

# Digital Entrepreneurship: Implementation and Impact of MBKM Digital Entrepreneurs Narotama University

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## Abstract

This study aims to determine and analyze the effect of the level of knowledge of Narotama University Surabaya students on readiness to join entrepreneurial MBKM activities, especially in the field of digital entrepreneurship. This research combines quantitative and qualitative methods into one and is referred to as mixed methods. Data collection was carried out using data collection carried out using interviews and questionnaires. Respondents in this study were all active Narotama University students. The number reached 1,633 people. The research variable discussed in this study is the level of knowledge of the respondents with the readiness of the respondents to join MBKM activities. The MBKM program discussed focused on the Entrepreneurship Program. The program addresses the majority of issues that students and lecturers face. The Entrepreneurship MBKM Program, which has been running since September 2021, has received positive feedback from the majority of students. Digitalization fosters complex entrepreneurial processes, with digital entrepreneurship serving as a key component of economic development, job creation, and student creativity.

## Keywords:

Entrepreneurs, Digital Entrepreneurship, implementation and impact, link and match, MBKM

## 1. Introduction

Business actors have a very important role in driving the wheels of the Indonesian economy. The activities of business actors are economic activities that cannot be separated from people's lives in meeting the needs of life and having high flexibility in their activities (Kemenkopukm, 2020). In Indonesia, the number of entrepreneurs is still far from sufficient to create a prosperous Indonesian nation. The number of entrepreneurs in Indonesia is still small compared to the population so efforts to increase entrepreneurs must continue to be carried out. Four factors need to be considered in the development of entrepreneurship, namely: access to capital, the role of innovation, entrepreneurship training, and the role of the government in creating a good business climate (Khamimah, 2021). Indonesia's entrepreneurship ratio in 2020 is 3.47 percent. The calculation of the Entrepreneurship Ratio is based on a comparison between the number of residents whose businesses are settled divided by the total population. Based on data from the Global Entrepreneurship Index 2020, Indonesia is ranked 74th out of 137 countries (Hakim, 2020). The CEOWORLD magazine's Entrepreneurship Index assesses a total of 100 economies that account for 95 percent of global GDP. To produce an overall "best countries for entrepreneurship" index, a variety of characteristics are considered, including innovation, competitiveness, infrastructure, labor skills, access to money, and business

openness (Dimitropoulou, 2021). According to the CEOWORLD magazine Entrepreneurship Index, 2021, the United States is the world's most enterprising country, with Germany and the United Kingdom coming in second and third, respectively. Israel was ranked fourth in the 2021 rankings, ahead of the United Arab Emirates in fifth, Poland in the sixth, and Spain in seventh.

As for the countries in the ASEAN region, the data can be seen in Table 1.

Table 1 Ranking of the World's Most Entrepreneurial Countries ASEAN Countries

No	Rank	Country	Score	Innovation	Competitiveness	Labour Skills	Infrastructure	Access To Capital	Openness For Business
1	14	Malaysia	23.6	2.48	2.8	40.28	35.65	150.13	0.67
2	18	Philippines	21.62	2.57	2.38	38.9	42.01	127.42	0.78
3	23	Singapore	20.05	4.23	4.45	23.66	22.49	239.75	0.42
4	30	Thailand	18.32	4.55	5.72	21.98	17.47	112.06	0.89
5	45	Indonesia	15.42	3.95	4.76	25.29	21.03	226.52	0.44
6	74	Vietnam	13.44	3.06	3.47	32.71	28.79	82.89	1.21

Source: Dimitropoulou (2021)

Judging from Indonesia's ranking in the World's Most Entrepreneurial Countries, it is necessary to make efforts to increase entrepreneurs in Indonesia. The government has launched a program to add one million new entrepreneurs to increase the number of entrepreneurs in Indonesia.

Various efforts have been made to increase the number of new entrepreneurs, one of which is by cooperating with universities in Indonesia. Through the Merdeka Learning program – Merdeka Campus (MBKM) the government seeks to prepare university graduates to be ready to enter the world of work. MBKM is part of the independent study policy by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia. It provides opportunities for students to hone skills according to their talents and interests. They join directly into the real world in preparation for future careers. It is a comprehensive career preparation program to prepare the best generation of Indonesia. The program consists of practical activities in the field that will be converted into credits, knowledge, and skills for more than one semester. Students learn and expand networks outside their study program or home campus by gaining knowledge directly from qualified and reputable partners. One of MBKM's flagship programs is digital entrepreneurship.

The digital revolution in business and society influences or exploits entrepreneurship. In the field of digital entrepreneurship, traditional entrepreneurship principles such as establishing an entrepreneurial attitude, recognizing attractive opportunities, getting to know customers, completing regulatory requirements, and trying to acquire finance still apply and are practiced. Connecting with a digitally savvy society while conducting business is a fundamental transformation (Musnaini et al., 2020).

In the digital age, entrepreneurship is more in demand than ever. However, it is not limited to having online meetings, paperless offices, and communication on social media. Instead, it should be seen as a holistic approach to thinking that encompasses all organizational processes, including communication and service provision. If we integrate digital process support at all levels, we can experience long-term success and keep competitors away. Data, information, and knowledge are success factors leading to new market opportunities and business models through the combination of intelligent networking with operational performance and service delivery. It covers the economics of the platform to the support system, with the use of new technologies to make the process more effective and elegant. Exploring promising opportunities and creating unique ideas offer digital entrepreneurs the potential to develop their businesses successfully. Business model design, architectural planning of software and hardware components, individual data stores, information components, and knowledge are the core of the entrepreneurial approach (Ghezzi & Cavallo, 2020).

This study aims to determine and analyze the effect of the level of knowledge of Narotama University Surabaya students on readiness to join entrepreneurial MBKM activities, especially in the field of digital entrepreneurship.

## 2. Methodology

This research combines quantitative and qualitative methods into one and is referred to as mixed methods. Mixed methods research refers to combining or integrating qualitative and quantitative approaches in a single study to give a more complete picture of the research subject (Pardede, 2018). Data collection was carried out using data collection carried out using interviews and questionnaires. Respondents in this study were all active Narotama University students. The number reached 1,633 people. After data collection, data analysis was carried out using sequential methods to conclude research questions.

The research variable discussed in this study is the level of knowledge of the respondents with the readiness of the respondents to join MBKM activities. The MBKM program discussed focused on the Entrepreneurship Program. The questionnaire used for data collection has been prepared by the Director-General of Higher Education. Data analysis in this study used descriptive analysis and cross-tabulation.

### 3. Result and Discussion

#### 3.1. Result

Entrepreneurial opportunity examines how entrepreneurs exploit technological change to create new processes, products, services, markets, or corporate structures. This research deals with the role of prior knowledge in finding new opportunities to bridge organizations in recognizing business chances.

Table 2 The level of knowledge of students about MBKM Policy

Item	Frequency	Percent (%)
Knowing the overall policy	1,082	66.3
Knowing most of the contents of the policy	510	31.2
Knowing a little	33	2.0
Know nothing at all	8	0.5
Total	1,633	100.0

Table 2 describes the knowledge of the students about MBKM program policies. 1,082 or 66.3% of students understand the whole, 510 or 31.2% know most of the content, 33 or 2.0% know little, and 8 or 0.5% of university students do not understand. The available data shows that the majority of research respondents know the rules related to MBKM applied at Narotama University.

Table 3 The type of MBKM chosen by students

Item	Frequency	Percent (%)
Student exchange	457	28.0
Internship	335	20.5
Teaching Assistant in Education Unit	31	1.9
Research	335	20.5
Humanitarian Project	51	3.1
Entrepreneurial Activities	113	6.9
Independent Study	45	2.8
Building a Village, or Thematic Community Service Program (KKNT)	266	16.3
Total	1,633	100.0

Table 3 shows that 457 or 28.0% of students chose Student Exchange, 335 or 20.5% preferred Internships, 31 or 1.9% Teaching Assistants in Education Units, and 335 people or 20.5% Research. In addition, 51 or 3.1% of students chose Humanitarian Projects, 113 or 6.9% Entrepreneurial Activities, 45 or 2.8% Independent Learning, and, lastly, Village Building, or Thematic KKNT, selected by 266 or 16.3% of students. The available data shows that entrepreneurial MBKM activities are not one of the MBKM programs that are the main choice for Narotama University students.

Table 4 Availability of curriculum documents, guidelines, and operational procedures for participating in the program

Item	Frequency	Percent (%)
Already available	1,588	97.2
Not yet available	17	1.0
Do not know	28	1.7
Total	1,633	100.0

Table 4 describes the availability of curriculum documents, guidelines, and operational procedures for participating in MBKM activities. One thousand five hundred eighty-eight respondents, or equivalent to 97.2%, stated that the curriculum documents, guidelines, and operational procedures for participating in MBKM activities were available, 17 or equivalent to 1.0% said not available, and 28 or 1.7% people did not know. The available data shows that there are already guidelines for curriculum documents, guidelines, and operational procedures for participating in MBKM activities at Narotama University Surabaya.

Table 5 The level of preparation to be part of MBKM

Item	Frequency	Percent (%)
Already prepared	1,576	96.5
Not ready yet	53	3.2
Do not know	4	0.2
Total	1,633	100.0

Table 5 illustrates the number of students who have prepared themselves to be part of the program. A total of 1,576 or 96% of students answered that they were ready, 53 or 3.2% were not prepared, and 4 or 0.2% did not know. The available data shows that the majority of students have made preparations to join the MBKM activities carried out by Narotama University Surabaya.

Table 6 Opinion of students that learning activities outside the study program will have implications during the study period

Item	Frequency	Percent
The study period is long	19	1.2
Stay on time	1,596	97.7
Do not know	18	1.1
Total	1,633	100.0

Table 6 describes student opinions regarding the implications of learning activities outside the study program for the study period. Nineteen students chose a long study period; 1,596 or 97.7% said it would impact time, and the remaining 18 or 1.1% were unsure. Available data indicate that the majority of research respondents think that MBKM activities will not have an impact on the length of the study. Studies will still be completed on time even though they participate in MBKM activities.

Table 7 Opinion of students about providing additional competencies from off-campus learning activities, such as solving real complex problems, analysis, and professional ethics

Item	Frequency	Percent (%)
Yes, it will provide additional competencies	1,609	98.5
Maybe, it will give other competencies	22	1.3
Do not know	2	0.1
Total	1,633	100.0

Table 7 illustrates that most respondents said learning activities outside of campus would provide additional competencies. Twenty-two students stated that it was true, and two did not know. The available data shows that the majority of research respondents believe that the MBKM activities that are followed will provide additional competence. These competencies will be needed when students are already working.

Narotama University has run the program since September 2021, and the Digital Entrepreneurship course provides convenience for students who work. A genuine difference is that students found it challenging to manage time between work and study before the program and could not focus on the two. As a result, there are many problems, such as delayed graduation, dropping out of college, lack of motivation, and neglected business. After the program implementation, business activities can be converted into credit following established regulations. Students can

focus on their business and have plenty of time to develop it. Student gets actual knowledge and work experience because they run the company with their heart. On the other hand, college affairs automatically finished well.

Table 8 Cross-tabulation between the selected MBKM program and the preparations that have been made to join the MBKM program

Item		Have you prepared yourself to be a part of MBKM activities?			Total
		Already	Not yet	Do not know	
Were you asked to choose from 8 (eight) forms of learning activities outside the study program, which would you choose?	Student exchange	448	9	0	457
	Internship	319	16	0	335
	Teaching Assistant in Education Unit	29	1	1	31
	Research	335	0	0	335
	Humanitarian Project	49	1	1	51
	Entrepreneurial Activities	101	11	1	113
	Independent Study	44	1	0	45
	Building a Village, or Thematic Community Service Program (KKNT)	251	14	1	266
Total		1,576	53	4	1,633

Table 8 is a cross-tabulation between the selected MBKM program and the preparations made by Narotama University students to join the existing program. There are eight MBKM programs offered by Narotama University. The program most students take is student exchange, then research and internship. The next option is building a village. Entrepreneurship activities are ranked fifth out of eight MBKM programs that have been offered by Narotama University. The majority of research respondents have made preparations to join the MBKM program. Especially for students who take entrepreneurship activities, out of 113 students, 101 people have made preparations to take part in the activities that will be undertaken.

### 3.2. Discussion

This study discusses the effect of students' level of knowledge about the MBKM program, especially the entrepreneurship program on the preparation made by students. The success of a program or activity will be influenced by the preparations made to implement the program (Shakman & Rodriguez, 2015). The success of the MBKM program followed by students is of course also influenced by the preparations that have been made by students.

One of the problems currently faced by Indonesia is the highly educated unemployment. Limited employment opportunities seem to exacerbate the situation, with the difficulty of absorbing the existing workforce. So far, the paradigm developed among university graduates is still oriented toward job seekers rather than job creators. This trend could be because the learning system in various universities is still focused on how to prepare students who are quick to graduate and get jobs, not the other way around, who are ready to create jobs. From here, higher education needs to better prepare its graduates to become graduates who can live independently, be creative, utilize science and technology and the arts that they have learned, to be able to contribute to the economic sector (Mustaqim, 2017). The MBKM program implemented by the government, especially the entrepreneurship program, is expected to be able to produce university graduates who become successful entrepreneurs. The programs and curricula that are prepared are targeted to be able to produce graduates who are ready to enter the world of work. The principle of Merdeka Learning Merdeka Campus is to invite campuses to synergize with the government, business, and industry to minimize the gap between graduate qualifications and work needs. In addition, the importance of MBKM is to raise the potential for innovation and local wisdom (Indrawati et al., 2022).

Narotama University students who are members of this entrepreneurial activity must also prepare themselves well so that the expected output can be achieved. Students who are involved in this activity are students who already have a business, or already have a business plan. The output of this entrepreneurship MBKM program is that Narotama University students can run a good business. In this activity, students are given six months to one year to run their business. The University will provide knowledge and skills to students. In addition, there is an assistant lecturer who is appointed to assist students, provide consultation, and direction, as well as provide motivation for students.

The failure to produce independent graduates is not only influenced by the lack of skills or technical skills possessed by graduates. Many factors are the cause, such as learning models, learning strategies, infrastructure, learning support infrastructure, curriculum, and several other factors. The problem of building mental independence, and increasing new entrepreneurs has become separate for educational institutions, even big national problems, this needs to find solutions and synergies from all government agencies and institutions, the business world, the industrial world, and other components of society who care (Suranto, 2016). Learning from failure in producing college graduates who become entrepreneurs, Narotama University Surabaya through the MBKM program continues to strive to improve curriculum and learning models for students who take part in the entrepreneurial MBKM program.

Currently, the learning system implemented in universities is currently more focused on how to prepare students to graduate quickly and get jobs, not on graduates who are ready to create jobs. So that graduates act more as job seekers rather than opening up job opportunities for others. The problem of link and match between university graduates and the world of work has not yet been properly resolved, meaning that university graduates are still considered inadequate to the needs of the world of work, especially by the Business World and the Industrial World (Suranto, 2016). The MBKM entrepreneurship program is an improvement from previous entrepreneurship programs. Through this program, students are targeted to be ready to enter the world of work.

The entrepreneurship program packaged in MBKM Narotama University is digital entrepreneurship. There has been much discussion about agility, disruptive processes, and the ever-increasing pace of market development. Therefore, the digital entrepreneur personality must maintain the following competencies (Mazla et al., 2019):

- 1) Creativity, organizational skills, and a sense of market opportunity
- 2) Strong knowledge of technical requirements and competitive environment
- 3) Courage to apply creative destruction process to their own business or procedure at any time.

The topic of digital entrepreneurship has also been widely studied. The whole world has been studying and researching Digital Entrepreneurship. The image below shows a graph from 2017-to 2021 showing 253 documents on the Scopus international journal site.

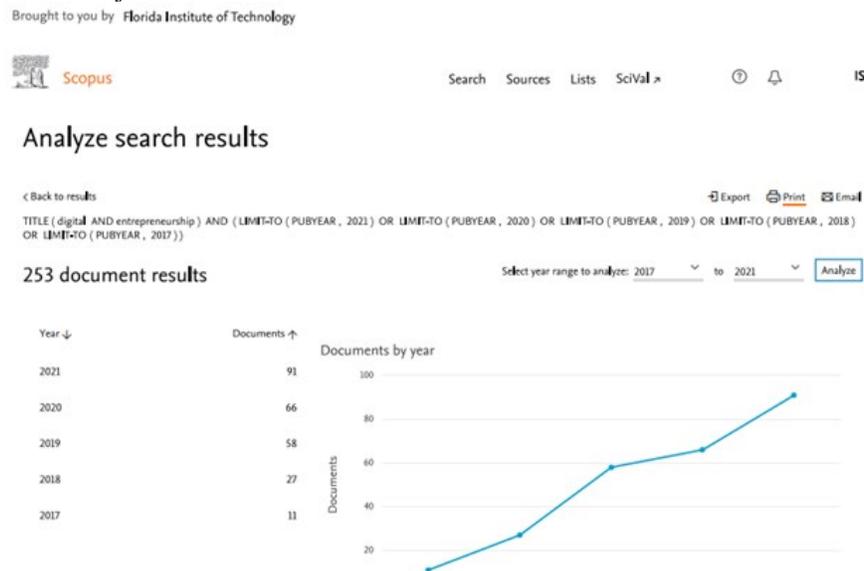


Figure 1 Digital Entrepreneurship Documents (Scopus.com)

The results show a total of 253 documents from 2017 to 2021, with details of 91 in 2021, 66 in 2020, 58 in 2019, 27 in 2018, and 11 papers in 2017. From the 253 document results, researchers compare ten sources from 2017 to 2021 to find the number of studies per year by source. The findings are Sustainability Switzerland 12, Technological Forecasting And Social Change 11, International Journal of Entrepreneurial Behaviour and Research 10, Lecture Notes In Networks and Systems 9, Frontiers in Psychology 7, Journal Of Business Research 6, Information Systems Journal 5, Small Business Economics 5, International Journal of Entrepreneurship 4, ACM International Conference Proceeding Series 3, Canadian Journal of Administrative Sciences 3, Fgf Studies in Small Business and Entrepreneurship 3, International Entrepreneurship and Management Journal 3, International Journal of E-

Entrepreneurship and Innovation 3, and International Journal of Innovative Technology and Exploring Engineering 3 documents.

Researchers compare 15 countries/territories from 2017 to 2021 to look for the number of studies by country or region in the same process. The United States is the first with 37 documents, Russian Federation with 27, Germany with 26, the United Kingdom with 24, China with 23, Italy with 19, Australia with 15, France with 11, Indonesia with 11, Spain with 11, and Denmark 10 researches.

Research in Indonesia on digital entrepreneurship over the last few years has continued to increase. This condition shows that the attention of researchers and also from universities to the issue of digital entrepreneurship is increasing. This increase also needs to be balanced with programs to print as many digital entrepreneurs as possible. Through the MBKM entrepreneurship program, Indonesia's target of producing one million new entrepreneurs can be realized.

#### 4. Conclusions

Since mid-2021, Narotama University has implemented MBKM Digital Entrepreneurs and has positively impacted students, which will make it sustainable to create good entrepreneurial qualities. Rapid digital advancements present various websites and social media that are very attractive to users. The existence of social media with multiple functions has been present among the world's citizens, including the people of Indonesia. The program provides solutions for most of the problems of students and lecturers. Most students are ready to welcome the Entrepreneurship MBKM Program, which has been running since September 2021, and they have positive opinions about it. Digitalization develops sophisticated entrepreneurial processes in which digital entrepreneurship is an essential pillar of entrepreneurial work for economic development, job creation, and student innovation. Narotama University Surabaya as the organizer of the Entrepreneurship MBKM needs to continue to improve the quality of program implementation so that the output produced can be maximized.

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