

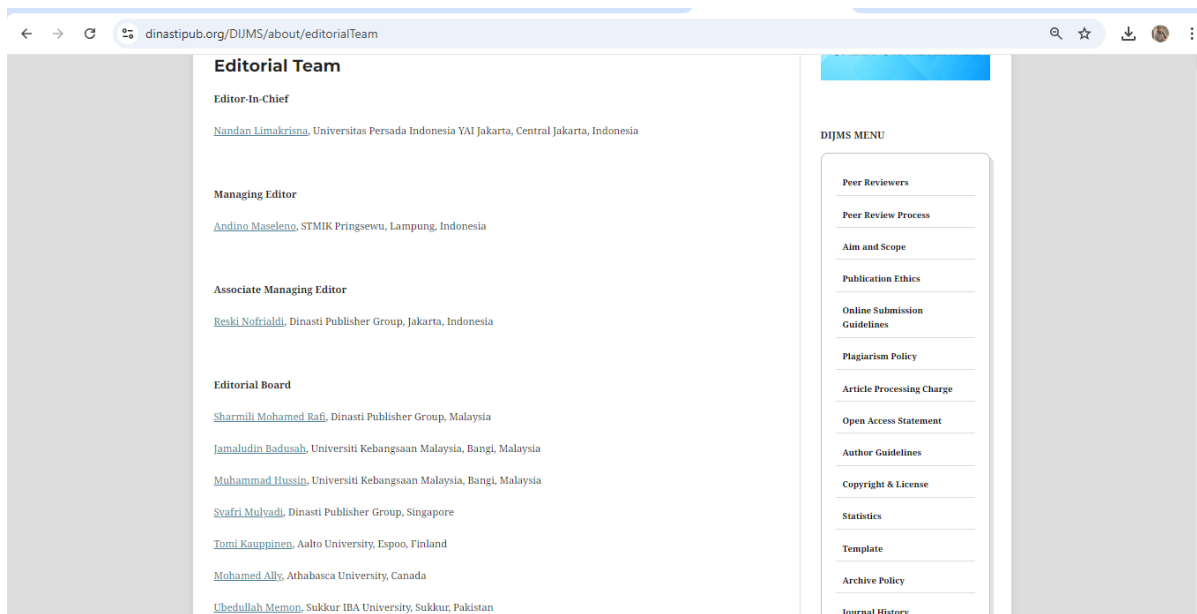
The Influence of Entrepreneurship Education and Digital Literacy in Forming Entrepreneurial Competence.

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1. Cover Jurnal



2. Dewan Redaksi



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The Influence of Entrepreneurship Education and Digital Literacy in Forming Entrepreneurial Competence

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Abstract: This research was conducted to determine the influence of Entrepreneurship Education (Entrepreneurship Education) on entrepreneurial competence. To determine the influence of digital literacy on entrepreneurial competence. The method used in this research is a literature review or literature study. Namely by collecting various relevant information related to the variables discussed. Through various sources and electronic media, the author will then articulate arguments based on existing theories and previous research. The findings in this research state that Entrepreneurship Education and Digital Literacy have a positive and significant effect on Forming Entrepreneurial Competence. Entrepreneurship education and digital literacy have a very important role in forming entrepreneurial competencies in individuals.

Keyword: Entrepreneurship education, Digital literacy, Entrepreneurial competency

INTRODUCTION

In the era of globalization and Industrial Revolution 4.0, entrepreneurship plays an important role in driving economic growth, innovation, and job creation. Entrepreneurial competency is becoming increasingly crucial for the success of individuals and organizations in various sectors. This competency includes skills in identifying opportunities, taking risks, managing resources, and innovating. The ability to innovate is an important factor that entrepreneurs must have in managing their businesses (Hendayana et al., 2019). In this context, entrepreneurship education and digital literacy emerge as two key factors that can shape and develop entrepreneurial competence.

The combination of entrepreneurship education and digital literacy can produce entrepreneurs who are not only competent in running traditional businesses but are also able to innovate and compete in the digital market. In this digital era, the ability to integrate technology into business models and marketing strategies is a significant competitive advantage. Competitive advantage has proven that the company can attract more and more

customers, increase market share, and bring a good reputation to the Company (Setiawan, 2023).

According to (Gede, 2023) Entrepreneurship education aims to develop creative, innovative, and opportunity-oriented thinking. This educational program covers various aspects, from a basic understanding of business to practical skills such as management, marketing, and finance. Entrepreneurship education also plays a role in building an entrepreneurial mentality that is adaptive, resilient, and proactive in facing business challenges. In recent years, many educational institutions have integrated entrepreneurship curricula into their study programs, both at the secondary school, college, and professional training levels.

On the other hand, digital literacy refers to an individual's ability to use information and communication technology effectively and efficiently. Digital literacy includes understanding how to operate digital devices, utilizing the internet to search for information, and using social media and other digital platforms to communicate and do business. In the context of entrepreneurship, digital literacy allows entrepreneurs to utilize digital technology in their business operations, from online marketing to data analysis (Amin, 2022).

In the context of globalization and rapid technological development, prospective entrepreneurs need to have a deep understanding of how to integrate entrepreneurship education and digital literacy to increase their competence in entrepreneurship. By combining these two aspects, it is hoped that entrepreneurs will be able to face complex business challenges, make optimal use of digital opportunities, and develop innovation in their businesses.

This research focuses on the combined influence of entrepreneurship education and digital literacy in forming entrepreneurial competencies. Although these two factors have been widely researched separately, studies that combine them in the context of entrepreneurial competency development are still relatively limited. Therefore, it is hoped that this research can make a significant contribution to understanding how entrepreneurship education and digital literacy together shape entrepreneurial competence, as well as the implications for practitioners and policymakers in developing effective entrepreneurship education and training programs. Based on the previous description, the problem formulation in this research can be drawn as follows:

1. Is there an influence of Entrepreneurship Education on entrepreneurial competency?
2. Is there an influence of digital literacy on entrepreneurial competence?

METHOD

\This article uses literature research techniques, which are marked by systematic exploration, evaluation, and related literature analysis obtained from various scientific sources. This choice is rooted in the capacity of the method to provide a comprehensive approach to the author, allowing a deep understanding of entrepreneurial education, digital literacy, and entrepreneurial competence. Strategy, this research article adopts literature research methods to examine important elements of entrepreneurship. This method requires a comprehensive examination of varied and credible sources, empowering the writer to articulate arguments based on existing theories and previous research. Through testing various materials that have a good reputation, the literature research method facilitates different explorations regarding the reciprocal relationship between these factors.

RESULTS AND DISCUSSION

Entrepreneurial Competence

Entrepreneurial competence refers to the skills, knowledge, and attitudes needed to become a successful entrepreneur. According to McClelland quoted in (Chusumastuti et al., 2023), The concept of entrepreneurial competence is rooted in human capital theory, which

states that individuals can obtain skills and knowledge that increase their productivity and values. Meanwhile, according (Suryana, 2006) revealed that the competencies or abilities that must be possessed by the entrepreneur in real terms are reflected in the ability and willingness to start a business (start-up), the ability to do something new (creative), willingness and ability to find opportunities (Opportunity), the ability and courage to bear the risk (risk-bearing) and the ability to develop ideas and concoct resources. Entrepreneurial competence is knowledge, attitudes, and skills that are connected, which entrepreneurs need to be trained and developed to be able to produce the best performance in managing their business (Maulana et al., 2021).

Based on the statement above it can be concluded that entrepreneurial competence not only consists of technical knowledge and skills, but also involves a strong attitude and will to face challenges, design innovative business strategies, and manage risks wisely. The development of this competency holistically will help an entrepreneur achieve the best performance in managing his business and achieving success in the business world. This section contains data (in brief form), data analysis, and interpretation of the results. Results can be presented in tables or graphs to clarify the results verbally because sometimes the display of an illustration is more complete and informative than the display in narrative form.

This section must answer the problems or research hypotheses that have been formulated previously.

Entrepreneurship Education

Entrepreneurship Education is an educational approach that aims to develop the skills, knowledge, and attitudes of entrepreneurship in individuals. Through this education, individuals are given an understanding of the basic concepts of entrepreneurship, such as starting and managing a business, identifying opportunities, developing business ideas, and managing risk. According to (Rifqy Alfiyan et al., 2019) Entrepreneurship education is the study of values, abilities, and behaviors in facing various life challenges.

Entrepreneurship education is often interpreted as the development of students' abilities, such as entrepreneurial knowledge, attitudes, and skills (Ahmed et al., 2017). Educational education is a teaching and learning activity of entrepreneurship that includes the development of knowledge, personal character, skills, and attitudes (Kusmintarti et al., 2017).

Entrepreneurship Education is an educational approach that aims to develop the skills, knowledge, and attitudes of entrepreneurship in individuals. Through this education, individuals are given an understanding of the basic concepts of entrepreneurship and are trained to start and manage businesses, identify opportunities, develop business ideas, and manage risk

Digital Literacy

Broadly speaking, digital literacy is the ability to use digital technology effectively and responsibly. Interpreting digital literacy includes understanding the web and search engines. According to Dahwen Dalam (Kanjii & Caniago, 2016), digital literacy can be interpreted as a set of attitudes, and understanding, in handling and communicating information and knowledge effectively in various media and formats. Digital literacy is the ability to relate to hypertextual information in the sense of reading computers.

According to (Uswatun Hasanah et al., 2019) Digital literacy is the ability to read, write, and calculate various digital texts/objects in the digital environment. Digital literacy is the ability to understand and use information in various formats from various sources when presented through computers and, in particular, through Internet media (Ilmi Dafiq et al., 2022).

Based on the above understanding, it can be concluded that digital literacy is the ability to use digital technology effectively and responsibly. Digital literacy involves

understanding the web, and search engines, and the ability to deal with hypertextual information with the help of computers. It also includes the ability to read, write, and calculate digital text/objects, as well as the ability to understand and use information from various formats and sources presented through computers and the internet. With good digital literacy, individuals can manage information effectively in various media and formats in the digital environment.

Relevant Research

No	Author	Previous Research	Equations of Research	Differences of Research
1.	(Gede, 2023)	Self -efficacy, entrepreneurial education, financial literacy, and digital literacy significantly affect the behavior of entrepreneurship.	Using the same variable, namely related to entrepreneurship education and digital literacy.	.Do not use the entrepreneurial competency variable.
2.	(Askia Ulfah et al., 2022)	Digital literacy affects entrepreneurial competence.	Using digital literacy variables and entrepreneurial competencies.	Do not use the entrepreneurial education variable.
3.	(Mulyati, 2023)	Entrepreneurship education and digital literacy affect entrepreneurial interest.	Using the same variable, namely related to entrepreneurship education and digital literacy.	Do not use the entrepreneurial competency variable.
4.	(Blegur & Handoyo, 2020)	Entrepreneurship education affects the intensity of entrepreneurship.	Using the same variable, namely related to entrepreneurship education.	Do not use digital literacy variables and entrepreneurial competencies.
5.	(Sarwo Edy Handoyo, 2021)	Entrepreneurial motivation affects entrepreneurial competence.	Use the competency variable of entrepreneurship	Do not use the variable entrepreneurial education and digital literacy.
6.	(Harianti et al., 2020)	Using the Entrepreneurship Education Variable and Entrepreneurship Competency.	Using the Entrepreneurship Education Variable and Entrepreneurship Competency.	Do not use digital literacy variables.

Effect of Entrepreneurship Education on Entrepreneurial Competencies

Entrepreneurship education plays an important role in influencing entrepreneurial competence through various mechanisms and approaches. Through the practice of entrepreneurship education individuals can gain knowledge of both theoretical and practical essentials, including business management, marketing, finance, and business law. Some studies that have been conducted prove that entrepreneurship education has a positive and

significant effect on entrepreneurial competence. This means that if the higher and the better the entrepreneurial education, the level of competence of a person will increase. One of the relevant studies conducted by (Wibowo & Agus Satria Pramudya, 2016) The findings in this study stated that entrepreneurial education has a significant positive effect on entrepreneurial intensity and the role of entrepreneurial attitudes.

Other research proves the same results such as research conducted by (Harianti et al., 2020) The findings in this study state that entrepreneurial education is considered effective in increasing motivation, competence, and fostering entrepreneurial interest. Practical entrepreneurship learning methods can be further enhanced in order to involve students to actively participate and have a positive impact on entrepreneurial interest. Some approaches that can be in providing effective learning methods such as:

1. **Business Simulation:** Utilizing a business simulation that allows students to experience real business situations without financial risk. This can help students understand business practices directly.
2. **Project Work:** Provide project assignments that require students to design and implement their own business ideas. Thus, students can develop practical skills and creativity in the context of entrepreneurship.
3. **Industrial Collaboration:** Integrate cooperation with industry in the learning process. By involving business practitioners as guest speakers or mentors, students can get direct insights into the business world.
4. **Field Experience:** Providing opportunities for students to intern or participate in the field experience program in the company. This can help them apply theoretical knowledge to a real business context.

To strengthen the findings of the same research several other studies, as conducted by (Sarwo Edy Handoyo, 2021) the findings in this study eaten that entrepreneurial education affects the intensity of the business. As well research conducted by (Blegur & Handoyo, 2020) the results of this study also showed the same thing where entrepreneurial education affects the intensity of business authorities.

So based on some of the findings above it can be concluded that regional education has a positive effect on the competence of one's entrepreneurship.

The Effect of Digital Literacy on Forming Entrepreneurial Competencies

Digital literacy plays an important role in forming entrepreneurial competencies, especially in this fast-paced digital era, such as in research conducted by (Teguh Widayanto et al., 2023) found that digital literacy can encourage entrepreneurship. This may be caused by through digital literacy entrepreneurs can access the information and resources needed to start and develop their business, including market research, industrial trends, and competitor analysis. In addition, there are through digital literacy many training materials, courses, and online seminars that can be accessed to improve business and management skills.

One of the studies conducted to see the relationship between digital literacy and entrepreneurial competence was carried out by (Hasanah et al., 2024) The results of this study state that digital literacy affects entrepreneurial competence. This proves that the better digital literacy of students will increase their interest in student entrepreneurship, the higher. By utilizing, searching, and selecting content that is useful for increasing entrepreneurial interest. When entrepreneurs turn a conventional business into a digital-based business by utilizing online platforms sometimes find various obstacles in understanding it, but through digital literacy can realize entrepreneurship by searching and utilizing content on the internet with feelings of pleasure and interest so that students are able to take advantage of content on the internet well, then will increase the interest of students' entrepreneurship in running their business.

Other studies have been conducted by (Askia Ulfah et al., 2022) The results of this research state that digital limitation has a positive and significant effect on entrepreneurial interest. Increasing digital literacy can foster an interest in entrepreneurship by providing access to digital resources. Along with the increasing interest in entrepreneurship, their tendency to find information online also increases. Through digital literacy, entrepreneurs can gain knowledge about information architecture and their functions. In addition, digital literacy allows students to navigate and utilize various forms of media effectively, thus facilitating their involvement with entrepreneurial content and news.

Based on previous understanding and literature as described above, it can be concluded that digital literacy has a positive and significant effect in shaping entrepreneurial competencies.

Research Conceptual Framework

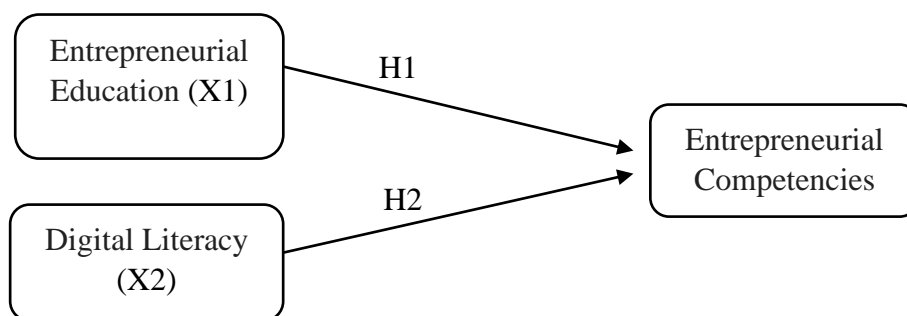


Figure 1. Conceptual Framework

Based on the conceptual framework above, entrepreneurship education and digital literacy affect entrepreneurial competence.

CONCLUSION

Based on the discussion and findings above it can be concluded that entrepreneurial education and digital literacy have a positive and significant effect in shaping entrepreneurial competencies. Entrepreneurship education and digital literacy have a very important role in shaping entrepreneurial competencies in individuals. Through entrepreneurship education, individuals can gain knowledge about basic entrepreneurial concepts, such as business planning, financial management, marketing, and innovation. Meanwhile, digital literacy allows individuals to understand and use digital technology in running their business, such as online marketing, data management, and business analysis.

Entrepreneurship encourages the development of creativity and innovation in creating unique and competitive business ideas. Digital literacy also supports innovation by providing access to various technologies and digital platforms that can be used to develop business ideas. Entrepreneurship education can help individuals in developing managerial skills needed to manage business effectively, such as strategic planning, decision-making, and leadership. Digital literacy allows individuals to manage business operations efficiently through the use of information and information systems. Through entrepreneurship education, individuals are trained to become independent and proactive in identifying business opportunities and overcoming existing challenges. Digital literacy also allows individuals to develop their businesses online and create new opportunities in the digital economy.

Overall, in addition to the factors mentioned in this study, many other factors can affect entrepreneurial competence, such as education, experience, personal characteristics, business networks, and economic conditions and regulations.

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