

## **Edupreneurship in Early Childhood Education: Teachers' Perceptions of Entrepreneurship in the Digital Era**

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*Article received: 26 February 2025, Review process: 04 Maret 2025,  
Article Accepted: 15 Maret 2025, Article published: 30 Maret 2025*

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### **ABSTRACT**

*This research examines Early Childhood Education (ECE) teachers' perceptions of entrepreneurship in fostering edupreneurship in the digital era. The rapid advancement of digital technology has changed various aspects of life, including education, making entrepreneurship education important to prepare children for future challenges. ECD teachers, as important figures in early childhood development, play an important role in instilling entrepreneurial values that are aligned with the evolving digital landscape. This study used a quantitative approach with a survey method. Data were collected through a structured questionnaire consisting of statements assessing entrepreneurial skills. The questionnaire was distributed to 50 PAUD teachers in Central Java, who were selected by simple random sampling. The collected data were analyzed using descriptive statistics, with responses measured by a modified Likert scale to determine the distribution of teachers' perceptions. The results showed that most respondents had a positive perception of the role of entrepreneurship in early childhood education. Specifically, 19% strongly agreed, 54% agreed, 18% disagreed, 6% strongly disagreed and 2% strongly disagreed with the importance of entrepreneurship in edupreneurship. These findings highlight creativity, innovation, independence and risk-taking as fundamental entrepreneurial competencies, especially in the digital age. In addition, the ability to deal with challenges from multiple perspectives emerged as a key factor in identifying opportunities in the digital economy. The study underscores the importance of integrating entrepreneurship into early childhood education to equip children with essential skills for success in an increasingly digital world. The research provides valuable insights into the role of entrepreneurship education at the ECD level,*

*providing a foundation for nurturing digitally literate, entrepreneurial children and advancing edupreneurship in the future.*

**Keywords:** *Digital Era; Edupreneurship; Entrepreneurship; Perception of Early Childhood Education Teachers*

## **INTRODUCTION**

The era of globalization has an impact on various aspects of life. Every country needs to have the ability to compete in the global economy and build independence. Without efforts to develop and improve the quality of human resources, a country will face great challenges in achieving progress (Listiani, 2023). In the digital era, entrepreneurship is increasingly crucial because it makes it easier to access global markets and interact with customers. In addition, entrepreneurship can be a solution for unemployed graduates as well as an opportunity for creative PAUD students to develop their businesses (Solikha et al., 2024). The country's progress is directly proportional to the number of educated people, but not all of them are absorbed in the workforce, causing unemployment. The solution is entrepreneurship development, where entrepreneurs can create jobs through small businesses, given the limited role of the government (Yanto, 2023).

Currently, Indonesia needs a generation that has an entrepreneurial mindset. Of course, it is very unfortunate if college graduates only take advantage of the momentum to find a job (Masni et al., 2021). This is because it will cause more and more educated personnel who are not absorbed by the world of work facilitated by companies or the government sector (Yanto, 2023). Entrepreneurship is the stages and process of running a business, with the aim of getting profits and financial input. Entrepreneurship is one of the pillars of economic development. Entrepreneurship for a nation and state is not a trivial thing, but requires attention, because entrepreneurship is related to the growth and development of a country's economy (Marnoto & Carvalho, 2016). Economic growth is an important issue in maintaining inflation and world food security. The attention and focus of entrepreneurship in early childhood teachers is something that should not be postponed any longer.

Basically, a person's perception of an object, event, or information is influenced by two factors, namely internal and external factors. Internal factors are factors that affect the perception that comes from within the individual. While external factors are factors that are given to influence perceptions that come from outside the individual or commonly called stimulus. With a positive perception of teachers on entrepreneurship and the need for theories or knowledge about entrepreneurship motivated by desire, enthusiasm, and motivation, it will give rise to an entrepreneurial spirit that will later grow well, and pursue the knowledge of entrepreneurship (Sandri et al., 2017).

Entrepreneurship plays an important role in improving the quality of society, both in terms of economy, welfare, and independence. Through entrepreneurship, individuals can create job opportunities, increase income, and contribute to economic growth. This article may also discuss the supporting factors and challenges in developing an entrepreneurial spirit in the Community.

Another study states that entrepreneurship can be practiced well if it uses 4 strategies, namely the need for entrepreneurial skills from an early age, the addition of entrepreneurial knowledge, problem-based learning and the expansion of activity-based learning (Nurhafizah, 2018). Problem-based learning directed to problems in the production process, sales, and financial management can be an option (Gunawan Wiradharma et al., 2023).

Entrepreneurship plays an important role in improving the economy and people's welfare. By being entrepreneurial, a person can manage their own income, achieve greater profits, and support long-term economic growth. However, in Indonesia, the number of entrepreneurs is still low compared to the target of developed countries. According to HIPMI, only about 3.4 percent of the population is entrepreneurs, while developed countries are targeting 12-14 percent. Therefore, efforts are needed to increase the number and quality of entrepreneurs to support sustainable economic development (Solikha et al., 2024).

As one's knowledge and ability to become a critical, creative, and innovative entrepreneur develops, entrepreneurship plays an important role in helping to improve their entrepreneurial mindset. Improved attributes that make a good entrepreneur, including creative thinking capacity, leadership spirit, risk-taking, adherence to business ethics, technological knowledge, critical thinking, flexibility, logical thinking, nonverbal communication skills, ability to plan and strategize, ability to build a team, time management, and follow trends (Ilahiyah et al., 2021).

In the ever-evolving digital era, the younger generation is faced with a variety of new challenges that require them to have independent and creative skills and personalities. Rapid technological developments, such as the presence of the internet, social media, and artificial intelligence, have changed the educational landscape and affected the way young people learn, interact, and develop themselves (Hudiya et al., 2023).

Previous research on the use of digital technology in Harapan Bunda Kindergarten, West Aceh Regency has made a positive contribution to early childhood learning. Technology can increase interest in learning, enrich teaching methods, and support children's cognitive development and creativity. However, there are still challenges such as limited facilities, the readiness of educators, and the need for supervision in its use. Therefore, the right strategy is needed so that technology can be used optimally in supporting early childhood education (Nurma, 2022).

Rapid technological developments and global challenges in the digital era have a significant impact on education and the development of the younger generation. Fierce competition is a necessity to create individuals who have quality and excellence (Yanto, 2023). The impact of the digital era has caused differences in the dynamics of a business's life, so it is undeniable that the development of businesses today is much easier and faster (Istifadhoh et al., 2022) This certainly also makes the competition even tighter (Sandri et al., 2017).

Early childhood education plays an important role in building the foundation of child development. One aspect that is increasingly recognized is the development of entrepreneurial skills. Although children do not fully understand the concept of business, introducing the basics of entrepreneurship from an early age can be a provision for their future. Therefore, it is important to determine an

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effective way to foster an entrepreneurial spirit and choose the right method to apply (Nadya Salsabila et al., 2023).

Teachers play an important role in teaching children about the benefits and risks of digital media. They can guide children in wise use so as not to negatively impact their physical and mental health. In addition, teachers also play a role as a motivator and source of inspiration for children (Sofyan Alwi, 2022).

In the digital era, building entrepreneurial character in the younger generation is very important to change the mindset from just looking for work to creating opportunities and jobs. As future leaders of the nation, they must be quality resources with high social responsibility. This can be achieved through strengthening the entrepreneurial spirit by encouraging the birth of new entrepreneurs who are creative, innovative, and digital-based (Octavia et al., n.d., 2017).

Instilling an entrepreneurial spirit from an early age plays an important role in increasing children's independence and providing great benefits for their future. Therefore, it is important to determine effective ways to build an entrepreneurial spirit in early childhood and choose the right method to apply (Purwaningsih & Al Muin, 2021). The spirit of entrepreneurship needs to be instilled in every individual, including early childhood. Entrepreneurship education is not only aimed at producing prospective entrepreneurs or teaching children to make money from an early age, but rather to build and develop the character that already exists in them (Fithriyana et al., 2016). Instilling an entrepreneurial spirit from an early age plays an important role in building children's independence. This provides many benefits and has a positive impact on their future (Purwaningsih & Al Muin, 2021).

A digital business strategy that emphasizes expanding reach and utilizing technology is also relevant for the entrepreneurship of early childhood education teachers. By implementing digital innovation, PAUD teachers can develop more creative learning methods, create education-based business opportunities, and improve the quality of early childhood education services. This not only supports the economic independence of teachers but also instills an entrepreneurial spirit in children from an early age (Angelia Putriana, 2023).

Entrepreneurial experience, such as at FKIP UNBARI, is also important for kindergarten teachers. With these skills, they can introduce children to independence, creativity, and problem-solving from an early age. In addition, an understanding of entrepreneurship helps teachers manage schools innovatively and sustainably (Masni et al., 2021).

Improving teachers' competencies as motivators and facilitators is very important in supporting the learning process, not just delivering material. This research aims to find effective strategies in developing teachers' digital skills and overcome obstacles in the application of technology in learning (Pendidikan et al., 2025).

## **METHOD**

The method used is qualitative with a survey research type. This study aims to analyze the perception of PAUD teachers on the importance of entrepreneurial skills in readiness to face challenges in the digital era. Survey methods can be used in large and small populations. Researchers can find out and study data from samples taken from the population, so that an event and

relationship between variables are found (Syahrizal & Jailani, 2023). The study was conducted on PAUD teachers in Central Java. This study used a research sample of 50 PAUD teachers in Central Java which was taken using a simple random sampling technique. Data collection used data from the results of filling out the questionnaire. The questionnaires used were PAUD teacher perception questionnaires and entrepreneurship questionnaires. The entrepreneurial skills questionnaire grid is having self-confidence, being able to take risks, being creative and innovative, being disciplined and hard working, being future-oriented, being curious, being honest and independent. Each indicator contains 3-4 questions. The data analysis technique used is descriptive. Analysis of PAUD teachers' perceptions of the importance of entrepreneurial skills in readiness to face challenges in the digital era was carried out on data obtained in the form of percentages (Sugiyono, 2016). The modified Likert scale produces the following percentages:

Table 1. Scale Likert

<b>Valuation</b>	<b>Scale</b>
Strongly disagree	1
Disagree	2
Disagree	3
Agree	4
Strongly Agree	5

**Table 2.** Interpretation of the Likert Scale

<b>Percentage</b>		<b>Category</b>
0%	16%	Strongly disagree
17%	37%	Disagree
38%	58%	Disagree
59%	79%	Agree
80%	100%	Strongly Agree

## RESULTS AND DISCUSSION

This study aims to analyze the perception of early childhood education teachers on the importance of entrepreneurship skills in the digital era. Data is collected by distributing questionnaires containing statements developed from the aspects of abilities that must be possessed by an entrepreneur.

Fostering an entrepreneurial spirit from an early age can be carried out through role-playing activities, simple business simulations, and hands-on experience in entrepreneurship. This approach is effective in building children's independence, creativity, and social skills. However, the success of this program is also influenced by the support of teachers, parents, and the school environment (Wahyuni & Suyadi, 2020).

Entrepreneurship education should start from an early age, starting from the introduction stage until children are able to become business actors. This education aims to form an entrepreneurial mentality in children. Through activities designed to support business skills, children learn to recognize themselves, manage emotions and stress, manage time, communicate well, and make decisions. This entrepreneurial mental development helps shape children's character, attitudes,

and responsibilities in understanding entrepreneurship in theory and practice, which is a long-term process (Nurhafizah, 2018).

This is in line with research at an international school in Porto, Portugal that entrepreneurship education is often associated with economic growth, but most studies focus more on adults. In fact, research shows that family background, such as having entrepreneurial relatives, can increase a person's chances of becoming an entrepreneur. This indicates that experiences and stimulation from childhood and adolescence play an important role in shaping the entrepreneurial spirit. Therefore, entrepreneurship education for children and adolescents is a relevant field of research. This is in line with this research, if a teacher has an entrepreneurial spirit, then children can also emulate the entrepreneurial spirit from the example that their teacher does at school (Marnoto & Carvalho, 2016).

The rapid development of technology has an impact on various fields, including education. The use of technology in learning is now important, and teachers play a role in introducing and guiding children in the use of digital technology. Apart from being educators, teachers also function as facilitators and supervisors in the process. In the context of entrepreneurship, the introduction of technology from an early age can form a creative and innovative mindset in children. Kindergarten teachers who have an entrepreneurial spirit can teach children to use technology not only as a learning tool, but also as a means of creating business opportunities in the future (Dewi et al., 2024).

Learning in PAUD requires optimal stimulation so that the child's development is in accordance with his age. There are six aspects of child development, namely NAM, cognitive, social-emotional, language, physical, motor, and art. With professional competence, educators and educators must be able to develop their expertise through the application of science, technology, and skills to improve the quality of education in Indonesia (Hudiya et al., 2023).

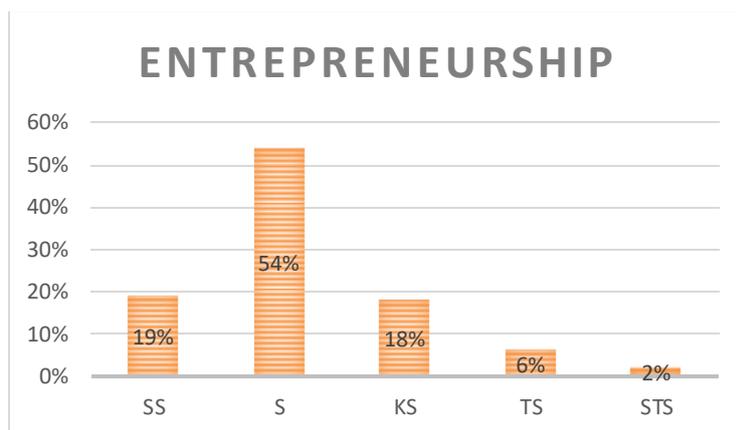


Figure 3. Number of Respondents by Category

Figure 3 above shows the percentage results of the answers of 50 PAUD teacher respondents who have filled out the entrepreneurship questionnaire, where the results obtained in the strongly agree (ST) category were 19% of respondents. In the agree (S) category it was 54%, in the less agree (KS) category it was 18% of respondents, in the disagree (TS) category it was 6% of respondents, and in the strongly disagree (STS) category it was 2% of respondents.

The sample that gave the most responses in the agree category was 54%, where respondents agreed on the importance of entrepreneurial skills in facing challenges in the digital era. This is based on 23 statements listed in the questionnaire which were compiled with reference to the importance of entrepreneurial skills in facing challenges in the digital era. An entrepreneur must have an innovative and creative nature in order to achieve success in the current digital era, because people who have a high level of creativity will always look for differences and utilize these differences to develop new ideas that are different from others. Everyone must have independence in facing obstacles and the courage to take risks. People who have a risk-taking attitude will be more resilient in facing changes in market trends and this is important to be able to compete in the digital era. Last but not least is the ability to see things from another perspective at one time. This is very important to bring opportunities in the digital era.

The importance of entrepreneurship for kindergarten teachers is related to how they can instill an entrepreneurial spirit from an early age in children. Digital training for MSMEs in Lulut Village shows that entrepreneurial understanding can be improved through education and mentoring. This is in line with the role of kindergarten teachers in introducing the concept of entrepreneurship to children from an early age, so that they are better prepared to face the business world in the future. By applying creative and innovative approaches, kindergarten teachers can form independent, creative, and adaptive characters in children, which is an important foundation in the world of entrepreneurship (Gunawan Wiradharma et al., 2023).

Quality education is highly dependent on the role of teachers in the learning process. Professional teachers will shape future generations with superior attitudes, knowledge, and skills. (Agustina & Susanto, 2017) Education is a basic mechanism in improving the quality of a nation's population, and education in childhood is the foundation in forming a quality young generation to continue the sustainability of the nation (Yulianti et al., 2023). The challenge of globalization makes education an important part in realizing quality human beings (Yulianti et al., 2019).

Teachers must play the role of educators and motivators who are responsible for shaping children's character and have good skills and preparation before teaching (Kawatu, 2024). Teachers have a great responsibility in teaching and educating students. Becoming an early childhood teacher must be done professionally because of the many tasks carried out. Therefore, career development is very necessary so that teachers can improve their creativity and skills in the field of education. Career development itself is a series of activities that help teachers prepare for their future while providing benefits to the institution or institution where they work (Nurpatimah & Saputra, 2022).

The Ministry of Education and Culture has established five competencies that teachers must have in the digital era, namely competence in education, competence for technology commercialization, competence in facing globalization, competence in designing future strategies, and competence as counselors (Izazi & Fudhla, 2022).

In the digital era, advances in information technology and the internet have drastically changed the business world (Laudon, 2017) stated that the digital revolution has changed the way organizations operate, create value, and market

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products and services. This technological development opens up new opportunities for entrepreneurs to create innovative business models and utilize digital platforms in running their businesses (Dodi Ria Atmaja, Nursuci Putri Husain, Ramli S, Tress, 2024).

## CONCLUSION

Based on the results of the study, it can be concluded that the majority of PAUD teachers have a positive perception of the importance of entrepreneurship skills in facing challenges in the digital era. This is evident from the results of the questionnaire which showed that 73% of respondents (Strongly Agree and Agree category) acknowledged the importance of entrepreneurship skills for educators in adapting to the times. The main skills that are considered important in entrepreneurship in the digital era include innovation and creativity, independence, courage in taking risks, and the ability to think from various perspectives. Early childhood teachers realize that creativity and innovation allow individuals to create unique new ideas, while the courage to take risks is indispensable to face uncertainty in the digital world. In addition, a broad perspective is also considered a key factor in finding opportunities in the ever-evolving digital era. Thus, this study emphasizes that strengthening entrepreneurship skills for PAUD teachers is a strategic step in facing changes in the digital era. Therefore, efforts are needed to increase awareness and training for educators in developing an entrepreneurial spirit to create a more adaptive, creative, and innovative educational environment.

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