

## THE ROLE OF TECHNOPRENEURSHIP IN REDUCING UNEMPLOYMENT IN INDONESIA

M. Ikmal Husein Lubis<sup>1</sup>, Ritha F. Dalimunthe<sup>2</sup> Prihatin Lumbanraja<sup>3</sup>  
Master of Science Management Faculty of Economics and Business, University  
of North Sumatra

Email: [ibnuimran@gmail.com](mailto:ibnuimran@gmail.com), [rithadalimunthe@gmail.com](mailto:rithadalimunthe@gmail.com),  
[titinlumbanraja@yahoo.com](mailto:titinlumbanraja@yahoo.com)

### ABSTRACT

*The condition of unemployment today is not synonymous with uneducated people, hundreds of thousands of graduates are still unemployed, of course this is a problem that must find a solution. In the current era of technological development, it should be able to encourage the creation of new innovations and discoveries that have economic value. The development of technology-based entrepreneurship can have a positive impact on society at large. This research aims to provide a new perspective on technopreneurship in reducing unemployment in Indonesia and provide evaluation material to stakeholders so that entrepreneurial technopreneurship can contribute to the progress of Indonesia's development. The method used in the process of writing this article is to use a literature review technique. The results of this research are that the role of technopreneurship is very important, including: (1) Technopreneurship participates in the development of the country by increasing the economic level of society, (2) Technopreneurship is able to utilize technology. which is increasingly sophisticated, (3) Technopreneurship as a solution in reducing unemployment rates, (4) Technopreneurship is the latest innovation in sustainable business development so it needs to be developed by young people and Indonesian society.*

*Keywords: technopreneurship , unemployment, digital entrepreneurship.*

### 1. INTRODUCTION

Indonesia is one of the developing countries own overflow wealth, fine riches source power natural nor source power man. Riches this should can utilized as best as possible by the government and all Indonesian population. Utilization source power natural nor source power effective and efficient human being can supports a good and quality economic system. It seems matter this still

not yet can realized completely, this seen still its height number unemployment in Indonesia.

Based on data from the central statistics agency in 2023 total unemployment in Indonesia has reached around 7.8 million soul, with level unemployment open (tpt) of 5.32 percent. This shows that unemployment in Indonesia is still tall. Unemployment is issue economy at a time issue social in the middle Indonesian society, still lots people who feel difficulties and obstacles for get a decent job to get income decent living. this matter no regardless from cooperation between government with public in realize more Indonesian society prosperous and capable in a way economy. In the process, of course still lots there is lacking and not efficient work program in eradicate unemployment. Synergy between government with support from public become key for eradicate unemployment in Indonesia, the need education for generation young in create field work through a maximizing work program activity economy in the middle public. One of them is with develop entrepreneurship digital- based (technopreneurship). Through entrepreneurship this expected sector business small this can become field work new so that capable strengthen economy public become more good and capable push number unemployment.

Condition unemployment nowadays no identical with public not educated, hundreds thousand bachelor still unemployed, of course this become must be a problem found the solution. In the era of development technology moment this, it should be can push for create innovation and discovery new ones have mark economy. Development entrepreneurship based technology can impact positive for public lots.

Innovation continuous technology develop in a way fast bring lots significant changes, especially in the business world. Existence businessman new to the field technology or known with technopreneurship which continues grow developing in the middle public. Technopreneurship one of part from development entrepreneurs who provide description entrepreneurship with use technology. Draft technopreneur is based on the technology base that is created as tool entrepreneurship.

Technopreneurship originate from a combination of the words "technology" and "entrepreneurship" (depositario,et al., 2011). Technopreneurship is a synergistic process from strong ability in mastery technology as well as understanding comprehensive about draft entrepreneurship (sosrowinarsidiono,2010). Another opinion states that technopreneurship is an internal process a priority organization innovation and so on keep going

continuously find the main problem organization, solving the problem, and implement it ways solution problem in frame increase power competitiveness in the global market (okorie, 2014).

In concept technopreneurship, development base entrepreneurship dotted reject from exists invention and innovation in field technology that doesn't just high-tech but application knowledge of human work such as application accounting, order quantity economics, marketing in a way oral or online.

Study this aim for give perspective new to technopreneurship in reduce unemployment in Indonesia and provide material evaluation to holder interests in order technopreneurship entrepreneurship can give contribution for progress Indonesian development.

## **Literature review**

### **Understanding Technopreneurship**

Technopreneurship is a combination of two words, namely, "Technology" and " Entrepreneurship " which are If interpreted is a formation process business new involving expected technology can create the right strategy and innovation and become one factor in develop economy national Nelloh, 2018. According to (Mayangky et al., 2019) technopreneurs at the time This Already be one opportunity existing business, with optimizing various potency development existing technology as a basis for development the business being carried out. Technopreneurship No only beneficial in development industry - industry big and sophisticated, but also delivering benefits to society that has ability weak economy. Technopreneurship is a commercialization process products through interesting technology interest consumer For buy or own it, Technopreneurship have principle look for profit as much Possible through something businesses that take advantage technology.

Spirit and character technopreneurship formed by 3 (three) components main shaper namely intrapersonal, interpersonal and extrapersonal. Interpersonal and interpersonal are component from soft skill factors, meanwhile extrapersonal is connection with ability For capable empowering second component soft skills to be able implemented in a way more widespread impact. Factors soft skills are considered important for somebody For succeed in pass business start-up phase. According to ( Mayangky et al., 2019) there are several mandatory requirements fulfilled so that a product can said become success in do business new ones will founded , which where the most important and main requirements is that business new the must be capable compete in the existing

market so that can endure . second requirement that is try looking for possible ideas fulfil criteria as following :

1. Product fulfil needs that are not yet available served
2. Product fulfil market needs Where is the demand exceed supply, which is where that product that will generated must own competence with product kind in the same market
3. Product must more superior from product kind of like that already Yes, product more superior can done with method enhancement better design and price cheap.

Technopreneurship must own Spirit For build something that business character integrated from competence application technology. Utilization technology up-to-date To use in development business based on the soul established entrepreneur will can optimize the process at once results from the business units being developed (Harjono et al., 2013). Apart from that, technopreneurship must success in two things, namely ensure that technology that is becoming object business can works in accordance needs, target customers and can for sale For obtain profit as well as give benefit or impact in a way economics, as well as social. Technopreneur are today's entrepreneurs who are interested in technology, creative, innovative, dynamic, brave different as well as take paths that haven't yet explored and very excited with his job.

In general, technopreneurship combine technology and markets, ultimately it boils down to business. Start business based innovation technology, must have supporting factors among them desire strong For chase achievement, ability conceptual and power solve problem, have insights and ways think broadly, believe self tall, tolerant, brave take risk, realistic, have interpersonal skills, and control emotion. Various ways and models to grow business units new nuance innovation technologies include franchise models, partnership models, mentoring models, incubator programs business, as well pattern education entrepreneurship in college high and school vocational skills developed by the agency government and non- governmental .

## **Difference Entrepreneurship and Technopreneurship**

Entrepreneurial terms originate from translation entrepreneur, the deep one Language English known with between takers or go between. Draft businessman in a way complete stated by Josep Schumpeter, namely the person who broke system existing economy with introduce new goods and services, with create form organization new or process material standard new. By etymology, entrepreneur originate from the words hero and private. Hero means

bold, main, or mighty. While the meaning of private is alloy from two words: swa It means himself, and sta means stand. Private can interpreted as stand according to strength Alone. With consider the etymological meaning this, obviously that self-employed is a person who sees exists opportunity Then create A organization For utilise opportunity in the business world .

There are a few difference between entrepreneur with technopreneur, though its essence is The same. Somebody called" Entrepreneur Success" if in a way economy He capable give mark plus economical for the commodities it sells, so capable create well-being for himself including supplier product for government market needs ( suppliers government), suppliers market needs of the community (traders), or entrepreneurs operating in the sector nature of services competition the market from tend monopolistic until competition free (commodity). Education and skills for entrepreneur it's not the main thing in develop his business, however element networking, lobbying, and elections target market demographics more determine his success.

Different with entrepreneur above, then technopreneur based on based expertise education and training obtained at the bench lectures courses, training or test personal. With use technology as element main development product No only just networking, lobbying, and market selection demographics. Innovation and creativity dominate they For produce product superior as base from development economy nation based knowledge (Knowledge Based Economics).

Webster Dictionary (2005) distinguishes definition entrepreneur with inner technopreneur more fields Specific toward technology tall. If you are an entrepreneur defined as someone who organizes, manages, and takes risk from something business or something company, then Webster's Dictionary define Technopreneur as an entrepreneur where his business involve technology tall.

## **Unemployment**

Unemployment or unemployed is given terms to people who don't Work The same very or someone who is look for work. Unemployment is also a term as situation when somebody No own work. Unemployment is group from the workforce who have not Work do possible activities make money. Unemployment This No limited to people who haven't works, but can including people who are look for work as well as people who own it work However No productive so that can categorized as unemployment.

According to Sukirno (2004), unemployment is amount from power Work in field active economy look for work but not yet succeed get work the. (2001) argue that unemployment is circumstances when someone who doesn't including in category force Work No own work as well as No in a way active look for work moment That. So that can concluded that unemployment is situation when somebody No working, medium try For get work as well as own work but No productive.

Unemployment and poverty rates moment This become problem important for the Indonesian nation does not can resolved. Causative factor Unemployment in Indonesia includes : First, the number searcher Work more Lots rather than quantity chance available work ( gap between supply and demand ). Second, the gap between competence searcher Work with competencies required by the job market (mis-match). Third, still exists child separated school and graduates who don't continue what doesn't absorbed by the world of work / self-employment Because No own adequate skills (unskilled labor). Fourth, occurrence termination connection work (layoff) as a result global crisis, and Fifth, limitations source Power nature in cities that don't possible Again inhabitant process source Power natural become eye livelihood. From the fifth factor these, factors first, second and third is factor dominant reason unemployment in Indonesia.

## **2. Literature review**

- a. Isra et al (2021) in study entitled "The Role of Entrepreneurship Digital Based in Reducing the Unemployment Rate" came to the fore that entrepreneurship join in participate in State development, entrepreneurship digital-based utilizing increasingly technology sophisticated , entrepreneurial digital-based as solution in reduce level unemployment , lots of it unemployment in Indonesia, entrepreneurship is something that must be instilled by the youth and Indonesian society .
- b. Herwin Mopangga (2015) in study entitled " Development Case Study Businessman Based Technology (Technopreneurship) in Gorontalo Province ," said that The low Power competitive Gorontalo Province MSME products are caused Still low mastery technology among perpetrator business . If there innovation technology its nature temporary, only For needs exhibition / exhibition at regional and national levels, no For enhancement quality products, diversification and efficiency in period short nor enhancement production in a way continuous, improvement turnover, profit as well as expansion business in long- term

- c. Dyah Perwita in his research entitled " Digital Entrepreneurship Study: An Implications for Coping Economic Problems" stated that Entrepreneurship is also very close relationship with marketing, because marketing is part from entrepreneurship where in the millennial era moment Nowadays, society is very dependent with social media. In digital entrepreneurship, social media is one of supporting aspects marketing. This matter must exploited by the perpetrators business, make it social media as money maker isn't it money waster. Benefits of social media For doing business is makes it easier method marketing. Apart from being supported by social media, in the implementation of digital entrepreneurship was also found a number of supportive attitudes, such as: creativity, cleverness innovate, believe yourself, be brave take risk oriented into the future on all policy or the decision he took
- d. Sri Mulyati (2022) in his research " Analysis of Roles and Opportunities Technopreneurship in the Era of Revolution Industry 4.0 in Perspective Entrepreneurship Education Science", stated that There is a lot of Industry 4.0 bring change in order life man. Industry 4.0 has fundamentally change method activity human and giving great influence to the world of work. Influence positive industry 4.0 in the form of effectiveness and efficiency of sources power and cost production although impact on reduction field work. Industry 4.0 requires power work that has Skills in digital literacy, literacy technology, and literacy man
- e. Ani Mekaniwati (2021) in research entitled " Technopreneur Challenges for MSMEs in the City of Bogor as a Survival Strategy in the Covid-19 Pandemic Era", stated that Technopreneurs can interpreted as creator job (job creator) who will active encourage Indonesia to have foundation strong economy and have Power competitive .

### **3. Research methods**

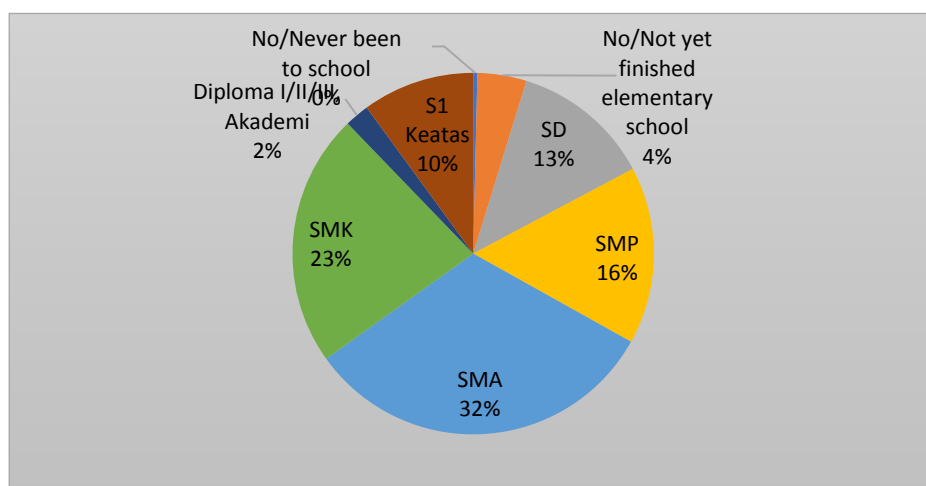
Method used in the writing process article This is use technique literature review, According to Snyder (2019: 333), a literature review is A methodology purposeful research For collect and take essence from study previously as well as analyze several overviews written by experts in text . Snyder (2019: 339) concludes that the literature review has role as base for various type study Because the results of the literature review provide understanding about development knowledge, source of stimulus for creation policy , ignite creation of new and useful ideas as guide For study field certain . Literature review is a search process literature Good from journal international nor journal national is used as a database and knowledge For become base A study furthermore.

literature study chosen Because object research, ie role technopreneurship in reduce unemployment in Indonesia, only Can answered through study studies References. Study This using qualitative data i.e. data that is not can be measured in scale numeric. Data sources used is related secondary data with object originating research from Journal Book scientific, papers and others. There are four stage studies References in study that is prepare equipment necessary tools, prepare bibliography work, organize time and reading or take notes material research (According to Zed, 2004). Collecting the data use method look for source and construct from various source for example like books, journals and existing research Once done. Obtained library materials from various reference the analyzed in a way critical and necessary deep so you can support propositions and ideas

#### 4. Results and Discussion

Unemployment that occurs in Indonesia is complex and multidimensional problems. One of factor happen unemployment is imbalance between field work with amount power Work. Lots of it graduate of college tall every year No balanced with amount field work. Lots of opportunities For do activity economy especially in the field effort, however Still Lots Indonesian society has not realize matter That. More society Lots want Work in a well-known company to be seen cool and great.

**Figure 1. Percentage Resident Unemployment 15 Years Old and above according to education level Highest Completed in Indonesia August 2023 (%)**

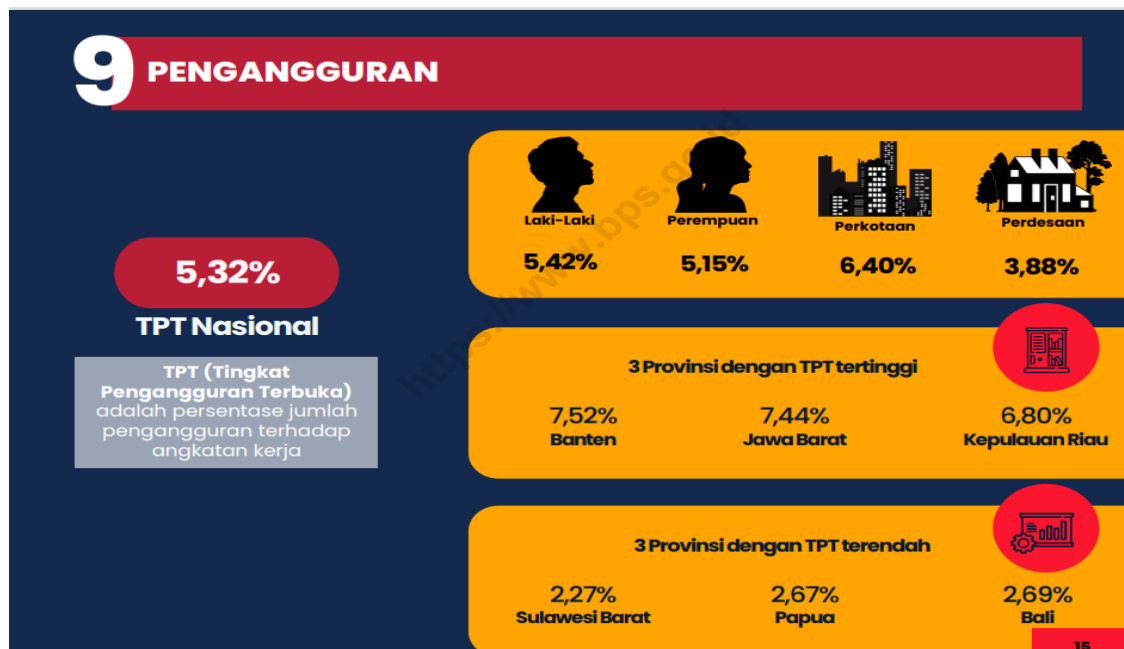


Source : Badan Pusat Statistik



Based on the picture on can We know that on the level high school education occurs number very high unemployment as much as 32 percent, followed by vocational school education level as much as 23 percent furthermore junior high school education level as much as 16 percent while S1 Ketas is 10 percent. Unemployment, consisting from resident age work that: a. Don't have a job and are look for work. b. Don't have a job and are prepare business. c. Don't have a job and don't look for work, because feel No Possible get work. d. Already have a job / business, but Not yet start working / trying

Figure 2. Open Unemployment Rate in Indonesia August 2023



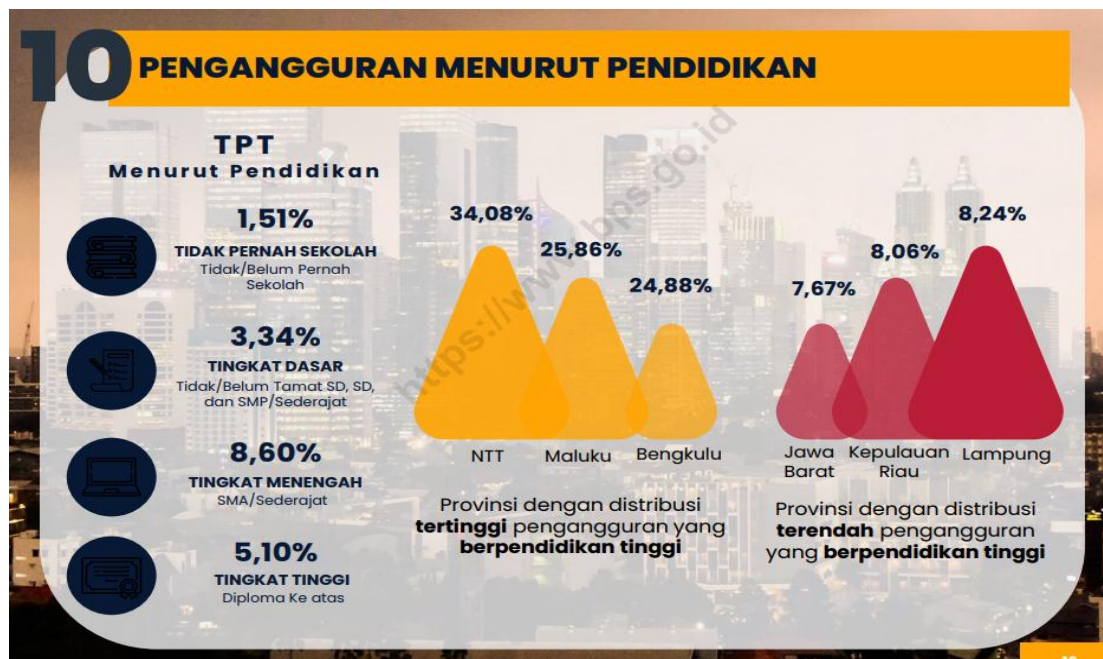
Source : Central Statistics Agency

Unemployment Rate (TPT) or normal called level unemployment describe proportion force work that doesn't own work and so on active looking and ready For Work. This is not can misinterpreted as difficulty economics, though correlation between level unemployment and poverty often exists and tends to own correlation negative ( level unemployment relatively low in poor people ). Unemployed is residents who don't have work, medium look for work, and be willing For Work. Along with ratio resident Work to amount population, level unemployment provide indicator power market situation work in collecting countries information about power Work. By specifically, unemployed open in

Sakernas, consisting of above: Population No work and search work; Resident No work and prepare business; Resident No works and doesn't look for work, because feel No Possible get work; Resident No works and doesn't look for work Because Already accepted works , but Not yet start work. Accordingly National TPT ( Open Unemployment Rate ) in August 2023 is 5.32 percent . TPT is percentage amount unemployment to the workforce. When seen from type gender TPT Male more tall compared to women.

Unemployment rate according to education give description exists offer power work that doesn't absorbed at the level education certain. Categories used in indicator This in a way conceptual is based on level Standard International Education Classification (International Standard Classification of Education-ISCED-97) with adjustment. Grouping level education based on ISCED-97 is as following : 1. Never go to school is residents who do not / have not Once go to school The same very ; 2. Basic level , ie residents who have education no / not yet graduated from Elementary School, Elementary School/ Ibtidaiyah , Package A, Middle School/ Tsanawiya, Vocational Middle School, and Package B; 3. Intermediate level, ie resident with SMA/Aliyah, Vocational School, and package C education; 4. High level, ie residents who have Diploma I/II, Diploma III, Diploma IV/S1 and Masters/S3 degrees.

Figure 2. Open Unemployment Rate According to Education August 2023



Source : Central Statistics Agency

With many unemployment in Indonesia then possible solution given that is with give knowledge about entrepreneurship digital- based, where the community can open something possible business add income and can open field Work. Besides that need implanted entrepreneurial mental attitude so that embedded characteristics and character entrepreneurs who will underlying every behavior his life. Through development entrepreneurship hopefully the unemployed brave do business Alone so that can create field Work Good For self Alone nor anyone else. Become a Businessman is activity noble business, indeed For start One business Alone no easy, but someone who has soul businessman definitely that person capable conquer existing fears in himself. As well as him capable face challenge challenges that occur later day (Isra et al 2021).

Chance Work will happen if rate economy experience increase as consequence increasingly its height activity economic needs addition power Work. By theory, every rate growth economy by 1 (one) percent will capable absorb power Work amounting to 400,000 people. Perpetrator business local as well as immediately can reach more markets wide through personalization applications and services as well as convenience connectivity. Related with matter That entrepreneurship digital based can expand range its sales and with easy people will know related sale goods the, so the target or the advantage more Lots.

For develop something businessman so can done with utilise increasingly technology sophisticated, where in matter This can make something digital - based entrepreneurship. Technology is method or method For process something to happen efficiency cost and time, so can produce more products quality. Basics creation technology are: market needs, solutions on problems, applications various field science, improvement effectiveness and efficiency production, as well modernization. Development digital technology and digitization has possible acquisition information and knowledge with method which is easy and fast, so with thereby can said that mature This every individual own relative opportunity The same to information and knowledge. Digitalization is ability For change product or existing services to in digital form so offer excess profits product tangible '. By more Brennen and Kreiss (2014) succinctly stated in Nia (2018:7). that digitalization related with adoption or enhancement use digital technology or computers by organization, industry, country, and so on.

In HELTS (Higher Education Long Term Strategy) explained that “ technopreneur” is solution For increase Power competitive nation . Technopreneurship is a synergistic process from strong ability in mastery

technology as well as understanding comprehensive about draft entrepreneurship. Can said that technopreneur is a “ modern entrepreneur ” based technology . Technology Of course No must always high tech, Because a number of technology offered with automatic and sophisticated requires large capital. In the literature business, management and economics has been studied for a long time connection linkages between technopreneurship (entrepreneurship technology) through Small and Medium Enterprises (MSMEs) capable overcome unemployment. Entrepreneurship digital- based utilizing increasingly technology sophisticated, entrepreneurial digital- based as solution in reduce level unemployment, lots of it unemployment in Indonesia, entrepreneurship is something that must be instilled by Indonesian youth and society (Isra et al., 2021).

Technopreneurship is part from ecommerce, However There is fundamental difference between Technopreneurship and e-commerce. Very clear difference between technopreneurship and e-commerce is system trade and its objectives. Technopreneurship utilise system more trade simple and not complicated, as for example, someone who uploads and advertises A product in the app whatsapp or Facebook so This Already Can considered as part from technopreneurship. Whereas e-commerce more complicated and involved Lots elements. E-commerce also has channel or more procedures complex like application shopee, tokopedia, lazada or other. For goals generated by technopreneurship No as much as that generated by e-commerce. Between necessary thing noticed in sell buy technopreneurship is :

1. His business scale small as usual called businessman
2. Perpetrator sell buy more wide
3. Supporting facilities advertising and place exchange goods like application whatsapp, facebook , kaskus , blog, twitter
4. Types of goods being traded customized with need buyers and capabilities seller provide goods.

Technopreneurship has play role important in mastery and use technology For fulfil various objective. First, make it easier for people to still relate One each other through good and productive communication a number of products and solutions that do not unexpectedly profitable many people. Second, technopreneurs also provide other benefits for communities and nations that contribute to development economy through growth economy so that trigger Power competitive economy public.

According to (Liu, 2018) Becoming a technopreneur If seen of the two roles required a technopreneur For understand technology at a time embed the

entrepreneurial spirit is not easy thing. Technology hold role important in developments in the modern world such as moment this, emergence technology new ones keep going continuity and implementation increasingly technology develop need continuous innovation continuous use technology can effective and achieving the goal.

Apart from that , one technopreneurs need make choice in accordance with a growing market ( Need to be Smart) namely : Social Network ( Wide Network ) , Marketing on social Media ( Marketing on Social Media) , Approachable, Alert, Attentive on social media ( Easy approachable , alert , full attention on social media ), Reliable to the consumer, Reassure ( Can reliable For consumers , assured consumer that product created capable fulfil need consumer ), Technology-savvy ( literate technology ).

Intention Technopreneur according to ( Denanyoh et al., 2015) is influenced by several factor namely : (1) support education in form Study teaching , science adequate knowledge , and inspiration ; (2) support colleague in form encouragement , morale, and finances ; (3) support environment in form initiation government , facilities credit , and intervention policy . So, it's related with study This enters the third factor that is support environment in form policy government form facility credit and intervention policy.

In Indonesia development technopreneurship need synergy and collaboration between the three pillars, namely: Academics, Businesspeople, and Government, are known with designation The Triple Helix Technopreneurship Model. The digital revolution adds layer new to inclusive material culture finance, offers method new country for expand ' legible ' inclusion, and global financial forms new 'profiling' of the house poor households become asset generators finance (Gabor & Brooks, 2017). The solution can implemented with logistics in the era of globalization hold very important role. This applies No only For the functioning of each company, but also for economy national and even world economy (Witkowski, 2017).

As for the role importance technopreneurship for the Community between other :

1. Create Chance Work,

When starting effort, then happen addition field work and need power Work For operate all operational business. In other words, technopreneurship create field work and help nation For combat problem unemployment. This matter capable increase level Community economy.

2. Utilization Local Resources,

Various source Power natural and productive that can be utilized by everyone businessman for success business so that increase value and reduce level waste source Power.

3. Diversification business and decentralization,  
A entrepreneur can identify opportunity business and place it in the appropriate area including area isolated.
4. Utilization progress technology,  
With become Creative and innovative technopreneurs play a role important in utilization fields and developments technology.
5. Formation,  
Investment an integral part of business and Entrepreneur need funds for starting and carrying business they to more levels tall. They take help finance from investors and financiers and take advantage investment which leads to development economy.
6. Promotion activity entrepreneurship,  
Generation young get chance For Work with companies technopreneurship and learning How reach success. It's also inspiring colleague teams and employees for grow and start company business them too.

Technopreneurship No only beneficial in development industry big and sophisticated, but also capable directed For give benefit for society that has ability economy weak and for increase quality his life. With Thus, technopreneurship expected can support development sustainable. According to Suparno et al (2008), technopreneurship can give benefit or impact, good in a way economic, social nor environment. Impact economy is enhancement efficiency and productivity, improvement income, creation field Work new, driving force and creation opportunity business in the sector economy other. Benefit from facet social among them is capable form culture new more productive, and contributing in give solution to completion problems social. Benefit from facet environment among other things, making use of material standard from source Power Indonesian nature in general more productive, improving efficiency use source Power especially resource energy. (Liu, 2018)

## CONCLUSION

Based on results discussion above can concluded that role technopreneurship is very important, among others is :

1. Technopreneurship join in participate in nation development,
2. Technopreneurship capable utilise increasingly technology advanced,
3. Technopreneurship as solution in reduce level unemployment,

4. Technopreneurship is innovation latest in development sustainable business so that need developed by Indonesian youth and society.

Thereby conclusion from study discussion related role Technopreneurship in reduce level unemployment in Indonesia. Less and more writer asking for suggestions and constructive criticism so that the creation process article This can continues as development capital science.

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