

Digital Entrepreneurship Education in The Vocational School

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ABSTRACT

Entrepreneurship skills need to be possessed by vocational school students in the face of competition in the world of work. The urgency of entrepreneurship education can be seen by the increasing number of schools and colleges providing entrepreneurship education. Entrepreneurship education communication is very important so that teaching is not just a concept but also a practice. Insan Cendekia Vocational School (SMK) seeks to implement entrepreneurship education by developing a chips business from processed *salak*. The initial business of *salak*-based snacks has potential for schools as well as student learning facilities. The purpose of this paper is to describe how the importance of communication in entrepreneurship education is carried out by vocational schools. The method used was qualitative for the emergent entrepreneurship education in SMK Insan Cendekia. The result: Teaching factory teaching in entrepreneurship education can continue to be optimized for SMK. Teachers must have roles and mindsets that support the development of entrepreneurial skills. Teachers can communicate entrepreneurship education appropriately.

Keyword: digital marketing, entrepreneurship, vocational school, mushroom

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