

Systematic Literature Review (SLR): The Influence of Digital Literacy and Entrepreneurship Education on Interest in Digital Entrepreneurship

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Abstrac. Low interest in digital entrepreneurship has become a serious problem amidst increasing competition in the workplace and an imbalance between workforce growth and job availability. This condition contributes to rising unemployment, especially among the younger generation. This study aims to examine the influence of digital literacy and entrepreneurship education on interest in digital entrepreneurship using a Systematic Literature Review (SLR) approach. The selection of digital literacy variables is based on the importance of an individual's ability to access, understand, and utilize digital technology as a foundation for running a digital-based business. Meanwhile, entrepreneurship education was chosen because of its crucial role in shaping entrepreneurial attitudes, knowledge, and skills that encourage individuals to start and develop businesses. Through a systematic review of various previous studies, this study is expected to provide a comprehensive overview of the strategic role of these two variables in increasing interest in digital entrepreneurship in the current era of digital transformation.

Keyword: *Digital Literacy, Entrepreneurship Education, Interest in Digital Entrepreneurship.*

INTRODUCTION

Digital entrepreneurship is a growing phenomenon alongside advances in information and communication technology. The process of starting and managing a business based on digital technology, such as e-commerce, mobile applications, and social media, is called digital entrepreneurship. Digital entrepreneurs create new products or services and build customer relationships online, transforming traditional business models into more efficient ones. Its development has evolved from the internet era of the early 1990s to the present day. Currently, digital businesses...e-commerce Platforms like Amazon and eBay began to emerge, changing the way consumers shop. Then, with the rise of social media, the way businesses interact with customers also underwent a significant transformation. Entrepreneurs can now build brands and conduct more personalized marketing through these platforms, allowing them to lower costs and reach a wider audience. (Santosa & Sembel, 2023) The main advantage of digital entrepreneurship is the flexibility it offers. Digital entrepreneurs can run their businesses from anywhere as long as they

have an internet connection, providing freedom in terms of work time and location. Furthermore, digital business models typically have high scalability potential; with the right strategy, entrepreneurs can expand their market reach without requiring significant investment in physical infrastructure (Hasan et al., 2021).

Digital literacy is a crucial skill for the younger generation in the evolving digital era. According to Kusumaningrum and Kusnendi & Kusumaningrum (2022), digital literacy is the skill needed to access and utilize information in the ever-evolving digital world, enabling individuals to adapt quickly to changes in technology and information. Digital literacy refers to a person's ability to use digital technology to search, evaluate, use, and create information. In the context of entrepreneurship, digital literacy helps individuals access business information and utilize various digital platforms to market their products and services. Studies show that individuals with a high level of digital literacy are better prepared for entrepreneurship because they are able to utilize technology to support their businesses (Almi & Rahmi, 2020). Furthermore, digital literacy also plays a

crucial role in preparing individuals for the world of work. In the era of Industry 4.0, many businesses are seeking workers who possess technical skills and are flexible with new technologies and who manage information effectively. Research by (Economic Education et al., 2022) confirms that individuals who are highly proficient in digital literacy are better prepared to face challenges in the modern workplace, as they can use technology to increase productivity and work efficiency.

Entrepreneurship education is a crucial element in providing young people with the knowledge and skills necessary to navigate the increasingly complex challenges of the global economy. In this context, entrepreneurship education addresses not only the technical aspects of establishing and managing a business but also the development of entrepreneurial traits and mindsets. According to Erawati & Fathiyannida (2021), entrepreneurship education aims to develop individuals who are critical thinkers, innovative, and willing to take risks. This is crucial amidst fierce competition in the workplace, where the ability to create opportunities and adapt to change is key to success (Qomala Sari et al., 2024). Through entrepreneurship education, students are trained to become job seekers and job creators. This means they are trained to view challenges as opportunities and take bold steps to realize their business ideas. Research by Akmal et al. (2020) shows that entrepreneurship education can increase students' interest in entrepreneurship by equipping them with relevant knowledge and practical skills needed in the business world. Therefore, entrepreneurship education plays a role in developing an entrepreneurial spirit among the younger generation, which can ultimately have a positive impact on economic growth.

An individual's interest in digital entrepreneurship is strongly influenced by two main factors: digital literacy and entrepreneurship education. Digital literacy is the fundamental ability to access,

understand, and manage digital technology, which is the main foundation for running a business in the digital era. Individuals with high digital literacy tend to be better prepared to take advantage of technology-based business opportunities. On the other hand, entrepreneurship education provides knowledge, attitudes, and practical skills that shape an entrepreneurial mindset and increase self-confidence in starting a business. To gain a deeper understanding of the role of these two factors, this study used a Systematic Literature Review (SLR) conducted through the process of collecting, analyzing, and synthesizing relevant scientific literature. This approach is expected to provide a comprehensive picture of the influence of digital literacy and entrepreneurship education on interest in digital entrepreneurship and serve as a foundation for designing more effective, innovative, and sustainable entrepreneurship development strategies.

MATERIALS AND METHODS

The Systematic Literature Review (SLR) research method is a research approach that aims to identify, evaluate, and synthesize all research evidence relevant to a research question in a systematic, transparent, and structured manner. SLR differs from traditional literature reviews because it uses strict protocols and stages to ensure more objective and accountable results. SLRs are conducted to answer research questions by systematically identifying, assessing, and interpreting all findings on a particular topic (Triandini et al., n.d.). The main objective of SLRs is to provide a comprehensive and transparent overview of research that has been conducted on a particular topic, identify research gaps, and provide a strong foundation for further research development. The implementation process begins with a literature search, which involves exploring various scientific sources such as journals, articles, and publications relevant to the focus of the study. Each article found is screened

through specific inclusion and exclusion criteria before being further analyzed to produce a useful synthesis.

In conducting this research, the researcher used the keywords "Digital Literacy," "Entrepreneurship Education," and "Interest in Digital Entrepreneurship" as a basis for searching for relevant articles for further analysis. These keywords were chosen specifically to ensure the literature search was in line with the research focus. The search process was conducted through several trusted databases, such as Google Scholar, Publish or Perish, as well as various reputable national and international journals. To maintain the relevance and currency of the data, the researcher set a publication deadline for articles from 2021 to 2025. Using a Systematic Literature Review (SLR) approach, each article found was then identified and systematically reviewed. The steps taken followed a predetermined research protocol to ensure that the literature selection and analysis process was conducted objectively, structured, and trustworthy.

RESULTS AND DISCUSSION

a. Research result

Based on the research results obtained through the Systematic Literature Review (SLR) method, it was found that digital literacy has a positive and significant influence on the interest in digital entrepreneurship. Research conducted by (Khairunnisa & Sabaria, 2023) on students of the Faculty of Economics, Business and Humanities, Muhammadiyah University of Education, Sorong, showed that digital literacy can foster a digital entrepreneurial spirit, with a coefficient of determination of 50.5%, which means the contribution of digital literacy to the interest in digital entrepreneurship is very strong. Based on the results of this study, it can be concluded that by providing digital literacy courses, and supported by compulsory courses in each study

program, the interest in digital entrepreneurship among Febira Unimuda Sorong students will thrive, so that after graduation they are expected to become strong modern entrepreneurs. The results of this study can also be used as material for further evaluation and strategies for Febira Unimuda Sorong in order to increase the interest of Febira Unimuda Sorong students in digital entrepreneurship. Another study by (Mustain et al., 2023) on vocational high school students in Mojokerto also proved that digital literacy not only directly influences entrepreneurial interest but also shapes entrepreneurial attitudes, which are important mediators in increasing digital entrepreneurial intentions. Similar results were found in a study at Makassar State University, where digital literacy played a significant role in increasing students' interest in entering the world of digital entrepreneurship, especially among students in the entrepreneurship study program (Hisanan1 et al., 2024). The results of this study concluded that digital literacy has a positive and significant effect on the entrepreneurial interest of active students in the entrepreneurship study program at the Faculty of Economics and Business, Makassar State University. This indicates that as students' proficiency in digital literacy increases, their interest in entrepreneurship also increases. This study validates the hypothesis that students participating in the entrepreneurship study program at the Faculty of Economics and Business, Makassar State University are more likely to become entrepreneurs if they have a high level of digital literacy.

According to research by (Ferdianto & Arifin, 2025), which examined students at the Faculty of Economics and Business, Muhammadiyah University of Surakarta, digital literacy positively

influences entrepreneurial interest, both partially and in combination with entrepreneurial literacy and family environment. Digital literacy enables students to develop more effective marketing strategies through various online platforms. With digital literacy, students can optimize the use of digital tools to increase productivity and operational efficiency. Furthermore, digital literacy helps students understand technological trends and innovations that can be applied to their businesses. Digital literacy is also crucial for maintaining the security of business information and protecting customer privacy. With good digital literacy, students can build more modern and competitive businesses in the global market. Research by (Widyartono & Tyra, 2023) also proves that digital literacy and information literacy positively influence entrepreneurial interest among the younger generation. Ethical aspects of digital literacy, such as respecting other internet users and the ability to manage information, are important factors driving interest in digital entrepreneurship. Overall, the research consistently demonstrates that digital literacy is a key factor in increasing interest and motivation in digital entrepreneurship, both through increased self-efficacy, motivation, and the ability to manage information online. These findings emphasize the importance of strengthening digital literacy in higher education and training young people to prepare them for current and future digital business challenges and opportunities. This finding also aligns with research by (Ihsan et al., 2024), (Rahman, 2024), (Tahir et al., 2021), (Anggresta et al., 2022), (Nasri, 2024), and (Rahmah & Gufron Moh., 2023).

Based on the results of research conducted by (Aysi et al., 2024), it shows that the implementation of

digital entrepreneurship learning in higher education can increase students' interest, motivation, and digital entrepreneurship skills. Learning models that use an experiential learning approach and are based on technology such as the Internet of Things (IoT) have proven effective in fostering entrepreneurial attitudes, innovation, and the ability to exploit digital business opportunities. Furthermore, other research conducted by (Hammoda, 2024) also confirms that the systematic use of educational technology in entrepreneurship learning can improve entrepreneurial competencies, particularly financial literacy, motivation, and initiative in taking digital business risks. The results of a review of 26 empirical articles show that simulation and game-based learning methods have a strong positive impact on student motivation to become digital entrepreneurs, while online learning also contributes, although with varying results. A literature review by (Hayati & Caniigo, 2023) at the ICEBE conference highlighted that digital entrepreneurship education is still limited in terms of research, but a growing number of studies emphasize the importance of supporting variables such as the learning environment, motivation, and digital skills in fostering interest in digital entrepreneurship. This study also suggests the need to strengthen digital entrepreneurship education to be more structured and competency-based in order to optimally encourage interest in digital entrepreneurship.

A bibliometric study by Rahmanto & Yuliyanto (2024) revealed that the analysis of 121 relevant articles confirms that digital entrepreneurship education is crucial for equipping students with the knowledge, skills, and attitudes needed for entrepreneurial behavior in the digital era. This education has also been shown to

increase students' interest and readiness for digital entrepreneurship, as well as positively impacting innovation and technology-based business development. Furthermore, research by Udekwe & Iwu (2024) also shows that entrepreneurship education integrated with digital technology can increase digital entrepreneurial intentions among students. Entrepreneurship learning that emphasizes practical experience, collaboration, and the direct use of digital tools can foster an entrepreneurial mindset that is adaptive to technological change. The aforementioned studies consistently demonstrate that entrepreneurship education, particularly that integrated with digital technology, plays a crucial role in increasing individual interest, motivation, and readiness for entrepreneurship in the digital era. The results of this study are also in line with research conducted by (Erren Setyaki & Sugiyanto Sugiyanto, 2023), (Almadhea & Kamalia, 2024), (Kardiana & Melati, 2019), (Rokmani & Prastyowati, 2021), (Yanti, 2019), (SIMAREMARE, 2023), and (Petra et al., 2023) which also show that entrepreneurship education has an influence on interest in digital entrepreneurship.

b. Discussion

Based on the results of research using the Systematic Literature Review (SLR) method, it shows that digital literacy is one of the key factors driving the growth of interest in entrepreneurship in the digital era. Digital literacy includes not only the ability to use technological devices, but also skills in accessing, managing, and utilizing information creatively and ethically to create new business opportunities. Based on the SLR study that collected and analyzed the results of the latest research, a strong consistency was found that digital literacy—as the ability to understand,

evaluate, and utilize information technology—can open new opportunities in entrepreneurship, especially in the digital field. Research at SMKN 4 Palangka Raya showed that digital literacy has a positive and significant effect on interest in digital-based entrepreneurship, with a significance value of 0.041 (< 0.05) and a calculated t value of 5.904 ($> t$ table 2.080). This proves that the higher the digital literacy of students, the greater their interest in digital entrepreneurship (Rahman, 2024). The fundamental reasons why digital literacy influences interest in digital entrepreneurship lie in several aspects. First, digital literacy enables individuals to quickly and accurately access the latest information and knowledge regarding business trends, market opportunities, and business-supporting technologies. Second, digital literacy helps individuals build networks and business collaborations through social media and other digital platforms. Third, digital literacy also encompasses skills in managing risk, privacy, and data security, which are crucial for running a digital-based business.

The influence of entrepreneurship education on interest in digital entrepreneurship based on research results using the Systematic Literature Review (SLR) method shows that entrepreneurship education plays a strategic role in shaping the interest, motivation, and readiness of students and pupils to become entrepreneurs in the digital era. Entrepreneurship education not only provides technical knowledge about business, but also builds character, self-confidence, and problem-solving skills that are essential in facing the challenges of digital business. The main reasons why entrepreneurship education can influence interest in digital entrepreneurship lie in several aspects. First, entrepreneurship education

shapes entrepreneurial mindsets, attitudes, and behaviors in students, so they are more courageous and confident in starting a business, including in the digital field. Second, entrepreneurship education provides the knowledge, skills, and practical experience needed to identify business opportunities, manage risks, and make strategic decisions in facing digital business challenges. Third, entrepreneurship education also instills the values of creativity, innovation, and independence, which are highly relevant in developing technology-based businesses (Banten Jaya & Nataya Pringgorsari, n.d.). Thus, entrepreneurship education not only provides technical business knowledge but also builds character, self-confidence, and adaptive skills, which are essential for facing business challenges and opportunities in the digital age. This makes entrepreneurship education a key factor in increasing interest in digital entrepreneurship among the younger generation.

The main differences between each study referenced in this review lie in the variety of subjects and research locations used, such as the background of the participants or the geographic context in which the research was conducted. Nevertheless, all of these studies share a common focus, namely the independent and dependent variables studied, allowing for a more in-depth and systematic synthesis. By maintaining the consistency of variables while broadening the context regarding the differences in subjects and locations, the results of this Systematic Literature Review (SLR) are more comprehensive and accurate. This provides a more complete picture of the relationships between the variables studied, while strengthening the validity of the findings by

encompassing a broader range of settings.

1. The knot

Based on research results using the Systematic Literature Review (SLR) method, digital literacy and entrepreneurship education have been proven to have a strong and significant influence on the interest in digital entrepreneurship among school and university students. Digital literacy enables individuals to access, manage, and utilize information creatively and ethically, thereby opening up new business opportunities in the digital era. Furthermore, digital literacy skills also help in building business networks, managing risks, and maintaining data security, which are essential elements in running a technology-based business. Research results at SMKN 4 Palangka Raya and various other studies show that the higher the digital literacy, the greater the individual interest in digital entrepreneurship. Meanwhile, entrepreneurship education plays a strategic role in shaping character, self-confidence, problem-solving skills, and innovative and independent attitudes that are essential in facing the challenges of digital business. This education not only provides technical knowledge about business but also instills entrepreneurial values relevant to technological developments. The integration of digital literacy and entrepreneurship education in the education curriculum has been proven to increase the motivation, readiness, and interest of the younger generation to become entrepreneurs in the digital era, so that both become key factors in creating adaptive and innovative digital entrepreneurs.

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