



EDUTECHNOPRENEURSHIP: THE CONCEPT OF EDUCATIONAL BUSINESS DEVELOPMENT IN THE DIGITAL ERA

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Abstract

This study aims to conduct an in-depth literature review on the role of edu-technopreneurship in the business development of education in the digital era where information and communication technology has drastically changed the educational landscape. As a theoretical framework, this research combines various relevant theories, including edu-technopreneurship theory, educational innovation theory, business model development theory, technology-based learning theory, social change theory, educational business economic theory, and entrepreneurship and innovation theory. This research will conduct an in-depth study of the concept of edu-technopreneurship, which combines elements of education, entrepreneurship, and technology based on the flow of literature review research methods. Researchers seek to analyze how technology-based educational innovations affect business development in the field of education. The results of the research obtained show that edu-technopreneurship can provide better insight into the role of technology in the transformation of education and education business in the digital era. With a deeper understanding of relevant theories, edu-technopreneurship can be a new concept for education practitioners and entrepreneurs who want to develop businesses in the field of sustainable and innovative education.

Keynote: edu-technopreneurship, Education Business

INTRODUCTION

The development of technology today is one part of the needs of human life, and it is no exception in the field of education (C. Husain, 2014). The development of technology in the world of education plays an important role and becomes an integral part of the implementation of education in the digital era. In this digital era, educational technology is a supporting medium that facilitates and develops the quality of learning (Ahmadi, 2017). With technology, students and teachers can have access to various educational resources online (Akbar & Noviani, 2019). Teachers as the main milestone of education in Indonesia must have high initiative in directing and assessing education using technology. The development of computer technology and digitalization has had a positive impact on the world of education in Indonesia (C. Husain, 2014).

In this case, the use of digitalization technology or computer technology is very important in supporting learning activities in schools. These days, students can learn through e-learning platforms, use interactive learning software, and participate in online discussions with fellow students and teachers. As technology evolves, more engaging and interactive learning methods can be applied, allowing students to learn more effectively and enjoyably. In addition, technological developments have also facilitated access to various information and knowledge (Shalikhah, 2017). With the internet, students can easily access various references, e-books, scientific journals, and other learning resources that can improve their understanding and knowledge.

In addition, technology is also changing the way teaching and assessment in education. With technology, teachers can use a variety of more interactive and interesting learning methods and media to facilitate student learning. In terms of assessment, technology has also presented a variety of tools and applications that make it easier for teachers to create and manage assessments, such as online exams, electronic assignments, and automated grading systems that can save time and improve assessment accuracy (Yazdi, 2012).

In the ever-evolving digital era, the paradigm of education and business is undergoing significant changes. The rapid development of information and communication technology has changed the way we learn and interact. Education is no longer just a transfer of knowledge in the classroom but has become a complex arena in which technology plays a key role. Amid this dynamic, a concept is emerging that is increasingly gaining attention. Edu-technopreneurship represents a blend of education and business in the digital age. This concept creates a forum where technological innovations are applied to improve the learning process and at the same time create business opportunities in the education sector. In other words, Edu-technopreneurship not only brings changes in the way we learn but also changes business dynamics in the realm of education (Ulya, 2023).

The importance of a combination of education and business in the context of Edu-technopreneurship arises due to several main factors. *First*, there is a paradigm shift in learning. Technology has enabled greater access to information, provided the ability to learn independently, and created more interactive learning experiences. In this case, companies or individuals who can integrate technology into education can create added value and significant business opportunities. *Second*, the combination of education and business through Edu-technopreneurship is important in overcoming challenges in the world of education. By adopting technology, educational institutions can be more responsive to the needs of learners and society. Education-focused businesses can design innovative solutions to improve learning effectiveness, ease access, and streamline administrative processes in educational settings. *Third*, in the context of globalization, competition in the business world is



getting tougher. Education that not only dwells on traditionalism but also utilizes technology to produce graduates who are ready to face the demands of the job market, is imperative. Innovation in education, supported by the spirit of Edu-technopreneurship, can create superior and competitive human resources at the global level.

Thus, the importance of the fusion of education and business in the context of Edu-technopreneurship lies not only in increasing the efficiency and effectiveness of the educational process but also in the creation of sustainable and relevant business opportunities to the demands of the times. Innovation in education is not only about teaching and learning but also about creating economic value through the transformation of education that is holistic and integrated with the business world.

Although education and business have undergone major changes in the digital age, there is a void or gap in the understanding of the concept of Edu-technopreneurship and its integration into educational and business practices. Much research is related to education and business in the digital age, but it is still limited to perspectives that separate the two. The lack of particularly in-depth research on the fusion of education and business in the context of Edu-technopreneurship is a knowledge vacuum that needs to be filled. Previous research has tended to focus more on technological aspects in education or on business strategy without considering holistically how the combination of the two can create significant added value. Therefore, this gap drives the need for more in-depth and integrated research, detailing the interlocking relationship and influence between education and business in the context of Edu-technopreneurship.

The uniqueness of this study lies in its specific focus on Edu-technopreneurship as a concept that includes education and business simultaneously. This research will not only analyze how technology affects learning or how business strategies can be applied in the education sector but will delve deeper into how the integration of the two can create positive synergies. The main contribution of this study is to describe in detail how the practice of Edu-technopreneurship can affect the development of education business in the digital era. By combining education and business, this research seeks to provide a richer understanding of the innovative potential that can be generated by the integration of technology in education and at the same time create sustainable business opportunities. Thus, this research will explore and fill gaps in current knowledge as well as make valuable contributions to understanding the role of Edu-technopreneurship as a link between education and business in the digital age.

METHOD

The research method applied in this study is a qualitative approach using the literature review method. The central role of literature review in broadening

horizons on a topic is explained in detail and evaluatively to the relevant literature. In addition to providing a basis for further research, a literature review allows the discovery of knowledge gaps and understanding of the latest theoretical developments and findings. In this article, the methodological steps of an in-depth literature review will be studied (Yusuf & Khasanah, 2019).

The first step in the literature review methodology is to clearly define the scope of the study. This includes identifying the theme or research topic, determining time limits, and deciphering the research parameters to be applied. With this scope determination, the literature review can focus on presenting related and up-to-date insights. Then, researchers need to identify sources of information that are by the research topic. Such sources involve scientific articles, books, journals, conferences, and other electronic sources. The sustainability and high relevance of these sources to the research topic are important. After identification of the source of information, the next step is to gather appropriate and relevant literature. The process of collecting literature involves searching academic databases, libraries, and online sources. After collection, researchers select literature based on certain criteria such as novelty, relevance, and quality of research methodology (Sugiyono, 2013).

The process of literature analysis is at the core of the literature review methodology. In this stage, the researcher critically evaluates each selected literature, identifying key themes, key findings, and methodological approaches that have been used by previous researchers. This analysis supports a better understanding of the development of thought and helps in the formation of a strong conceptual foundation for the research being carried out.

RESULTS AND DISCUSSION

Definition and scope of Edu-technopreneurs

In the era of digital transformation, the world of education faces demands to continue to innovate and adapt to technological developments (Ainun et al., 2022). One concept that emerged in response to this dynamic is Edu-technopreneurship. Edu-technopreneurship is a combination of education (edu) and entrepreneurship (entrepreneurship) that focuses on utilizing technology to improve the learning process and create business opportunities in the education sector (Utomo et al., 2022).

Edu-technopreneurship can be defined as a concept that combines entrepreneurial elements with the use of technology in an educational context. More than just adopting technology in the classroom, Edu-technopreneurship involves innovative approaches that aim to create learning solutions that are more effective, efficient, and relevant to the needs of learners. Edutechnopreneurs not only act as facilitators of learning but also as developers of educational businesses that can identify new market opportunities.



If we talk about the parts in the scope of edu-technopreneurship, then there are at least several fields that are included in it, namely:

1. Educational Technology Innovation: Edu-technopreneurship includes the use of innovative educational technologies, such as online learning platforms, mobile applications, and educational software. This innovation aims to improve the quality of learning and provide a more interactive learning experience.
2. Educational Content Development: An integral part of Edu-technopreneurship is the development of educational content that is creative and by the needs of learners. It involves crafting learning materials that are interesting, relevant, and support educational goals.
3. Technology-Based Education Business: Edu-technopreneurship is not only about transforming learning but also includes business aspects. This involves developing new business models in education, such as paid learning services, educational software licensing, or partnerships with educational institutions.
4. Continuous Learning: This concept also includes the understanding that learning does not only happen in formal classrooms. Edu-technopreneurship can expand the scope of learning beyond the classroom through online platforms, webinars, and other digital educational resources.
5. Adaptation to Technological Developments: The scope of Edu-technopreneurship also includes the ability to continuously adapt to technological developments. Edutechnopreneurs need to always keep up with the latest technology trends to maintain the relevance of the educational solutions offered.

The role of technology in the transformation of education and business opportunities

In the era of the digital revolution, technology has an undeniable role in changing the face of education and at the same time opening up lucrative business opportunities. Technology-driven transformation of education is not just about integrating hardware and software into the learning environment, but rather a paradigm shift and the way we understand education (Schwab, 2019).

First of all, technology is changing the way we access and present information. The adoption of online learning platforms and mobile applications has shifted the learning paradigm from static to dynamic. Students can now access learning resources anytime and anywhere, removing geographical and time barriers (Ariani et al., 2023). This provides greater flexibility in the learning process, increasing its efficiency and effectiveness. Not only that, technology also provides significant changes in teaching methods. Augmented Reality (AR) and Virtual Reality (VR) are becoming innovative learning tools, creating more interactive and engaging learning

experiences. Teachers can use technology to present material more visually and interestingly, helping students understand abstract concepts more easily (Indahsari & Sumirat, 2023).

In addition to the learning aspect, the role of technology has a direct impact on the education business. The concept of Edu-technopreneurship emerged in response to the business potential presented by technology in the education sector. Edutechnopreneur, as a technology-based education businessman, develops and provides innovative solutions that cover various aspects of learning. Digital educational content development, learning management software creation, and online learning platforms are examples of businesses that continue to grow in the realm of Edu-technopreneurship. The combination of educational expertise and a deep understanding of technology enables these business people to create products and services that not only meet today's educational needs but also prepare for future trends and challenges (Haqqi & Wijayati, 2019). Thus, the role of technology in education transformation not only creates changes in the learning process but also opens up business opportunities that can have a positive impact on the development of the education sector (Martoredjo, 2020). In this context, a deep understanding of how technology can be effectively integrated in education can provide a competitive advantage, while making a significant contribution to the development of a knowledge-based society.

Key factors supporting the development of education business in the digital era

In the ever-evolving digital age, the education business faces new challenges and opportunities. Digital transformation has had a significant impact on the way we view and conduct business in the education sector (Haqqi & Wijayati, 2019). This article will discuss the key factors that support the development of education business in the digital era, clarifying the aspects that are driving success in facing the dynamics of the times.

1. Technology as a Prime Mover

One of the key factors that support the development of education business in the digital era is technology as the main driver. The adoption of information and communication technology (ICT) is not only a necessity but also a necessity in aligning education with the needs of the times. The use of online learning platforms, mobile applications, and other interactive tools allows educational institutions to provide a more engaging, interactive, and effective learning experience (Zebua et al., 2023).

2. Personalized Learning

Another key factor is the personalization of learning. In the digital age, every learner has unique learning characteristics and needs. Educational businesses that can accommodate the individual needs of students through personalized



learning technology will be better able to compete. The adoption of analytics and artificial intelligence technology allows learning tailored to the level of understanding and interest of each learner (Zubaidah, 2016).

3. Flexibility and Accessibility.

The next key factor is flexibility and accessibility. Education businesses in the digital age need to offer flexibility in the timing and location of learning. The existence of online learning allows students to learn without being limited by geographical restrictions (B. Husain & Basri, 2021). Education businesses that can provide accessibility and flexibility will benefit from gaining a wider market share.

4. Collaboration and Partnership.

Collaboration and partnership are key factors that support the development of education business in the digital era. Working with technology companies, learning platform providers, and other educational institutions can improve access to the latest resources and technology. This strategic partnership helps education businesses to remain relevant and competitive amidst intense competition.

The key factors that support the development of education businesses in the digital age form the foundation for success in facing challenges and seizing opportunities. Technology adoption, personalized learning, flexibility, collaboration, and data security are essential elements that guide education businesses toward a more innovative, adaptive, and sustainable future. In an era where technology is driving change, understanding and integrating these key factors is key to success in developing relevant and competitive education businesses.

The role of technological innovation in creating new business opportunities in the education sector

In an era of educational transformation driven by technological advances, the role of innovation and technology is not only the key to forming new paradigms in learning but also opening up promising new business opportunities in the education sector. Innovations in educational technology have formed the foundation for the development of creative and efficient solutions, creating business potential that can change the educational landscape (Hartatik et al., 2023). *First*, business opportunities in digital educational content are becoming increasingly significant. Edutechnopreneurs can describe learning materials in an interesting way and according to the needs of learners. The adoption of technology enables the preparation of curricula that can be tailored to the level of understanding of each learner, opening up opportunities for the development of digital books, learning applications, and e-learning platforms. *Second*, learning management software is becoming a promising line of business. With technology, edutechnopreneurs can

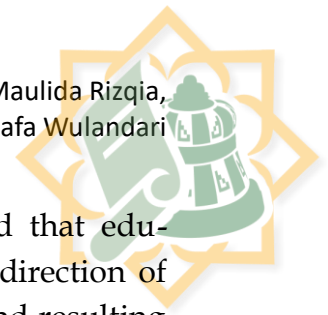
create solutions that help with school administration, teacher performance evaluation, and learning data analysis. Innovative learning management systems can support the operational efficiency of educational institutions, creating business potential in the areas of development, implementation, and maintenance of these solutions.

In addition, the role of technology can be seen in the development of collaboration and communication platforms. Edutechnopreneurs can create solutions that enable collaboration between teachers, students, and parents, forming an integrated learning ecosystem. Businesses associated with developing such platforms can involve features such as online discussions, project-based assessments, and monitoring student progress. Last but not least, the use of technology in professional training and lifelong skills development also opens up significant business opportunities. Edutechnopreneurs can develop online training programs, certification courses, or e-learning platforms to support career development and lifelong learning needs. Thus, the role of innovation and technology in creating new business opportunities in the education sector is not only limited to the transformation of learning methods, but also involves developing solutions that can support efficiency, creativity, and inclusivity in education. Edutechnopreneurs who can identify market needs, develop innovative solutions, and answer technological challenges appropriately have the potential to achieve success in managing adaptive and sustainable education businesses.

Edu-technopreneurship and Education Business Development

Edu-technopreneurship is an in-depth exploration of the complexity of the relationship between the concept of Edu-technopreneurship and the development of educational business in the context of the rapidly growing digital era. Edu-technopreneurship, as a synthesis of education, technology, and entrepreneurship, is a promising concept in responding to challenges and opportunities in the field of education. In an era where the paradigm shift towards digital platforms is increasingly felt, Edu-technopreneurship provides the foundation to create an innovative ecosystem that can improve efficiency, creativity, and quality of learning.

At a conceptual level, Edu-technopreneurship combines entrepreneurial spirit with educational purpose, encouraging education businesses to adopt a proactive approach in integrating technology into their learning strategies. Leaders and educators have an important role to play in embracing and integrating technology with curriculum and learning processes. Infrastructure readiness, both from a technical and managerial perspective, will also be explored as a key element in understanding the dynamics of change in technology-driven education. Thus, edu-technopreneurship is expected to provide a comprehensive view of how the dynamics of educational business development relationships interact in real



contexts. With a deeper understanding of this interaction, it is hoped that edu-technopreneurship can make a significant contribution to shaping the direction of educational development in the digital era. The practical implications and resulting policy recommendations are expected to guide stakeholders in the fields of education and business to design more effective strategies for optimizing the potential of technological innovation to improve the quality and competitiveness of the education system in the future.

Business field Edu-technopreneurs

Edu-technopreneurship encompasses various types of entrepreneurship within the field of education that integrate technology as an integral part of their business model. Some types of entrepreneurship in the scope of edu-technopreneurship include:

1. Online Learning Platform Development

This entrepreneurship involves creating an online learning platform that provides access to a variety of courses, modules, and educational resources. These companies often focus on developing intuitive user interfaces and features that support student interaction and engagement online.

2. Mobile-Based Education Applications

Companies in this field create educational applications that can be accessed through mobile devices. These apps can be interactive learning apps, digital flashcards, or even apps that support parental involvement in their children's education.

3. Educational Digital Content Development

This entrepreneurship focuses on creating high-quality digital content such as e-books, learning videos, and other online educational resources. These companies can provide content that can be accessed for free or through a subscription business model.

4. Artificial Intelligence (AI) Technology in Education

Companies in this field integrate artificial intelligence into educational solutions, such as AI tutors, automated evaluation, and AI-based learning adaptation to identify students' individual needs.

5. Game-Based Education

This entrepreneurship creates educational games designed to increase student engagement while conveying educational concepts. This game can cover a wide range of subjects and difficulty levels.

6. Digital Marketing for Educational Institutions

This entrepreneurship focuses on using digital marketing strategies such as online advertising campaigns, SEO (Search Engine Optimization), and social

media utilization to increase the visibility and attractiveness of educational institutions.

7. Educational Technology Consulting and Training

These companies provide consulting and training services for educational institutions to adopt educational technology. This includes training educators in the use of digital tools and the integration of technology into the curriculum.

8. Digital Skills Education

This entrepreneurship focuses on providing courses and training to develop digital skills. This includes training in the use of specialized software, website development, and up-to-date technological expertise.

9. Educational Hardware Development

The company is engaged in the development and production of educational hardware such as educational tablets, educational robotics, or other smart devices that can enhance students' learning experience.

Through these different types of entrepreneurship, edutechnopreneurs contribute to the evolution of education by leveraging technology to create more effective, efficient, and inclusive solutions in the digital age.

Challenges in developing education business through Edu-technopreneurs

The development of education business through Edu-technopreneurship is not an easy effort, but a journey full of challenges and complexities. One of the main challenges that must be faced is the integration of technology in the context of learning (Daud et al., 2019). Although tech offers great potential for improving learning effectiveness, integrating technological innovations with existing curricula and ensuring the sustainability of their application is a complex task. Alignment between technology and educational needs is needed to have a significant positive impact. Financial constraints are also a serious obstacle in developing the education business through Edu-technopreneurship. The development of a high-quality ed-tech platform requires significant investment in research and development, as well as reliable infrastructure (Solihin, 2022). Therefore, education entrepreneurs need to find creative solutions to overcome these financial constraints, such as partnering with financial institutions or utilizing existing government support programs. The involvement of related parties and potential investors can also be a strategy to obtain the necessary financial support.

Another challenge is regulatory and policy changes in education and technology. The world of Edu-technopreneurship is always colored by regulatory changes that can affect the course of business. Therefore, educated business people need to have a deep understanding of applicable regulations and at the same time have the readiness to adapt to policy changes. Building good relationships with stakeholders and collaborating with educational institutions and governments can



also help overcome the complexity of this regulation. In addition, another aspect that is no less important is the challenge of recognizing and understanding real needs in the world of education. Technological innovation must be directed to provide concrete solutions to problems in the field and to provide true added value in the learning process.

In facing these challenges, Edu-technopreneurship actors need to develop holistic and sustainable strategies. This involves collaborating with education, technologists, and business experts to create effective and relevant solutions. With a deep understanding of the educational environment and creativity in solving problems, the business of education through Edu-technopreneurship has great potential to have a positive impact on the world of education as a whole. With patience, perseverance, and active involvement in overcoming these challenges, education businesses can optimize the potential of Edu-technopreneurs to achieve long-term success.

Education business opportunities in the digital age

In the ever-evolving digital era, educational institutions have a great opportunity to improve the sustainability of their business. The development of information and communication technology has opened the door to a major transformation in the way education is delivered and accessed (Ibda & Rahmadi, 2018). Online learning platforms and distance courses have become a reality, allowing educational institutions to reach students from all over the world. This not only opens up opportunities to increase the number of students but also opens access to education for those who were previously difficult to attend formal education due to geographical or economic limitations (Fantini & Tamba, 2020). It is important to understand that the sustainability of the education business in the digital age is not only related to increasing income but also to improving the quality of learning. The integration of technologies such as artificial intelligence and data analysis can be used to structure a curriculum tailored to the individual needs of students. By understanding each student's learning style and abilities, educational institutions can create a more effective and motivating learning experience.

Digital marketing also plays a central role in improving the sustainability of education businesses. Through social media, educational institutions can build strong relationships with prospective students, parents, and alumni. Engaging and relevant marketing content can help increase an institution's visibility and reputation. In addition, smart marketing strategies using data analysis can provide valuable insights to optimize marketing campaigns, leading to increased student enrollment. Collaboration with technology companies is another aspect that can be utilized to improve the sustainability of the education business (Sugiono, 2020). Partnerships with companies developing technology-based education solutions can

bring innovation into learning. Learning apps, game-based platforms, and other technology solutions can increase student engagement and create dynamic learning environments.

Investment in human resource development is also crucial to achieving the sustainability of the education business in the digital era. Continuous training for educators to adopt the latest technology will improve the quality of teaching. In addition, improving digital skills for students is a long-term investment that will prepare them to face the demands of an increasingly digital and changing job market (Fonna, 2019). By integrating technology wisely, optimizing digital marketing strategies, forging partnerships with technology companies, and developing human resources, educational institutions can achieve strong business sustainability in this digital era. In addition to providing economic benefits, this approach will also contribute to the advancement of global education and prepare future generations for the challenges of the future.

CONCLUSION

The study, titled "Edu-technopreneurship: The Concept of Educational Business Development in the Digital Era," highlights the role of technology entrepreneurship in educational business development in the digital age. In the overall research, it was found that the concept of edu-technopreneurship is an important key in improving the sustainability of the education business. Digital transformation enables educational institutions to adopt innovative strategies, such as the development of online learning platforms, the utilization of artificial intelligence, and the integration of technology to enhance the learning experience. In addition, this concept also includes entrepreneurial aspects, where collaboration with technology companies, digital marketing, and investment in human resource development are crucial factors in the success of the education business.

Through this research, it can be concluded that edu-technopreneurship not only provides opportunities for business growth but also promotes the quality of learning that is adaptive and responsive to the demands of the times. Understanding this concept is an important foundation for educational institutions and industry players to optimize the potential of technology in supporting the vision of educational business sustainability in the digital era. The conclusion of this study shows that adaptation to technological and entrepreneurial changes in the context of education is an essential step to achieving the sustainability and relevance of educational institutions in the future.

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