

# Analysis of Digital-Based Entrepreneurial Literacy and Promotional Innovations in the Development of the Culinary Sector Creative Economy

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**Abstract:** This study aims to find out how the development of a creative economy based on digital-based entrepreneurial literacy and promotional innovation, especially in the culinary sector in Makassar City. This study uses descriptive qualitative data collection through observation, interviews and documentation by taking key informants and key informants who then analyze using data reduction, data presentation and conclusion drawing. The results of this study indicate that the development of the creative economy of the culinary sector is driven by several factors of digital-based entrepreneurial literacy (Knowledge and Understanding of entrepreneurship, digital) and promotional innovation (Use of digital platforms in Promotional Media).

**Index Terms:** Entrepreneurial Literacy; Digital; Promotional Innovation; Creative Economy

## I. INTRODUCTION

Digitization is one sign of the progress of the system in the current global era, it cannot be denied that this era is increasingly dynamic, and technological developments are growing rapidly. The growth of the digital economy is reflected in the growing development of business or trading activities based on information technology and the internet between companies and individuals to market a particular product (Kasidi, 2020). Digitalization has been a driver of economic change, with ups and downs across all industries (König et al., 2019). Indonesia's future economic policies must be designed towards the development of new entrepreneurs and strengthening the small and medium business sector, especially in the form of medium sector businesses so that the number of unemployment and poverty rates can be further suppressed (Hastuti et al., 2020). Therefore, Indonesia's economic development will succeed if it is supported by the role of entrepreneurs, especially young entrepreneurs. Entrepreneurship is a way to increase innovation and technological progress, increase competition, and create jobs, which leads to economic growth and national prosperity (Santy et al., 2017). Entrepreneurial knowledge is important to grow prospective entrepreneurs, but knowledge also does not automatically produce entrepreneurs (Nursito & Nugroho, 2013).

Entrepreneurial literacy is the main key factor in an entrepreneur who has a fundamental role to be able to shape the mental and entrepreneurial character (Hernandez, 2010). Literacy skills in all-digital learning in the era of globalization and not only about an illiterate nation, but have become a necessity for life skills and skills to compete in the labor market (Rijal et al., nd). Digital entrepreneurship is an entrepreneurial activity by utilizing digital technology that produces a new and more productive business model or is globally competitive. The quality of these products can be obtained through imaging or creating innovative products that are different from other regions, so creativity is needed to be able to create innovative products. and globally competitive (Susilo et al., 2021).

Innovation is also influenced by technology so that customer needs and satisfaction can be met (Tjiptadi et al., 2021). Through social media or other promotional tools to influence consumer attitudes and behavior (Sofjan, 2013). Digital promotion is a digital promotional activity that utilizes technological developments and social media to advertise or promote a product (Luwiska, 2021). Various creativity in the culinary business can be developed, namely through product diversification, innovation of restaurant facilities, and promotional innovations (Sarijani, 2015). To be able to compete, especially in the culinary sector, businesses are required to have creative added value so that they can follow the lifestyle of today's consumers. Business actors are required to carry out creative, innovative, and minimize operational costs but still have good business performance. As we know Makassar City which is the capital city of South Sulawesi Province, which is a city that is quite developed to date. For example, the culinary business in Makassar City, which is always growing and will continue to experience changes and the development of the number of culinary business actors in Makassar City, Tamalate District is one of the sub-districts among 15 sub-districts in Makassar City, for that researchers chose the sub-district because it is in accordance with the data above. shows that the number of culinary businesses in the sub-district has the highest number for culinary business actors. which is a city that is quite developed to date. For example, the culinary business in Makassar City, which is always growing and will continue to experience changes and the development of the number of culinary business actors in Makassar City, Tamalate District is one of the sub-districts among 15 sub-districts in Makassar City, for that researchers chose the sub-district because it is in accordance with the data above. shows that the number of culinary businesses in the sub-district has the highest number for culinary business actors. which is a city that is quite developed to date. For example, the culinary business in Makassar City, which is always growing and will continue to experience changes and the development of the number of culinary business actors in Makassar City, Tamalate District is one of the sub-districts among 15 sub-districts in Makassar City, for that researchers chose the sub-district because it is in accordance with the data above. shows that the number of culinary businesses in the sub-district has the highest number for culinary business actors.

**II. LITERATURE REVIEW**

Understanding literacy itself is the language ability possessed by a person in communicating in terms of reading, speaking, listening, and writing in different ways and according to their goals.(Sulzby & Teale, 1986). While Entrepreneurship is defined as a creative and innovative ability that is used as the basis, skills and resources[1]. Creating entrepreneurship can be started from entrepreneurship education[2].Entrepreneurial literacy is a basic understanding that must be possessed if you want to start a business(Oehler & Hofer, 2015). Entrepreneurial literacy is a key factor in an entrepreneurial activity which has a fundamental role to be able to shape the mental and character of entrepreneurs. Entrepreneurial literacy or commonly known as entrepreneurship skills is an external factor that has an important role in the success of a business[3]. It can be concluded that the higher the entrepreneurial skills possessed, the easier it will be to achieve success in a business. Entrepreneurial literacy or entrepreneurial knowledge possessed by an individual to think positively, creatively and innovatively when creating new things related to new ideas, opportunities, methods, and organizations (Purwanto, 2016).

Digital literacy is the ability to use technology and information from digital tools effectively and efficiently in various contexts such as academic, career and everyday life.[4]. Digital literacy is the ability to understand and use information from various digital-based sources. Digital literacy is a concept that aims to connect technology and users to practice digital technology productively[5]. (Martin, 2008) says that digital literacy is tiered. At level one literacy, digital competence, a person must be able to master basic skills, concepts, approaches and actions when dealing with digital media. Digital literacy is a multi-dimensional skill. A person can master digital literacy gradually because one level is more complicated than the previous level. Digital competence requires computer and technology literacy (Sukmadinata, 2012).

Digital entrepreneurial literacy is an individual skill or broad knowledge of the use of digital technology for business continuity (M. Hasan et al., 2021). The digital entrepreneurship literacy indicators are: (1) use the media as a reference to find business ideas. (2) the ability to use digital media creatively to manage and sort the information obtained for business reference. (3) the individual's ability to use digital media to run a business. And lastly (4) product marketing through social media. According to (Aprilia, 2019) there are several indicators in digital entrepreneurship literacy, namely (1) Reading Frequency, (2) Literacy Training, (3) Digital Understanding, and (4) Increasing User Access. Digital-based entrepreneurship is a phenomenon of business activity that emerged through the development of information and communication technology (Wasilah et al., 2021). When this ability is combined with competence in the field of technology, entrepreneurial abilities in the field of technology are born. Digital entrepreneurship is an effort to achieve new business opportunities through new media and new technologies[6];[7]

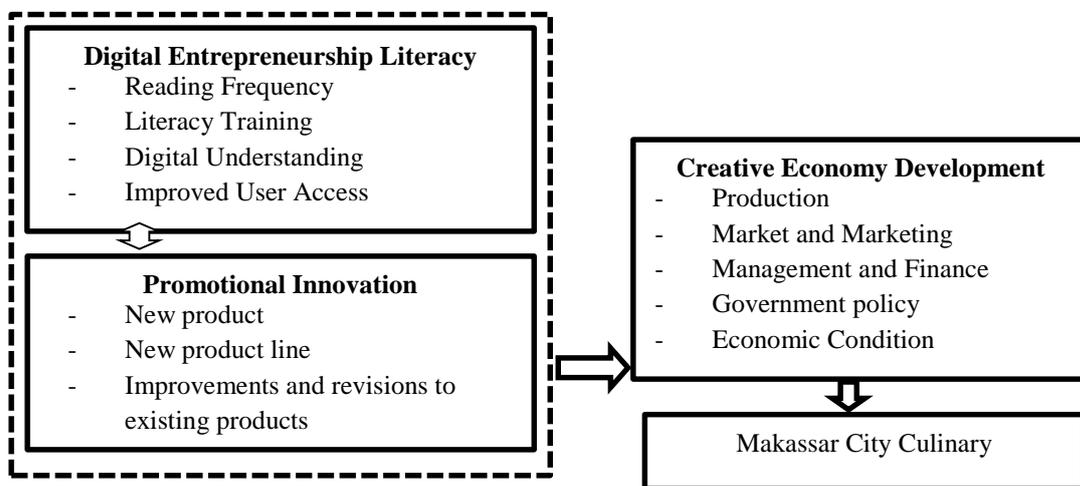
Innovation is an activity to create or change a product to be more effective, which can be in the form of implementing new ideas, improving services and creating new products (Sartika, 2021). Companies that succeed in creating competitive advantage are companies that can build innovation and creativity through an effective and planned innovation process (Rofaida et al., 2020). Promotion is a very important activity in marketing a product or service and to attract people to buy a product, the promotion must be designed as attractive as possible and the information conveyed must be easily understood by the public so that people can read and are interested and easy to understand (Rahayu et al. , nd).

The definition of promotion according to (Kotler & Keller, 2009) is an effort to provide or introduce a product or service to attract customers who have the potential to use the product or service. Promotion is part of marketing activities that provide added value or incentives to salespeople, distributors, or consumers who are expected to increase sales (MA, 2010). According to (Kotler & Keller, 2012) there are several indicators in promotional innovation, namely (1) new products, (2) new product lines, and (3) improvement and revision of existing products. To be able to win the competition in the business world, companies must and are able to form innovations, namely changes that occur in a company and make a company towards a better direction of change.

**III. RESEARCH METHOD**

This study was conducted using a descriptive qualitative approach about digital-based entrepreneurial literacy and promotional innovations in the development of the creative economy of the culinary sector in Makassar City, especially in the culinary business in the field. to be precise, the Tamalate sub-district in Makassar City.

The author presents the framework of this research in the form of a diagram below:



**Figure 1. Schematic Framework of the Mind**

In-depth interviews were used to collect data for this study using the empowerment model, and the results of the analysis were then analyzed. After that, the analysis was carried out by comparing the results of previous studies and theoretical research, and finally a plan was developed to collect empirical data from each study group by using analysis.

The criteria and characteristics of the informants obtained are as follows:

**Table 1. Informants of Makassar City Cooperatives and SMEs Office**

No.	Name	Age (Year)	Type Sex	Education Final	Position
1.	Hendra Wijaya	46	Man	S1	Implementing MSME Sector

Source: Primary Data (2022)

Based on the table above, there is one key informant who is the source of information in this study, namely Mr. Hendra Wijaya who has a position as an executor of the Makassar City MSME Division. Mr. Hendra was used as a researcher as a key informant because he is assumed to know all activities and is considered important to obtain information about operational processes and developments in the creative economy based on digital-based entrepreneurial literacy and promotional innovations in the culinary sector in Makassar City.

**Table 2. Informants of Tamalate District Business Actors**

No.	Name	Age (Year)	Type Sex	Education Final	Position
1.	Alkahfi	29	Man	S1	Owner/Business Owner of Chicken Katsumo
2.	Andry	29	Man	S1	Owner/Business Owner Zekala Drink
3.	Hamza	36	Man	S1	Owner/Founder of Chanca Drink

Source: Primary Data (2022)

The table above shows 3 people who were used as sources of information in this study. These three people are the main informants in the study. The first informant, Mr. Alkahfi, is 29 years old and has received higher education. Currently he has a business, namely a food culinary business called Chicken Katsumo. The last informant interviewed by the researcher was Mr. Andry, he is 29 years old and he has also received higher education.

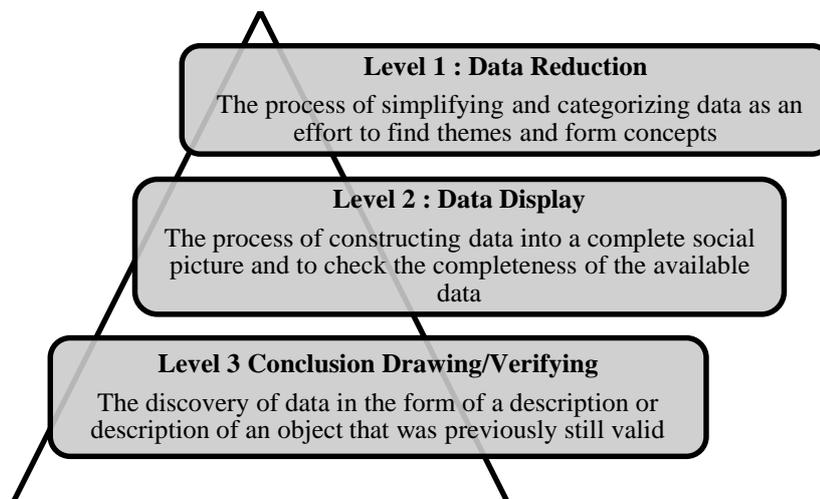


Figure 2. Stages of Data Analysis

Based on the stages of data analysis in the picture above, the data obtained from in-depth interviews through a structured approach. Therefore, data were collected and analyzed simultaneously.

#### IV. RESULTS AND DISCUSSION

This research focuses on how to apply digital entrepreneurial literacy and the existence of innovations at the promotion stage in developing the creative economy, especially in Culinary SMEs in Makassar City. Thus referring to the focal point of the study, the instrument in this study seeks to find out and collect answers from informants regarding several things from informants who are key informants, namely in the field of government.

Table 3. Summary of Interview Results of Government Informants (Diskop & UMKM Makassar City)

Question	Informant's Answer
Culinary Creative Economy Development	"Business actors positively welcome the City Government's program which aims to help business development for MSME actors. Although there are still business actors who have not been touched by the program, this is due to budget constraints while the number of business actors who need assistance continues to grow."
Government Measures and Programs	"In order to encourage interest in doing business, the Makassar City Government, through the 10 thousand free skill training program, provides competency-based training. It is hoped

*that the community will have qualified skills to start a business (become an entrepreneur). Then it is supported by the next program, which is 100 thousand business opportunities."*

Application of Digital System	<i>"Almost most of the MSME actors assisted by the Makassar City Cooperative Service have implemented digital marketing. Although there are still some business actors who still use conventional marketing methods, so that it becomes a PR for relevant stakeholders to continue to encourage the application of digital marketing for these MSMEs."</i>
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Source: Primary Data (2022)

Then for the main informants, namely Culinary SMEs in Makassar City.

Table 4. Summary of Interview Results from Business Actor Informants

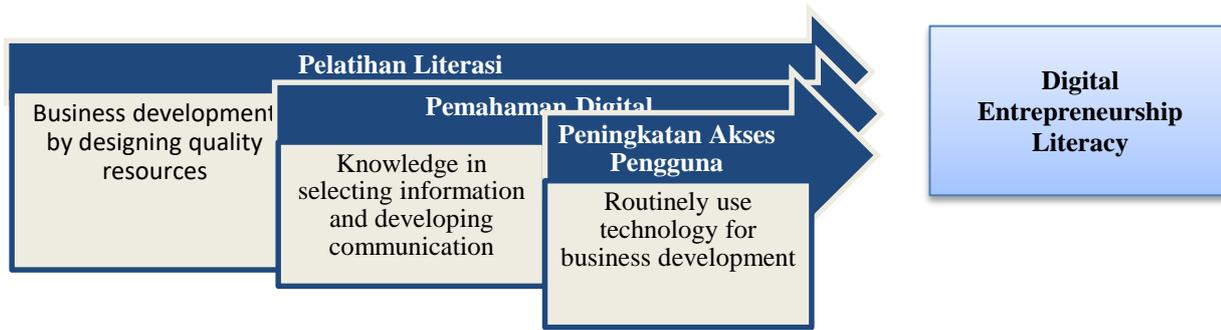
Question	Informant's Answer
Digital Entrepreneurship Literacy	<i>"Yeah, I've read it before. I read it almost every day on Foodizz." "Once, from a workshop at a university in Makassar." "Yes, I've gotten the reading on social media."</i>
Digital Entrepreneurship Literacy Training	<i>"Once, I received the training from a company in Makassar. And I got that training 3-4 times." "Previously, I would like to explain that foodizz is a means of learning culinary business based online in the form of videos and podcasts (audio) that can be accessed through our computers or smartphones. Through culinary business education content which in my opinion is quite complete from experienced national culinary business practitioners. And that's where I can find various valuable insights and materials or specific concepts about the culinary business. And also I get the training every 2 months."</i>
Digital Platforms	<i>"Now what we have used are Grabfood, Gojekfood, and Shopeefood. We use this platform for about 1 year." "The digital platforms that I use are Shopeefood and Gojekfood, I used this for 3 months." "What we have used so far are Grabfood, Gojekfood, and Shopeefood. The use of the platform is approximately 4 years."</i>
Product Innovation	<i>"By revising products through packaging, with the aim of attracting consumers by attracting consumers, there will be an increase in sales." "As I know revising a product is very important and can increase sales both online and offline." "If the revision is for products in the form of packaging or arrangements in serving food, we make revisions to attract buyers' interest, especially buyers who dine in or make purchases in the online system."</i>

Source: Primary Data (2022)

Digital-Based Entrepreneurship Literacy

Based on the results of interviews conducted with informants, it was found that business owners in Tamalate Sub-district that the awareness of business owners to add insight to seek inspiration or new ideas for product innovation they have to develop their own business is in accordance with entrepreneurial literacy according to Trisnawati (2017) states that knowledge affects interest in entrepreneurship is the educational environment, one's personality and family environment. Syah and Darmawan (2019) also found the results of the same study that the use of digital literacy skills is supported by the existence of social media that can encourage changes in attitudes and behavior for the better. Herlina (2012) found that digital literacy is the ability to use information technology from digital devices effectively and efficiently in various contexts such as academics, careers, and our daily lives.

In findings Puspitaningsih (2014) There are several factors that affect a person's entrepreneurial literacy, namely basic knowledge of entrepreneurship, knowledge of business ideas and opportunities, knowledge of business aspects. [10] Entrepreneurial literacy is a person's understanding of entrepreneurship with various positive, creative, and innovative characters in developing business opportunities into business opportunities that benefit themselves, the community or their consumers. According to [11], actors who have businesses have demands in order to understand the information that has been received. Digital entrepreneurship is defined as the use of technology in entrepreneurship activities [12]. The use of technology in this case is understood from the production process to marketing. As said by [13] that the more practical transformation with the presence of digital technology (especially software) is increasingly increasing to assist human activities, especially in the business field.



**Figure 3. Digital Entrepreneurship Literacy Process**

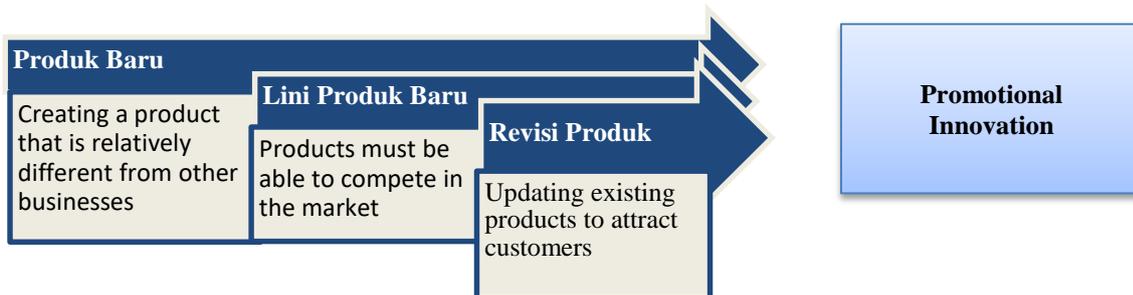
The ultimate goal to be achieved in literacy training is that it will have an impact on increasing entrepreneurial skills and is expected to create independence both in attitude and in business[14]. Entrepreneurship training must be carried out intensively and thoroughly for every community who is just starting or has been in the business world for a long time[15]. Businesses must understand the importance of digital marketing for their business continuity and are expected to be motivated to use digital marketing as a communication and promotion tool for their business.[16].

The development and advancement of technology so far has been balanced by the increasing number of internet users, this is due to the increasing number of people who disseminate information via the internet[17]. The development of digital media and increasing user access are expected to create a creative economy and new businesses to create jobs[18]. Entrepreneurial knowledge is not one of the determining factors for the effective management of entrepreneurship, but there are other factors that support the effectiveness of entrepreneurship management, namely the use of digital infrastructure in entrepreneurship.[19]. It can be concluded that business actors in Tamalate District, Makassar City, have increased user access.

**Promotional Innovation**

The company's continuous innovation is a basic need to create competitive advantage and innovation is an important function of management, because innovation will determine superior business performance (Utaminingsih, 2016). For this reason, companies must create innovations in each of their products so that consumers do not get bored with existing products[20].(Suprpto & Wahyuddin, 2020)argues that marketing is a social and managerial process by which individuals and groups obtain what they need or want through creating, offering and exchanging products of value. According to Lawson and Samson (2012) the concept of innovation can be defined as a competitive advantage obtained from creative ideas to produce quality, efficiency, speed and flexibility that are useful in the company.

According to Freddy, marketing objectives are generally based on the set sales goals or targets[21]. Product innovation is a combination of various processes that influence each other[22].[23]also stated that innovation is part of a framework that connects aspects of corporate culture using the ability to innovate and improve company performance through consumer buying decisions. When the value of a product or service increases as more users take advantage of the platform (Parente, Geleilate, & Rong, 2018).



**Figure 4. Promotional Innovation Process**

With the new product being created, a more interesting innovation is supported by the use of digital marketing to promote its products, this is in line with the opinion(Dwanto, 2013). According to Kotler and Keller (2016) product innovation itself will determine the rate of diffusion. When creating a new product, innovation is the foundation that determines the company's success.[24]. This is in accordance with the opinion(Hubeis, 2012)that innovation needs to be done by the company so that the company survives, or makes its business.[25]revealed that one way to get consumers interested in buying is to first introduce a product, then innovate to design new products or change old products so that these products remain in the market. According to Audretsch, et al. (2016) that are relevant to emerge from this analysis are the entrepreneurial ability to create innovation; and entrepreneurs eager to make solid collaborations with digital environmental systems.

**Culinary Sector Creative Economy Development**

According to(Munandar, 2004)that the characteristics of creative entrepreneurs are imaginative, initiative, have broad interests, free thinking, strong curiosity, desire for new experiences, enthusiasm, willingness to take risks, courage to take opinions, and self-

confidence. This is in accordance with the statement[26]that the concept of the creative economy is an economic concept based on human abilities and skills. Production is the process by which the added value or use value of the resulting product or service is processed, produced, and created[27].

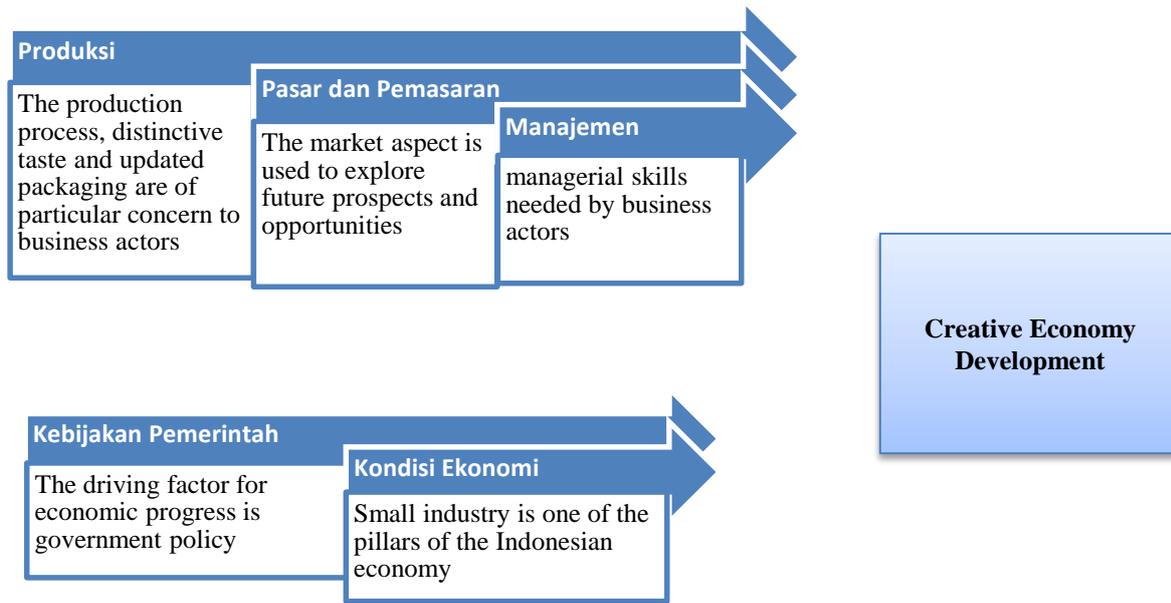


Figure 5. Creative Economy Development Process

The market aspect is used to explore future prospects and opportunities, as well as how to market products with the right strategy[28]. Currently, there is very little knowledge of management science for business actors, especially in the financial sector[29]. For this reason, it is necessary for every business, managerial skills are needed by business actors. Given that entrepreneurship plays an important role in the country's economic development, the government as the leader of the country must be able to make policies that can increase the growth of entrepreneurship in Indonesia[30]. Small and medium-sized industries are one of the pillars of the Indonesian economy, and it is evident that small and medium-sized industries are better able to survive in difficult economic conditions.[31]

Since the implementation of the digital system on business actors, the impact felt by business actors has increased, seen from the products they have that are widely known and not only around Tamalate District. Business actors use digital platforms to market and use mainstream promotional media (Tiktok and Instagram), business actors also get an increase in income and this is felt by business actors.

**Digital-Based Entrepreneurial Literacy and Promotional Innovation in Developing the Culinary Sector Creative Economy**

Support for the development of the creative economy in the culinary sector is the implementation of knowledge received through receiving and managing information using digital media and selecting the information received as a characteristic of people who already have an awareness of useful information. This is in accordance with the opinion(Fauziah, 2018)which concludes that entrepreneurial literacy is a knowledge that is the result of trials in the field, collected, researched, and assembled as a source of useful information for others who need it so that entrepreneurship can be incorporated into scientific disciplines. Following the definition of Koch, Krohmer, Naab, Rost, and Trapp (2022), we view digital platforms as software systems for enabling digital ecosystem services that facilitate the exchange of assets (e.g. products and services) between providers and their consumers.

By having qualified literacy skills, it allows a person to reach other skills easily[32]. This is in accordance with the opinion[33]that knowledge is an understanding of entrepreneurship, understanding entrepreneurship broadly and principally. Increasing digital literacy to face various challenges and obstacles that arise from mastering the innovation of literacy materials (Feerrar, 2019). Companies that innovate continuously will be able to dominate the market, with new creations, models and product appearances Ahmad (2019). Digital-based entrepreneurial literacy in terms of knowledge possessed is influenced by several factors including knowledge, digital understanding, government training and promotional innovation in this case the creation of new products and has a major role in the development of creative businesses in the culinary sector in Tamalate District.

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**V. CONCLUSION**

Business sustainability is strongly influenced by the knowledge possessed by business actors. The knowledge of business actors in Tamalate District is obtained from references and training obtained through digital media, supported by the provision of training by the government so that the implementation of knowledge makes business actors create new products, have the ability to manage businesses and create innovations in the field of promotion through digital platforms. . It can be concluded that the creative economy development of the culinary sector is driven by several factors of digital-based entrepreneurial literacy (Knowledge and Understanding of entrepreneurship, digital) and promotional innovation (Use of digital platforms in Promotional Media).

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