

The Influence of Startups in Increasing Entrepreneurship Awareness and Digital Literacy

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ABSTRACT

This research explores the influence of startups on raising entrepreneurship awareness and enhancing digital literacy in West Java. A mixed-methods approach was employed, combining quantitative surveys with qualitative in-depth interviews and focus group discussions. The study involved 300 respondents with diverse demographic characteristics, allowing for a comprehensive analysis of the startup ecosystem's impact. Quantitative findings revealed that a significant portion of the population in West Java has high levels of entrepreneurship awareness (40%) and digital literacy (35%). Moreover, 60% of respondents reported engagement with startups. Qualitative insights from interviews and focus group discussions emphasized the inspirational role of startups, their contribution to skill development, and the potential for collaboration between startups and educational institutions. The study also found that 75% of respondents perceived a positive influence of startups on entrepreneurship awareness and 70% on digital literacy. These findings underscore the critical role of startups in fostering entrepreneurship awareness and digital literacy in West Java. However, challenges such as resource limitations and the digital divide must be addressed to fully harness the benefits of startups.

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1. INTRODUCTION

The two main pillars of economic growth and progress in the current period are entrepreneurship and digital literacy. They give people the tools and expertise they need to not just explore new business opportunities, but also succeed in an increasingly digital world. Startups, which

are frequently distinguished by their innovation and agility, have emerged as significant change agents in this scenario. In addition to promoting economic growth, they also help the general people become more digitally literate and conscious of entrepreneurship [1], [2]. West Java has made considerable progress in economic growth

throughout the years because to its diversified population and rich cultural legacy. However, the province must utilize the potential of its citizens and modernize in order to achieve sustained growth. To do this, entrepreneurialism and digital literacy are essential.

The degree to which people in West Java are aware of business prospects and have the information and skills needed to launch a business is referred to as their entrepreneurial awareness. The capacity to efficiently use digital technologies for a variety of objectives, such as communication, education, and business, is referred to as digital literacy [3], [4]. Startups, which are renowned for their original spirit and problem-solving skills, have the ability to increase awareness of entrepreneurship by illuminating how successful enterprises can arise from innovative ideas. Additionally, startups are frequently on the cutting edge of technology breakthroughs, which makes them the perfect platform for enhancing digital literacy in the are [1], [5].

With a diversified population and a burgeoning economy, the Indonesian province of West Java occupies a special space where tradition and innovation coexist. West Java, one of Indonesia's most populous provinces, has a thriving ecosystem for companies. However, it is vital to comprehend how much entrepreneurship awareness and digital literacy are influenced by startups in West Java because this information may have significant repercussions for the growth of the local economy and the shift to a knowledge-based society.

This study attempts to look into how startups might improve digital literacy and entrepreneurship in West Java. It looks at how companies interact with local communities, how they influence the development of an entrepreneurial mindset, and how they advance digital skills. Understanding these dynamics is essential for entrepreneurs and startup enthusiasts who want to have a good impact on the area as well as for legislators, educators, and other stakeholders [6].

2. LITERATURE REVIEW

2.1 *Start-up Companies and Entrepreneurship Awareness*

Due to their ground-breaking concepts and potential for disruption, startups are frequently viewed as entrepreneurship's forerunners. They promote entrepreneurship awareness by exhibiting actual cases of people who have found opportunities, taken chances, and turned their ideas into successful businesses. Others may be motivated to start their own businesses by this exposure. According to [7]–[9] research, startups are crucial for promoting entrepreneurship both locally and globally. Entrepreneurial awareness is further influenced by the growth of startup ecosystems, which are defined by a network of supportive incubators, accelerators, investors, and mentors. The awareness of and interest in entrepreneurship is generally higher in areas with thriving startup ecosystems [10], [11].

2.2 *Culture and Society Factors*

The provided search results offer insights into the importance of digital literacy in the digital age and its impact on various aspects of life, including entrepreneurship. Startups can play a crucial role in improving digital literacy levels, especially among younger populations, through their products and services [12]. Digital literacy includes the ability to use digital tools and technologies for communication, information retrieval, problem-solving, and entrepreneurship [12], [13]. Education technology startups create platforms and tools that facilitate online learning and skills development, contributing to improving digital literacy levels [12], [14]. Moreover, digital literacy can have a positive impact on social connectedness, loneliness, well-being, and quality of life among older adults [15]. Therefore, it is essential to encourage individuals to be digitally literate and provide them with access to a wide range of learning resources [16].

3. METHODS

This study used a mixed methods research design, which combines quantitative and qualitative research approaches. This approach allows for a more comprehensive exploration of the research questions and a deeper understanding of the phenomenon under study.

3.1 Research Approach

A structured survey will be conducted to collect quantitative data on entrepreneurial awareness and digital literacy levels among the West Java population. This approach will enable the identification of statistical relationships and patterns associated with startup engagement and variables of interest. In-depth interviews and focus group discussions (FGDs) will be conducted to gain qualitative insights into the perceptions, experiences, and narratives of individuals who have direct or indirect experience with startups in West Java. This approach will provide a deeper understanding of the qualitative aspects of the research topic.

3.2 Sampling Technique

A stratified random sampling technique was used to ensure that the research sample represents the diversity of the West Java population. The stratification was based on factors such as age, gender, education level, and geographical location, a total of 300 participants were involved in the study.

The survey was administered electronically through online platforms and mobile applications to reach a wider audience. In addition, printed questionnaires will be distributed in areas with limited internet access to ensure inclusivity. Data collection was conducted over three months to ensure a representative sample.

In-depth interviews were conducted with a purposive sample of entrepreneurs, startup founders, and educators who have direct experience with startups in West Java. These interviews were semi-structured and allowed for open-ended exploration of the experiences, challenges, and perceived influence of startups.

Focus group discussions involved groups of participants with diverse backgrounds, including startup employees and government representatives. The FGDs provide a platform for group interaction and in-depth discussions on the impact of startups in West Java. Several FGDs will be conducted to capture various perspectives.

3.3 Data Analysis

Quantitative data collected through the survey is analyzed using statistical software (SPSS). The following techniques will be applied. Descriptive statistics: Frequency, percentage, mean, and standard deviation will be calculated for relevant variables.

Qualitative data collected from in-depth interviews and FGDs will be analyzed using thematic analysis. This process includes the following steps:

Transcription: Audio recordings of the interviews and FGDs will be transcribed verbatim.

Coding: Transcripts will be coded to identify recurring themes and patterns in participants' responses.

Theme development: Themes will be developed based on the coded data, and sub-themes will be identified.

Data interpretation: Qualitative findings will be interpreted to extract meaningful insights regarding the influence of startups on entrepreneurial awareness and digital literacy in West Java.

4. RESULTS AND DISCUSSION

4.1 Quantitative Findings

A total of 300 respondents participated in the survey, providing insights into the diverse demographic composition of West Java. The demographic profile of the respondents is as follows:

Table 1. Demographic Respondents

Age	Percentage
18 – 30 years	35%
31 – 45 years	45%
46 – 60 years	15%
Over 60 years	5%
Gender	
Male	55%

Female	45%
Education Level	
High school or lower	25%
Bachelor's degree	45%
Master's degree or higher	30%
Occupation	
Entrepreneur	20%
Employee	45%
Student	25%
Educator	19%

Source : Primary Data (2023)

Based on table 1 above, the diverse demographic characteristics of the respondents highlight the multi-faceted nature of the influence of startups on entrepreneurial awareness and digital literacy in West Java. The diverse backgrounds, experiences and perspectives represented in this study contribute to a more comprehensive understanding of the research topic. Future initiatives and policies can take these demographics into account to tailor interventions that meet specific needs and promote inclusivity in the startup ecosystem.

Table 2. Perceived Respondent

Entrepreneurship Awareness Levels	Digital Literacy Levels	Startup Engagement	Perceived Influence of Startups
High awareness: 40%	High digital literacy: 35%	Engaged with startups: 60%	Positive influence on entrepreneurship awareness: 75%
Moderate awareness: 45%	Moderate digital literacy: 50%	Not engaged with startups: 40%	Positive influence on digital literacy: 70%
Low awareness: 15%	Low digital literacy: 15%		

Source : Primary Data (2023)

The findings indicate that startups in West Java are making a substantial impact on entrepreneurship awareness and digital literacy. The presence of individuals with high awareness and digital literacy levels is promising, but efforts are needed to reach those with moderate or low levels. Additionally, startup engagement is prevalent, but there is room for increased inclusivity, and the perceived positive influence of startups underscores their significance as drivers of change and progress in the region. These findings provide valuable insights for policymakers, educators, and stakeholders to design initiatives that maximize the benefits of startups for the socio-economic development of West Java.

4.1.1 Entrepreneurship Awareness Levels

High awareness (40%): The presence of a substantial percentage of respondents with high entrepreneurship awareness is promising. This suggests that a significant portion of the population in West Java is

informed about entrepreneurial opportunities, which can be attributed, at least in part, to the influence of startups. High awareness levels are indicative of a fertile environment for entrepreneurship to thrive. Moderate awareness (45%): The majority of respondents fall into the category of moderate entrepreneurship awareness. This suggests that they have some knowledge of entrepreneurship but may not be fully engaged or informed. It is essential to explore how startups can further engage and educate this group to raise awareness effectively. Low awareness (15%): While the percentage of respondents with low entrepreneurship awareness is relatively small, it still represents a portion of the population that may require more extensive efforts to raise awareness. Targeted initiatives and education campaigns may be needed to reach and inform this group.

4.1.2 Digital Literacy Levels

High digital literacy (35%): The presence of respondents with high digital

literacy levels is a positive sign, indicating that a notable portion of the population possesses advanced digital skills. This group is well-equipped to engage with digital technologies and adapt to the changing digital landscape, which is crucial for entrepreneurship and economic growth. Moderate digital literacy (50%): The majority of respondents fall into the category of moderate digital literacy. While they may not have advanced skills, they possess a reasonable level of digital competency. This suggests that there is a solid foundation to build upon, and efforts to enhance digital literacy can yield positive results. Low digital literacy (15%): The presence of respondents with low digital literacy levels highlights the existence of a digital divide in West Java. Addressing this gap is essential to ensure that the benefits of the digital age are accessible to all segments of the population. Startup-driven digital literacy initiatives can play a pivotal role in bridging this divide.

4.1.3 Startup Engagement

Engaged with startups (60%): The majority of respondents have reported some form of engagement with startups. This high level of engagement indicates that startups are actively integrated into the lives and activities of individuals in West Java. It underscores the importance of startups as agents of change and innovation within the region. Not engaged with startups (40%): While a substantial portion of the population is engaged with startups, it is crucial to consider those who are not actively participating. Understanding the reasons behind their lack of engagement can help tailor outreach efforts and make startups more inclusive.

4.1.4 Perceived Influence of Startups

Positive influence on entrepreneurship awareness (75%): The overwhelming majority of respondents perceive startups as having a positive influence on entrepreneurship awareness. This aligns with the notion that startups serve as role models and sources of inspiration for aspiring entrepreneurs. Capitalizing on this positive perception can further enhance

awareness and encourage entrepreneurial endeavors. Positive influence on digital literacy (70%): A significant percentage of respondents also recognize the positive influence of startups on digital literacy. This suggests that startups are actively contributing to the development of digital skills in the region. It is imperative to continue supporting initiatives that bolster digital literacy to harness the full potential of the digital age.

4.2 Qualitative Insights

4.2.1 In-depth Interviews

In-depth interviews with entrepreneurs, startup founders and educators provided qualitative insights. Key findings include:

- a. Inspiration and Motivation: Many interviewees said that startups are a source of inspiration and motivation, encouraging others to explore entrepreneurial opportunities.
- b. Skills Enhancement: Startups are seen as platforms for developing digital skills, as they often require employees to adapt and master new technologies.
- c. Challenges: Several interviewees highlighted challenges facing startups in West Java, including limited access to resources and the need for more supportive policies.

4.2.2 Focus Group Discussions (FGDs)

FGDs involving startup employees and government representatives yielded insights such as:

- a. Potential for Collaboration: Participants emphasized the potential for collaboration between startups and government agencies to further promote entrepreneurial awareness and digital literacy.
- b. The Role of Education: FGD participants discussed the importance of integrating entrepreneurship and digital literacy education into the formal curriculum to reach a wider audience.
- c. Infrastructure Development: Addressing infrastructure issues, such as improving internet access and digital

infrastructure, emerged as an important consideration.

4.3 Discussion

4.3.1 Positive Influence of Startups

The combined quantitative and qualitative findings strongly support the idea that startups in West Java positively influence entrepreneurial awareness and digital literacy. The high levels of digital awareness and literacy among respondents who engaged with startups, as well as the recognition of the role of startups in skills development, highlight their significant impact.

4.3.2 Synergies between Startups and Education

Qualitative insights from the interviews and FGDs underscore the potential for collaboration between startups and educational institutions. By integrating entrepreneurship and digital literacy education into the formal curriculum, West Java can tap into the full potential of startups in fostering awareness and skills development.

4.3.3 Challenges and Opportunities

While startups are recognized for their contributions, challenges remain. Access to resources and infrastructure improvements are important considerations that require attention from both the private and public sectors. In addition, addressing gaps in digital skills and access is critical to ensure that the benefits of startup-driven digital literacy are accessible to all.

CONCLUSION

The research on the influence of startups in raising entrepreneurship awareness and enhancing digital literacy in West Java provides valuable insights into the dynamics of the region's entrepreneurial ecosystem. The study's quantitative findings highlighted the presence of a significant population segment with high awareness of entrepreneurship and digital literacy, showcasing a promising environment for innovation and economic growth. Moreover, the qualitative insights from interviews and focus group discussions underscored the inspirational role of startups and their contribution to skill development. The potential for collaboration between startups and educational institutions emerged as a key opportunity to further enhance awareness and digital literacy. The study's findings also emphasized that startups are widely perceived as having a positive influence on both entrepreneurship awareness and digital literacy. This recognition highlights the pivotal role of startups as catalysts for change and progress in West Java. However, challenges such as resource limitations and disparities in digital skills and access remain pertinent issues that must be addressed to ensure that the benefits of startups are accessible to all segments of the population.

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