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Generation Z and Entrepreneurship: Understanding the Character of Entrepreneurs in the Midst of Industrial Revolution 5.0

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Abstrak

Kewirausahaan memainkan peran penting dalam mendorong perekonomian. Penelitian ini bertujuan untuk memahami karakter kewirausahaan di kalangan Generasi Z di tengah Revolusi Industri 5.0. Studi ini bertujuan untuk memberikan wawasan yang lebih mendalam tentang bagaimana Generasi Z dapat berkontribusi pada inovasi berkelanjutan serta kemajuan ekonomi dan sosial di era Revolusi Industri 5.0 dengan memahami karakteristik kewirausahaan mereka. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif melalui survei. Metode ini memungkinkan peneliti untuk menyajikan data dalam bentuk angka, grafik, atau tabel, sehingga lebih mudah dipahami dan dianalisis. Dengan metode ini, peneliti dapat memberikan gambaran yang lebih akurat tentang fenomena yang sedang diteliti, karena data yang diperoleh diukur secara objektif. Data akan dikumpulkan menggunakan survei. Karakteristik wirausahawan yang akan ditanyakan kepada responden mengacu pada karakteristik wirausahawan abad ke-21, yang meliputi: kemampuan untuk mengenali dan memanfaatkan peluang; memiliki berbagai keterampilan; kreatif; memiliki aspirasi masa depan; berpikir bebas; pekerja keras; optimis; menjadi inovator; bersedia mengambil risiko; dan memiliki semangat kepemimpinan. Generasi Z menunjukkan potensi yang menjanjikan dalam bidang seperti berpikir mandiri dan pengenalan peluang, namun ada kebutuhan untuk dukungan dan pengembangan yang lebih besar dalam keterampilan kepemimpinan, kemampuan mengambil risiko, dan penetapan tujuan yang berorientasi masa depan untuk lebih mempersiapkan mereka meraih kesuksesan kewirausahaan dalam lanskap yang terus berkembang dari Revolusi Industri 5.0. Wawasan ini menunjukkan bahwa meskipun Gen Z menunjukkan sifat-sifat menjanjikan untuk kewirausahaan, dukungan lebih lanjut dalam kepemimpinan dan pemikiran berorientasi masa depan dapat meningkatkan kesiapan mereka untuk berkembang dalam lanskap revolusi industri 5.0 yang terus berkembang.

Kata Kunci: *Kewirausahaan, Generasi Z, Revolusi Industri 5.0*

Abstract

Entrepreneurship plays an important role in fostering the economy. This research aims to understand the entrepreneurial character among Generation Z in the midst of the 5.0 Industrial Revolution. This study aims to provide deeper insights into how Generation Z can contribute to sustainable innovations and economic and social progress in the era of the 5.0 Industrial Revolution by understanding their entrepreneurial characteristics. The method used in this research is quantitative descriptive through surveys. This method allows researchers to present data in the form of numbers, graphs, or tables, making it easier to understand and analyze. With this method, researchers can provide a more accurate picture of the phenomenon being studied, as the data obtained is measured objectively. Data will be collected using surveys. The characteristics of entrepreneurs that will be asked of the respondents refer to the characteristics of 21st-century entrepreneurs, which include: the ability to recognize and seize opportunities; possessing a diverse range of skills; being creative; having future aspirations; thinking freely; being hardworking; optimistic; being an innovator; being willing to take risks; and having a leadership spirit. Generation Z demonstrates promising potential in areas such as independent thinking and opportunity recognition, there is a need for greater support and development in leadership skills, risk-taking abilities, and future-oriented goal setting to better equip them for entrepreneurial success in the evolving landscape of the Industrial Revolution 5.0. These insights suggest that while Gen Z exhibits promising traits for entrepreneurship, further support in leadership and future-oriented thinking could enhance their readiness to thrive in the evolving industrial revolution 5.0 landscape.

Keywords: Entrepreneurship, Generation Z, Industrial Revolution 5.0

INTRODUCTION

In recent decades, technological developments have created significant changes in various aspects of human life, including the world of entrepreneurship. The Industrial Revolution 4.0, characterized by automation, artificial intelligence, and the Internet of Things (IoT), has fundamentally changed the way businesses operate. Now, the world is entering a new chapter known as the 5.0 Industrial Revolution. In this era, collaboration between humans and technology is increasingly emphasized to create sustainable innovations focused on human well-being. (Prasetyo & Sutopo, 2018). In the context of this change, it is important to explore how it influences entrepreneurial characteristics, especially among Generation Z.

Generation Z, born between the mid-1990s and early 2010s, is the first generation to grow up amidst the rapid development of digital technology. They are known as a generation that is highly adaptive to technology and possess characteristics that differ from previous generations, especially in terms of preferences, behaviors, and interest in entrepreneurship (Schroth, 2019). In Indonesia, Generation Z shows great potential in the

world of entrepreneurship, supported by a spirit of innovation and creating social impact (Kemenkop UKM, 2022). Although Generation Z has great potential to develop as entrepreneurs, there are several challenges that need to be addressed, such as the gap between their potential and the still low number of young entrepreneurs. Based on data from the Central Bureau of Statistics (BPS) in 2023, only about 3.47% of Indonesia's total population are entrepreneurs, with the number of young entrepreneurs aged 20-29 recorded at less than 11% of the total population of entrepreneurs (BPS, 2023). This indicates that although Generation Z has a significant population, their potential in entrepreneurship has not yet been fully realized.

However, amidst these challenges, Generation Z in Indonesia has shown a positive trend in utilizing digital technology to support business activities. Surveys show that around 89.45% of Generation Z have mastered digital technology for business purposes. (Sari & Wahyuni, 2023). They tend to run their businesses online and use social media as their main marketing tool. For example, many young people start small businesses such as food and beverage stalls that are marketed through digital platforms. (Saputra, 2023).

This research aims to understand the entrepreneurial characteristics of Generation Z in the context of the 5.0 Industrial Revolution. Using Kuratko's (2007) theory of 21st-century entrepreneurial leadership, this study will identify the key traits that Generation Z needs to develop in order to become effective agents of change. This theory includes characteristics such as the ability to recognize opportunities, creativity, optimism, a spirit of leadership, and the courage to take risks. All of which are relevant to this generation amidst the ever-changing dynamics of technology and the market.

RESEARCH METHOD

The design of this research aims to examine the influence of Generation Z's entrepreneurial characteristics on entrepreneurial interest in the era of the 5.0 Industrial Revolution. This research uses a descriptive quantitative approach, where data is collected through surveys to describe the phenomena occurring among the subjects being studied, namely Generation Z. The design of this research relies on a questionnaire instrument compiled based on indicators of entrepreneurial characteristics, such as innovation, self-confidence, risk-taking ability, long-term goals, as well as the ability to lead and manage a business. The object of this research is Generation Z, aged between 17 and 27 years, from the city of Serang. Generation Z, known as individuals who grew up in the digital era, has distinctive characteristics in how they interact with technology and the world around them, including in the field of entrepreneurship. This research took a sample of 100 respondents

representing this age group, who have potential or interest in the world of entrepreneurship. The data collected from the respondents will provide insights into how Generation Z in Serang City views entrepreneurship and how their characteristics in this field relate to their interest in becoming entrepreneurs.

The method used in this research is quantitative descriptive through surveys. This method allows researchers to present data in the form of numbers, graphs, or tables, which facilitates the process of understanding and analysis. The data obtained from the questionnaire will be analyzed using descriptive statistical analysis. This research is expected to provide deeper insights into the entrepreneurial characteristics of Generation Z and how these characteristics influence their interest in entrepreneurship, especially amidst the rapid technological advancements influenced by the 5.0 Industrial Revolution.

RESULT AND DISCUSSION

Table 1 Gender Description

Gender	Percentage
Men	58 %
Woman	42 %
Total	100 %

Source: Research Data, 2024

The description of respondents based on gender in this study can be seen in the following Table 1. Based on the data obtained, male respondents dominate with a percentage of 58%, while female respondents make up 42% of the total sample. This data shows a relatively balanced gender distribution, although there are slightly more males in number. This provides an overview that both men and women from Generation Z in Serang City have a fairly significant participation in this research, allowing the researchers to comprehensively analyze the entrepreneurial characteristics of both groups.

Table 2 Age Description

Age	Percentage
18-19	19 %
20-21	25 %
22-23	24 %
24-25	15%
26-27	17%
Total	100 %

Source: Research Data, 2024

The description of respondents by age in this study can be seen in the following Table 2. Based on the data obtained, respondents aged 20-21 years comprise the highest percentage, at 25%, followed by the 22-23 age group at 24%. The 18-19 age group contributes 19% of the total respondents, while the 26-27 age group accounts for 17% and the 24-25 age group for 15%. Most respondents fall within the younger productive age range of 18 to 23 years, which is the most active and dynamic group in starting and developing entrepreneurship. This data shows a relatively even age distribution, with significant variation between different age groups, allowing researchers to observe differences in entrepreneurial characteristics among these age groups.

Table 3 Respondent Job Preferences

Job	Percentage
Entrepreneur	24 %
Private Sector Employee	16 %
Government Employee	12 %
BUMN Employee	12 %
Medical Personel	17 %
Educator	19%
Total	100 %

Source: Research Data, 2024

The description of respondents' job preferences based on the obtained data can be seen in Table 3. According to the survey results, 24% of respondents chose to become entrepreneurs, reflecting a high interest in entrepreneurship. Meanwhile, 16% of respondents preferred to work as private employees. 12% of respondents desired jobs as government employees, and another 12% chose to work in the state-owned enterprise sector. Medical personnel were chosen by 17% of respondents, indicating an interest in professions in the healthcare field. Additionally, 19% of respondents are interested in pursuing a career as educators. Overall, this data illustrates the variety of career options considered by Generation Z, with a significant tendency towards entrepreneurship and other sectors.

Table 4 Research Results

Category	1	2	3	4	5	Total Score	Average
The Ability To Seize Opportunities	21	15	21	23	20	306	3,06
Possessing A Diverse Range Of Skills	17	23	18	22	20	305	3,05
Being Creative	22	16	23	19	20	299	2,99
<i>Having Future Aspirations</i>	26	24	21	16	13	266	2,66
Thinking Freely	16	18	19	16	31	328	3,28
Being Hardworking	21	22	19	16	22	296	2,96
Optimistic	20	18	23	17	22	303	3,03
Being An Innovator	24	17	15	19	25	304	3,04
Being Willing To Take Risks	23	18	24	12	23	294	2,94
Having A Leadership Spirit.	27	23	13	17	20	280	2,8

The data provides valuable insights into the entrepreneurial attributes of respondents, with notable strengths and areas for improvement. The highest average score of 3.28 was achieved by Thinking Freely, indicating that respondents feel confident in their ability to think independently and creatively. Similarly, The Ability to Seize Opportunities scored well with an average of 3.06, reflecting respondents' belief in their capacity to recognize and act on opportunities. Possessing a Diverse Range of Skills followed closely behind with an average of 3.05, suggesting that respondents feel they have a solid set of skills to navigate various challenges. Attributes like Being an Innovator and Optimistic also received strong ratings, with averages of 3.04 and 3.03, respectively, demonstrating that respondents see themselves as innovative and positive, key traits for entrepreneurship.

On the other hand, areas that need improvement include Being Creative with an average score of 2.99, suggesting room for growth in creativity, and Being Hardworking with an average of 2.96, which, while positive, shows a moderate level of confidence. Being Willing to Take Risks scored lower at 2.94, indicating that respondents may be hesitant in taking risks, a critical component of entrepreneurship. The lowest average score was recorded in Having Future Aspirations at 2.66, showing that many respondents are uncertain or less confident about their long-term goals. Finally, Having a Leadership Spirit scored the lowest overall at 2.80, pointing to a lack of confidence in leadership qualities, which is crucial for entrepreneurship.

Top Attributes:

Thinking Freely: This category received the highest average score of 3.28, indicating that respondents feel positively about their ability to think independently and creatively. The significant number of ratings at 5 (31 responses) suggests strong confidence in this area.

The Ability to Seize Opportunities: With an average score of 3.06, this attribute also reflects a favorable perception among respondents, indicating a general belief in their capability to recognize and act on opportunities.

Lower-Scoring Attributes:

Having Future Aspirations: This category has the lowest average score of 2.66, suggesting that many respondents may feel uncertain or less optimistic about their future goals and aspirations.

Having a Leadership Spirit: With an average score of 2.80, this indicates challenges in perceiving leadership qualities, as evidenced by 27 ratings of 1.

Being Willing to Take Risks: Scoring an average of 2.94, this suggests that respondents may be hesitant or cautious regarding risk-taking.

CONCLUSION

In conclusion, the results from the survey of Generation Z respondents highlight both strengths and areas for improvement in their entrepreneurial characteristics. The strongest attributes identified are Thinking Freely and The Ability to Seize Opportunities, with average scores of 3.28 and 3.06, respectively. These findings suggest that Generation Z possesses a solid foundation for entrepreneurship, particularly in terms of creativity and the ability to recognize and act on opportunities.

However, the survey also reveals areas where respondents face challenges. Having Future Aspirations received the lowest average score of 2.66, indicating a lack of clarity or confidence in their long-term goals. Similarly, Having a Leadership Spirit (2.80) and Being Willing to Take Risks (2.94) were also rated relatively low, suggesting that many respondents may struggle with leadership and risk-taking, which are critical qualities for successful entrepreneurship.

Overall, while Generation Z demonstrates promising potential in areas such as independent thinking and opportunity recognition, there is a need for greater support and development in leadership skills, risk-taking abilities, and future-oriented goal setting to better equip them for entrepreneurial success in the evolving landscape of the Industrial Revolution 5.0.

These insights suggest that while Gen Z exhibits promising traits for entrepreneurship, further support in leadership and future-oriented thinking could enhance their readiness to thrive in the evolving industrial revolution 5.0 landscape.

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