

The Effect of Digital Marketing and Entrepreneurship Knowledge on Entrepreneurship Motivation and Their Implications on Interest in Entrepreneurship

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Abstract:- This study aims to determine and explore the effect of advanced advertising and enterprising information on pioneering inspiration and suggestions for innovative premiums in SMEs in the West Jakarta region (a contextual analysis of SME entertainers, leader of West Jakarta city hall). DKI Jakarta has OKE OCE program that oversees SMEs in Jakarta within 7 stages in the program. During the primary stage of registrants, there are 9,280 SMEs and in the last stage of capital, there are 79 SMEs. In this study, the researchers use quantitative investigative techniques with information on the selection strategy review from 79 respondents. The inspection technique used is stochastic examination with basic irregular testing strategy. The analytical technique used in this study is SmartPLS rendition 3.0. The results of the study reveal that: 1) digital marketing has no significant effect on entrepreneurial interest but it has a significant effect on entrepreneurial motivation; 2) entrepreneurial knowledge has a significant effect on entrepreneurial motivation and interest in entrepreneurship; 3) entrepreneurial motivation has a significant effect on entrepreneurial interest; 4) entrepreneurial motivation significantly mediates digital marketing on interest in entrepreneurship and entrepreneurial motivation significantly mediates entrepreneurial knowledge on interest in entrepreneurship.

Keywords:- Digital Marketing, Entrepreneurship Knowledge, Entrepreneurial Motivation, Entrepreneurial Interest.

I. INTRODUCTION

According to BPS data, in February 2020, the number of unemployment in Indonesia increased by 6.88 million, compared to 2019 which was only 6.82 million. But Bappenas predicted that by the end of 2020 unemployment would increase to 11 million people due to the Covid-19 pandemic. In April 2019, Sea Group conducted a survey to 14 thousand respondents under the age of 36. The results showed that entrepreneurial entrepreneurship is the most popular job choice among Indonesia's young generation by 24.4%, while the interest in SMEs is only 7.1%. Entrepreneurship is one of the abilities to carry out business

activities. This creative ability requires people to continue to be creative and innovate to make something different from the previous one. This creativity and innovation can ultimately contribute to society as a whole (Kasmir, 2011: twenty one).

In West Jakarta, entrepreneurial mentors work in 8 sub-districts. Jakpreneur has a concept commonly referred to the 7Ps, namely, Recruitment, Training, Mentoring, Licensing, Marketing, Financial Reporting, and Capital. This proves that the government is serious in encouraging the development of SMEs by providing assistance from recruitment to capital, which aims to keep the businesses owned by the community running and growing. The PPKUKM Sub-dept presents Jakpreneur as a forum for creation, facilitation, and collaboration for SME development through entrepreneurship, such as start-ups, educational institutions, and funding institutions.

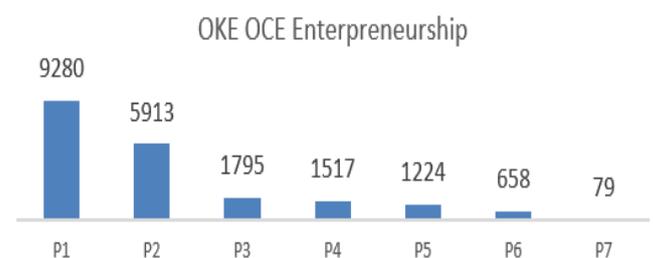


Figure 1. Graph of the Number of SMEs Oke Oce
Source : PPKUKM Jakarta Barat

Based on the figure above, it can be seen that that in 2018, the registered SMEs in the West Jakarta area (P1-Registration) as business actors, are 9,280 SMEs. But when it is viewed until the last guidance, namely P7- Capital, there are only 79 SMEs remaining. This proves that the entrepreneurial motivation is quite high in the West Jakarta area. Unfortunately, many of them are selected in coaching process. This research is related to the development or growth of entrepreneurship on the effect of the digital era, so that it can apply the values needed to support the development or growth of interest in entrepreneurship for the people of West Jakarta.

II. LITERATURE REVIEW

Business ventures are characterized as a kind of innovation and capacity building, which are used as skills, establishments, assets, cycles, and efforts to create value-added labor and products in such a way that challenges to face danger. This agreement incorporates the suspicion that anyone with a distinctive capacity can be a business visionary as long as they are willing and have the opportunity to learn and work together (Aima et.al., 2015). Business effort is one of the abilities to do business exercises. This imaginative capacity requires steady creation and development to create something than what was expected from the past. This kind of innovation and progress can be ultimately added to all levels of society (Kasmir, 2011): 21). Thus, it tends to be reasonable that a business venture is an interaction of business movements that expect imagination to increase assets and provide an increase in the value of goods and administration.

A. Digital Marketing

Digitalization and the revival of millennials demand different organizations because in the digital era like today, a new set of views is needed, one of them about culture and innovation (Nawangarsi and Sutawijaya, 2020). Building an association with the buyer by paying attention to objections or ideas will cause the buyer to feel more important. Finally, it is related to the improvement of your growing business, especially business image (Achmad, Daengs, Andi Farouq, 2016: 287-293). Advanced advertising will implicitly affect the execution of the displayed business. Therefore, it is very important for creative business visionaries to leverage more advanced marketing to achieve continuous collaboration with buyers, which is helped by the growth and improvement of information, thereby expanding scientific capital (Agus and Ahmad, 2019). In this way, execution and scientific capital can generate imagination to expand business ventures as computerized advertising. The markers are scientific capital, Especially Human Resources, Authoritative Capital, and Social Capital.

B. Entrepreneurship Knowledge

Business visionaries will not succeed if they do not have the information, abilities and capabilities shown (Michael Harris in Suryana, 2014, 81). Successful entrepreneurs are basically individuals who have a spirit of capability, especially individuals who have information, abilities, and individual characteristics, including perspective, inspiration, individual qualities, and mentality expected to do the job/training. Thus, positive character and inventive reasoning can provide innovative information. The instructions combine mentality and behavior such as checking the opening of a business.

C. Entrepreneurial Motivation

To motivate individuals, you need to know how inspiration works. For individuals who want to try all their shrewdness, they are very energetic and they perform well. In people, inspiration is the motivation to achieve something. Inspiration is the strength and direction of activity and it is a factor that can affect contrasts in human

behavior (Aima, Suta, Lenny and Ying, 2020). Baum, New and Aristocrat 2007 in Rosmiati, (2015: 22) explained that business inspiration covers business inspiration to achieve business goals, including goals of presenting and maximizing business openings. If it is not bothering, clarify that. So you can open doors and results with innovative inspiration. The clues are risk taking, vulnerability recognition, certainty, and innovation.

D. Entrepreneurial Interest

According to John Dewey and Aima (2021, 38), interest is the acceptance of a relationship outside oneself that has a significant impact on the achievement of something outside oneself, something (for example, work or job). Achievements have a big influence on achievement. Dimensions and metrics to measure interest in entrepreneurship is according to Bhandari (Aflit Nuryulia Praswati 2014: 135-136). Therefore, innovation and leadership can be created by entrepreneurial interests. These indicators are creativity, desire to make a difference, desire to be the leader of an organization, and desire to outperform others.

E. Framework

One solution to reduce the number of unemployment in an area in the 4.0 era is to prepare an understanding of entrepreneurship for the people in the West Jakarta area. DKI Jakarta has the Jakpreneur program as a forum to guide the community in managing SMEs. So, the framework in the research is as follows:

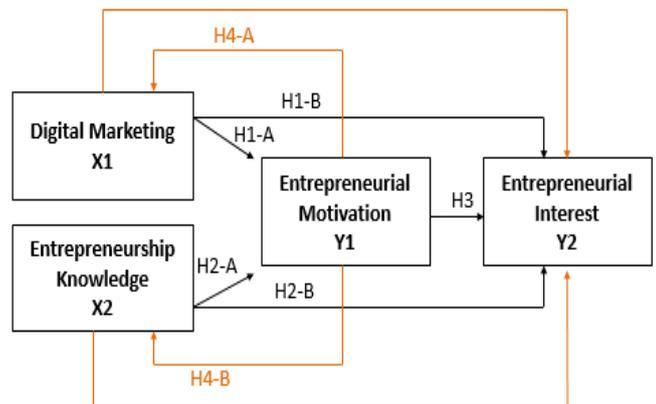


Figure 2. Thinking Framework

Source: Data processed by the author (2021)

In the framework of thinking above, there are 4 lines of framework that connects each variable.

F. Hypothesis

- H1 : Digital marketing has a significant effect on interest in entrepreneurship and motivation for entrepreneurship in SMEs in the West Jakarta Region
- H2 : Entrepreneurial knowledge has a significant effect on interest in entrepreneurship and entrepreneurial motivation in SMEs in the West Jakarta Region
- H3 : Entrepreneurial motivation has a significant effect on interest in entrepreneurship in West Jakarta Region SMEs

H4 : Significant entrepreneurial motivation mediates digital marketing on interest in entrepreneurship in West Jakarta Region SMEs and significant entrepreneurial motivation mediates entrepreneurial knowledge on interest in entrepreneurship in West Jakarta Region SMEs

and questionnaires while secondary data includes library studies and field research. The results of the study are presented in a simple way so that they can be understood, can describe and analyze the effect of the independent variable (independent) on the dependent variable (dependent). The research variables are explained in terms of dimensions, indicators and question items as data collection instruments, which can be seen in the Table. 1

III. RESEARCH METHODS

The type of assessment used in this study is a quantitative examination. Primary data includes interviews

Table 1. Operational Variables

Variable	Dimension	Indicator	Item Number
Digital Marketing (X1) Daengs, Achmad, Andi Farouq (2016)	Performance	<ul style="list-style-type: none"> • Quality • Quantity • Punctuality 	1 2 3
	Intellectual Capital	<ul style="list-style-type: none"> • Growth • Update • Utilization/efficiency • Risk measurement 	4 5 6 7
Entrepreneurship Knowledge (X2) Suryana (2014)	Positive Character	<ul style="list-style-type: none"> • Discipline • Hard work • Curiosity • Independent • Appreciate achievement 	8 9 10 11 12
	Creativity	<ul style="list-style-type: none"> • Always be Curious • Be Brave in Standing and Belief • Full of Energy and Confident <ul style="list-style-type: none"> • Initiative • Wide interest • Brave to Act Differently 	13 14 15 16 17 18
Entrepreneurial Motivation (Y1) Rosmiati (2015)	Entrepreneurial Characteristics	<ul style="list-style-type: none"> • Have commitment • Have a work ethic • Independent 	19 20 21
	Entrepreneurial Knowledge	<ul style="list-style-type: none"> • Able to communicate well • Have knowledge about management • Have marketing knowledge 	22 23 24
Entrepreneurial Interest (Y2) Bhandari (dalam Aflit Nuryulia Praswati 2014:135-136)	Innovation	<ul style="list-style-type: none"> • Enjoy creative things • The desire to make something different from the others <ul style="list-style-type: none"> • Enjoy making trial 	25 26 27
	Leadership	<ul style="list-style-type: none"> • Nice to talk to • High leadership • Desire to stand out more than others 	28 29 30

Source: Data processed by the author (2021)

A. Population and Sample

The sampling method used in this study is a saturated sample (census sample). According to Arikunto (2012:104), the full sample is taken if the population is less than 100. Based on this study, the total population is less than 100, so the author will adopt 100% or 79 SMEs of the OKE OCE program that have reached stage P7.

B. Data Analysis

The data analysis method used in this study is the SmartPLS version 3.0 software. Partial least squares (PLS) is the study of structural equations based on variance, testing both measurements and structural models. Causality testing, in which a measurement model is used to check its plausibility and reliability, is carried out using a structural model.

IV. FINDINGS AND DISCUSSION

A. Characteristics of Respondents

The results of data analysis of each obtained variable are presented descriptively. Respondents in this study amounted to 79 SMEs in the West Jakarta Region. Characteristics of respondents are differentiated by gender, age, education and type of business, which can be seen in the Table 2.

Table 2. Characteristics of Respondents by Category

Category	Choice	Number of Respondents	Percentage	Total Percentage
Gender	Male	46	58%	100%
	Female	33	42%	
Age	<20	0	0%	100%
	21-30	31	39%	
	31-40	26	33%	
	41-50	14	18%	
	>50	8	10%	
Education	SMA/SMK	40	51%	100%
	D3	3	4%	
	S1	31	39%	
	S2	5	6%	
Type of business	Culinary	53	67%	100%
	Mode/Fashion	12	15%	
	Craft	9	11%	
	Fishery	2	3%	
	Printing	3	4%	
Total Per Category		79	100%	

Source: Data processed by the author (2021)

From the table above, it can be seen that the gender category that dominates West Jakarta SMEs is male at 58%, the rest is female at 42%. Then in the age category, the age range of 21-30 years has the highest value at 39%. For the education category, SMA/SMK graduates dominate at 51%. Meanwhile, the most dominant business type is culinary at 53%.

B. Descriptive Statistical Analysis of Research Variables

The descriptive summary of the research variables is presented in Table 3.

Table 3. Descriptive Summary of Research Variable Values

Variable	Average
Digital Marketing	4.30
Entrepreneurship Knowledge	4.30
Entrepreneurial Motivation	4.42
Entrepreneurial Interest	4.30

Source: Data processed by the author using SemPLS version 3.0 (2021)

Based on the results of the table above, the results of the study show that the respondents' responses to the Digital Marketing variable result in an average of 4.30 dimensions which respond quite high in the Performance of 4.37. For respondents' responses to the Entrepreneurial Knowledge variable, it produces an average of 4.30 dimensions which respond quite high, namely creativity of 4.36. For respondents' responses to the Entrepreneurial Motivation variable, an average of 4.42 dimensions respond which is

high enough to be in the entrepreneurial characteristic of 4.49. And for the respondents' responses to the variable of Entrepreneurial Interest, it results in an average of 4.30 dimensions which respond quite high at 4.33 leadership.

C. Evaluation of the Reflective Measurement Model (Outer Model) or Indicator Test

Below is a picture of the results of the measurement model calculation with the SEM PLS version 3.0 which shows the loading factor value for each research variable indicator. The loading factor value used in this study is > 0.5.

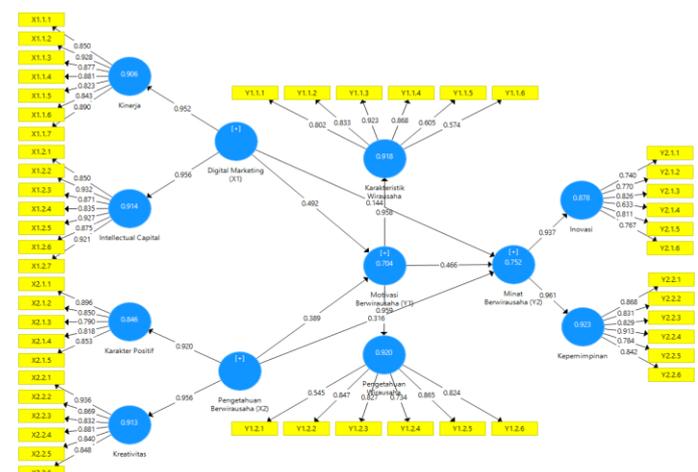


Figure 3. Evaluation of the Reflective Measurement Model (Outer Model)

Source: Data processed by the author using SemPLS version 3.0 (2021)

Manifest variables are often interpreted as indicators. The AVE value must be greater than 0.5. The results of the convergent validity test are presented in the Table 4:

Table 4. Convergent Validity Test with Average Variance Extracted (AVE)

Variable/Dimension	AVE	Cut Off	Desc.
Digital Marketing (X1)	0.703	0.5	Valid
Entrepreneurship Knowledge (X2)	0.611	0.5	Valid
Entrepreneurial Motivation (X3)	0.558	0.5	Valid
Interest in Entrepreneurship (X4)	0.582	0.5	Valid

Source: Data processed by the author using SemPLS version 3.0 (2021)

Based on the table above, these indicators are declared valid to measure dimensions or variables.

D. Discriminant Validity Test

Explanation of factual examination of exploratory factors is used to determine the tendency of poll answers or

the extent to which respondents' answers are in the answer determination class, using a Likert scale ranging from 1 (strongly deviate) to 5 (strongly agree) in the explanation of each factor. Clear insight provides an outline or description of information in terms of normal quality, standard deviation, most extreme, and lowest. Then, organize the collected information to find the respondent's response to each of the exploratory variables. Then, organize the collected information to determine the circulation of respondents' responses to each pointer of each exploration variable. Next is a description of the respondent's perspective on each factor. It tends to be clarified that each marker can measure the expected measurements according to the pointer.

E. Reliability Test

The combined confidence value of all latent variable values is > 0.7 and Cronbach's alpha is > 0.7 meaning that the structure is reliable or under investigation. The tools used in this study are considered reliable. There is consistency. The results of the calculation of multiple reliability and Cronbach coefficients can be seen in the summary presented in the Table 5.

Table 5. Construct Reliability Test

Variable/Dimension	Cronbach's Alpha	Desc.	Composite Reliability	Desc.
Digital Marketing (X1)				
Performance	0.947	Valid	0.956	Valid
Intellectual Capital	0.955	Valid	0.963	Valid
Entrepreneurial Knowledge (X2)				
Positive Character	0.897	Valid	0.924	Valid
Creativity	0.934	Valid	0.948	Valid
Entrepreneurial Motivation (Y1)				
Entrepreneurial Characteristics	0.864	Valid	0.900	Valid
Entrepreneurial Knowledge	0.867	Valid	0.902	Valid
Interest in Entrepreneurship (Y2)				
Leadership	0.920	Valid	0.938	Valid
Innovation	0.852	Valid	0.891	Valid

Source: Data processed by the author using SemPLS version 3.0 (2021)

The results in the table above show that the Cronbach alpha value is more prominent than 0.7 and the composite dependency value is higher than 0.7. It claims that all metrics are reliable or consistent in calculating the confidence value associated with the Chronbach alpha value.

F. Evaluation of Structural Measurement Model (Inner Model)

Testing the structural model by examining the importance of the structure or the relationship between variables is according to Siswoyo (2017:374). This can be seen in the path coefficient, which represents the strength of the relationship between the transformation structures. The sign or direction of the path (path coefficient) must follow the set theory. Structural model tests are conducted to assess the coefficient of determination (R2), Effect Size (f2), Predictive Relevance Value (Q2), and T-statistics.

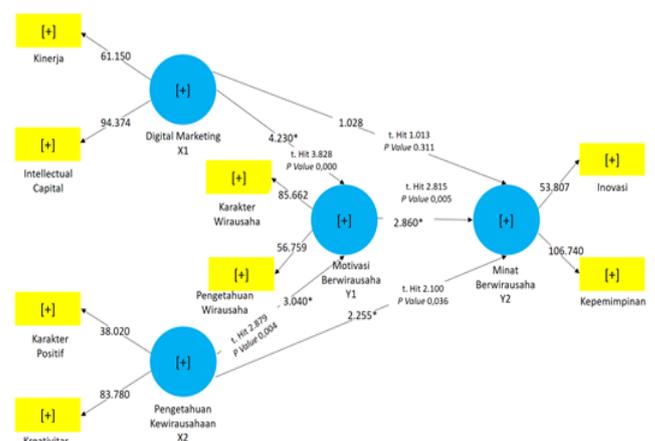


Figure 4. Structural Model Test Results (Inner Model)
Source: Data processed by the author using SemPLS version 3.0 (2021)

G. R Square (R²)

The assurance coefficient (R²) is used to determine the capacity of endogenous variables to clarify changes in exogenous variables in the summary presented in the Table 6.

Table 6. Value of R Square

Variable	R Square	R Square Adjusted	Description
Entrepreneurial Motivation (Y1)	0,704	0,696	Strong
Interest in Entrepreneurship (Y2)	0,752	0,743	Strong

Source: Data processed by the author using SemPLS version 3.0 (2021)

The contribution of Digital Marketing and Entrepreneurial Knowledge variables to Entrepreneurial Motivation is 70.4%, while the excess of 29.6% is the commitment of various factors that are not examined in this study.

The contribution of the variables of Digital Marketing, Entrepreneurship Knowledge, and Entrepreneurial Motivation to Entrepreneurial Interest is 75.2%, while the excess of 24.8% is the commitment of various factors that are not discussed in this study.

H. Effect Size (F2)

Effect Size (f²) is used to determine the extent of the difference between exogenous factors and endogenous factors. The upside of f² of 0.02, 0.15, and 0.35 can be deciphered whether the inert variable indicator has a small, medium, and large impact on the underlying levels, in the summary presented in the Table 7.

Table 7. Test Results for Effect Size F2

Effect	f ²	Description
Digital Marketing (X1) -> Entrepreneurial Motivation (Y1)	0,277	Middle
Entrepreneurial Knowledge (X2) -> Entrepreneurial Motivation (Y1)	0,174	Middle
Digital Marketing (X1) -> Interest in Entrepreneurship (Y2)	0,022	Small
Entrepreneurial Knowledge (X2) -> Interest in Entrepreneurship (Y2)	0,117	Small
Entrepreneurial Motivation (Y1) -> Interest in Entrepreneurship (Y2)	0,261	Middle

Source: Data processed by the author using SemPLS version 3.0 (2021)

I. Predictive Relevance (Q²)

The model is validated by testing the predicted relevance (Q²). This measurement is suitable when the latent variable has a reflectometric pattern. As with the predictive results of fit (Q²), the results of predictive fit (Q²) are known to be good if the value is > 0 indicating that the exogenous latent variable is good (fit), in the summary presented in the Table 8.

Table 8. Predictive Relevance Value (Q²)

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Digital Marketing (X1)	1,106	417.263	0.623
Entrepreneurial Knowledge (X2)	869	406.712	0.532
Entrepreneurial Motivation (Y1)	948	534.654	0.436
Interest in Entrepreneurship (Y2)	948	503.001	0.469

Source: Data processed by the author using SemPLS version 3.0 (2021)

The results of Predictive Relevance (Q²) are greater than 0 and can be said to be good.

J. Goodness of Fit (GoF)

In this study, the measurement of model fit uses the Standardized Root Mean Square Residual (SRMR). SRMR is used to measure the extent to which the model proposed by the researcher is really fit or not. In other words, SRMR reflects the average difference between the correlation matrices. The model is suitable if the SRMR is 0.10 or 0.08, can be seen in the Table 9.

Table 9 Value of Goodness of Fit (GoF)

Criteria	Saturated Model	Estimated Model	Cut-off Value	Model Evaluation
SRMR	0,096	0,098	≤ 0.10	Fulfilled

Source: Data processed by the author using SemPLS version 3.0 (2021)

The table above shows that the integrity of the fit rule using Normalized Root Mean Square Remaining (SRMR) has met the delete value, it tends to be considered that the assessment results show a feasible model.

K. Hypothesis Test

The significance test is used. The table above shows that the integrity of the fit rule using the Normalized Root Mean Square Remaining (SRMR) has met the delete value, it tends to be considered the assessment results show a feasible model, can be seen in the Table 10.

Table 10. Results of Partial Hypothesis Testing

Effect	Coefficient	T Statistics (O/STDEV)	P Values	Description
Digital Marketing (X1) -> Interest in Entrepreneurship (Y2)	0,144	1,013	0,311	Rejected
Entrepreneurial Knowledge (X2) -> Interest in Entrepreneurship (Y2)	0,316	2,100	0,036	Accepted
Digital Marketing (X1) -> Entrepreneurial Motivation (Y1)	0,492	3,828	0,000	Accepted
Entrepreneurial Knowledge (X2) -> Entrepreneurial Motivation (Y1)	0,389	2,879	0,004	Accepted
Entrepreneurial Motivation (Y1) -> Interest in Entrepreneurship (Y2)	0,466	2,815	0,005	Accepted

Source: Data processed by the author using SemPLS version 3.0 (2021)

Table 12 Indirect Effect Test Results

Effect	Coefficient	T Statistics (O/STDEV)	P Values	Description
Digital Marketing (X1) -> Entrepreneurial Motivation (Y1) -> Interest in Entrepreneurship (Y2)	0,229	2,093	0,037	Accepted
Entrepreneurship Knowledge (X2) -> Entrepreneurial Motivation (Y1) -> Entrepreneurial Interest (Y2)	0,181	2,064	0,040	Accepted

Source: Data processed by the author using SemPLS version 3.0 (2021)

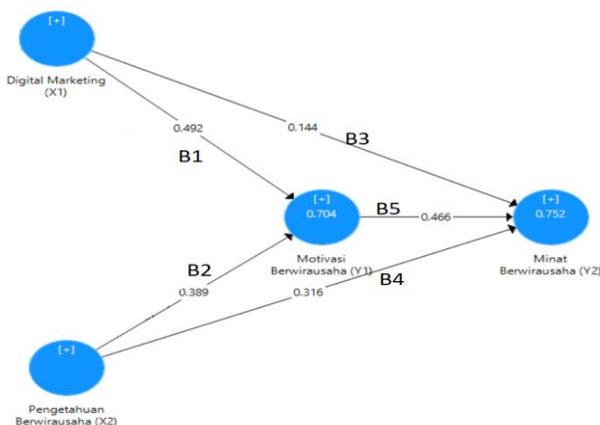


Figure 8 Mediation Relationship Between Variables

Source: Data processed by the author using SemPLS version 3.0 (2021)

Table 13. Test Results of Direct and Indirect Effects

Interpretation	Direct Effect (DE)	Indirect Effect (IE)	IE > DE
Y1 mediates X1 → Y2	0.020 (B3 ²)	0.229 (B1.B5)	Mediate
Y1 mediates X2 → Y2	0.099 (B4 ²)	0.181 (B2.B5)	Mediate

Source: Data processed by the author(2021)

L. Discussion

The results of testing the hypothesis stated in the explanation of statistical values indicate that the effect of digital marketing on entrepreneurial interest can be seen

from the path coefficient which is quite low from other path values, this can be said not to meet the significance of the relationship between these variables. This requires a way to build interest in entrepreneurship in the people of the West Jakarta area, there is development related to digital marketing which should be further enhanced by the use of websites that have been provided by the PPKUKM Office for the West Jakarta area. In the results of hypothesis testing, it can be concluded from the statistical test values above that entrepreneurial knowledge has a significant effect on interest in entrepreneurship, meaning that these values can be said to be fulfilled. The resulting coefficient is positive, meaning that the higher the Entrepreneurial Knowledge, the higher the Entrepreneurial Interest.

In the results of hypothesis testing, it can be concluded from the statistical test values above that digital marketing has significant effect on entrepreneurial motivation, meaning that these values can be said to be met. The resulting coefficient is positive, meaning that the higher the Digital Marketing, the more likely it is to increase Entrepreneurial Motivation.

In the results of hypothesis testing, it can be concluded from the statistical test values above that entrepreneurial knowledge has a significant effect on entrepreneurial motivation, meaning that these values can be said to meet. The resulting coefficient is positive, meaning that the higher the Entrepreneurial Knowledge, the higher the Entrepreneurial Motivation.

In the results of hypothesis testing, it can be concluded from the statistical test values above for interest in entrepreneurship, which has a significant effect on

entrepreneurial motivation, meaning that these values can be said to meet. The resulting coefficient is positive, meaning that the higher the interest in entrepreneurship, the higher the entrepreneurial motivation.

In the results of hypothesis testing and indirect effect testing, it can be concluded from the statistical test values above that significant entrepreneurial motivation mediates digital marketing on entrepreneurial interest, meaning that these values can be said to be fulfilled. The resulting coefficient is positive, meaning that if the entrepreneurial motivation is higher due to high digital marketing, it tends to increase entrepreneurial interest.

In the results of hypothesis testing and indirect effect testing, it can be concluded from the statistical test values above that significant entrepreneurial motivation mediates entrepreneurial knowledge on entrepreneurial interest, meaning that these values can be said to be met. The resulting coefficient is positive, meaning that the higher the Entrepreneurial Motivation due to the high Entrepreneurial Knowledge, it tends to increase the Interest in Entrepreneurship.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the results of previous study and discussion, several conclusions can be drawn as follows:

- 1) Digital marketing has no significant effect on interest in entrepreneurship but it has a positive and significant effect on entrepreneurial motivation.
- 2) Knowledge of entrepreneurship has a positive and significant effect on interest in entrepreneurship and knowledge of entrepreneurship has a positive and significant effect on entrepreneurial motivation.
- 3) Entrepreneurial motivation has a positive and significant effect on entrepreneurial interest.
- 4) Entrepreneurial motivation is positively and significantly able to mediate digital marketing on interest in entrepreneurship and entrepreneurship motivation is positively and significantly able to mediate entrepreneurial knowledge on interest in entrepreneurship.

B. Recommendation

Based on the analysis of the discussion and some of the conclusions above, the following suggestions can be made to complement the results of this study.

1) For Agencies

It can be seen from the strongest dimension, which is indicated by the correlation between the dimensions of Intellectual Capital and Entrepreneurial Knowledge. This shows that entrepreneurs who have the thoughts, knowledge and abilities to be applied to entrepreneurship are able to increase the use of digital marketing to develop entrepreneurship. In this case, it is hoped that entrepreneurial knowledge will serve as a bridge for the people of West Jakarta to be motivated to become entrepreneurs. It can be seen from the correlation between dimensions that have a strong relationship shown by the positive character

dimension with entrepreneurial characteristics. This shows a commitment to acquire knowledge, work hard, and be independent to increase people's entrepreneurial knowledge. So it can be suggested that people are motivated to become entrepreneurs by providing entrepreneurial knowledge on a regular basis. From the correlation between dimensions, there is a strong relationship between intellectual capital and leadership.

The author's suggestions regarding concrete programs with consistent mentoring and training are scheduled twice a week and comprehensive implementation for SMEs and the people of the West Jakarta area by providing materials related to entrepreneurship, creative entrepreneurship, entrepreneurship risks, financial management, practice technical skills activities. Besides, it is important to maximize the use of the website to promote the results of SMEs, rather than a place or platform for promotion.

2) For Further Researchers

Suggestions from researchers for future researchers are:

- Scope of sampling, the sample can be carried out more thoroughly to all SMEs in West Jakarta, so that a more detailed picture of entrepreneurial interest in the area is known. This is due to limitations of space for movement during this pandemic.
- Focus on effective and efficient entrepreneurial knowledge. This suggestion is given so that research can have a significant impact on the scope of SMEs. In addition, it is necessary to study entrepreneurial knowledge which is carried out more systematically from the input, process, output and also the outcome, so that it is known at which stages need to be improved, both in quantity and quality.

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