

# IMPROVING THE DIGITALPRENEUR POTENTIAL OF EDUCATIONAL STUDENTS

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## ABSTRACT

Indonesia is currently in industry 4.0 where human life depends on the internet, data and information. This industry change creates new business potentials, one of which is digipreneur. Digipreneur is a business made through the use of digital devices such as cellphones, laptops, digital media and so on. Digipreneur's business activities are mostly done digitally, either through social media or the marketplace. This digital business is considered more efficient because it doesn't require a lot of funds to rent a place to sell.

Increasing the potential of digipreneur for students in tertiary institutions can be spurred by the existence of entrepreneurship courses, the Entrepreneurial Student Program (Program Mahasiswa Wirausaha/PMW) and business competition programs such as the Indonesian Student Business Competition (Kompetisi Bisnis Mahasiswa Indonesia/KBMI). In addition, the rapid development of technology also contributed in creating a digipreneur. This increase in digipreneur in students can reduce unemployment and increase Indonesia's economic growth.

Digipreneur to educational students can be in the form of implementation of lecture results, for example: sharing knowledge on blogs or youtube media, and online tutoring. In addition, digipreneur in the field of education can also take the form of efforts to solve problems that exist in society, such as: startup development in the field of education.

**Keywords:** Digipreneur, Student, Education, Entrepreneur, Digital

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## 1. Introduction

The changing times are very fast becoming a challenge for humans to continue to innovate and develop their abilities so that they can harmonize with existing technological developments. According to Savitri (2019) in his book *Mengubah Tantangan Menjadi Peluang di Era Disrupsi 4.0* explains that the world has experienced an industrial revolution 4 (four) times. The industrial revolution is marked by many inventions that were not even thought of before, such as: the steam engine found in the 1.0 industrial revolution, the use of electricity in the 2.0 industrial revolution, computerization in the 3.0 industrial revolution and the internet of things in the 4.0 industrial revolution.

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The world is currently in the industrial revolution 4.0 where human life depends on the internet, data and information. The occurrence of this industrial revolution opened new business opportunities to develop. Internet technology at this time not only connects millions of people from various parts of the world but has also changed the trading system to trading based on online transactions (Rosyadi, 2018). The existence of this phenomenon has made a paradigm shift for business actors who initially prioritized business directly (face to face) into a digital business (online).

Indonesia is a country that has a large demographic number, extensive internet access and a large number of internet users (Musnaini, et al. 2020). These advantages can be used to create digital entrepreneurs or what is known as a digital entrepreneur. On the other hand, the existence of technological transformation can be a big threat to entrepreneurs who do not want to take advantage of technology. Therefore, it is very important to introduce digipreneur to new and old entrepreneurs so that their business activities can continue in the era of industrial revolution 4.0 disruption.

### *1.1 Formulation of The Problem*

Based on the background above, the following problems can be formulated:

- What is digipreneur?
- How is the potential of educational students' digipreneur?

### *1.2 Writing Purpose*

Based on the problem above, the authors' objectives for this paper are:

- To know what digipreneur is.
- To know the potential of digipreneur in education students.

## **2. Literature Review**

### *2.1 Digipreneur*

Ameliah, et al (2018) stated that the development of business in the field of technology involves many actors, including: creative idea owners (digital entrepreneurs), research centers, capital providers and the government. Digipreneur is entrepreneurship that is carried out through the use of digital devices such as cellphones, laptops, digital media and so on. Digipreneur is an innovation in business activities that initially became a conventional business activity that utilizes information technology. The existence of weaknesses in the view of conventional entrepreneurs makes digital entrepreneurship more is quickly accepted by the public. Digital entrepreneurship is also able to support globalization efforts where boundaries between countries are artificial. Ease of transacting anywhere, anytime and being able to grab a wider market are some of the advantages that digital businesses have.

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More specifically Richter et al. (2017) states that digital entrepreneurship is an effort to gain market share, business opportunities that generate money and strive to be innovative, radical and risk takers.

## *2.2 Digipreneur Potential in Educational Students*

The opportunities for digital entrepreneurs are very wide, along with increasing population, technological developments and human needs for digital (Musnaini, et al. 2020). By increasing the quality and quantity of information technology in Indonesia, it is appropriate for digital-based business activities to be increased. According to Asosiasi Penyelenggara Jasa Internet Indonesia (2018), the number of internet users reached 171.17 million out of a total population of 264.14 people. This large number is an opportunity to increase digital-based businesses or what is called a digipreneur. According to Farani, et al. (2017) stated that digital entrepreneurship has also attracted business people among young people to open or develop businesses, especially in universities.

The parties that have the greatest influence on the development of digital entrepreneurs are the government, universities and industry (Musnaini, et al. 2020). The three institutions are the institutions most active in making innovations regarding the development of digital entrepreneurs.

Higher education is one of the educational institutions that has an obligation to form entrepreneurs. One of the efforts made by the university to create new entrepreneurs is the entrepreneurship course. In this entrepreneurship course, students learn how to do business and how to compile a business proposal. Through this course, it is hoped that it will become a stepping stone for students to explore entrepreneurial activities as a provision for the future.

As an implementation of the entrepreneurship course, usually every 1 (one) year the Entrepreneurial Student Program is held. The Entrepreneurial Student Program is a grant-funded program for students who have both conventional and digital entrepreneurship programs. This program aims to train students to be directly involved in entrepreneurship even with minimal venture capital. In addition, the efforts made by the university to form digipreneur among students include frequent trainings on digital-based businesses, such as: advertising on social media, managing websites and so on.

Educational students are students who are currently studying in tertiary institutions and are directed to become professional educators. Even though they are designed to be educators, it does not rule out the possibility for these educational students to enter the world of entrepreneurship, especially digital entrepreneurship. Opportunities for digital entrepreneurship in education are also quite wide, for example: sharing knowledge on blogs or youtube, online tutoring and establishing startups to improve the quality of education.

## **3. Conclusion**

The changing times are very fast becoming a challenge for humans to continue to innovate and develop their abilities so that they can harmonize with existing technological developments. The

industrial revolution opened new business opportunities to develop. One of the new business opportunities in the era of the industrial revolution 4.0 is digital entrepreneurship or digipreneur.

Digipreneur is entrepreneurship that is carried out through the use of digital devices such as cellphones, laptops, digital media and so on. Digipreneur is an innovation in business activities that initially became a conventional business activity that utilizes information technology.

The development potential of a digipreneur is quite extensive. There are three institutions that are actively developing digipreneur, namely: government, universities and industry. The three institutions can collaborate to improve the quality and quantity of digipreneurs in Indonesia. Digipreneur opportunities for educational students are sharing their knowledge on blogs or youtube media, online tutoring and establishing startups to improve the quality of education.

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