



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 1 Tahun 2023 Page 336-342

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

Digital Entrepreneurship Discourse In The National Economy

Siti Hajar

State Administration Study Program , Jayabaya University

Email : sitihajarsantosa@jayabaya.ac.id

Abstrak

Ideologi developmentisme mau tidak mau menjadi suatu keharusan untuk mengubah dunia menuju perbaikan dalam segala aspek. Dalam wacana ini, salah satu yang juga berkembang adalah teknologi komunikasi dan informasi. Dalam perekonomian nasional, dimensi kewirausahaan menjadi cemerlang ketika menjadi salah satu mata rantai yang ikut menggerakkan dinamika perekonomian. Tulisan ini berusaha mendeskripsikan kesesuaian antara dimensi kewirausahaan dengan kemajuan teknologi komunikasi, khususnya dalam aspek digital. Dengan menggunakan metode studi pustaka, tulisan ini berupaya mengelaborasi pemikiran-pemikiran yang telah disebarluaskan dalam berbagai wahana publikasi. Hasil kajian sampai pada kesimpulan bahwa (1) Sebagian besar kegiatan bisnis akan dan terus bermigrasi ke arah digitalisasi, (2) Perlu adanya sistem keamanan siber yang memastikan tidak ada kebocoran data untuk kepentingan pihak yang tidak bertanggung jawab, (3) Kewirausahaan digital perlu disosialisasikan secara luas di masyarakat Indonesia yang semakin berkembang dari segi kuantitas.

Kata Kunci: *Kewirausahaan, Digital, Ekonomi, Nasional*

Abstract

The ideology of developmentism inevitably becomes a necessity to change the world towards betterment in all aspects. In this discourse, one thing that also develops is communication and information technology. In the national economy, the entrepreneurial dimension becomes brilliant when it becomes one of the links that contribute to the dynamic movement of the economy. This paper seeks to describe the match between the entrepreneurial dimension and the advancement of communication technology, especially in the digital aspect. Using the literature study method, this paper seeks to elaborate on thoughts that have been disseminated in various publication vehicles. The results of the study came to the conclusion that (1) Most business activities will and continue to migrate towards digitalization, (2) There is a need for a cybersecurity system that ensures no data leakage for the benefit of irresponsible people, (3) Digital entrepreneurship needs to be widely disseminated in Indonesian society which is growing in terms of quantity.

Keywords: *Entrepreneurship, Digital, Economy, National*

INTRODUCTION

The creation of entrepreneurs is an alternative solution to various problems in society such as poverty and social inequality, increasing unemployment of productive age and depletion of energy supply reserves, all of which require creative and innovative actions (Marti'ah, 2017). Entrepreneurs began to develop not only based on mere imitation, but have followed the three stages of the spectrum, namely the spectrum of invention, innovation and imitation. The invention spectrum is the highest level of entrepreneurship, after innovation and imitation where in the imitation spectrum business actors are only based on imitating existing products or businesses to get a share of the market for these products.

Entrepreneurship is seen as an activity that can create and increase employment growth. This is important because of the government's limitations in providing employment to the community. To overcome this limited employment can be done by equipping job seekers with entrepreneurial knowledge, skills and attitudes through entrepreneurship development. This workforce creation needs the support of the government, private sector, universities and others (SE Achmad Musyadar, 2022).

Business expert Peter Drucker took the idea further, Drucker described that entrepreneurs are people who actually make changes, respond to them, and take advantage of changes as an opportunity. Most economists today agree that entrepreneurship is an important ingredient for stimulating economic growth and employment opportunities in society. In developing countries, successful small businesses are the main engines of job creation, income growth, and poverty reduction. Therefore, government support for entrepreneurship is an important strategy for economic development (SE Achmad Musyadar, 2022).

In the end, all of this will create individual, as well as group independence. The form of self-reliance values instilled by many countries is to develop the entrepreneurship sector for its people. Entrepreneurship is considered as one of the ways out in overcoming the problems of unemployment and limited employment, as well as poverty faced by almost all countries, especially developing countries (Hasan, 2020). Apart from independence, mentality is also an important variable in this discourse. Around an academic environment, the theory of demand is more common than the supply theory. Demand theory explains that one can be an entrepreneur because he/she has the opportunity and is in a favorable position to take the opportunity. In addition, it is also caused by environmental and educational factors (Narsa et al., 2019). Entrepreneurial skills are likened to the two sides of a coin, which has academic knowledge achievements and expertise skills. The combination of the two sides of the ability to be able to overcome the difficulties and challenges of employment opportunities (Yusuf et al., 2019).

In the concept of digital entrepreneurship, one of the important things in a business chain is marketing. Business in general is a chain of activities in certain stages, the end of which is the marketing of these products to the public. So this section will look at entrepreneurship in relation to the digital world, and especially in the marketing dimension.

METHODS

This paper is a literature research that focuses on important issues surrounding qualitative methods. This study departs from a perspective that qualitative methods are widely misinterpreted in various ways, such as "easy", complicated, and even considered inferior and marginal compared to its half-brother, quantitative methods. One of the fundamental causes of this is that qualitative researchers fail to understand and apply the principles of this method correctly (Somantri, 2005).

RESULT AND DISCUSSION

The Role of AI in Marketing

The integration of big data in AI systems can bring up detailed data about transaction info from customers or track records that customers leave when opening one of the sites or websites on the internet. This product sales data or track record can be utilized and not always stored as an archive in the company. But the data can be used as important info that is very useful and can be used to improve product marketing and promotion. The process is made using data mining. Currently, many algorithms using data mining have been produced. And if the data mining is used in business processes, it can have a positive impact, especially in increasing sales which will lead to increased company profits. The use of data mining techniques, apart from

producing valuable information, can also produce information that was previously invisible or hidden in the data warehouse (Fatihah & Saidah, 2021).

One form of algorithm in data mining is the association algorithm. It is an algorithm that can present information on the relationship between one data item and other data items in the database. Association algorithms can also be used more broadly for business or business activities, for example in conducting promotions that lead to buying and selling transactions. The sophistication of AI if collaborated with this association algorithm can help marketing activities by connecting sales data in the form of transactions or digital track records of website openings on the internet that have been carried out by consumers/customers so that customer purchasing patterns are produced (Fatihah & Saidah, 2021).

For marketers, AI has some important key benefits as follows (Oracle, 2021).

1. Improve customer segmentation and personalization: Identifying customer motivations and behaviors to develop a customer map across the buyer's journey is a huge benefit when implementing AI. Data analysis becomes deeper and more robust, and enhanced data analysis can help marketers engage specific consumer segments with tailored messaging.
2. Optimize send times and improve open rates: Improve email open rates by identifying when a customer is most likely to engage with send-time optimization. Use historical 'open data' to determine the best time to send emails to individual contacts, down to the specific day or time of day.
3. Create better performing subject lines: Predict if an email subject line will resonate before you hit 'send'. We know that subject lines are a key factor for driving open rates and open rate success can be significantly improved with subject line optimization.
4. Minimize customer disengagement: Fatigue analysis helps minimize customer disengagement. Marketers can use the fatigue analysis analytics to take tangible steps towards minimizing opt-outs of individual contacts from over-communication.
5. Get access to account intelligence: Gain a deeper understanding of account engagement at the contact and account level for a more complete picture of the accounts you want to closely monitor using AI.

AI in Marketing Content Formulation

AI can help marketers in copywriting using natural language processing (NLP) technology. By utilizing machine learning techniques, AI can understand human language and generate text that is structured, relevant, and engaging to the audience (Guru et al., 2023). AI can help produce better copy in less time, reduce production costs, and increase the effectiveness of marketing campaigns. An example of an AI use case in copywriting is a UK company called Phrasee. Phrasee

is a platform that uses AI technology to create engaging and compelling copywriting. The platform studies human language and identifies patterns that work well in marketing texts. In this way, Phrasee can quickly and efficiently produce engaging and effective marketing texts quickly and efficiently (Boujrad & Iamlili, 2021; Saura et al., 2021).

AI in Marketing Concept Ideation

The ideating stage in digital marketing development includes determining the marketing mix, segmentation, positioning, media selection, and copywriting strategies. In this case, AI is not only seen as a mere technology because it can do "learning", AI can analyze big data and then provide insights to marketers or business people, mathematize business processes, and interact with customers. This is as expressed by Mogaji et al. (2021) which states that the digital marketing development process consists of three stages, namely: 1) Understand the target audience that will receive marketing messages; 2) personalize marketing content to be relevant to the identified target audience; and 3) send/distribute the personalized content through appropriate and relevant channels. In understanding the target audience, AI can comprehensively collect and analyze large amounts of customer data based on customer behavior. This includes trends in keywords used in search engines, reviews, social media, and interactions on the internet (Nirvana, 2023).

AI in Marketing Content Formulation and Distribution

AI can assist marketers in copywriting using natural language processing (NLP) technology. By utilizing machine learning techniques, AI can understand human language and generate text that is structured, relevant, and engaging to the audience (Guru et al., 2023). AI can help produce better copy in less time, reduce production costs, and increase the effectiveness of marketing campaigns. An example of an AI use case in copywriting is a UK company called Phrasee. Phrasee is a platform that uses AI technology to create engaging and compelling copywriting. The platform studies human language and identifies patterns that work well in marketing texts. In this way, Phrasee can quickly and efficiently generate engaging and effective marketing texts quickly and efficiently.

AI or Artificial Intelligence can be important in distributing marketing content effectively. One of the key roles of AI in this regard is to select the right distribution channels for marketing content. Using machine learning technology and data analysis, AI can help marketers determine which distribution channels are most effective for their target audience. For example, AI can study consumer behavior and buying patterns to determine whether relevant marketing content should be distributed through email, display ads, social media, or other platforms (Tchelidze,

2019). In addition, AI can also help in determining the right time to post and distribute marketing content. By utilizing data analytics and machine learning, AI can help marketers to know when their audience is most active on social media, when they tend to open emails, and when they tend to search for product or service information. With this information, AI can help marketers to determine the right time to post and distribute their marketing content (Draganov, 2018).

CONCLUSION

The study results came to the conclusion that (1) Most business activities will and continue to migrate towards digitalization, (2) There is a need for a cybersecurity system that ensures there is no data leakage for the benefit of irresponsible people, (3) Digital entrepreneurship needs to be widely disseminated in this growing Indonesian society in terms of quantity. The implementation of AI in digital content preparation includes; 1) Formulating verbal content (copywriting); 2) Formulate visual content (graphic design); 3) Determine the right time to post marketing content; 4) Determine the most effective type of content;

REFERENCES

- Boujrad, M., & Iamlili, Y. el M. N. (2021). A New Artificial Intelligence-Based Strategy for Digital Marketing Reinforcement. In *Lecture Notes in Networks and Systems* (Vol. 183, pp. 689–699). https://doi.org/10.1007/978-3-030-66840-2_52
- Draganov, M., Panicharova, M., & Madzhirova, N. (2018). Marketing 5.0. Transactions of Artificial Intelligence Systems in the Digital Environment. In *International Conference on High Technology for Sustainable Development, HiTech 2018 - Proceedings*. <https://doi.org/10.1109/HiTech.2018.8566547>
- Fatihah, D. C., & Saidah, I. S. (2021). Model Promosi Marketplace Berbasis Artificial Intelligence (AI) di Indonesia. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 8(3), 806–817. <https://doi.org/10.35794/jmbi.v8i3.35908>
- Hasan, H. A. (2020). Pendidikan Kewirausahaan: Konsep, Karakteristik, dan Implikasi Dalam Memandirikan Generasi Muda. *Jurnal Kajian Islam Kontemporer*, 11(1), 99–111. <https://journal.unismuh.ac.id/index.php/pilar/article/view/4909>
- Marti'ah, S. (2017). Kewirausahaan Berbasis Teknologi (Technopreneurship) dalam Perspektif Ilmu Pendidikan. *EduTic - Scientific Journal of Informatics Education*, 3(2), 75–82. <https://doi.org/10.21107/edutic.v3i2.2927>
- Narsa, N. M. D. N. H., Narsa, I. M., & Narsa, N. P. D. R. H. (2019). The Spirit of Entrepreneurship in Business Students, Non-Business Students, and Small and Medium Entrepreneur. *Jurnal Manajemen Dan Kewirausahaan*, 21(2), 104–113. <https://doi.org/10.9744/jmk.21.2.104-113>

- Nirwana, A. (2023). *Implementation of Artificial Intelligence in Digital Marketing Development : a Thematic Review and Practical Exploration Implementation of Artificial Intelligence in Digital Marketing Development : a Thematic Review and Practical Exploration*. 2(1), 85–112.
- Oracle. (2021). *Making Sense of AI in Marketing How can AI enhance marketing efforts ?* 1–10.
<https://www.oracle.com/a/ocom/docs/spark-series-making-sense-of-ai-in-marketing.pdf>
- SE Achmad Musyadar. (2022). Konsep dan Proses Kewirausahaan. *Pustaka.Ut.Ac.Id*, 1.
<https://pustaka.ut.ac.id/lib/wp-content/uploads/pdfmk/LUHT435403-M1.pdf>
- Somantri, G. R. (2005). Gumilar Rusliwa Somantri. *Makara, Sosial Humaniora*, 9(2), 57–65.
<https://media.neliti.com/media/publications/4388-ID-memahami-metode-kualitatif.pdf>
- Yusuf, A., Suminar, T., & Kisworo, B. (2019). Karakter Kewirausahaan Mahasiswa. *Journal of Nonformal Education and Community Empowerment*, 3(2), 139–147.
<https://doi.org/10.15294/pls.v2i1.23448>