful role. On the other hand, the use of artificial intelligence ('artificial intelligent' AI) as a phase of development of high-level digital technology is seen as a threat to humanism because of its potential to replace the existence of human workers, as well as the tendency to develop dependencies that reduce human-level fulfillment. (Juliawati, 2018). Not only that, the need for entrepreneurs who can use technology to develop their businesses is also increasing. Including the emergence of digital technopreneurs in Indonesia which is also growing. The many new discoveries made by digital technopreneurs prove this. As a result, higher education institutions must be supported as educators to produce human resources that are important to meet these demands, are expected to train students and graduates as prospective young entrepreneurs to create new jobs, and develop creative, adaptive, competitive knowledge as the core idea. competitiveness and nation building during the industrial revolution. 4.0. Technopreneurs are a new phenomenon in the world of entrepreneurship. This form of entrepreneurship can help entrepreneurs overcome the challenges of limited resources and product scalability. Entrepreneurship in digital technology is on the rise, especially in college and business. (Caniago, Indra; Hayati, 2019).

The term "Industry 4.0" refers to the latest developments in manufacturing automation and data sharing. Cyber-physical systems, internet for everything, cloud computing, and cognitive computing are examples of such phrases. It can be concluded that the fourth industrial revolution will encourage commercial or industrial players to further optimize the role and function of the internet in developing their business. Until now, the Indonesian government has actively supported the fourth industrial revolution. Although certain barriers to adopting Industry 4.0 are unavoidable, such as internet connectivity. It is still a homework

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action for the government to ensure that everyone in the country has access to the internet. With the rapid development of technology, which has seen progress in various disciplines,(Hamdan, 2018) The industrial revolution is a major change in the existence and process of human work where advances in information technology can integrate in the world of life with digital which can affect all disciplines. With the rapid development of information technology, there have been breakthroughs, including in the field of artificial intelligence, where computer technology is a scientific discipline that adopts one's expertise into a technology-based application and gives birth to information technology and automated production processes. The emergence of digital technology today in the fourth industrial revolution has had an increasing influence on the development of internet technology, not only connecting people around the world but also becoming the basis for the process of online trade and transportation transactions.(Bakrun, 2018)

In the period of the Fourth Industrial Revolution, the sophistication of the use of the internet, data, and machines has given birth to several creative inventions that give birth to efficiency, making it easier for individuals to obtain information. In the business world, especially in the industrial sector, where information and communication technology is fully utilized. Currently, Indonesia is in the midst of the Industrial Revolution 4.0, where the company's supply chain is digitally connected, resulting in supply chain simplification.(Sundari, 2019) Everyone is aware that digital business has become a very interesting business trend in recent years. Not only that, internet business allows the younger generation to turn their creativity into commercial opportunities. There are also many inventive young entrepreneurs who are using digital commerce to provide answers to the challenges of today's society.(Bunga Aditi, 2018)

A tremendous business change in the past few years. People are increasingly accessing digital information every day, starting with access via mobile phones, laptops, workplace PCs, and other devices. Every aspect of our existence is highly dependent on the internet. Starting from waking up, going to school, going to work, having lunch, meeting friends or clients, watching entertainment, making payments, and buying goods, all of these activities include internet usage. Industry 4.0 integrates the online world and the internet with

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production lines in an industry. Since 2011 the international community has been considering entering the Industry, which is characterized by the increasingly converging interaction between humans, machines, connectivity and other resources through information technology.(Purnomo, 2019)

Digital marketing has become very significant because it is the future of marketing activities, and it seems that digital media will soon replace conventional media with digital forms. The sophistication of the synergy of the internet, data, and machines in the era of the industrial revolution 4.0 gave birth to various creative innovations that gave birth to efficiency, making it easier for consumers to get more reasonable prices. Call it internet transportation that can destroy traditional manual transportation methods. Such is the situation with supermarkets, whose survival is being challenged by the sheer magnitude of internet marketing, which allows anyone to become a vendor. Such as internet buying and selling companies that are increasingly promising during the Fourth Industrial Revolution. Indeed, thanks to the Buy and Sell Forum at Kaskus, the online trading industry has grown over the past decade, but the emergence of various types of e-commerce in Indonesia has allowed small companies to fully capitalize on the presence of young entrepreneurs. It is very important to develop the business character or entrepreneurship of the younger generation during the industrial revolution 4.0. To make them aware of the need to shift the work culture from a "looking for work" culture to a "producing work and work" culture. The entrepreneurial spirit must exist in millennials." Therefore, it is important for the younger generation as millennials to appear as quality resources, in addition to having a strong sense of social responsibility. It is very important to develop the business character or entrepreneurship of the younger generation during the industrial revolution 4.0. To make them aware of the need to shift the work culture from a "looking for work" culture to a "producing work and work" culture. The entrepreneurial spirit must exist in millennials." Therefore, it is important for the younger generation as millennials to appear as quality resources, in addition to having a strong sense of social responsibility. It is very important to develop the business character or entrepreneurship of the younger generation during the industrial revolution 4.0. To make them aware of the need to shift the work culture from a "looking for work" culture to a "producing work and work" culture.

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In a certain way, (1). building entrepreneurial character, (2). encourage and create new, inventive, technology-based creative entrepreneurs, and (3). assist students in building the uniqueness of technology-based companies by identifying market gaps to increase the company's success. Where in the development of the fourth industrial revolution is the idea of the Internet of Things (IoT), where a physical object or machine is connected to the internet, Big Data, and Argumented Reality? After that there will be Cyber Security, Artificial Intelligence, Addictive Manufacturing, Integrated Systems, and Cloud Computing. Although one of the consequences of the Industrial Revolution 4.0 era requires a large amount of money, digitizing existing companies is very important.This cutting-edge technology has the potential to increase efficacy and productivity.(Hardiyanto, 2018)Technopreneurship or digital entrepreneurship is becoming commonly used to define the use of technology in entrepreneurial activities. The term is more commonly used by millennials than startups or start-ups, according to an Ernst Reinhart report.

Advances in information technology are widely used in the business sector, one of which is the application of information; the application of technology and information creates changes in the business field. One of them is the use of E-Commerce as a medium/trade instrument that can be accessed by all levels and circles of society. The availability of IT makes it convenient and smooth to do business even with cross-border business partners. In a company, communication between employees between companies can be accessed via email without time and location constraints. Indirectly, information technology actually provides business solutions quickly and can reduce costs and time invested. The rapid development of information technology demands that today's society can respond swiftly and must have knowledge of information technology to utilize software and hardware, to support all business and individual operations. Every business actor makes the best use of IT media to help entrepreneurs' e-commerce operations.(Zhao, Fang; Collier, 2017)

The Herbalife Nutrition 2019 Asia Pacific Entrepreneurship Insights

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survey found that Indonesians have high ambitions to become entrepreneurs, according to the survey results. This poll shows that 7 out of 10 people or 71 percent want their own business. In Indonesia, the ambition to become an entrepreneur is the biggest compared to other Asia Pacific countries. Most (96%) said they had ambitions to start their own business, followed by the Philippines (92%), Thailand (89%) and Malaysia (86%).(Grilli & Murtinu, 2014)

With the advancement of information technology and the expansion of internet access to rural areas, the number of internet users in the country has increased significantly. When compared to other countries, Indonesia's internet user growth not only exceeds the global average, but is also the fastest growing in the world, according to the World Internet Statistics Report. According to the We Are Social study conducted in 2017, the total number of internet users in Indonesia reached 132.7 million or 51 percent of the total population. Over a year, this statistic increased by 51%, or 45 million new users added. Indonesia is in first place, followed by the Philippines and Mexico which both grew 27%. As many as 106 million people (40%) use social media platforms out of this total population. Cell phones (cell phones) have become the media of choice for accessing social media, with 92 million people using it. Although internet users are increasing rapidly, a large number of mobile phone owners, who make up 91 percent of Indonesia's population, are reducing this trend. Smartphone users accounted for 47 percent of the total.

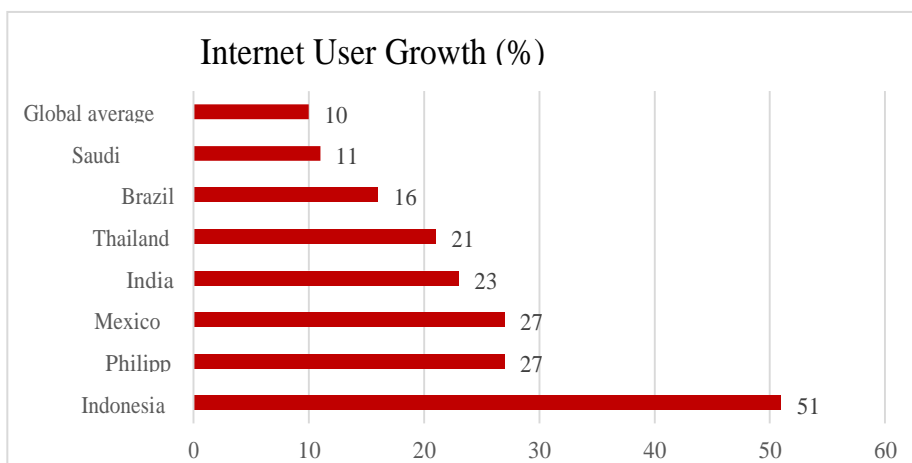


Figure 1. Internet User Growth

Due to the widespread use of smartphones, customers now have more options to continue accessing the internet and other applications. Smartphones also give consumers

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the ability to buy or sell goods and services at the touch of a phone screen, which is a first in the industry.

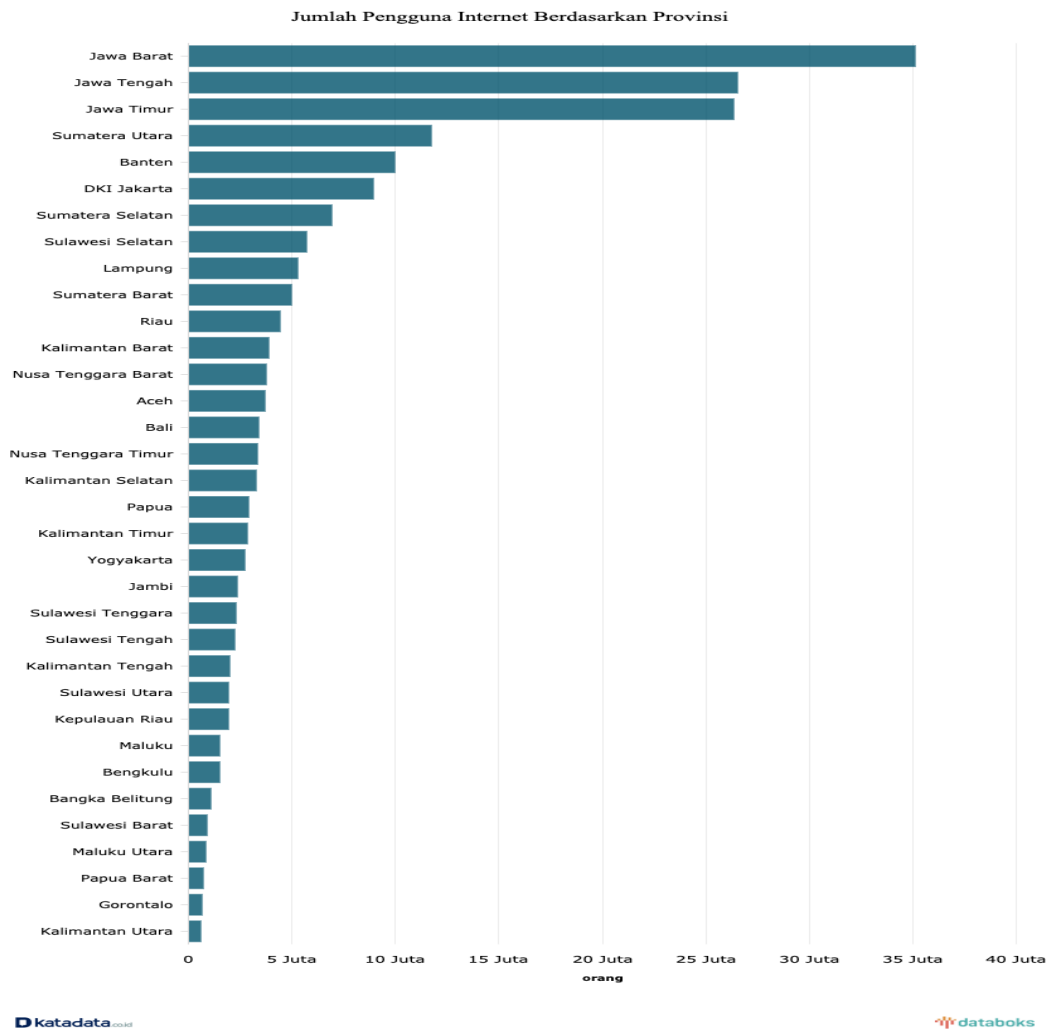


Figure 2. Number of Internet Users by Province

Based on the survey results of the Indonesian Internet Service Providers Association (APJII) for the second quarter of 2020, the number of internet users in Indonesia has reached 196.7 million. When compared to the previous year, this figure grew by 23.5 million or 8.9 percent. With the advancement of digital technology and the increasing number of people using it, it is inevitable that business model changes will occur. According to DBS Sink or Swim Research-Corporate Impact of Digital Technology, the bank identified three important implications that digital technology has for the business sector.

First and foremost, consumers will benefit from increased access and better possibilities. Consumers today have the ability to access multiple services through a single platform. Consumers can select services with just one click thanks to the

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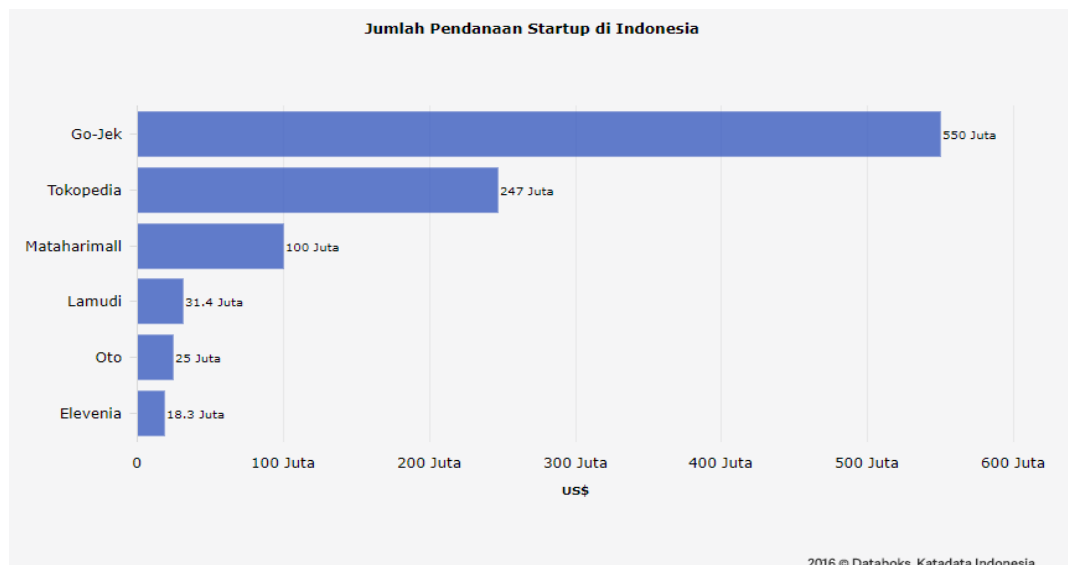
app. Consumers, for example, can rent motorcycle taxis from companies such as Go-Jek for transportation services, product delivery, food orders, and even money transfers. Second, there is a new approach to doing business intelligence. Through the use of digital technology, businesses can access new sources of information about customers that was previously unavailable to them. Businesses can also obtain information about their clients' buying patterns to improve the overall quality of their services. Third, digital infrastructure, which is no longer physical infrastructure. Today's digital technology allows businesses to operate more economically. They no longer need to build physical infrastructure, such as opening a storefront; all they need to do is open their shop on the internet. (Sundari, 2019) Due to the rapid growth of the internet, various business lines have emerged, including online trading (e-commerce), the proliferation of technology-based companies (startups), and digital financial services or financial technology (also known as financial technology), (fintech). (Purnomo, 2019)

Currently, the number of startups in Indonesia exceeds 2,000, making it the most populous country in Southeast Asia. An analysis conducted by CHGR predicts that by 2020, the number of startups will increase by 6.5 times, or 13,000 companies. The increasing number of investors who perceive Indonesia as a digital market also contributes to the huge potential for startups. Tokopedia, Bukalapak, Go-Jek, and Doku are just some of the big e-commerce sites that have sprung up in Indonesia. In addition, fintech companies have emerged to provide lending services such as banking or platforms for purchasing financial instruments. Modalku, Investree, Funding, and Bareksa are examples of fintech companies. There are an estimated 142 genuine fintech businesses currently functioning in Indonesia, according to Bank Indonesia. (Ratinho et al., 2020)

Go-Jek is a startup company that is developing in Indonesia and is emerging as a different phenomenon from other countries. Go-Jek is no longer just a transportation service provider application; has expanded to include logistics, payments, food delivery services, and the fulfillment of daily needs such as home cleaning, personal care, and automotive service providers. In Indonesia, Go-Jek services are available in 25 different cities. This service provides convenience for customers while providing employment opportunities for hundreds of Go-Jek partners. (Manap, 2020) Go-Jek, which was originally a small business, has now

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grown into a large corporation with a market capitalization of US\$ 1.3 billion (Rp 17.3 trillion). This implies that Go-Jek is a member of the unicorn club, which consists of companies that have a market capitalization of more than one billion dollars. This is a special one. (Arief Yanto Rukmana, Budi Harto, 2021) The first Tokopedia in the Indonesian start-up world, on the other hand, is the company with the second highest valuation, valued at US\$ 100 million. Go-Jek is also the startup that receives the most investment in Indonesia. In August 2016, the company received various capital disbursements totaling up to US\$ 550 million (Rp 7.2 trillion) in various currencies. In addition to capital groups KKR and Sequoia and Capital Group, Rakuten Ventures, NSI Ventures, Northstar Group, DST Global, Farallon Capital Management, Warburg Pincus, and Formation



Group are also investors. (Maryati & Masriani, 2019).

Figure 3. Total Startup Funding in Indonesia

Go-Jek can be an example for young entrepreneurs who are starting themselves. People can also sell their goods and services more easily now that they live in the digital age. Now, anyone can start a business without the need for a physical location; all it takes is marketing using websites, e-commerce platforms and social media platforms. (Falahuddin et al., 2021) The magnitude of the digital wave is forcing traditional businesses to clean up. The existence of fintech startups encourages conventional financial institutions to re-evaluate their basic business models and start leveraging digital innovations to increase their profitability. Otherwise, the development of fintech threatens the bottom line of

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the banking industry.(Zhao, Fang; Collier, 2017) According to a DBS study titled "Digital Banking: New Avatar-Banks Beware of Banks," fintech companies have certain advantages over traditional financial institutions. Due to its technological and innovative capabilities, fintech is able to reach clients who cannot access traditional banking systems. Fintech is also more efficient because it is able to reduce operational costs so that it can provide loan facilities at lower costs to customers.(Maryati & Masriani, 2019).

RESEARCH METHODS

The research technique is the author's approach in processing research data. This phase is needed to assist in determining which data is needed and how to use the current data in studying the problem. This study uses a qualitative data analysis methodology, using qualitative research collected through various data collection techniques (data from books, data from the web). news to books, directly in journals. The approach used after that is literature review, which involves collecting data from various literacies related to the research being studied.(Lexi & M.A., 2010)

In this study, there were three stages used, as follows:

1. Input refers to the process of collecting and screening literature, reading the research literature, recognizing the literature, and understanding how previous research was conducted through a literature search.
2. The process of studying, synthesizing, and assessing research literature is included in the term process.
3. Output refers to the process of producing a literature review, synthesizing a literature review, and adhering to a theory of argumentation.

RESULTS AND DISCUSSION

In running a business, there must be capital, a place of business, equipment, and a network so that consumers are easily accessible. This is what makes the younger generation hesitate to start a business, let alone fear that the business will fail in the future. However, once they learned that digital technology could be used to run business operations, they didn't want to miss this opportunity. They also understand that without a large capital and physical location, they can only reach a larger community through Facebook, Instagram and other social

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media platforms. Market place will be built more easily and widely with social media promotion.(Falahuddin et al., 2021)

Some things that need to be considered in this research to build a business are as follows:

- 1) **Business Idea.** Preparing your business profile is very important to ensure that your business can run, generate profits, and can last a long time. One thing you can do is to start developing a business model canvas.
- 2) **Organization.** Business is teamwork. So, it is important for you to understand an ideal startup organizational structure.
- 3) **Capital search strategy.** As briefly explained earlier, one of the characteristics of a startup business in this digital era, especially what distinguishes it from ordinary businesses, is the presence of investments from various investors. A successful startup at first is also able to attract attention and convince various investors to co-finance their business. Understanding of this capability will be an important capital in the implementation and sustainability of the business.
- 4) **Marketing strategy.** Marketing the product is the main goal that you must always emphasize in yourself, as an important part of building a business. An understanding of marketing strategies, especially practical strategies in this digital era, is important to be used as a provision in building startups.
- 5) **Business sustainability.** This is the last point that is arguably the most difficult for a startup to actually achieve. Being able to maintain the business model and implementation is the main challenge for today's startup activists. So, it becomes very important for you to understand this context so that the business you start can continue to generate profits in the long term. **Digital Entrepreneur** The presence of digital entrepreneurs has the potential to create startup companies that often make breakthroughs through disruptive technology. The presence of this type of company is felt to be very helpful for consumers, because they generally offer solutions in the form of convenience and comfort at a lower price/rate. The emergence of digital entrepreneurs in Indonesia will certainly attract a lot of economic activity which in the end has the potential to improve people's quality of life (Hassim 2018.) Entrepreneurship is the ability to turn every

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opportunity into a challenge that has economic value. When this ability is synergized with competence in the field of technology, entrepreneurial abilities in the field of technology are born, commonly known as technopreneurship.

The term entrepreneur then refers to a person or group who starts a business with the courage to take risks and uncertainties to gain profits by identifying existing opportunities. The results of the research on the Potential of Young Entrepreneurs' Independence towards Technopreneurship in the Digital Age are as follows:

1) Building an Online Store

Creating an online store requires developing a website or platform to facilitate the purchase of products online. Selling online is one of the best digital business ideas in Indonesia because of the huge potential for e-commerce. You might immediately think of an e-commerce platform like Tokopedia.

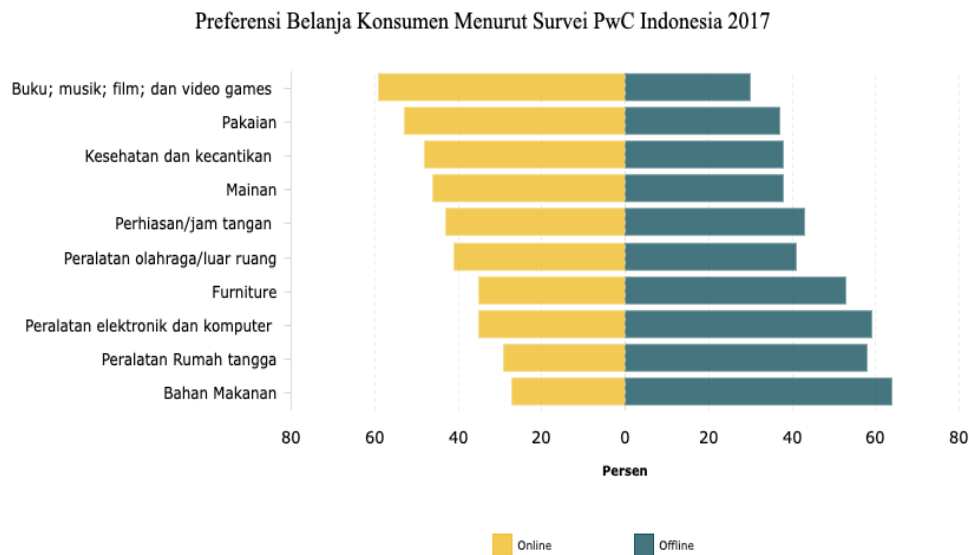


Figure 4. Online Store Preferences

PwC Indonesia, in a survey entitled Total Retail Survey 2017 stated that most consumers have switched to online purchasing methods for several types of products. In this survey, 59 percent of consumers prefer shopping to online stores for products such as books, music, movies, and video games. Furthermore, for the purchase of clothing types, 53 percent of consumers have switched to internet-based shopping. PwC Indonesia assesses that the

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rapid development of e-commerce has also affected the performance of offline retail. This is not only in Indonesia but also in other Southeast Asian countries such as Singapore and the Philippines. This condition can be seen from the reduced transactions in shopping centers in these countries.

However, there is one thing that you must remember: create an online store, First and foremost, an online store. In addition, the ability to manage an online store effectively shows that you are an experienced seller. This is the case. Third, set up an online store. Create a professional online store without programming knowledge.

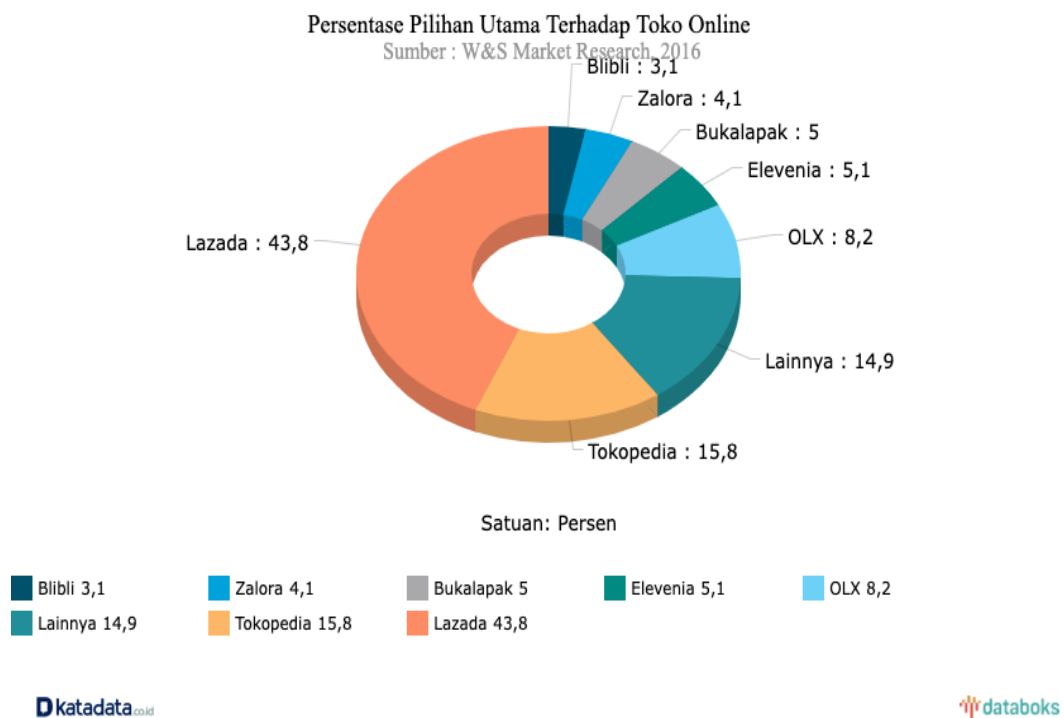


Figure 5. Choice of Online Stores

Currently, there are many content management platforms that use WordPress hosting to make website creation easier, even for beginners. Learning to create an online store without using a programming language is no longer a dream. Using a CMS, you can quickly create your own online store (Content Management System). Create your own online store without having to understand programming languages using the hassle-free, easy and fast CMS or Instant Deploy feature.

2) Doing Affiliate Business

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Affiliate marketing is the practice of marketing other people's products in exchange for a commission. In short, affiliates work in three stages. Sign up for the affiliate program first, and then you will be given a referral code or a special link. Second, you promote the product on your website or through social media. Third, you will receive a revenue share if a buyer uses the code you provide or clicks on the link you recommend.

Allianz survey results show, interruptionsbusinesssuch as supply chain congestion being the biggest business risk in 2021. At least 41% of respondents in the survey chose this option, being the highest among other risks.

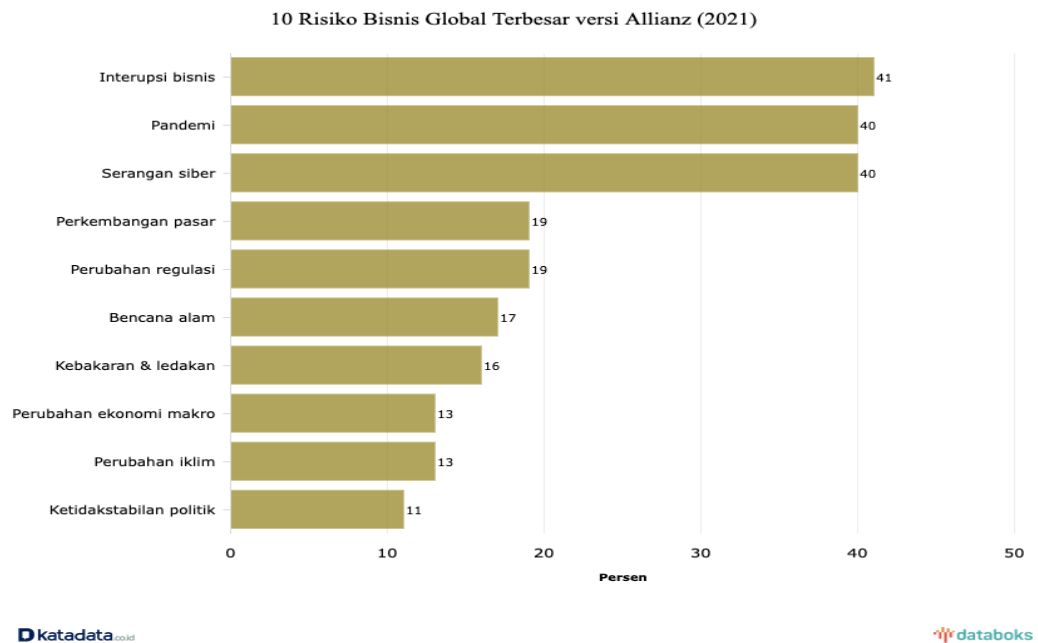


Figure 6. Affiliate Business

Respondents who stated that the Covid-19 coronavirus pandemic and cyber attacks were the biggest business risks each recorded at 40%. This is because the pandemic is considered to be the cause of the health crisis and restrictions on mobility, while cyber attacks result in data leaks and payment of fines.

3) Become a Youtuber

YouTube is no longer just a place to find videos for entertainment. Many people try their luck being a YouTuber to earn money and build a reputation. Actually, there are many ways to make money on YouTube. However, there are some prerequisites that must be met. Ria Ricis is the name of a YouTuber

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who earns that much. His dedication to providing engaging content on his YouTube channel has earned him up to 17 million subscribers.

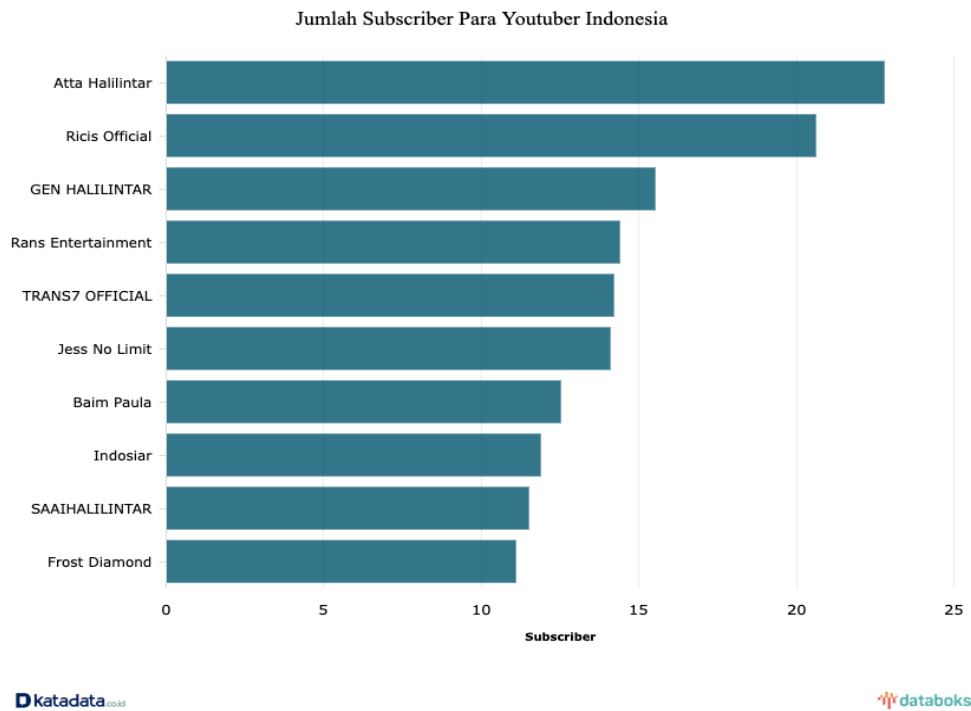


Figure 7. Number of Youtubers

Managing a YouTube account with unique content can be a lucrative digital venture. One of the interesting aspects of YouTube is that everyone has an equal chance of success.

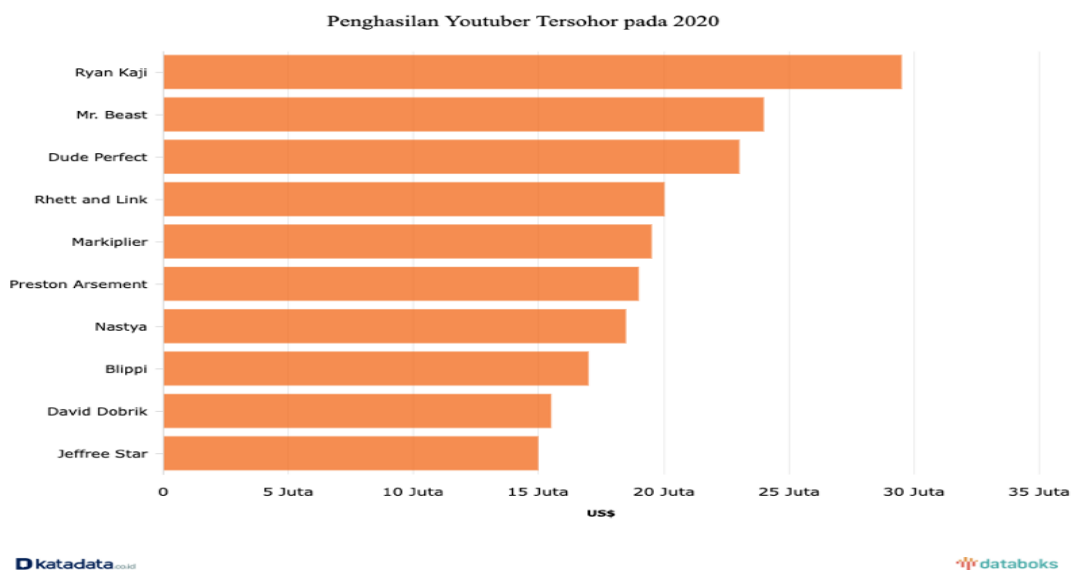


Figure 8 Youtuber Earnings

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Youtube recorded more than two billion users visited social media it's every month. Some of them are users from Indonesia. Until now (15/5), Atta Halilintar has 22.8 million subscribers as well as the largest in Indonesia. The man has uploaded 834 videos. The second position is occupied by the Ricis Official channel. The channel managed by Ria Ricis has uploaded 907 videos. He managed to get 20.6 million subscribers. The total viewer of the video reaches 2.7 billion people.

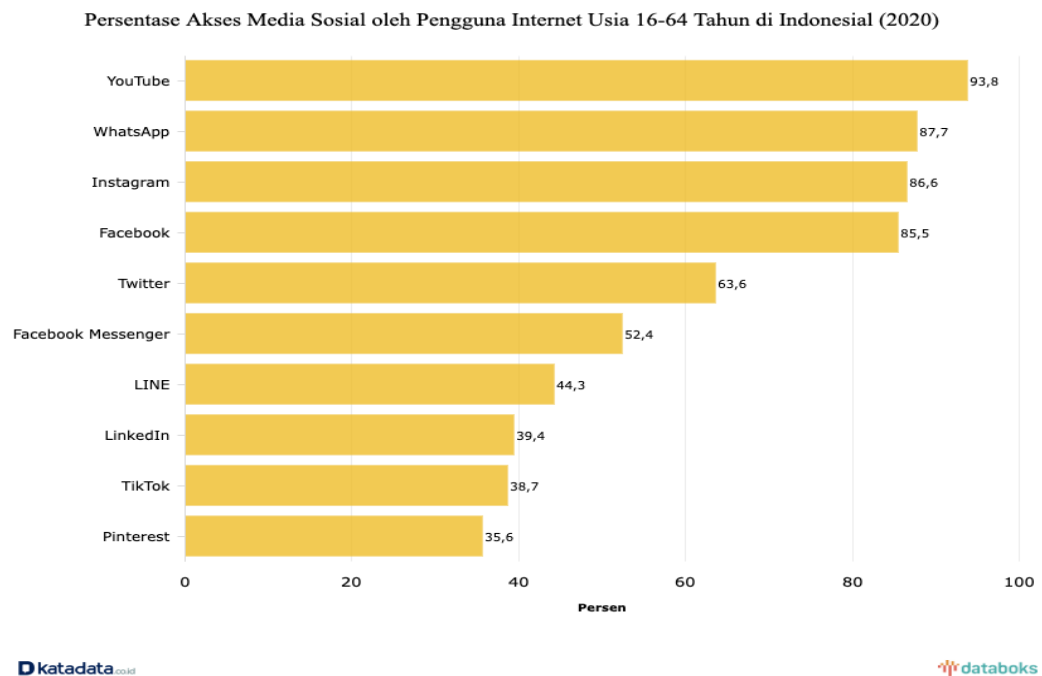


Figure 9. Percentage of Social Media Accounts

4) Try Dropshipping Business

Dropshipping is a type of online business that allows you to sell products without having to worry about warehouse or shipping. As a result, you should rely solely on your ability to sell. This is the most significant difference between dropshipping and reseller. Furthermore, dropship is different from affiliate. In affiliate business, you are a marketer offering a product; In dropshipping, you sell goods and receive payments from buyers. The profit from a dropshipping business is derived from the difference between the amount of money you receive from the buyer and the amount of money you pay to the manufacturer of the goods. One of the most distinctive aspects of dropshipping is that manufacturers get paid. Consumers first order goods

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from the dropshipper online store, then confirm the order and payment. Second, After the consumer completes the payment, the dropshipper will contact the goods provider to place an order. Third, the goods provider will package the goods, and the goods will be automatically sent to the consumer's address.

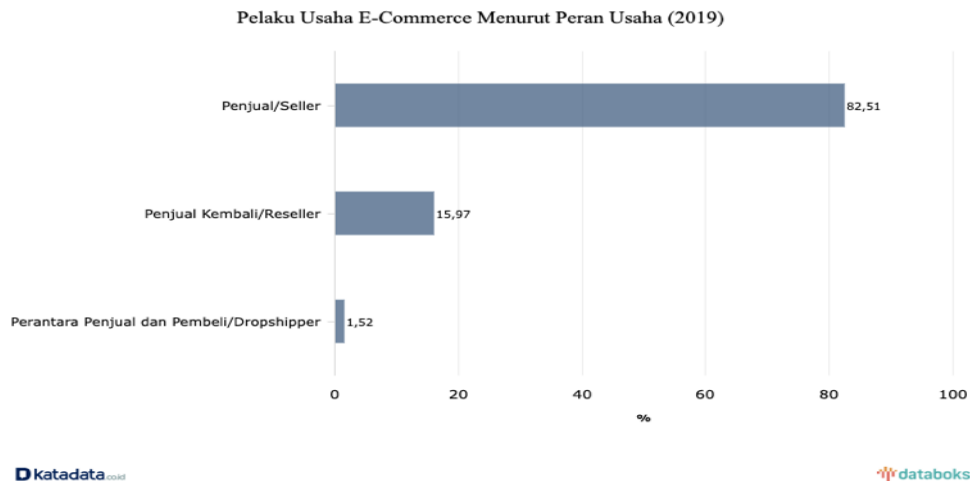


Figure 10. Dropshipping Business

The survey was published by the Central Statistics Agency under the title "E-Commerce Statistics 2020". This survey was conducted in 101 districts/cities in Indonesia. The sample is based on the number of companies that receive orders via the internet with a sample of 17,063 companies. This company consists of 16,180 E-Commerce 2019 survey results and 883 marketplace crawl results.

5) Become a Famous Blogger

Understanding the purpose of blogging is the first step to becoming a good beginner blogger. This is the first step that you should not ignore. You know how a blog will be built if you have a purpose. And in what direction the blog will be developed. This is important because blogging is not an activity that produces results in a matter of days or weeks. Making it big takes consistent effort. The next step is to turn your blog into a source of income. What is the procedure? Like the famous blogger Iwan Banaran, you can rent out advertising space on your blog.

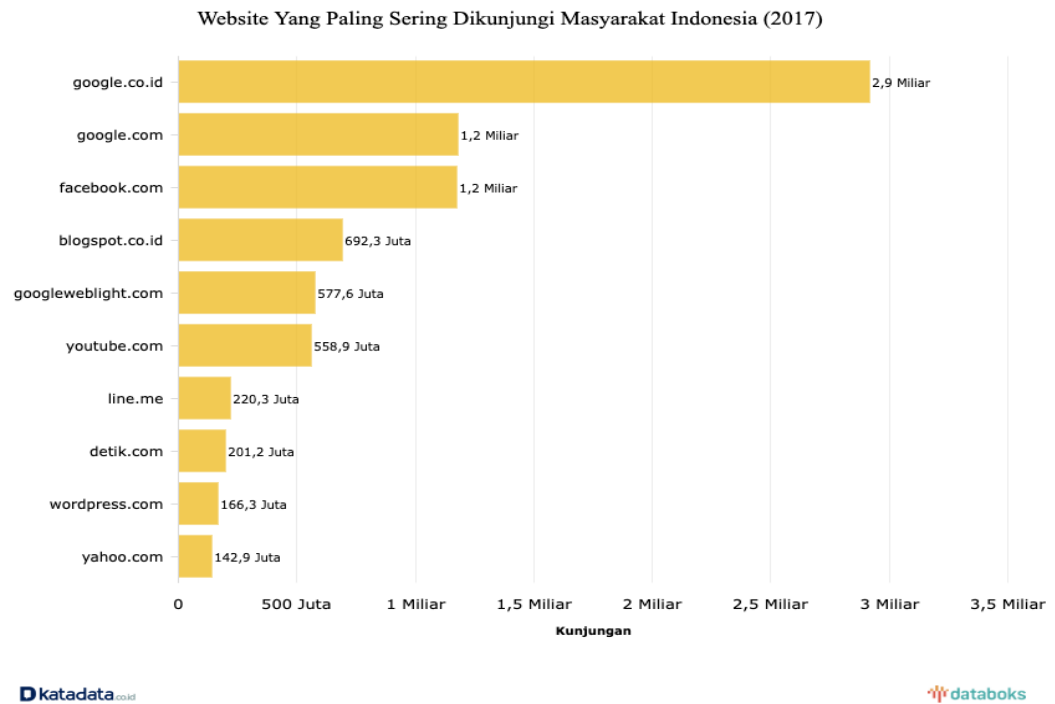


Figure 11. Blogger

From this research, it is known that several sites that have a high number of visits each month are search engine websites. Google.co.id ranks first with the average number of visits per month reaching 2.92 billion visits, and the average time spent per access reaching 9 minutes 2 seconds.

6) Become an Instagram Influencer

Influencers can increase their exposure by creating paid ads or promoted content on social media platforms like Instagram and Twitter. You can access engagement data, analytics about your followers and recommended posting hours. If you have a large number of Instagram followers, becoming an influencer can be a lucrative opportunity.

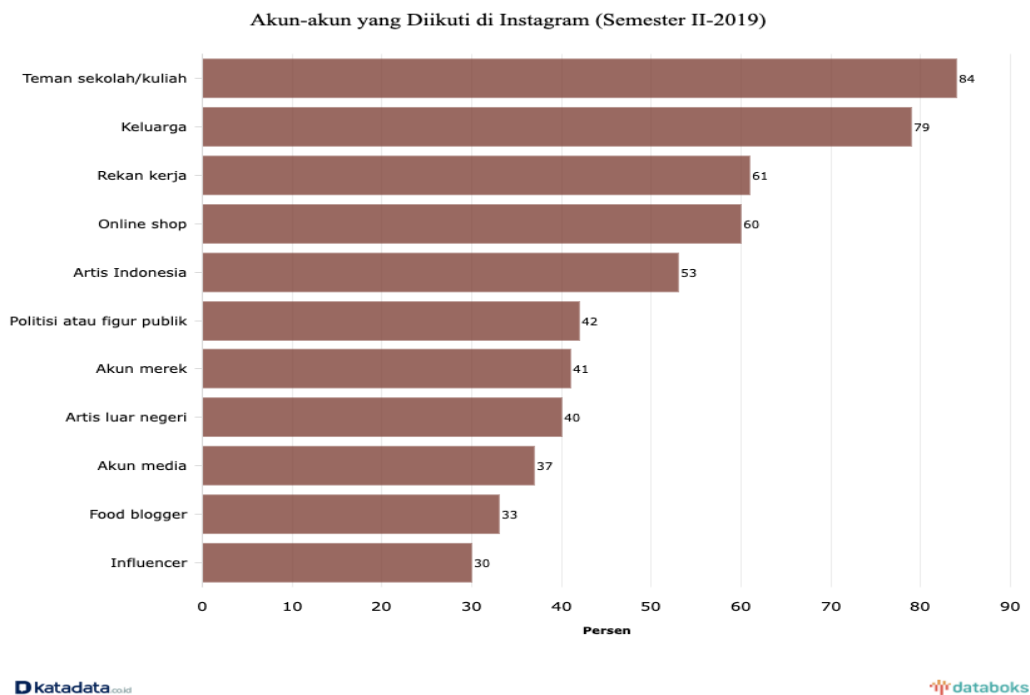
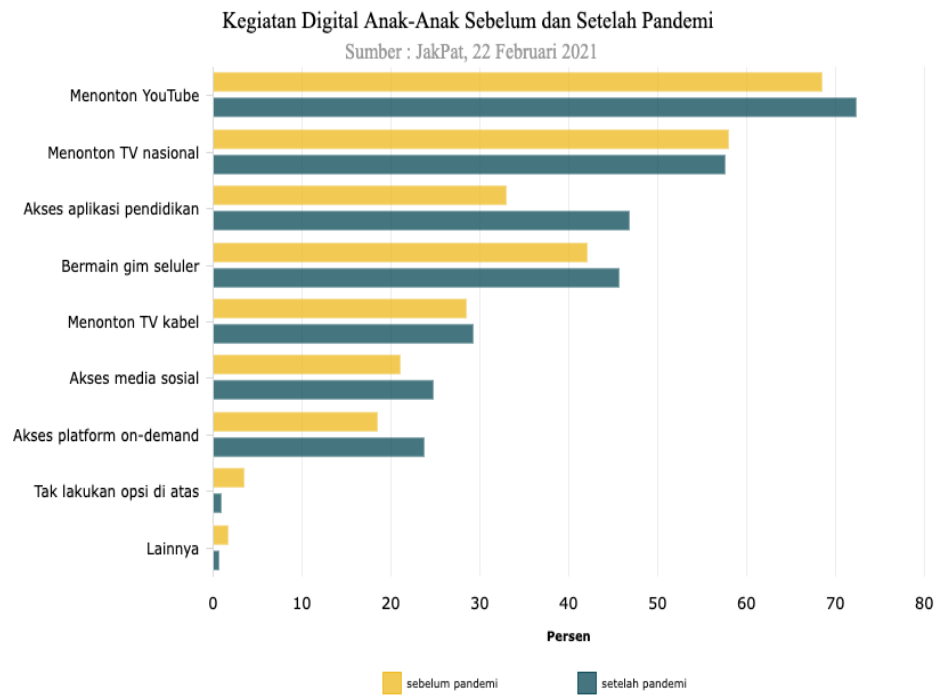


Figure 12. Instagram Influencers

Most respondents followed school or college friends and family members, respectively 84% and 79%. Meanwhile, well-known figures who are chosen by respondents to follow are Indonesian artists (53%) and politicians (42%).

7) Digital Content Writing

Digital content is measured using different standards. Each software application uses a unique algorithm, which may include word count, keyword usage, website links, content type and target audience. Since audiences and platforms use different algorithms to evaluate content, you must create high-quality content so that content is digital. Digital content shouldn't be too short, but it shouldn't be too long either. If the number of words in the article is too few, Google will ignore the content. Search engine results (SERP) and by website visitors. In today's digital era, you can make a lot of money if you have these skills. Many websites will pay for high quality articles.



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Figure 13. Digital Content

In the Jakpat survey, children who spend their time watching YouTube also increase compared to before the pandemic. At that time, only 68.5% had access to it, but the number has risen to 72.3% since the pandemic.

8) **Online Teaching**

Advances in information technology have penetrated the world of education. Previously, took courses to learn new information. Online courses have become a phenomenon in this digital age. This is a fantastic business opportunity. This digital business is worth trying if various platforms, such as Udemy and RuangGuru, provide opportunities to make money teaching online. However, you can create online courses. The trick is to create a website that is supported by an integrated learning system also known as LMS (Learning Management System). Websites are becoming increasingly important for government agencies, businesses and individuals. While there are many methods for quickly creating a website, for more complex customizations, advanced programming skills are required that only web developers possess.

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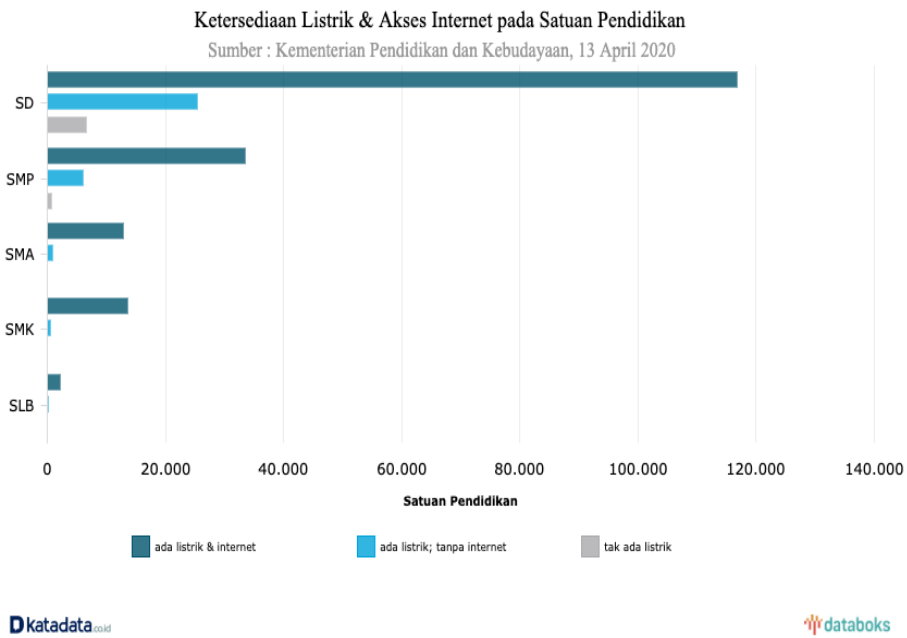


Figure 14. Online Teaching

Overall, there are 179,097 educational units that have access to electricity and the internet. A total of 33,227 education units have electricity, but are not touched by the internet. The rest, namely 7,552 education units, are untouched by electricity, let alone the internet.

9) **Creating Mobile Apps**

There are about 46 million mobile app users and 40 million mobile site users among 51.7 million mobile internet users. This figure shows that there are more mobile app users, but the majority of them also visit mobile websites. Furthermore, comScore describes the top ten mobile apps and mobile sites that attract the most attention from netizens in the country. Analyze customer needs and the number of requests you will receive when building your app.

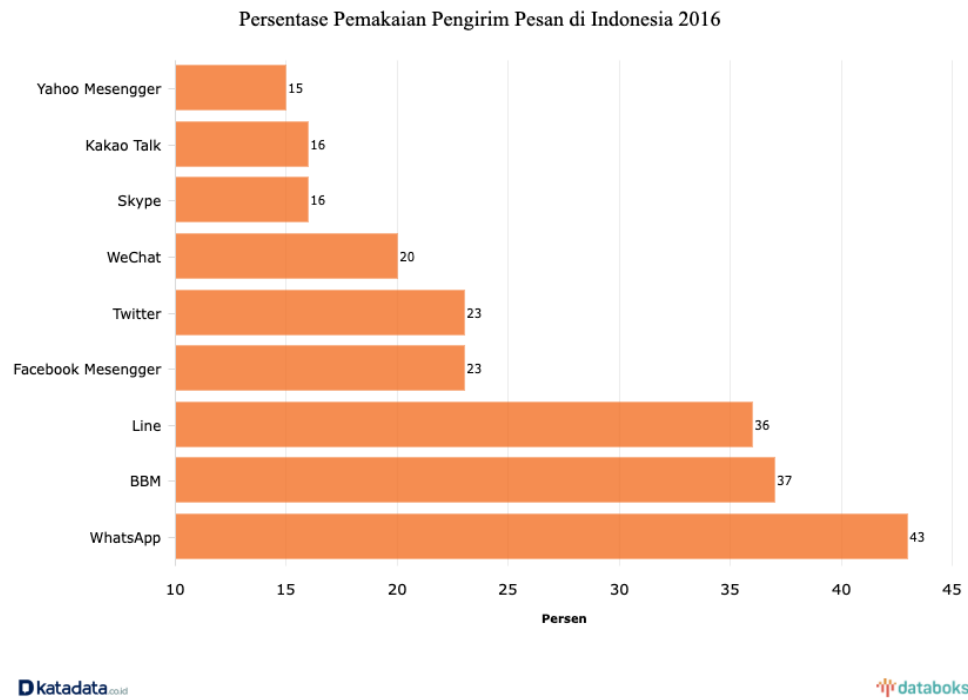


Figure 15. Mobile Application

The number of mobile phone users in Indonesia has now exceeded 350 million. What a market opportunity! You can try this digital business if you have experience developing mobile applications for the Android or Apple platforms. Develop your ability to create applications that are solutions for many people, like Gojek. The tips are to research the market potential and identify market gaps which are the realm of business that has not been worked on by anyone.

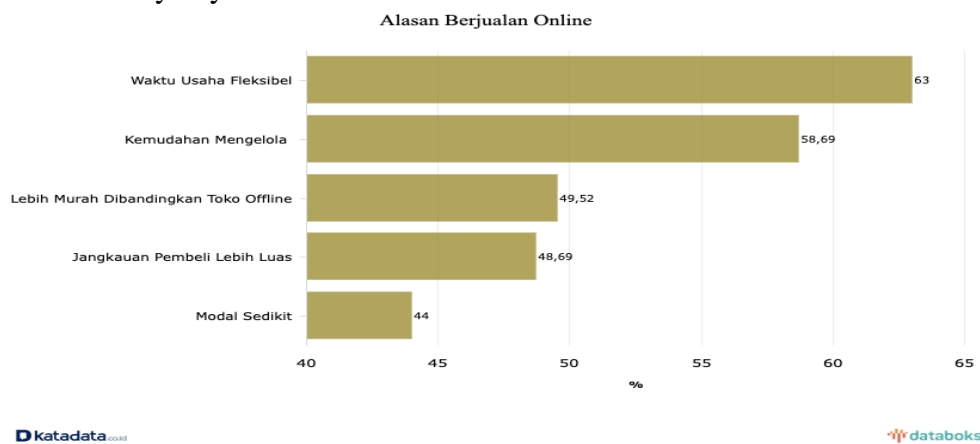


Figure 16. Reasons to Sell Online

10) Selling Digital Products

A digital product is a product that does not have a physical form and is sold online. Examples of digital products include ebooks, videos, audio, etc. If you have good musical skills and are able to produce a quality song, you can sell your work. Websites that can help you sell your music online include tunecore and songcast. Or if you're a book writer, you can sell your e-books on Amazon or Apple Books. Digital products have their own advantages, namely "never run out" as long as customers are still interested in buying them. We have the opportunity to make a sale.

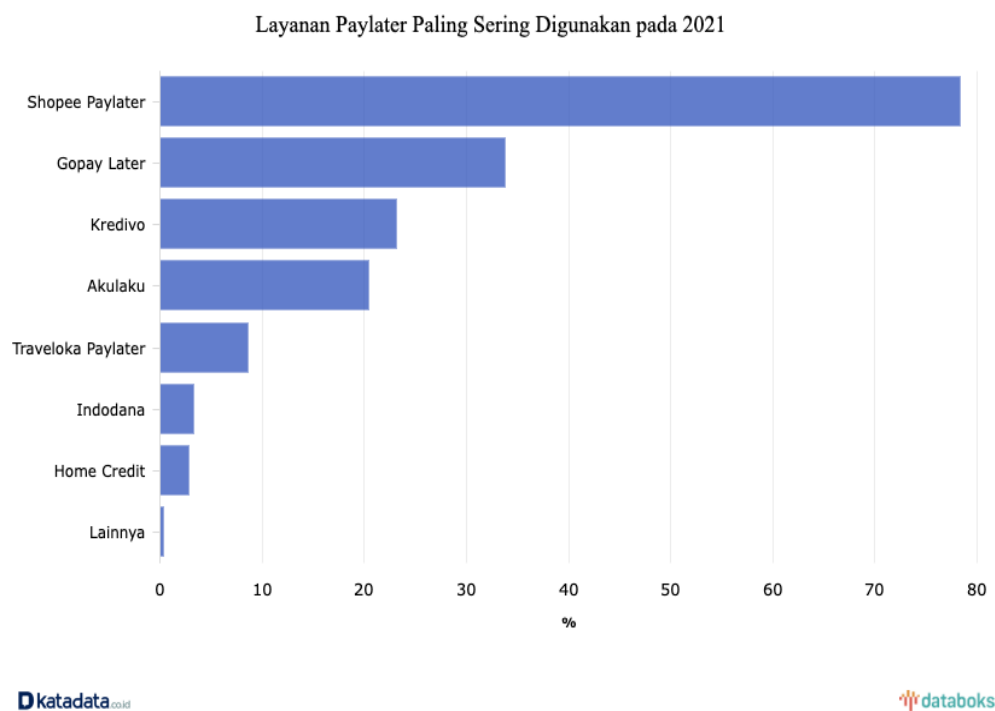


Figure 17. Digital Products

From the results of the DailySocial survey, the most consumers used Shopee Paylater services throughout 2021. The percentage reached 78.4%. Then, Gopay Later is in second place as the pay later feature is the most popular with the public. A total of 33.8% of respondents admitted to using the paylater feature on Gojek's services. Next, 23.2% of respondents use the paylater feature on Kredivo.

CONCLUSIONS AND SUGGESTIONS

Currently, the independence of young entrepreneurs in the digital era is a booming phenomenon. Digital entrepreneurs are widespread in Indonesia and

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have a lot of untapped potential, such as not being considered a competitor and being able to review competition data to uncover market gaps. The emergence of young entrepreneurs in the digital age is undoubtedly a significant opportunity for governments, institutions and businesses. The government's involvement in developing policies that encourage the development of 1000 startups every year is not primarily through regulation. On the one hand, young entrepreneurs have the potential for business development through research and innovation, but the resources to support this potential are still lacking. This sector, in particular, has sources of funding, but lacks in creating research and technical innovation.

Digital technology has enabled the emergence of entrepreneurship in the younger generation. The self-reliant potential of a young entrepreneur might start a company and earn money using social media. Young entrepreneurs contribute to the achievement of a strong economy. This study provides recommendations for digital literacy training programs for the younger generation, especially in rural areas, in order to improve the community's economy. The aim is for the independence of young entrepreneurs to be technologically educated, which will benefit the economy by increasing the number of businesses. The weakness of this research is that the research subject is data from the internet (sites; data) which is the reference for data sources as well as some examples of running businesses on social media

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