

---

## **BUILDING DIGITAL ENTREPRENEURSHIP INSIGHTS : CASE STUDY OF ECONOMICS STUDENTS**

**Eska Prima Monique Damarsiwi<sup>1)</sup>**

Management- Dehasen University

[ds.monique@gmail.com<sup>1\)</sup>](mailto:ds.monique@gmail.com)

**Mimi Kurnia Nengsih<sup>2)</sup>**

Management- Dehasen University

[mimikurnianengsih@gmail.com<sup>2\)</sup>](mailto:mimikurnianengsih@gmail.com)

### **Introduction**

The utilization of computerized apparatuses these days has become a significant need for understudies in the digital period, they generally utilize the web to satisfy their day-by-day needs. This is apparent from the aftereffects of an overview directed by a Network access Supplier Affiliation (APJII) in 2018 which tracked down that the fifth-biggest web client was an understudy who arrived at a score of 7.9%, so this implies that there is a high reliance on data chasing by understudies (Almi & Rahmi, 2020). With the undeniably far and wide utilization of the web, a change has been made in the mechanical framework, which ordinarily advertises products just disconnected, beginning to utilize computerized web innovation. The utilization of advanced innovation gives numerous advantages to enterprising improvement as simplicity of business, simple admittance to data, extending networks, and simple correspondence with shoppers. With the goal that different commercial centers started to arise like Tokopedia, Bukalapak, Shopee, and online shops which are generally showcased through web-based media Facebook and Instagram. Advertising utilizing the web emerges from the difficulties of showcasing restricted items in the territorial segment framework, political unsteadiness, restricted fuel sources, and the requirement for territory well disposed innovation (Drath & Horch, 2014). By utilizing the web, individuals don't have to come straightforwardly to the shop, buy exchanges can be done for 24 hours, reserve funds happen as far as advancements, and generally modest transportation costs (Maulana et al., 2015).

In the advancement of business in the digital world, there should be pioneering information that is exceptionally significant to begin a business, the presentation of computerized business venture should be possible to understudies who will later become entrepreneurs. Broad information about the business can assist the entrepreneur with getting realize a piece of the pie and business boundaries from the encompassing region (Kurnia et al., 2018). One of the endeavors to increment new business people in the 4.0 mechanical period is the presentation of advanced business in advanced education as hatching for making prevalent and cutthroat youthful ages. This matter can be attempted through the acquaintance of digital business with increment the innovative consideration of understudies to get ready for the developing worldwide rivalry. Digital literacy is relied upon to give information about the idea of a business venture carefully, shaping the mentality, perspectives, and conduct of a business visionary (Nursito & Nugroho, 2013).

Alongside the expanding trouble of school graduates to acquire some work due to the extreme rivalry in the realm of work, it is important to fabricate a pioneering soul among understudies, with the expectation that when completed training can make a new position. Notwithstanding this industry 4.0 period, colleges face the wonder of printing graduates who have seriousness, character, capacity, and responsiveness to look for business openings. Consequently, the school training program should start to be shown innovative instruction that uses computerized innovation. The establishment of learning in four columns is figuring out how to know, figuring out how to live respectively, figuring out how to be, and afterward learning it endures forever. In light of the portrayal over, this article intends to realize the issues looked by a school in creating business bits of knowledge that have an advanced idea by using every single existing innovation, to make an entrepreneur who comprehends the improvement of industry 4.0.

### **Finding And Discussion**

The after-effects of surveys given to 150 understudies of the Faculty of Economics at Three Universities in Bengkulu and meetings of 30 understudies with specific standards investigated utilizing SPSS for recurrence and rate estimation and Miles and Huberman models against 4 markers are as per the following:

1. Essential information on advanced business people

The consequences of information handling are depicted in Table 1:

Table 1. Essential information on advanced business people

Interval	Classification	Total	Percentage
5-10	Really Don't Know	0	0 %
11-15	Don't Know	0	0%
16-20	Enough	128	85,3%
21-25	Know	16	10,6%
26-30	Very Know	5	4%

Source: research data processing

Table 1 show that the fundamental information level of financial matters understudies at 3 colleges in regards to advanced business is at an adequate degree of comprehension with a score of 85.3%. This implies that new understudies know the idea of advanced business ventures overall just, don't comprehend the idea well. The understudies who know and comprehend are understudies who have connected and gotten advanced innovative talks in specific courses by 4%.

The after-effects of meetings for certain understudies can be finished up as follows:

*Question: Do you think about a computerized business ventures? Clarifications!*

*Answer: Yes, a computerized business is a push to sell items utilizing the web, for example, shopee, lazada, tokopedia.*

Because of the consequences of the meeting by the after-effects of the survey submitted, where the normal understudy knows advanced business visionaries just as a rule.

## 2. How digital entrepreneurship is managed

Table 2. Knowledge of how digital entrepreneurship is managed

Interval	Classification	Total	Percentage
5-10	Really Don't Know	125	83,3%
11-15	Don't Know	21	14%
16-20	Enough	4	2,6%
21-25	Know	0	0%
26-30	Very Know	0	0%

Source: research data processing

Understudies' information on how computerized business is overseen is negligible. This can be seen from the aftereffects of a poll that showed that out of 150 understudies 83.3% picked a very ignorant answer. These outcomes build up the consequences of the main pointer where understudies think about computerized business ventures just as a rule.

This outcome is likewise upheld by the aftereffects of meetings directed, in particular:

*Question: Do you realize how advanced business people are managed? explanation!*

*Answer: Don't know, I realize advanced business visionaries sell items on Facebook, Instagram.*

Given the after-effects of meetings it is realized that understudies don't have a clue how advanced business venture is overseen, understudies know about computerized business visionaries since they regularly see via online media used to advance different items.

## 3. Types of digital business

Table 3. Knowledge of the types of digital businesses

Interval	Classification	Total	Percentage
5-10	Really Don't Know	0	0 %
11-15	Don't Know	0	0 %
16-20	Enough	37	24,6%
21-25	Know	113	75,3%
26-30	Very Know	0	0 %

Source: research data processing

The table above shows that an enormous number of understudies know the sorts of advanced business people. This is shown by a worth of 75.3% of respondents are at periods 25 which implies respondents know the sorts of advanced organizations. In any case, the outcomes are contrarily relative to the consequences of the meeting, which the meeting results show that a large portion of the understudies who replied at the stretch just know the case of computerized organizations rather than the kinds of advanced organizations that are online shops, commercial centers, and e-commerce

*Question: Do you know the kinds of computerized organizations? clarification!*

*Answer: Yes, shopee, blibli, tokopedia, lazada, traveloka, and so on*

The after-effects of the meeting showed that the degree of information on understudies about the sorts of online organizations is still exceptionally insignificant, understudies feel know by giving instances of some online organizations that have a place with the kind of e-commerce just, however, have not had the option to recognize instances of online shops, commercial centers, and e-commerce

## 4. Digital business management

Table 4. Knowledge of digital business management

Interval	Classification	Total	Percentage
5-10	Really Don't Know	0	0 %
11-15	Don't Know	139	92,6%
16-20	Enough	0	0 %
21-25	Know	11	7,3 %
26-30	Very Know	0	0 %

Source: research data processing

Table 4 shows that most of the respondents were uninformed of the computerized business the executives appeared with a level of 92.6%. This is because the normal respondent has never worked together carefully. 7.3% of respondents who know the advanced business the executives dependent on their insight by survey and managing exchanges utilizing computerized stages.

The after-effects of the meeting are:

*Question: Do you realize how to keep a computerized business? explanation!*

*Answer: Don't know, I just realize computerized it utilizes the web.*

Know, advanced deals are a coordinated effort between vendors with computerized stages, for example, traveloka, different transportation in collaboration with traveloka to advance and sell flight tickets, trains, lodgings. From the consequences of the investigation information above, to conquer the snags or issues looked by understudies in noting 4 pointers that have been set, so to have the option to begin a business and fabricate the soul of entrepreneurs in understudies, enterprising learning should have the option to give direction, bearing, and have the option to assemble solid inspiration to understand the objectives that have been set. Broad information on computerized business people can impact the impression of standards, upsides of life locally to defeat obstructions, and prevalent difficulties of the climate. Concerning how we can assemble a computerized based business utilizing a few stages: (1) decide your business objectives; (2) decide the objective piece of the pie; (3) enter online media, commercial center, and web-based business; (4) should have the option to comprehend Search Engine Optimization (SEO); (5) start to investigate the imperatives and impediments of business; (6) should be engaged and predictable; (7) ready to control the web world; (8) ready to add understanding and construct a wide organization. (9) the inventiveness of the item to be showcased additionally should be considered for a business visionary to have the option to keep on keeping up his business. Concerning how we can assemble a computerized based business utilizing a few stages: (1) decide your business objectives; (2) decide the objective piece of the pie; (3) enter online media, commercial center, and web-based business; (4) should have the option to comprehend Search Engine Optimization (SEO); (5) start to investigate the imperatives and impediments of business; (6) should be engaged and predictable; (7) ready to control the web world; (8) ready to add understanding and construct a wide organization. (9) the inventiveness of the item to be showcased additionally should be considered for a business visionary to have the option to keep on keeping up his business.

## Conclusion

In the outcomes that have been expressed above, it tends to be presumed that to have the option to construct information about advanced business visionaries in understudies, a school should begin showing enterprising practices straightforwardly that utilization online media and not simply give exercises dependent on existing hypotheses. This is felt to give more inspiration to understudies, just as increment the relational abilities of understudies in utilizing computerized gadgets.

## References

1. Almi, S. N., & Rahmi, E. (2020). Pengaruh Digital Literacy Terhadap Kesiapan Berwirausaha di Era-digital Mahasiswa Fakultas Ekonomi Universitas Negeri Padang. *Jurnal Ecogen*, 3(2), 242. <https://doi.org/10.24036/jmpe.v3i2.8829>
2. Drath, R., & Horch, A. (2014). Industrie 4.0: Hit or hype? [Industry Forum]. *IEEE Industrial Electronics Magazine*, 8(2), 56–58. <https://doi.org/10.1109/MIE.2014.2312079>
3. Kurnia, D., Kusnendi, & Furqon, C. (2018). Pengaruh Pengetahuan Kewirausahaan Dan Efikasi Diri Terhadap Minat Wirausaha. *2018*, 6(2), 48–56.
4. Maulana, S. M., Susilo, H., & Riyadi. (2015). Implementasi E-Commerce Sebagai Media Penjualan Online. *Jurnal Administrasi Bisnis*, 29(1), 1–9.
5. Nursito, S., & Nugroho, A. J. S. (2013). Analisis Pengaruh Interaksi Pengetahuan Kewirausahaan dan Efikasi Diri Terhadap Intensi Wirausaha. *Kiat Bisnis*, 5(3), 148–158. <http://journal.unwidha.ac.id/index.php/KIATBISNIS/article/view/1042>

## BIOGRAPHY



Eska Prima Monique Damarsiwi, S.E., M.M, was born in Yogyakarta, May 18<sup>th</sup> 1983. She is graduate Bachelor Degree in Economic Management Program, Janabadra University (UJB), Yogyakarta (2001-2006) and Master Degree in Magister Management Program, Bengkulu University (UNIB), Bengkulu (2007-2010). Since 2014, she is work at Economic Management Department, at Facutly of Economic, Dehasen University Bengkulu (2014- now). Here are a several activities, namely : (1) Publising artikel in Nasional Journal; (2) twice received research grants for beginner lecturers organized by the Ministry of Research and Technology (2018 and 2019); (3) obtain community service grants organized by the Ministry of Research and Technology (2019); (4) editorial team of EKOMBIS Review: Jurnal Ekonomi dan Bisnis (2018-2021); She can be contacted via email: [ds.monique@gmail.com](mailto:ds.monique@gmail.com) or Phonenumber/WA 082111593537.



Mimi Kurnia Nengsih, was born in Bengkulu, January 5<sup>th</sup>, 1987. Currently completing her doctoral studies at Bengkulu State University in the Management study program. Completed her master management education at the same university in 2013. Graduate Bachelor Degree in STIE "IEU" Yogyakarta in 2009. Since 2014 she has been a lecturer at Dehasen University in the Management study program. Active in research and community service activities published in national journals, as editor of the EKOMBIS Review journal (economic and business journal) and BIMA Journal (Business, Management, & Accounting Journal)