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Readiness of technology adaptation towards digital-based entrepreneurship

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Abstract

Entrepreneurship is a profession that is starting to attract teenagers, especially entrepreneurs in the creative industries. This is inseparable from the influence of social media which exposes the success of young entrepreneurs. But entrepreneurship in the creative industries field requires creativity and skills in technology. Therefore this study aims to measure the level of technological readiness of students as a provision for entrepreneurship later. The method used is descriptive quantitative using four dimensions: optimism, innovativeness, discomfort, and insecurity. The results show a tendency that the level of technological readiness of students is in the neutral category. So it takes effort to further enhance the degree of technological readiness of students to be ready to become entrepreneurs who is skilled in doing digital marketing, after graduating from education. © 2020, Allied Business Academies. All rights reserved.

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