Introduction to Digital Literacy with an Entrepreneurial Orientation Study at PKBM Penerus Bangsa

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Abstract

This research uses a qualitative approach, by introducing digital literacy that is oriented towards entrepreneurship, introducing an application in the form of Canva to support students who have different backgrounds so that this introduction is a provision for entrepreneurship. This introduction is at PKBM Penerus Bangsa in Serua, Ciputat District, Tangerang City South, introductory activities were carried out which had a positive impact on students. This activity focuses on digital literacy that is oriented towards entrepreneurship, providing initial capital for students to prepare themselves as creative economy actors. Apart from that, students are also taught how to create effective designs, which they can apply in creating productive works.
Keywords: Digital Literacy, Entrepreneurship

INTRODUCTION

Interrnert is the result of civilization which should be utilized by humans to create civilized activities. However, in reality, internet not only has positive impacts but also negative impacts. The positive impact of learning when internet is used as a means of learning, innovation, a source of inspiration and a marketing tool. On the contrary, the negative impact grows when internet is used as a means of negative propaganda, intimidation, spreading racial beliefs, terrorism and drug trafficking. This impact depends on the method and direction of its implementation. In today's digital era, the amount of information each person receives through the devices they use is increasing and seems to be uncontrollable. Therefore, a person's ability to select and filter information becomes very important. This is urgent because of the increasingly developing challenges of information technology and new communication styles. (Restianty, 2018). It is believed that increasingly smooth and evenly distributed internet employment in Indonesia can encourage digital economic growth, providing a new opportunity to improve people's standard of living. The projected value of Indonesia's digital economy is estimated to increase severalfold to USD 146 billion by 2025 (Syah et al., 2019). The government is committed to accelerating digital transformation in order to support improvements in the digital economy in the future, with the goal of creating an independent, advanced, just and prosperous Indonesian society. This transformation is driven by efforts to develop reliable digital technology infrastructure, improve the quality of human resources, develop reliable technological capabilities, and improve the competitiveness and character of the nation. Technological advances have caused major changes in everyday life, ranging from automation that threatens various types of work to the way society receives and disseminates information. Currently, more than half of Indonesia's population has been affected by the Internet. Interrnert penetration levels are currently increasing every year (Prasetio, 2021).

Digital technology is increasingly entering the lives of families today without warning. Both adults and children are becoming users of digital media in various forms, such as computers, smartphones, gaming devices, and internet. It turns out that the use of digital media at home does not always improve the quality of family life. Often, family members drift apart because they are more interested in spending time on their digital devices than interacting with each other. In fact, young people and children can experience gadget addiction problems. Therefore, local people need to develop new ways to educate children in this digital era. For many years, we have considered that generation Y children are digital natives, a group that has

grown up with digital technology and has automatically mastered it. However, this assumption turns out to be just a myth. The ability of this generation is influenced by various factors, such as exposure to digital technology, the level of primary education, and the economic status of the family. Children from middle-class families tend to be more skilled, productive and understand the safety of digital technology compared to children from lower-class families who are only taught to use gadgets for play and entertainment. What's more, his mother never discussed this technology (Fatmawati & Sholikin, 2019).

In recent years, various international countries have had a close relationship with entrepreneurship which is often discussed in various business literature. With good digital literacy, an entrepreneur is able to gain opportunities by using digital media, communications technology, and other information. The process of teaching media literacy is called digital education, which is the result of a very long process of media literacy education and media studies, instant circulation of information. starting with the availability of internet. Revolution in the field of electronic media occurs due to changes in information media from broadcasts to electronic media networks. Research on new media is starting to grow, with a focus on globalization and media convergence, where internet is becoming an alternative media for presenting information without the technical constraints of broadcast media. McLurhan also added that in the era of the new merdia, studies of internet and cyberspace are developing, turning people's attention to digital media which marks the progress of new information and communications technology. (Sidik et al., 2023)

Based on the Kominfo survey (2020), digital literacy proficiency in Indonesia received a low score of 3.47. If we look in more detail at the structure of each sector, namely information and data literacy, communication and collaboration, security and technological capability, the results are all below number 4 (good category). In Riau Province, the value of each sub-indicator is still below 3.5. Research carried out by Ririen (2022) stated that students most often use smartphones to play games and social media, with most of them spending more than 5 hours a day. In addition, they often share personal information on social media, and receive hate speech and hoax news. Students' ability to manage information is also still in the moderate category. revealed that students are still lacking in digital literacy. Media literacy or media branding, which is widely known in Indonesia, is seen as a response to various public perceptions regarding the influence and impact of mass media, which are often negative. Therefore, skills, knowledge, awareness and skills are required for the community to critically evaluate the messages conveyed. This press evaluation process involves perception, interpretation and assessment of the impact of the messages received (Ririen & Daryanes, 2022)

The rapid development in the digital world is encouraging the growth of the creative economy and new businesses (start-ups) which play a role in creating jobs, both for themselves and for others. Retired school age children are starting to enter the business world, with some of them being able to make a turnover of up to a million in middle age. Types of employment today are also increasingly diverse. The use of digital technology in marketing products and services is very helpful for business actors. With the ability to use digital devices, people can become entrepreneurs. This can be seen from the proliferation of online stores, the increasing number of journals on marketplaces, and the development of other e-commerce businesses (Novitasari & Fauziddin, 2022). Entrepreneurship has become the main focus in driving the economic growth of state securities. Its presence cannot be denied because it is able to create many jobs, reduce various consumer losses, provide services, and increase the country's prosperity and level of competitiveness. In the context of increasingly developing globalization, entrepreneurship has also become key in facing the challenges of global economic competition, especially in terms of digital literacy and innovation. The definition and understanding of entrepreneurship is very diverse as well as its context and applications (Naufal, 2021).

According to UNESCO, digital literacy is the ability to use information and communication technology (ICT) to discover, evaluate, utilize, create and communicate content or information by paying attention to cognitive, ethical, social-emotional abilities, as well as technical or technological aspects. Martin, as quoted in Koltay (2011), defines Digital Literacy as an individual's awareness, attitude and ability to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyze and

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synthesize digital resources. This is done to build new knowledge, create media expressions, and communicate with other people in the context of certain life situations. The goal of digital literacy is to enable constructive social action, as well as empowering the processes involved in it (Sidik et al., 2023).

The concept of digital literacy is closely related to the use of digital media, especially the internet and the technology that is affected by it. The use of digital media has become an obstacle in various activities that require fast access to information. Interrnert provides fast and regularly updated access to information on a digital timer basis. Because of this, digital information resources are very abundant, and everyone can freely contribute information in cyberspace without restrictions. The term "digital native" describes the current generation of young people who live in the digital era, where internet is an integral part of their daily lives.(Simbolon et al., 2022).

The 2021 Indonesian Digital Literacy Statutes in 34 provinces aims to review and analyze the habits and activities of respondents in using the internet, as well as reporting on the ability of the Indonesian people to utilize the six modules of the four pillars of digital literacy in the government sector. In recent years, the ability of Indonesian society to utilize information technology has increasingly improved. The Indonesian Digital Literacy Index in 2021 is at 3.49 on a scale of 1-5, indicating that the digital literacy level of the Indonesian people is currently at the "medium" level. This figure is slightly increased compared to 2020 which was at a level of 3.46. This digital literacy index is measured using four main indicators: Digital Skills, Digital Erthics, Digital Safety, and Digital Currency. The Digital Curlturrer Index experienced the highest score increase, from 3.55 in 2020 to 3.90 in 2021. This pillar measures internet user habits such as including the author's name or original post when reposting, highlighting posts that take into account the reader's feelings from the background behind surkur, religion , and different political views, as well as enjoying and sharing Indonesian cultural content in the digital space (Khairunisa & Sabaria, 2023).

Furthermore, the Digital Skills Index increased from 3.34 to 3.44 in 2021. This pillar measures the skills of internet users in using computers or devices, uploading and reserving data, and checking the flow of information from the internet. The Digital Erthics Index improved from its current score of 3.72 to 3.53 in 2021, with key indicators such as the involvement of internet users in posting content without permission, making abusive comments on social media, and respecting privacy on social media. The Digital Saferty Index has also decreased from 3.24 to 3.10 in 2021, with key indicators that include the ability of internet users to identify and eliminate spam, malware or viruses on computers or personal devices, the habit of backing up data, and protecting personal data. Entrepreneurial orientation can be defined as an individual's desire to implement innovation, be proactive, and be willing to take risks to start or manage a business. In Miller's view, the role of entrepreneurial orientation is very important in bringing product innovation to the market, and includes a proactive attitude in overcoming challenges and taking controlled risks to achieve competitive disadvantage (Mustikowati & Tysari, 2015). presents a comprehensive modern document that explains how entrepreneurial behavior is related to the environment, strategy, internal corporate factors, and corporate performance. This model describes an integrated and integrated relationship between various operational areas in the entrepreneurial context. Entrepreneurial orientation consists of five main dimensions, namely innovativeness, risk taking, proactiveness, aggressiveness in competition, and autonomy. These dimensions reflect various important aspects of the behavior and attitudes required in the entrepreneurial context to achieve desired business outcomes (Fadhillah et al., 2021),

Increasing digital literacy is especially important in the context of non-formal education, such as the Community Learning Activity Center (PKBM), which plays a significant role in providing opportunities to learn for the general public (Rosmilawati, dkk 2022). PKBM Pernerrurs Bangsa is one of the institutions that is active in organizing non-formal education programs (Restianty, 2018) As part of its efforts to prepare society to face the challenges of the times, PKBM Pernerrurs Bangsa not only focuses on increasing digital literacy, but also integrates entrepreneurial orientation in its learning programs. This is intended to provide students with relevant skills to face the world of work and create a need for new businesses. In this way, this study focuses on how PKBM Pernerrurs Bangsa integrates digital literacy with entrepreneurship

education, as well as its impact on students. By understanding the strategies and results that have been achieved, it is hoped that it can provide valuable insight for the development of similar education programs in various regions.

RESERCH AND METODS

This research uses the descriptive-curalitative approach, descriptive is a problem analysis document that provides research to explore or reflect the social situation that will be researched in a comprehensive, straightforward and in-depth manner. A curative approach is a research procedure that produces descriptive data in the form of written or spoken words from the people and behavior observed. The main population is the national PKBM Pernerrurs students, while the sampler from this research is Pakert C students from various research objects and 2 informants from the PKBM management. The data processing method used in this research is observation, carried out on respondents to obtain information that is consistent with research recommendations. Respondents in this research are class C students who want to learn digital literacy with an entrepreneurial orientation.

Data is analyzed qualitatively through pre-arranged stages, such as analyzing data, selecting data, displaying data and summarizing. So that the data that has been analyzed can be confirmed for its reliability

RESULT AND DESCUSSION

Process of implementing activities at PKBM Pernerrurs Bangsa in order to internalize digital literacy with an entrepreneurial orientation which begins with the process of preparation, implementation and evaluation.

a. **Delivery of training materials**

The delivery of training material is an introduction to the history and development of the world of creative economics in Indonesia. The method for delivering the material is verbally, discourse and questions and answers. The stages of implementing activities will be explained in Figure 1 below
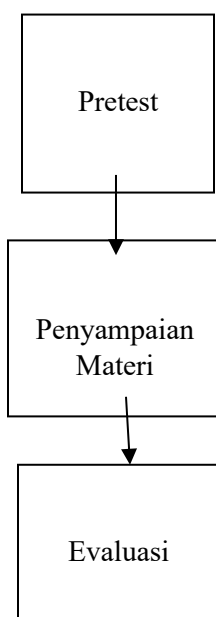

Figure 2: Activity Stages

The implementation of Printerst is intended to measure the level of understanding of PKBM students regarding understanding of creative economics, the next stage of delivering creative economics

material, including history and developments in Indonesia. In order to internalize a creative economy and create ideas related to creativity-based products that can be of interest to buyers.

In the next series, the material presented is about the general introduction of digital literacy to students. The material presented is the introduction and use of information technology such as digital marketing, social media and marker placement. The initial stage is to carry out a return program for the delivery of digital literacy materials on an ongoing basis and the importance of digital literacy being studied in order to become the foundation for development in entrepreneurship. The next stage is to measure the level of student success in this digital literacy activity by carrying out an evaluation.

In the initial stages of education, students vary in terms of their grasp of the material and understand in detail related to creative economics such as the development of creativity that can be written so as to produce a journal value from the content that is created. This is due to the diverse backgrounds of students who have attended formal schools, starting from trade, household assistants, to students who have left school because they don't have the money, but are not discouraged by being given material knowledge. The students are happy and enthusiastic about material knowledge.

Figure 3: Delivery of training materials

This training activity focuses on an introduction to the Canva application to provide an introduction to digital literacy-enhancing applications that are oriented towards today's entrepreneurship. The target is PKBM Pernerrurs Bangsa students who are expected to be able to develop further enhanced entrepreneurial potential through this research.

CONCLUSION

Introductory activities are carried out at PKBM Pernerrurs Bangsa which is located in Serrura, Cipurtat sub-district, Tanggerrang city, south-east. The results of this activity have a good impact on students who are given an introduction to material related to digital literacy which is oriented towards entrepreneurship so that it becomes initial capital to prepare themselves to become creative economic actors or actors. They also know how to make a good and sound design so that it can be used in making productive works. The research activities are carried out at PKBM Pernerrurs Bangsa which is located in Serrura, Cipurtat sub-district, Tanggerrang city. The results of this activity have a good impact on students who are given an introduction to material related to digital literacy which is oriented towards entrepreneurship so that it becomes initial capital to prepare themselves to become creative economic actors or actors. They also know how to make a good and precise design so that it can be used to make a work of art that is productive.

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