

# The Effect of Entrepreneurial and Digital Literacy on Entrepreneurial Intention of High School Student in Bandar Lampung

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**Abstract**—The purpose of this study was to examine the effect of the relationship between entrepreneurial literacy and digital literacy on entrepreneurship intention of public high school- SMA Negeri 15 Bandar Lampung students. This research is quantitative and the research data used is primary data. The population of XII grade students of SMA Negeri 15 Bandar Lampung and the sample to be studied was 90 respondents. The analytical tool used is multiple linear regression and data collection is done through distributing questionnaires with a Likert scale. The data testing technique uses validity test, reliability test and hypothesis testing using SmartPLS 4.0 software.

**Keywords**—*entrepreneurial literacy, digital literacy, entrepreneurial intention*

## I. INTRODUCTION

Today's schools not only serve as places where students acquire knowledge, but also serve as places where students are equipped with skills and understanding that are relevant to the real world. This is in line with the vision of Merdeka Curriculum launched by the government. The Merdeka Curriculum emphasizes the importance of digital transformation to produce an independent, creative, and adaptive generation. Today, education should not only teach students what to learn and memorize facts, students should be given the opportunity to think, solve problems, and develop relevant skills.

The results of pre-research that has been conducted at public high school, SMA Negeri (SMAN) 15 Bandar Lampung, interest in entrepreneurship related to entrepreneurial intention after graduation in SMAN class of XII students. Obtained of the 20 respondents, 85% of students stated that they were intentioned in entrepreneurship after graduating from school. However, as many as 15% of students are not intentioned in entrepreneurship after graduating from school.

Through pre-research, almost all students were intentioned in entrepreneurship after graduation. Educational programs that facilitate the development of entrepreneurial skills and provide support in starting their own businesses can be key to success in driving entrepreneurial intention among high school graduates. Having a curriculum that addresses entrepreneurship which means students gain an understanding of entrepreneurial literacy and an understanding of business opportunities will also play an important role in inspiring entrepreneurial intention among high school students. The existence of digital entrepreneurship activities is due to the current era of the industrial revolution 4.0 where we use technology in daily activities such as shopping, sending goods, and also interacting digitally.

The development of technology that is getting faster must be faced with being able to adapt to these developments. Therefore, it is necessary to have digital literacy that must be owned by students in using technology. Use technology properly and participate positively both in the real world and the virtual world.

Based on the Ministry of Communication and Information (Kementerian Komunikasi dan Informasi –Kominfo) report 2023, the digital literacy index in Indonesia continues to increase from year to year in 2020 as much as 3.46, in 2021 it increased to 3.49 and in 2022 it increased to 3.54.

The increase in the digital literacy index is of course by making several efforts made by the government. One of the efforts to improve digital literacy continues to be made by the Indonesian government, the Ministry of Communication and Information launched a digital literacy program entitled Indonesia Makin Cakap Digital. One of these programs is the presence of free digital skills classes and training through the LiterasiDigital.id website. This class is provided free of charge to all Indonesian people and is expected to reach as many as 50 million people in 34 provinces in Indonesia until 2024 [1].

Culture, Research and Technology has made digital literacy one of the concepts in the 2013 curriculum since 2017 [2]. Currently the Darmajaya Digital Business study program through the MBKM program also provides its knowledge related to digital literacy, namely healthy internet in Sociology subjects at SMAN 15 Bandar Lampung.

The results of pre-research activities that have been carried out at SMAN 15 Bandar Lampung, searches conducted on the internet related to digital literacy in XII grade high school students, from 20 student respondents conducting search activities on the internet, which is 45% socialize, 20% watch, 15% play games, 5% study, 5% watch videos, 5% work, and 5% others.

Through the data above, almost all students carry out activities on the internet to socialize, therefore there is a need for knowledge related to good internet usage so that socializing activities continue to run well and other positive activities on the internet.

Student intention in entrepreneurship cannot be separated from a strong understanding of digital literacy. In the digital age, entrepreneurship and digital literacy are intertwined. To become successful entrepreneurs, students need to understand how to utilize digital technology to achieve their business goals. These two things, namely skills in entrepreneurial literacy and digital literacy, will provide opportunities, confidence and the growth of students' intention in digital entrepreneurship armed with knowledge and technological advances. Both entrepreneurial literacy and digital literacy are expected to be opportunities for students to be able to utilize information technology to open new businesses and increase income.

Based on this background, the researcher is intentioned in connecting the causality between entrepreneurial literacy that is currently developing and digital literacy which is a reference for certain students to the entrepreneurial intention of SMAN 15 Bandar Lampung students, so that later there will be a novelty model of developing technology-based learning and entrepreneurship that is more effective in a school environment that is increasingly digital literate.

## II. LITERATURE REVIEW

### A. Entrepreneurship

Entrepreneurship is the knowledge needed to create new goods or services, create new added value, establish new businesses, apply new procedures or techniques, and develop new companies. [3]. Meanwhile, according to G. Kurniawan [4] Entrepreneurship is a person's ability to start an experience by taking the initiative in creating and implementing something new, using the most effective combination of resources to provide services to all stakeholders and make a profit.

### B. Entrepreneurial Intention

Entrepreneurial intention according to Aris Subandono [5] is a tendency within the subject to be intentioned in creating a business which is then organized, arranged, risked, and developed by the business. Meanwhile, according to Utari [6] Entrepreneurial intention is a tendency, desire,

intention, and willingness to work hard to meet the needs of his life without fear of the risks that will occur, and always learn from failure to take advantage of opportunities that exist

According to Sutanto, there are four indicators of entrepreneurial intention, namely as follows [7]:

1. Feelings of pleasure Students who enjoy or have a preference for business activities will learn business without feeling responsible.
2. Intention is related to the drive that encourages students to participate in entrepreneurial activities.
3. Attention Soul focus or activity on observation and understanding. Students who are intentioned in certain business activities will encourage students' entrepreneurial spirit.
4. Engagement Students should constantly observe entrepreneurial trends and engage in entrepreneurial activities, they should also always be successful and eager to do so.

### C. Entrepreneurial Literacy

Entrepreneurial literacy is the way a person sees entrepreneurs in building business opportunities that benefit individuals and others by applying positive, innovative, and creative traits [8].

According to Salhi [9] there are three indicators of entrepreneurial literacy, namely:

1. Basic knowledge of entrepreneurship It is a person's ability to produce something new through creative thinking and innovative action so as to create ideas or opportunities that can be put to good use. The basic knowledge that an entrepreneur must have is:
  - a) Creative and innovative
  - b) Future-oriented
  - c) Fast and risk-taking
2. Business ideas and opportunities The formation of entrepreneurial intention in producing a business requires structured thinking or new things. Business ideas and opportunities can be formed through :
  - a) Creating a Vision and Mission when starting a business
  - b) Creating new and different products
  - c) Utilizing existing business opportunities
3. Knowledge of business aspects The information available will create a process through the various obstacles and risks that will be passed to realize their business.

### D. Digital Literacy

Digital literacy is an attitude, understanding, and ability to process or communicate information and use it to gain skills or knowledge effectively [10]. Digital literacy is also a life skill that involves not only the ability to use technology, information, and communication, but also the ability to socialize, learn, and have a way of thinking critically, creatively, and inspiration in digital capabilities. According to Gilster in Ummah & Kurniawan [11] digital literacy indicators are divided into four cores that a person needs to have, namely:

1. Internet searching  
Ability to access the internet and perform various tasks on it.
2. Hypertextual Navigation

Ever-changing reading skills and understanding of hypertext and its tools. Competencies:

- a) Knowledge of hypertext and hyperlinks and how they work.
  - b) Knowledge of the difference between reading textbooks and electronic books or browsing through the internet.
  - c) Knowledge of how the website works.
  - d) Ability to understand the characteristics of web pages.
3. Content evaluation.  
The ability to think critically and assess what is found online, as well as the ability to identify information and completeness of information. Competencies:
- a) The ability to distinguish between display and information content, namely the perception of understanding the display of web pages.
  - b) The ability to analyze the background of information on the internet, namely the awareness of tracing further about the source and author of the information.
  - c) The ability to evaluate website addresses by understanding various domains.
  - d) Ability to analyze web pages.
  - e) Knowledge of FAQs in a newsgroup/discussion group.
4. Knowledge assembly.  
The ability to organize knowledge, gather and evaluate factual and opinionated information well, and build a pool of information from various sources. Competency:
- a) Ability to create a personal news feed or notification of the latest news through news groups, mailing lists, etc.
  - b) The ability to analyze the information obtained.
  - c) Ability to use all types of media to prove the truth of information.
  - d). The ability to organize the sources of information obtained on the internet with real life.

### III. METHOD

#### A. Type of Research

This type of research is explanatory research. Explanatory research is a research method that can be used to determine causal between variables through hypothesis testing [12]. The research method that will be carried out uses a type of quantitative research, in this case it is expressed using numerical units and will then be analyzed using a statistical technique. This quantitative research method aims to be able to develop and use a model in the form of mathematics, theories and hypotheses that will relate to a phenomenon that can be interpreted as a method that can be considered based on a positivism philosophy so that it can be used by a researcher to examine the population and sample with the aim of testing the hypothesis that the researcher has set. In the research conducted this uses a Causality approach which is a study by looking for a causal relationship between one independent variable (independent variable) is entrepreneurial literacy (X1) and digital literacy (X2) and on the dependent variable or (dependent variable) is the intention in entrepreneurship (Y).

#### B. Population

Population is a generalization area consisting of subjects or objects that have certain qualities that research applies to study and then draw conclusions. The population chosen in this study were students of SMA Negeri 15 Bandar Lampung.

#### C. Sample

The sample is part of the population studied / observed, and is considered to describe the state or characteristics of the population. In this study, the sample was taken from the population, namely some students of SMAN 15 Bandar Lampung. The sampling technique used in this study was Slovin. The criteria determined by the researcher are as follows:

1. Students of SMAN 15 Bandar Lampung
2. Class XII Students

The technique for determining the number of samples used the slovin method with a margin of error of 10% with the number of samples to be studied is a minimum of 90 respondents.

#### D. Research Instrument

The data collection instrument used by the researcher was a questionnaire instrument. Entrepreneurial Literacy, and Digital Literacy on Entrepreneurial Intention of SMAN 15 Bandar Lampung students. In this case the author uses a Likert Scale in the questionnaire with a scale range of 1-5 ranging from strongly disagree to strongly disagree.

#### E. Data Analysis

In this study using more than one variable that affects the variables of entrepreneurial literacy and digital literacy effect the intention in entrepreneurship, so in this study using multiple linear regression using SmartPLS 4.0 software.

There are two-step process that involves evaluation measurement and structural models. First, by testing the validity in outer model using convergent validity (CV), discriminant validity (DV), reliability test using composite reliability (CR) and cronbach's alpha. The inner model assumption uses variance inflation factor (VIF) which is used to check multicollinearity, R-square ( $R^2$ ), path coefficients are used to determine the magnitude of partial influences and to depict variable relationships and also to determine the level of significance of partial effects using bootstrapping analysis [13].

The results of multiple linear regression analysis include model parameters that allow us to:

1. Evaluate the relative influence of each independent variable on the dependent variable.
2. Predict the value of the dependent variable based on the value of the given independent variable.
3. Measures the quality of the model in explaining variations in the data.
4. Multiple linear regression is very useful in various disciplines, such as social sciences, economics, natural sciences, and others, where research and data analysis are conducted to understand and predict the relationship between variables.

#### IV. DISCUSSION

A person's ability to understand, develop and manage a business is called "entrepreneurial literacy". Entrepreneurial literacy includes an understanding of various aspects of business, such as business planning, financial management, marketing, operations, and legal aspects related to business. It also includes the ability to calculate risks, spot business opportunities, and make the right decisions in crisis situations.

The government has been trying to encourage millennials to become entrepreneurs. By producing young entrepreneurs, there will be jobs and the ability to strengthen the country's economy. One of the efforts to foster interest in entrepreneurship among millennials is to implement entrepreneurship education in every school to raise awareness of the importance of entrepreneurship education for the economic sustainability of society [14].

This hypothesis is supported by previous studies, such as research conducted by Anwar[3]who found that there is a positive and significant effect of entrepreneurial literacy on entrepreneurial intention. This research is also supported by research conducted by Wediawati & Sari [15] who found that entrepreneurial literacy affects entrepreneurial interest. Therefore, a hypothesis can be formed:

**H1 : Entrepreneurial literacy has a simultaneous and significant positive influence on entrepreneurial intention.**

Digital literacy is the ability to understand and make good use of digital technologies, such as device usage, the internet, online safety, information evaluation, communication, ethics, copyright, and digital problem solving. It is essential to participate well in a digital society.

Digital literacy can help the learning process in education. For teaching staff, digital literacy can serve as a provision to distinguish true and significant learning resources. Digital literacy can also be useful for students, ranging from elementary, first, upper, and higher level students, as it allows them to search for data and information as learning materials [16].

This hypothesis is supported by previous studies, such as research conducted by Aulia Dwi Nanda[17]who found that there is a significant effect of digital literacy on entrepreneurial intention. This research is also supported by research conducted by Laras & Mutiah[5]which found that digital literacy has a significant effect on entrepreneurial intention. Therefore, a hypothesis can be formed:

**H2 : Digital literacy has a simultaneous and significant positive influence on entrepreneurial intention.**

Entrepreneurial intention is a person's tendency to have the desire, intention, and willingness to work hard by utilizing existing opportunities, without fear of taking risks, and always learning from his mistakes.

This hypothesis is supported by previous studies, such as research conducted by Aulia Dwi Nanda [17]who found that there is a significant effect of digital literacy on entrepreneurial intention. This research is also supported by research conducted by Laras & Mutiah[5]which found that digital literacy has a significant effect on entrepreneurial intention. Therefore, a hypothesis can be formed:

**H3 : Entrepreneurial literacy and digital literacy have a simultaneous and significant positive influence on entrepreneurial intention.**

Schematically, the hypothesis prepared by the researcher can be drawn in a theoretical framework of thought as follows:

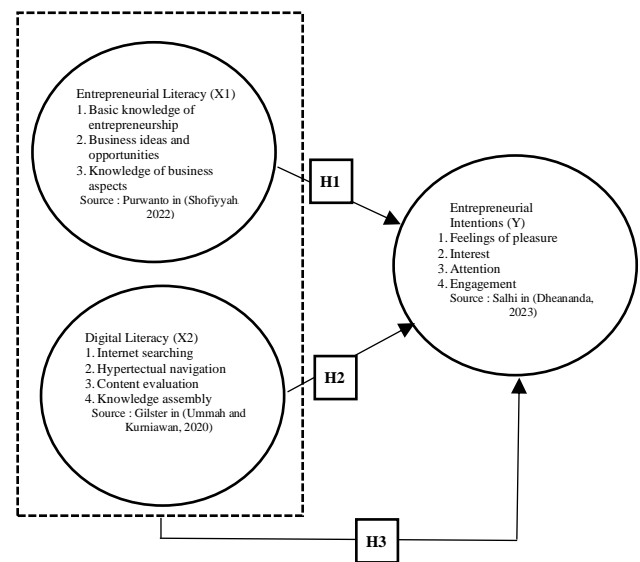


Figure 1. Theoretical framework of research

#### V. IMPLICATION & PLANNED RESEARCH

##### A. Implication

The implication of this research is that researchers and SMA N 15 Bandar Lampung will be able to find out whether entrepreneurial literacy and digital literacy have a significant influence on entrepreneurial intention or not. The results of this study can be a reference for teachers and students of SMA N 15 Bandar Lampung.

##### B. Planned Research

This research is planned to be held in mid-November and ends in January. To prove the theoretical framework model that has been hypothesized by the researcher. Presentation of the results can be done in February so that it will be able to immediately become a reference for teachers and students of SMAN 15 Bandar Lampung.

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