THE INFLUENCE OF DIGITAL LITERACY AND INNOVATION ON ENTREPRENEURIAL INTEREST IN VOCATIONAL SCHOOL STUDENTS IN DEPOK CITY

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Abstract: *The aim of this research is to determine the influence of digital literacy on interest in entrepreneurship, and to determine the influence of innovation on interest in entrepreneurship. The method uses quantitative, with Autocorrelation Test assumptions, Multicollinearity Test and Multiple Regression Analysis. Data was taken through filling out questionnaires, interviews and documentation. The respondents were 55 vocational school students in the marketing study program. The results of the research are that digital literacy and innovation have an influence of 41.5%, while the rest is influenced by other factors. Students and teachers should start carrying out entrepreneurial activities together when they are in class X, so that they gain more real insight and views about the ins and outs of entrepreneurship.*

PENDAHULUAN

One way that can be done to overcome unemployment is through entrepreneurship. Indonesia, as a developing country, also experiences unemployment problems. The problem of unemployment occurs due to an increase in population which is followed by an increase in the number of workers but the availability of job opportunities is inadequate (Handayani, 2015). This condition has been exacerbated by the COVID-19 pandemic and the implementation of the Asean Economic Community (AEC), where the level of competition between Indonesian graduates and foreign universities is increasingly high. Many people have lost their jobs during the COVID-19 pandemic, therefore we have to get up and try to start entrepreneurship to survive during the COVID-19 pandemic.

Digital literacy and innovation are factors that need to be taken into account when developing a business, including marketing a product. Likewise, motivation can provide encouragement to be able to market a product. Education and knowledge to prepare prospective entrepreneurs is indeed important (Atmaja, A. T., & Margunani, 2016). However, knowledge alone is not the only way to create an entrepreneur, in fact there are still many educated unemployed people. This shows that there are other factors that can support the effectiveness of entrepreneurial management, namely digital knowledge and innovation.

The sophistication of social media is very helpful in facilitating product promotion at relatively low costs (Muali, C., & Nisa, 2019). Digital knowledge becomes important due to the fact that creating successful projects on virtual platforms relies on digital capabilities. Internet entrepreneurs are expected to have internet culture and technology in their efforts

to establish the same business (Wang, 2019). The results of a survey conducted by APJII (Association of Indonesian Internet Service Providers) showed that almost 100% of large entrepreneurs and online shops in Indonesia use internet access in their businesses, this shows how important the role of technology is in the business sector in the current era. With easy and practical internet access, it can be accessed via the smartphone that every individual has (APJII, 2018). This is in accordance with a survey conducted by APJII in 2019 regarding the behavior of internet users in 2018, showing that the device most frequently used for internet access was a smartphone/cellphone, reaching 93.3%.

Digital literacy does not only revolve around the ability to use new technology, learn to use new devices, or apply these devices and technology in learning (Jordana, T. A., & Suwarto, 2017). In contrast, digital literacy is a highly adaptable ability that allows people to utilize technical skills and navigate the variety of information available on the internet network. Technical abilities in accessing technology now may change in the future, but digital literacy shapes a person to be ready for the present and the future, whatever form of technology will exist in the future (Summey, 2013). By implementing a digital literacy culture, it is hoped that it will be able to foster entrepreneurial intentions in students, which is expected to reduce the unemployment rate in Indonesia and improve the country's economy.

Based on the description above, a research question can be asked, namely, can digital literacy influence interest in entrepreneurship? Can innovation influence interest in entrepreneurship and can digital literacy and innovation influence interest in entrepreneurship together? Meanwhile, the aim of the research is to find out whether digital literacy can influence interest in entrepreneurship. To find out whether innovation can influence interest in entrepreneurship and whether digital literacy and innovation can influence interest in entrepreneurship together.

THEORETICAL BASIS
Digital Literacy

Currently, people's ability to understand information in the digital realm that is developing on the internet network has become increasingly advanced. They have begun to be able to filter what information is suitable for consumption and what is then categorized as negative information.

This is known from the measurement results of the 2021 Indonesian Digital Literacy Index held by the Ministry of Communication and Information in collaboration with the Katadata Insight Center (KIC). Overall, the 2021 Indonesian Digital Literacy Index reached 3.49 on a scale of 1-5, or an increase from the previous year's achievement of 3.46.

The 2021 Indonesian Digital Literacy Index was measured through a face-to-face survey of 10,000 respondents in 514 districts/cities in Indonesia. The characteristics of respondents are internet users aged 13-70 years. From the survey it was found that digital culture received the highest score, 3.90.

Followed by digital ethics (3.53), and digital skills (digital skills) of 3.44. Then digital security got the lowest score, 3.10 or slightly above medium. This digital literacy index measurement is not only to determine the status of digital literacy in Indonesia, but also to ensure that efforts to increase people's digital literacy are more on target.
Innovation

Innovation is something new and does not yet exist in general. This innovation itself is very synonymous with young people. Because young souls still have a lot of energy and thoughts. That way, many new and unique things are born from young people. Nowadays, these young people are better known as the millennial generation. The first characteristic of innovation is new. Because everything that is created because of this innovation is something that did not exist before, or perfects something that already exists. This new concept was created from hard thinking regarding the maximum use of existing natural resources without reducing their function and role. The second is typical, this is seen in the person's uniqueness in carrying out work or the results of that work, and finally planned, everything is planned well and directed.

Interest in Entrepreneurship

Eko Yuliawan and Mbayak Ginting stated that interest is a feeling of being attracted or relating to something or an activity without anyone asking/ordering it. Tarmudji further stated that a person's interest can be expressed through statements that show a person is more interested in another object and through participation in an activity. Super and Crites in Sukardi state that someone who has an interest in a certain object can be known from disclosures/speech, actions/deeds and by answering a number of questions. Indicators of interest in entrepreneurship according to Hendrawan; 1) strong will to achieve life's goals and needs. 2) strong belief in one's own strength. 3) honest and responsible attitude. 4) physical, mental endurance, perseverance, tenacity, work and effort. 5) creative and constructive thinking. 6) oriented towards the future, and dare to take risks.

RESEARCH METHODS

In this study, researchers used a causal research design to test the independent variable against the dependent variable. The research design was structured to determine the existence of cause and effect relationships between variables. Where the independent variables in this research are digital literacy, innovation, and interest in entrepreneurship which is related to the dependent variable, namely interest in entrepreneurship. Where the independent variables in this research are digital literacy and innovation. The population used in this research were vocational school students in Depok, West Java. The sample selection technique used in this research is purposive sampling with a non-probability sampling method. In this research, we decided to use 55 students studying in the marketing study program. The research was carried out from early February to April 2020.

The variable interest in entrepreneurship uses indicators, implementing positive ideas, controlling one's own work, wanting to be a boss, recognizing one's existence, managing other people or a team, creating one's own future, the ability to do important things in the surrounding environment, and coming from a family that owns a business. Each variable has several indicators and is measured using a Likert scale where there are answers of strongly disagree (STS), disagree (TS), neutral (N), agree (S), and strongly agree (SS).

RESULTS AND DISCUSSION

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The data that has been collected are the variables Digital Literacy X1 and Innovation X2 and Interest in Entrepreneurship (Y). Based on data processing from the questionnaire results with the following assumption test results,

Tabel 1.Model Summary (b) Autokorelasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.627(a)	.393	.358	3.31515	1.656

In the Model Summary table, the Durbin-Watson (D-W) value can be seen which can be used to detect the presence of auto-correlation between observation variables that are arranged sequentially. The presence of autocorrelation can result in the resulting regression model not being able to be used to estimate the value of the dependent variable with the value of a certain independent variable.

Tabel 2. Coefficients(a) Uji Multikolinearitas

		Colinearity Statistic	
	Model	Tolerance	VIF
1	X1 (Literasi digital)	.450	3.214
	X2 (Inovasi)	.450	3.214

In the table above you can see the two independent variables (creativity and self-confidence) at Tolerance = 0.450 and the VIF (Variance Inflation Factor) = 3.214. In general, if the VIF value is greater than 5, then the variable has a multicollinearity problem or in other words, a multico-free regression model is a VIF value smaller than 5. Thus it can be concluded that the VIF value of 1.264 in the table above does not have a multicollinearity problem. so that the multiple regression method is feasible next.

Tabel 3. Variables Entered/removed

Model	Variables Entered	Variables Removed	Method
1	X1 (Literasi digital), X2 (Inovasi)(a)	.	Enter

In the table above, it can be seen that all the variables entered were used in the regression analysis and no variables were removed.

Tabel 4 ANOVA(b)

		Sum of		Mean		

Model		Squares	df	Square	F	Sig.
1	Regression	447.737	2	124.369	14.316	.100(a)
	Residual	414.657	35	10.99		
	Total	633.395	37			

a Predictors: (Constant), X1 (Literasi digital), X1 (Inovasi)
b Dependent Variable: Y Minat berwirusaha

Based on the Anova table above, it can be seen that the Fcount value = 11.316 at a significance level of 0.000. So the F test for a significance level of 5% is definitely significant. Thus Ho is rejected and Ha is accepted and variables X1 and X2 have a positive and significant effect on Y.

Tabel 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516(a)	.415	.358	3.31515

a Predictors: (Constant), X1 (Literasi Digital), X2 (Inovasi)

In the Model Summary table, the R value is 0.516, meaning it shows a strong relationship. R square is the coefficient of determination which shows the percentage of influence of variables X1 and X2 on Y. The R square value of 0.415 indicates that the influence of X1 and

Tabel 6. Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.015	9.885		2.126	0.041
	X1 (Literasi Digital)	0.396	0.142	0.398	2.797	0.008
	X2 (Inovasi)	0.273	0.11	0.358	2.516	0.017

a Dependent Variable: Y minat berwirausaha

The results of this research are in accordance with the research results of Hasanah, U. U., & Setiaji, K. (2019) which stated that digital literacy has an influence on entrepreneurial intentions. Digital literacy has many benefits in business. Ways to offer products for sale. Research from Dewi, D. A. K., & Susanti, S. (2021), also states that literacy also has a

relationship with entrepreneurial behavior. Innovation can also be a reference for whether or not it is appropriate to become an entrepreneur.

CONCLUSION

Based on the results above, it can be concluded that the variables of digital literacy and innovation influence entrepreneurial interest together. Innovation becomes important when someone wants to become a reliable entrepreneur. Likewise, digital literacy can be used in digital product marketing. Marketing has moved online. Sales of conventional products will slowly be abandoned.

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