

Stepping Together: The Young Generation Ready to Face Challenges Global Entrepreneurship at BumDes to Enhance Sociopreneurship Spirit

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ABSTRACT

Entrepreneurship in Indonesia, particularly among the younger generation, is a trending topic as young entrepreneurs compete to present innovative ideas for success in domestic and international markets. This article discusses the readiness of the younger generation to face global entrepreneurial challenges at BumDes. This research aims to assess how prepared the younger generation is to confront the challenges of global entrepreneurship at BumDes, to enhance the spirit of sociopreneurship. This research was carried out using qualitative methods with a descriptive approach. Data collection was carried out through a literature study, which is a technique for collecting and analyzing data originating from various relevant literature sources or documents. This research explores the concept of global entrepreneurship, the younger generation and global entrepreneurship, trends and case studies of the younger generation in global entrepreneurship, the sustainability of social entrepreneurship, obstacles to the readiness of the younger generation in facing global entrepreneurial challenges, and the efforts of the younger generation in facing global entrepreneurial challenges that require synergy, parties, and fields. The development of entrepreneurial spirit, enthusiasm, and behavior in the younger generation is one of the basic needs and important requirements for the Indonesian nation; therefore, this research can offer helpful conclusions for the government, educational institutions, and other stakeholders in supporting the entrepreneurial development of the younger generation. In the era of globalization

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INTRODUCTION

Entrepreneurship in Indonesia, especially among the younger generation, is trending. Topic, because they are competing to present innovative ideas to compete in entrepreneurship, both in the domestic market and in the international market. This is supported by the survey results conducted by the World Economic Forum, where 35.5% of young people aged 15-35 in Indonesia want to become entrepreneurs in the future. As for the survey regarding aspirations, the young generation in Indonesia who want to become entrepreneurs is shown in the picture below:



Figure 1. Percentage of jobs favored by the Youth Generation In Indonesia Sea Group (2019)

Referring to the image above, Sea Group surveyed 14 thousand respondents who are under 36 years old. The survey results released in April 2019 show that entrepreneurs have become the most sought-after job choice among the Indonesian youth, which is 24.4%. The second largest job preference for Indonesian youth is the government sector/civil service (17.1%), followed by working in family businesses (16.5%) and multinational companies (11.4%). Additionally, some members of the younger generation choose to work in charities or social organizations (9.5%), large local companies (8.8%), and small and medium-sized enterprises (SMEs) (7.1%). Meanwhile, working at a startup has become the last choice for the younger generation, which is only 5.2%. The image above suggests that the younger generation's preferred job is entrepreneurship.

True entrepreneurship is one of the key factors that can stimulate economic improvement. The Indonesian economy is influenced by several factors, including increasing productivity, developing creativity and community capabilities, and boosting foreign exchange. Compared to other countries, entrepreneurship in Indonesia is still relatively low, where the number of entrepreneurs in Indonesia being around 3.47% of the total population. Meanwhile, neighboring countries like Malaysia (4.74%), Thailand (4.26%), and Singapore (8.76%). Therefore, society must develop an entrepreneurial spirit among the younger generation, especially in this era of globalization, so that the younger generation is ready to face global challenges.

The history of Indonesia's population also has enormous growth potential. Entrepreneurship has great potential in the future due to the dominance of youth in the Indonesian population census.



Figure 2. Sensus BPS

Based on data from the Central Statistics Agency, it explains that the younger generation, or Generation Z, has the highest share, thus having the largest population, which becomes a shared challenge for the younger generation in facing global entrepreneurship at BumDes.

The readiness of the younger generation to face global entrepreneurship challenges in BumDes is an important issue that has changed in the era of globalization. The problems faced by the younger generation are becoming more severe, one of which is competition in the job market, which makes them less prepared to face it. Globalization refers to the rapid growth of interconnectedness and interdependence among countries, which enhances the abilities, skills, and expertise necessary for individuals to enter the workforce. Youth must instill an entrepreneurial spirit characterized by independence, contextual awareness, and consistency with the determination to build and maintain the nation's independence. Entrepreneurship plays an important role with the ability to create and provide products with added value through creativity and innovation, as well as the ability to seek and identify opportunities. Project-based learning is a method that uses projects or activities as a medium and is carried out to develop an entrepreneurial spirit among students.

The government, to encourage the increase in entrepreneurship both in terms of quantity and quality through its programs, must look at external and internal factors. External factors are environmental factors that directly or indirectly affect entrepreneurship, such as motivation from other parties to become an entrepreneur directly or indirectly affect entrepreneurship, such as motivation from other parties to become entrepreneurs, facilities available to set up a business, clear regulations and internal factors entrepreneurs, the facilities available to set up a business, clear and non-discriminatory regulations and an atmosphere that is not discriminatory clear and non-discriminatory regulations and an atmosphere conducive to establishing and developing entrepreneurship entrepreneurship. In advancing and improving the nation's economy, youth as the next generation of the nation have a role to play the nation's successor generation have an important role in building youth independence, which is the same as independence of youth, which is the same as building the independence of the nation. Generation young generation is part of the community that has the highest level of productivity, but there are still many of the However, there are still many young people who commit or are involved in crimes such as theft, drugs, crime, etc, crimes such as theft, drugs, brawls, and promiscuity.

METHOD

This research was conducted using a qualitative method with a descriptive approach. Data collection is done through a literature study, which is a technique for collecting and analyzing data derived from various sources of literature or relevant documents, in the context of research relevant to the symptoms observed namely the readiness of the younger generation in entrepreneurship, the ability, and knowledge of the younger generation in entrepreneurship. The literature used is 6 journals, 7 books, and 1 news source, one of which is a journal from Eko Widianarko Kusnadi, Lucky Nugroho, and Wiwik Utami entitled "Study of the Dynamics and Challenges of the Entrepreneurial Spirit in the Young Generation.

This research design involves steps to locate, review, and analyze relevant literature sources in a particular field or topic. It involves defining the research question, identifying keywords, searching for literature sources, evaluating their reliability and relevance, and

organizing the findings into a synthesis or analysis. The objectives of this research include an in-depth understanding of the topic or phenomenon on the younger generation in facing global entrepreneurship challenges in BumDes to enhance the spirit of socioprenourship, then providing a comprehensive review of previous research, identifying knowledge gaps that still exist in the field, and providing new contributions or better perspectives on the topic studied.

Although it is research, literature review research does not have to go to the field and meet with respondents. The data needed for the research can be obtained from library sources or documents. According to (Zed, 2014), in library research, literature searches are not only for the initial steps of preparing a research framework (research design) but also for utilizing library sources to obtain research data. Thus, research with descriptive qualitative methods with library or literature studies is also research and can be categorized as scientific work because data collection is carried out with a strategy in the form of a research methodology.

RESULTS AND DISCUSSION

Entrepreneurship in a global context is a concept related to the process of creating, developing, and managing a product or service business in a globalized environment. Global entrepreneurship experiences challenges that are different from those in the domestic market, such as cultural differences, regulations and laws, consumer protection, competition, intellectual property rights, and data protection. Navigating the global market requires effective marketing strategies, an understanding of preferences and customs in the destination country, as well as an understanding of currency fluctuations and changes in financial policies in the destination country. Differences in technological infrastructure and internet connectivity can affect the efficiency of business operations. Some countries may have different levels of technology access, so companies must be able to adapt to these conditions.

Cultural differences, such as language, business norms, and work ethics, pose a challenge to global entrepreneurship, impacting communication, negotiation, and team management. These differences must be accounted for by developing skills in adapting to local cultures and developing effective communication skills. To address the challenges of global entrepreneurship, it is necessary to address the challenges of global entrepreneurship, it is necessary to develop technology-based entrepreneurship, develop social responsibility and good neighborliness, and develop the ability to innovate and add value in order to stand out and compete effectively.

Globalization is often described as a historical chapter where every country and its individuals must be able to compete with each other, both between countries and between individuals. Globalization can be understood as internationalization. Countries view globalization as a cross-border relationship. Globalization describes the development of international trade and interdependence. With the increasing flow of trade and capital investments that enable national economies to globalization is a process in which different national economies are integrated into one system through the international organization of process viewers and transactions (Hirst & Thompson: 2000). Globalization in the economic field according to Jamaluddin 'Atiyah in (Hamzah: 2014) argues that economic globalization unites the whole world into a free market or transfer of joint ownership and ownership of companies specifically to reduce the supervision and interference of national governments to reduce the supervision and interference of national governments.

Young Generation and Global Entrepreneurship

The younger generation, or millennials, is a generational group of individuals aged between 24 to 40 years old or born around the 1980s to early 2000s. They are often referred to as “Generation Y” or “Millennials”. This younger generation is generally recognized for exhibiting certain characteristics, such as technology-savvy, openness to change, and interest in creativity and innovation to change, and an interest in creativity and innovation. The younger generation is a broad and diverse demographic group, often defined by characteristics such as age, experience, values, and preferences. The country continues to evolve amidst a rapid technological revolution, economic globalization, and major social changes. Entrepreneurship Global entrepreneurship, on the other hand, is a phenomenon in which individuals or groups establish, develop, and manage companies and initiatives at an international level.

Meanwhile, global entrepreneurship is defined as a concept that encompasses businesses that operate around the world, especially in the era of globalization and information technology. Global entrepreneurship is heterogeneous, comprising a wide range of types of businesses, ranging from technology startups to large multinational corporations, engaged in global business activities engaged in global business activities. The challenges and opportunities faced by global entrepreneurs also vary greatly depending on the industry, market, and socio-political context in which they operate. For this reason, young entrepreneurs need to be prepared as well as possible as the next generation of main actors and future creative economy business actors who have the knowledge, skills, and abilities to develop various businesses (El Hasanah, 2015).

The connection between the younger generation and global entrepreneurship is that they serve as one of the key drivers in its development. Young people often have traits that fit the entrepreneurial environment, such as a desire to create change, flexibility, creativity, and interest in technology. They are also familiar with global connections through the internet and social media, which can help them understand international markets and expand the reach of their business.

Therefore, the younger generation has a demand for creativity that makes them enter the business world and commit to helping the Indonesian government improve the country's economy. It is in this young generation that the spirit and creativity of thinking and various innovations to activate the entrepreneurial aspect, through the various creative ideas they have (Meira, 2021). The increase in the number of young entrepreneurs opens up great opportunities to reduce the number of unemployed people in Indonesia. Sociopreneurs have greater potential to develop their businesses and build change.

To support the increase in the number of young entrepreneurs in Indonesia, the government is has made various efforts and programs as stated by the Coordinating Minister for Economic Affairs of the Republic of Indonesia in PRESS RELEASE M.4.6/128/SET.M.EKON.3/3/2022 “The government continues to encourage the development of digital talent through various programs such as the Digital Talent Movement continues to encourage the development of digital talent through various programs such as the National Digital Literacy Movement, Digital Talent Scholarship, and Digital Leadership Academy. However, economic transformation requires coordination and synergy with all parties, including universities. Universities can also encourage digitalization in all student learning programs regardless of their fields.

Trend and Study of Young Generation in Global Entrepreneurship

One of the younger generation of global social entrepreneurs is Mark Zuckerberg, founder and CEO of Facebook, whose inspiring story shows how creative ideas, hard work, and determination can change the world. Mark Zuckerberg was born in White Plains, New York, in 1984. Since childhood, he has shown an avid interest in computers and programming. In 2004, while still a student at Harvard University, Zuckerberg co-founded Facebook with his friends. Initially designed solely to connect Harvard students, Facebook later experienced rapid growth and emerged as the world's largest social network.

Zuckerberg and his team work hard to develop Facebook and make it an easy-to-use and engaging platform for users around the world. They continue to innovate and add new features that interest users, such as News Feed, Timeline and Messenger users, such as News Feed, Timeline, and Messenger. Third-party developers can create apps and games for Facebook users by accessing Facebook's platform. However, Zuckerberg emphasized that the app is a social app that anyone can access, not an online directory.

“The mission for this early Facebook “wasn’t to make a huge community site, it was to make something where you could type in someone’s name and find out a bunch of information about them” (ZF2005c). However, Zuckerberg did recognize the site’s social potential almost immediately, realizing that “people would use it for the social aspect” (ZF2004b). Despite this “social” potential, Zuckerberg initially resisted the “social network”. (Hoffman, 2018).

Zuckerberg and Facebook have faced various challenges over the years, including data privacy issues, competition from other social media platforms, and criticism of Facebook's influence on society. However, Zuckerberg has always focused on his mission to connect people around the world and make the world a more open and connected place. Under his leadership, Facebook has become one of the most valuable companies in the world with over 2 billion monthly active users.

Mark Zuckerberg as a young generation, can answer the challenges of global entrepreneurship with his skills. Mark has creative and innovative ideas to be able to connect with people without the limits of space and time through Facebook. On Facebook, Mark shows that the application can adapt to changes and developments in technology. Hard work, perseverance, a strong team, and a focus on user service are other positive skills that Mark Zuckerberg has.

Sustainability of Social Entrepreneurship

Sustainability in social entrepreneurship is a sustainable approach to building, developing, and managing social enterprises that have a positive impact on social, environmental, and economic issues. Social entrepreneurship is an engine of development as it creates economic value that addresses complex social problems and complements the role of governments, non-governmental organizations (NGOs), and local communities in amplifying their impact. Social entrepreneurship in villages must also be financially sustainable to continue operating and delivering social impact. The sustainability of social entrepreneurship can be measured by indicators of financial sustainability, social impact, community participation, and positive changes in the community. Social entrepreneurship can

improve the quality of life of rural communities, create new jobs, reduce poverty, and protect and manage natural resources well.

The government plays a crucial role in promoting the development of social entrepreneurship in villages by implementing supportive policies, providing adequate infrastructure, and ensuring access to resources that facilitate social entrepreneurship initiatives. Social entrepreneurship can be a solution to address social issues such as poverty, employment, and education inequality in villages. Many social entrepreneurship success stories from around the world demonstrate the potential of this approach in addressing various social problems and reducing economic disparities. The government's role in encouraging social entrepreneurship in villages involves creating an environment that is conducive to the growth of social entrepreneurship in villages, as well as creating adequate infrastructure and access to resources to support village social entrepreneurship initiatives social entrepreneurship initiatives in villages. Collaboration between stakeholders, such as the community, government, the business world, and non-governmental organizations, is also very important in encouraging social entrepreneurship in villages

Social entrepreneurs view problems as opportunities to develop new business models that empower local communities. Social entrepreneurship is the use of entrepreneurial behavior that is geared towards achieving social goals and does not prioritize profits or profits earned are used for the benefit of society (Hibbert, Hogg and Quinn, 2005).

Many people talk about entrepreneurship but don't understand it. Nowadays, many advisors teach entrepreneurship to get rich quickly. Whereas in social entrepreneurship, the guiding principles are the social mission, the products or services exchanged, and the benefits sought are not channeled for self-interest and the ability to be accountable for what is delivered must have the ability to be accountable for what is delivered. "In social entrepreneurship, it is not only the rich who can share (Rhenald, 2008). Here, even the poor can share. The passion for social entrepreneurship in Indonesia is growing, marked by the increasing number of seminars/workshops on social entrepreneurship, the establishment of social entrepreneurship research centers on several bases, the presence of organizations interested in the development of social entrepreneurship, such as Asoka Indonesia, and the establishment of.

Young Generation's Obstacles in Facing Global Entrepreneurship Challenges

The role of youth in facing the challenges of global entrepreneurship is crucial in today's world. However, there are several obstacles; for example, the achievement of higher education policies, especially to develop youth entrepreneurial behavior, is still not optimal. Put differently, there remains a lack of synchronization between policies at the small and large levels. This lack of synchronization is one of the causes of the lack of synergy between the various supporting elements of higher education, especially in developing youth entrepreneurial behavior. Formal education's various supporting elements work together to ignite the spirit and behavior of youth entrepreneurship in this global era. The weakness of entrepreneurship development among youth, in principle, cannot be separated from the learning methods or strategies that take place, in general. There is an expert on comparative studies and international political economy from the United States, Mark Zachary Taylor, concluded that the level of innovation of a nation is determined, among other things, by its level of innovation that the level of innovation of a nation is determined by several factors,

such as; market failure, government policy and institutional intervention, global social networks, and creative insecurity.

Based on data on expenditure on research and development from the United Nations Educational, Scientific and Cultural Organization (UNESCO), Indonesian companies' investment in research and development amounted to 0.02% of GDP, the lowest compared to Singapore's 1.26%, Malaysia 0.59%, Thailand 0.27%, Vietnam 0.21% and the Philippines 0.04%. The low investment of Indonesian companies in research and development indicates that market failure factors contribute to low innovation in Indonesia.

From the description above, it can be concluded that the obstacles of the younger generation in facing the challenges of global entrepreneurship include market failure, market failure occurs when the market fails to allocate resources efficiently for certain products or services. This can be caused by incomplete information or distortions in prices, making it difficult for young people to access innovation and opportunities for entrepreneurship are limited due to their lack of information entrepreneurship are limited due to the lack of ability to provide resources, including knowledge and technology, in entrepreneurship.

Today's youth may lack experience and knowledge of the practical aspects of starting and running a business. Training, entrepreneurship education, and access to mentors can help overcome these barriers. The management of risk and market uncertainty presents significant challenges. Global entrepreneurship involves high risk and uncertainty. Youth need to understand how to manage risk and adapt to rapid market changes. Large, established companies pose intense competition. Youth often have to compete with larger companies that have greater resources and established reputations. Innovation, flexibility, and smart marketing strategies can help them compete. They struggle to find mentors or establish strong professional networks. Mentorship and professional networks can help youth gain the insights, support and opportunities needed to grow their businesses. Lack of access to these networks can be an obstacle in building a globally successful business.

The Spirit of Sociopreneurship as a Provision for the Young Generation in Facing Challenges in Global Entrepreneurship

Sociopreneurs are innovative, opportunity-oriented, resourceful, value-creating change agents who create social value by pursuing a specific social mission. Sociopreneurs recognize new opportunities to meet social goals. Sociopreneurship then acts as an important criterion for economic engagement (Pratiwi et al., 2021). The urgency of entrepreneurship education is relevant to the skills needed in the 21st century. This is emphasized by the Indonesian Ministry of Education and Culture (2020), which states that having a strong, honest, creative, and disciplined entrepreneurial spirit is one of the main keys to the competence of the younger generation in preparing a generation that is ready to face the challenges of the 21st century. Fadel (2008) emphasized that one of the 21st-century themes is related to entrepreneurial literacy. By having entrepreneurial literacy and a good entrepreneurial spirit, students, as the next generation of the nation, will become individuals who are adaptive to change. Building and developing the character of sociopreneurs in the younger generation is the main thing to do to become the main provision for young entrepreneurs, required to dare to be different and more agile in glancing at the market and the entrepreneurial spirit more agile in glancing at the market and raising high social value. This, of course, must be supported by the character and strong determination of business actors Puspitasari, 2019).

From many barriers, there are strategies or efforts for young people, especially in Indonesia, to face today's global entrepreneurship challenges, namely, students need to be

involved in participatory interactive discussions, training, internships, and comparative studies that enrich behavior in instilling the entrepreneurial spirit. In addition, efforts to collaborate with various related parties that support the socialization of entrepreneurship among students or the younger generation need to be done intensively. Another program or activity that has the potential to be implemented is a national campaign that moves to socializes the spirit, soul, and behavior of student entrepreneurship. The role of universities or schools is required to be more concrete in activating the spirit, spirit, and behavior of student entrepreneurship.

The next effort is to provide youth with access to financial resources. The goal is to increase youth access to capital through various channels, such as government funding programs, entrepreneurial loans, or venture capital investments, to help them start or grow their businesses without being hampered by financial limitations. Moreover, the establishment of a mentor network is crucial. Building a strong mentor network can provide youth with access to the insights, support, and opportunities needed to succeed. Thus, it is time for young people to be active and enthusiastic about entrepreneurship to foster the awareness that entrepreneurship is an integral and inseparable part of youth existence, so that they can move towards a better reality. Such an effort certainly needs to be supported by all components of the nation's children.

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CONCLUSION

Conclusion

The development of entrepreneurial spirit, spirit, and behavior in today's youth is one of the fundamental needs and important requirements for the Indonesian Nation in connection with improving the quality of productive, creative, and innovative human resources. Many problems that hinder the development of student entrepreneurship need to be anticipated wisely to find the right solution. The entrepreneurial spirit in the younger generation requires commitment and integrative cooperation between various related parties. The process of developing entrepreneurship in students' needs to be carried out sustainably to produce entrepreneurs who are superior, creative, + and innovative in many global challenges. In general, the readiness of the younger generation in facing the challenges of global entrepreneurship can be influenced by educational factors, access to technology, availability of resources, and support from the surrounding environment. With adequate education, relevant skills, access to relevant skills, access to resources and technology, and support from mentors and networks, the younger generation can be better prepared to face the challenges of global entrepreneurship. However, further efforts are still needed to improve their readiness through training, mentoring, and capacity-building programs.

Suggestion

To enhance the sociopreneur spirit among the younger generation in facing the challenges of global entrepreneurship in Bumdes, concrete and tangible steps are needed such as integrating learning programs that focus on understanding social and environmental responsibility in entrepreneurship, as well as providing opportunities for youth to engage in social communities opportunities for youth to get involved in social communities. Additionally, collaborating with non-profit organizations and local governments can aid in providing resources and support to youth who aim to expand their businesses while considering positive impacts on the community and environment.

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