

## IMPLEMENTATION OF BUSINESS EDUCATION AND DIGITAL MARKETING LITERACY TO IMPROVE TECHNOPRENEURSHIP COMPETENCE IN INFLUENCING STRATEGIES TO MAINTAIN SMES IN THE PANDEMIC ERA

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**Abstract:** The current pandemic condition, SME players must be able to adapt and expand their business strategy from conventional ones to digital ones, such as Facebookads, Instagram Business, Shopee, Lazada, OLX, Bukalapak, etc. The purpose of this research is to conduct a comprehensive study on the implementation of business education and digital marketing literacy to improve technopreneurship competencies in influencing strategies to maintain SMEs in the Pandemic Era. This research was conducted using descriptive qualitative methods by means of observation, documentation and interviews. Seen from the point of view of the place of research, this research is included in the type of field research multisite field research. The application of Business Education and digital marketing literacy is able to arouse entrepreneurial, independent and creative enthusiasm. The application of Business Education has been considered as one of the important factors to foster and develop entrepreneurial passion, spirit and behavior among SMEs. Business education can shape the mindset, attitude, and behavior of being a true entrepreneur, thereby directing them to choose entrepreneurship as a career choice. Digital marketing literacy is very effective in increasing competence technopreneurship can be used as a survival strategy in the era of the Covid pandemic. The sophistication of digitalization serves as a means of carrying out promotional activities, so it is easy to exchange information with anyone through existing facilities.

**Keywords:** business education, literacy digital marketing, business strategy

### Introduction

The current pandemic condition “The Indonesian people have experienced complex problems, in almost all aspects of life, from local to national” (Hanoatubun, 2020). “One example is in the field of the country’s economy which has not improved for a long time” (Hidayat & Pemasyarakatan, 2020). This is marked by an increase in unemployment caused by layoffs of employees (Pakpahan, 2020). The yardstick of a

country’s success is the economy, there are three problems that can be said that a country’s economy can succeed, namely the increasing poverty rate, worsening income distribution, non-varied employment, the statement is found in research (Kurniawan et al., 2020) “Entrepreneurship is a hot topic that is widely discussed in practical and academic studies” (Potishuk & Kratzer, 2017). “The discussion about entrepreneurship or Entrepreneurship is often discussed by many groups”. One of the factors

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driving the progress of a country is entrepreneurship. because entrepreneurs can create jobs for others so that it has a positive effect on the economy (Schwarz et al., 2009). However, before someone starts or creates a business, it must and is obligatory for him to improve his entrepreneurial understanding of what business to start, how to manage “,” what strategies are needed to support success, how to anticipate and overcome problems that arise, and others. This is where the importance of “business education which can be a provision before starting a business. Education “Entrepreneurship can be in the form of entrepreneurship concepts, patterns of thought, attitudes, and behavior of an entrepreneur in entrepreneurship”.

The process of reading, writing, speaking, listening, seeing and having an opinion is a definition of literacy (Kuder & C., 2002). Literacy is generally defined as experience, knowing because of being told by others (Prasetyo, 2007). At this time, literacy no longer only means one’s ability to read and write. Literacy has found a new, more complex meaning, where literacy now means a person’s ability to understand information no matter how it is presented (Lanham, 1995 in Lankshear & Knobel, 2008). Wibowo (2011) Knowledge is indeed important to prepare aspiring entrepreneurs. Literacy can be interpreted as Knowledge using the senses that a person does with certain objects can produce knowledge and skills (Hidayat, 2007). However, knowledge does not necessarily give birth to an entrepreneur, we can see. there are still many educated unemployed. This shows that there are other factors that can support the effectiveness of entrepreneurship management, namely the use of digital infrastructure in entrepreneurship. The infrastructure in question is telecommunications infrastructure. According to Zimmerer et al. (2008), there are 8 “factors

driving entrepreneurial growth, one of which is technological progress. The use of technology in entrepreneurship will provide many positive benefits for business success and can provide many conveniences in carrying out entrepreneurial activities, such as easy access to information, network expansion and also for communication.

Digital Marketing Literacy “does not only revolve around the ability to use new technology, learn to use new devices, or even apply these devices and technologies to the learning process. On the other hand, digital marketing literacy is a highly adaptable ability that allows people to take advantage of technical skills and navigate a variety of information on the internet network.” Business education and digital marketing literacy are able to generate entrepreneurial, independent and creative spirit (Kourilsky and Walstad, 1998). The implementation of entrepreneurship education has been considered as an important factor for growing and developing entrepreneurial passion, spirit and behavior in SMEs. Entrepreneurship education can shape the mindset, attitudes, and behavior of students to become true entrepreneurs, thereby directing them to choose entrepreneurship as a career choice.

Various questions about the reasons for literacy provision and how to teach it to the wider community, often become certain debates (Hobbs in Kellner & Share, 2007). “Digital literacy is the ability to read, write, and count various digital texts/objects that exist in a digital environment. Humans basically live in three realms, namely: the natural world, everything on the surface of the earth that exists without human intervention and invention, the social world, all systems created by humans for their collective life, and the designed world. world. One form of designed world is information and

communication technology created by humans to collect, manipulate, “classify,” store, and distribute information (Gamire & Pearson, 2006). Initially, this information could be in the form of writing on paper, sound conveyed via landline telephone, or sound and images conveyed via video or film. Various types of information can be conveyed through internet technology which creates a new world for humans, namely the online world that produces new patterns of social interaction without recognizing boundaries. geographic, administrative and other boundaries.”

With the current pandemic conditions, SMEs must be able to adapt and expand their business strategies from conventional ones to technopreneurship, namely digital marketing, such as Facebookads, Instagram Business, Shopee, Lazada, OLX, Bukalapak, etc. The emergence of many SME digital users can increase technopreneurship competence and become an effective business strategy in running a digital-based business. The strategy will affect the life of the organization in the long term, for at least five years. Furthermore, the results of Manu, F. A., & Sriram, V. (1996) state that a strategy is an action plan that guides the decisions of top management and company resources that make it a lot. Different from the opinion of Noy, E. (1998) stated that strategy has multi-functional or multidivisional consequences and in its formulation it is necessary to consider internal and external factors facing the company. Business strategies based on innovation have been developed and analyzed focusing on one dimension of innovation. Research results from Prajogo, D. I. (2016) Strategy will affect organizational life in the long term, for at least five years. So the business environment in terms of dynamics and competitiveness as a contingency factor that affects the effectiveness of

various types of innovation strategies in terms of products and processes in providing business performance.

Problem statements in this research are the importance of entrepreneurial education knowledge and digital marketing literacy to improve technopreneurship competence in influencing SME business strategies. On the basis of the background that has been stated above, the purpose of this study is to try to conduct a comprehensive study of the implementation of entrepreneurship education and digital marketing literacy to improve technopreneurship competence in influencing SME business strategies.

## Method

This research was conducted using descriptive qualitative methods by means of observation and interviews. Viewed from the point of view of the place of research, this research is included in the type of field research multisite field research that seeks to research or conduct observational studies. Observations and interviews were carried out with the aim of knowing the application of entrepreneurship education and digital marketing literacy to increase competence in business actors who influence the Jawa Timur UKM strategy. “In this study the researcher acts as an instrument as well as a data collector, the researcher acts as a planner, the analyzer data collection implementation, data interpreter, and at the end of the qualitative research, the researcher will be the reporter for the research results.

This research data is taken through primary data sources, data obtained directly through observations of observations in the work environment of Sandangan Farms in Pasuruan, Hamur Salad Mojokerto, Swipe UP Malang, Backstage Surabaya, Jumpakopi Malang, Cool-

**Table 1: Source of Informant Data**

No.	Code	Informant	Nama
1	IK. 1	Key Informant 1	Owner Peternakan Sandangan Pasuruan: Mr. Zidan
2	IK 2	Key Informant 2	Owner Hamur Salad Mojokerto Mrs. Silvi
3	IK 3	Key Informant 3	Owner Swipe Up Malang: Mr. Hengki
4	IK4	Key Informant 4	Owner Backstage Surabaya: Mr. Bagus
5	IK5	Key Informant 5	Owner Jumpakopi Malang: Mr. Adi
6	IK6	Key Informant 6	Owner Cool Clean Blitar: Mr. Nanda
7	IT	Auditional Informant	Staff

clean Blitar and interviews with informants or respondents. Secondary data is in the form of information that will complement the primary data, including documents or archives obtained from various sources, company profiles, existing supporting photos, self-generated photos, and related data in this study.

Data analysis begins with making observations and in-depth interviews with informants, who really understand and know the situation of the research object. After conducting the interview, data analysis began by making a transcript of the interview results, by playing back the recorded interview results, listening carefully, then writing down the words heard according to what was recorded on the record. After the researcher writes the results of the interview into a transcript, There are several things that the researcher needs to do in analyzing this data, namely data reduction, display data, and conclusion data.

For the correctness of the data, using several ways, including checking the correctness of information to informants, discussing with colleagues. Negative case analysis, namely cases that are not in accordance with the results of the study, lengthen the study time. In finding the validity of the findings data, researchers used techniques, method triangulation. Triangulation of researchers, triangulation of sources, triangulation of situations, triangulation of theories.

## Results

Based on the research results, business actors get a business education from several factors, namely formal, non-formal and informal. The educational background of each business owner varies from Mr. Zidan, 18, the owner of the Sandangan Pasuruan Ranch, which was established in 2016, with high school education. Mr. Zidan still wants to continue his education at the university level with the hope that he can add to his knowledge of business and business relations. Mrs. Silvi, the owner of Hamur Salad Mojokerto, who is still studying S1 majoring in Accounting in semester 8, has opened a food dessert business “Hamur salad since 2018. Mr. Hengki is 29 years old and owns a food business” Swipe Up Malang “which was founded in 2019, with the latest education of a Bachelor. Mr. Bagus is a 28-year-old graduate from S1 Art, Dance and Music Education, State University of Malang, the owner of the Surabaya Backstage business, which was founded in 2015 and is engaged in the rental services of lighting, sound system, HT, and other event equipment. Owner of Jumpakopi Malang Alumnus of Mr.ter of Law from Brawijaya University, Bernama Adi, born on February 17, 1993, Jumpakopi was founded in 2017 and has 2 branches in Pasuruan and Malang. Youths like to collect local original shoes named Mr. Nanda opened a business called “CoolClean Blitar” This business which is engaged in shoe washing and shoe trading services has been around since 2018.

Even though all the informants have different educational backgrounds who can play digital technology, it is not uncommon for young people today to be tech-savvy. Various factors of business people get a digital marketing literacy, such as from the factor of following a friend's application upgrade, attending digital marketing seminars/webinars, digital material from their college, deliberately learning from e-books, there is also learning from influencers on YouTube, taught by his brother, take a digital marketing class for one year, etc. This means that business people are automatically aware of advances in digital technology and can adapt. But there are things that are unfortunate that business actors cannot maximize the progress of digital technology to marketing, most of the business people have applications only as a requirement to have, to maximize and concession in making businesses in digital less optimal. In contrast to Jumpakopi which only relies on InstagramBusiness and Mr. Sandangan Farm Business Strategy. Zidan's digital use is complete, starting from the website with the link [www.petestocksandangan.com](http://www.petestocksandangan.com), Social Media WAbusiness, LineAds, Facebookads, Instagram-Business already exists with the address name @petestocksandangan, on e-commerce it is also available at Buka with the name PSstore. But Mr. Zidan Mr.ih has not been able to be consistent in implementing a digital promotion strategy, in the meantime Mr. zidan Mr.ih focus on conventional promotion by distributing brochures to schools. Almost similar to the ranch of the businessman named Mr. Nanda, who has a business called "Coolclean Blitar" has a complete digital account except for the website does not have one, but on a Shopee account, Buka Coolclean has 3 stores in 1 account with different addresses and names, 1 account named CCstore betitik location in Ngadirejo Blitar,

account to 2 named CleanCool S is located in the Klampok area, the 3rd account named CoolClean S is located in Sukorejo. Whereas Jumpakopi only focuses on the Instagram-Business account named @Jumpakopi and the Tiktok account with the account name mari-berjuma. The Jumpakopi strategy in implementing its business digital marketing strategy is with endorse influencer foodbloggers with a minimum of 10 thousand active followers and above, and tiktok accounts are already FYP. The same thing was done by Swipe-Up and Hamur Salad which Mrs. Silvi and Mr. Hengki Focus digital on Instagram, in contrast to Jumpakopi, Swipe Up and Hamur Salad carry out a Digital Marketing strategy by arranging feeds and stories that are similar, interesting, organize content, educate content, give away content, there are competitions held on their Instagram account with gifts got a discounted voucher. It is inversely proportional to Backstage Surabaya which has very minimal use of digital marketing technology, only utilizing WAbusiness as communication with clients, the strategy used by Mr.ih is conventional, Mr. Bagus Owner Backstage Surabaya carries out a business strategy using conceptual entrepreneurial literacy using the Business Model Canvas, using a big data client, bottom-up, collaborating with CV, partnerships with agencies, hotels, EO service companies, WO, and related to events.

## Discussion

### Education Business

Wibowo (2011) Education can be interpreted as Knowledge by using the senses that a person does with certain objects that can produce knowledge and skills, Knowledge is indeed important to prepare aspiring entrepreneurs. Businesses have different abilities and skills in



business-sustaining strategies in this Mr. a pandemic. One of the strategies to maintain a business with knowledge skills that are taken from education is Owner Jumpakopi Mr. Mr. Adi who stated that:

I just finished my S2 graduation from the covid path Mr., I get a lot of business learning from campus, from discussions/sharing to friends/communities, from understanding my business to explore and I try to create systems, design a business management Planning Organizing Actuating, Controlling POAC, I hold a coffee shop in every city there is a catch Mr.ing-Mr.ing “(IK5)

Rwigema and Venter (2004) view entrepreneurship education as a process of conceptualizing, organizing, and launching business opportunities into businesses that have the potential to experience high growth in a complex environment, either stable or unstable. From the above definition four key components can be concluded, they are: management, organization, integration of resources and opportunity outcomes. Luthje and Frank (2002) agree that there is a positive relationship between education and business creation. Entrepreneurship education can shape the mind-set, attitude, and behavior of being a true entrepreneurial entrepreneur so that it leads to choosing entrepreneurship as a career choice.

Mr. Bagus, the owner of Backstage Surabaya, told about his final education background, namely a Bachelor of Arts in Dance and Music and has a desire to continue his Masters in Arts. This is stated in the transcript of the interview results as follows:

“Pray that I will immediately continue my study to take a master’s degree in arts, so that I can develop and deepen this business as well, so far I have only attended workshops or trainings” (IK4).

Research (David Rae & Naomi Woodier-Harris, 2019) the results confirm that career development is a major motivator for international studies in the UK. Entrepreneurship can help overcome the cultural tension between expectations of postgraduate students and their experience of business education in the UK. Relevant to the statement Loedoff, Mda and Nel (2006), entrepreneurship education is a structured formal delivery of entrepreneurial competencies, which in turn refers to the concepts, skills and mental awareness used by individuals during the process of starting and developing their growth-oriented business ventures.

From the results of observations and in-depth interviews with informant sources and their relationship to the theory of research results from experts, it can be concluded that entrepreneurship education is very important to be used as a basis for a strategy to maintain a business, especially literacy through education needs to be improved. Despite the varied educational backgrounds of the owner, business actors still want to have higher education in order to deepen and develop the business they are running. Through education, many things can be gained besides entrepreneurial literacy, including a growing mind-set, increasing relationships, being able to analyze opportunities/opportunities, being able to better complete existing Mr.alah wisely and making the right decisions by analyzing risk management.

### Literacy Digital Marketing

Digital literacy according to UNESCO is the ability to use inforMr.i and communication technology to discover (ICT), evaluate, utilize, create, and communicate content or inforMr.i with cognitive, ethical, social, emotional skills and technical or technological aspects. Many

business people on average already have sophisticated technology ranging from up-to-date cellphones and laptops, even though Mr.ih is easy. Zidan, the owner of Sandangan Ranch, is complete in utilizing digital marketing technology as with the following statement

“I just learned to carry out the digitization, Mr., just thought that the digital world had a website, e-commerce, and social media business, all I made since covid came before only playing on social media accounts, even then Mr.ih hasn't consistently managed it” (IK1).

One form of digital strategy that is precisely designed world is inforMr.i technology and communication created by humans to collect, manipulate, classify, store, and distribute inforMr.i (Gamire & Pearson, 2006). Initially, this inforMr.i could be in the form of writing on paper, voice conveyed via landline telephone, or voice and image conveyed via video or film. The various types of inforMr.i can be conveyed through internet technology which creates a new world for humans, namely the online world that produces new patterns of social interaction without recognizing geographical, administrative, and other barriers. In line with the researcher's statement, it is true that the digital strategy in the form of visualization is currently very appropriate to attract customers, with visualization in the form of images and videos, such as the strategy of maintaining the business carried out by Hamur Salad Mojokerto and Swipe Up Malang:

“The business that I run Mr.ih - + 2 years ago, I rented a place for offline, but with the current pandemic I don't continue to rent it and focus on Instagram content by organizing feeds, stories, educational content and thank God I joined the poor online merchant food community there, it was a

little helped. with an event held in the form of an online food festival in collaboration with online applications gojek, grab etc. (IK3).

“Alkhamdulillah, with the current digital strategy, it can survive a pandemic condition even though there is a decline in sales, slowly but surely, I only use social media wa business, lineads, and focus strategy on Instagram business, I studied the algorithm of selling on Instagram, starting from the clock. posts that get a lot of response, how many stories should be uploaded every day, what content should be uploaded, not only selling content but friendly and educational content, creating giveaways, endorsing influencer foodbloggers who are right on target, the segment” (IK2).

Digital Literacy can be an effective solution in running technology-based businesses, such as Facebook, Instagram, Shopee, Lazada, OLX, Bukalapak, etc. Euromonitor estimates that the average annual compound growth rate or commonly known as the Compound Annual Growth Rate (CAGR) of Indonesian online sales during 2014-2017 is 38 percent. The high online sales in the two islands cannot be separated from the even internet coverage in the region. According to a 2016 survey by the Internet Service Providers Association (APJII), of the 132.7 million internet users, 86.3 million or 65 percent are in Java. With the low budget that must be spent to promote the products being sold, of course this is a plus as a means of promoting products that are efficient and low in cost. The conditions that occur in modern times technology are developing very rapidly. The informant named Mr. Nanda, the owner of a shoe washing and buying and selling service called “coolclean”, is in line with the existing theory that it is very effective in running a technology-based business.

“I do not have an offline store, but there are 3 online shops running at shopee, and Mr. Bukalapak, for my portfolio I put on Instagram business” (IK6).

From several statements from informants and their relation to the theory and research results of experts, it can be stated that digital marketing is very effective in being used as a survival strategy in the era of the Covid pandemic. New discoveries and innovations in the field of technology are always carried out every day in order to obtain sophisticated technology human life. The sophistication of digitization serves as a means of conducting promotional activities, so that it is easy to exchange information with anyone through existing facilities.

### Strategy Business

The statement of (David J. Teece., 2010) strategy is a form of action that guides top management decisions and company resources that make it happen. Strategy is a process that is planned to achieve company goals in the long term. Business unit strategy usually emphasizes efforts to increase the competitiveness of an organization in an industry or an industry segment that Mr. This statement supports the results of Mr key informant research. Zidan stated:

“In maintaining my business I use a networking strategy for production, while in marketing I use segmenting, targeting, positioning strategies for mapping market segments, mapping market areas, and open resellers”. (IK1)

Functional level strategy. create a framework for functional management such as production and operations, finance, human resources, marketing, and innovation research and

innovation. Creativity has long been identified as an important component of entrepreneurship, because entrepreneurs must be able to recognize opportunities, generate ideas, and innovate (Ari Saptono et. Al., 2019) Relevant to interview results (IK2 & IK3)

“I always add a new menu to every production every month, as well as the marketing strategy that I use is more to digital marketing with a give away innovation, a challenge to social media marketing Instagram” (IK2)

“To do promotions I use voucher tickets for every 3x purchase, I will get a 40% discount so that it increases customer loyalty, in the grab application I always give a gentian promo with the Gojek application, while on Instagram I do it every 1 month to make a challenge” (IK3)

In carrying out business development activities, an entrepreneur generally develops these business activities through the following stages of business development, having a business idea, Filtering Business Ideas/Concepts. In the next stage, Business Plan Development, Business Plan Implementation and Business Control (Daniel I. Prajogo., 2015). The business environment in terms of dynamics and competitiveness as a contingency factor that affects the effectiveness of various types of innovation strategies in terms of products and processes in providing business performance.

Unlike the Jumpa Kopi business actors who are neat in their business portfolio, reduction management, and have a Business Plant strategy.

“Business Plant, management, marketing, thank God, I got college assignments and knowledge, so I apply/apply this to my clothing convection business.” (IK5)



It thus reflects management on what customers want, how they want it, and how the company can organize to meet needs, get paid for it, and make a profit. The nature of the strategy is forward-oriented, the strategy has multifunctional or multidivisional consequences and in its formulation it is necessary to consider internal and external factors facing the company. Inline with research (Franklyn A. Manu & Ven. Siram., 1996) Business strategies based on innovation have been developed and analyzed focusing on one dimension of innovation.

Based on the results of surveys, observations and in-depth interviews with informant sources and their relationship to the theory of research results from experts, it can be concluded that strategies need to be planned to achieve the target segmentation target in the long term. To improve technopreneurship in maintaining SMEs in the pandemic era, business actors need a series of alternative business strategies and market expansion from conventional to technopreneurship in a particular industry or market. Serves to focus its competitive efforts in any particular industry or market.

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