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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Entrepreneurship in the Development of the Global Economy in the Era of Society 5.0**Alia Rahmadani^{1*}, MHD Husein Pasaribu¹, MHD Hasan Pasaribu¹**¹Universitas Muhammadiyah Sumatera Utara

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***Email:** aliarahmadani2002@gmail.com**ABSTRACT**

In modern times, business actors can easily carry out entire operational activity by using Technology. In addition, with the development of industry 5.0 today, AI (Artificial Intelligence) has been developed which can help work automatically. We conducted this research by distributing an online survey questionnaire to the public to find out the level of public interest and approval regarding the application of technology in the business field, where the survey results we obtained based on the distribution of surveys, 48.3% of the public strongly agreed, 37.9% of the public agreed, 3.5% of the public disagreed, and 10.3% of the public strongly disagreed regarding the application of technology in the business field. Based on the results of this research, we can conclude that the level of public interest related to the application of technology in the business field is high.

Keywords: Technology, Global Economy

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INTRODUCTION

Entrepreneurship is a creative and innovative ability that is owned by someone and with this ability a Business Entity can make a business better and the business growth will be higher. The Entrepreneurs are like engines that drive the national economy, through the creation of jobs. This will give good and positive impact on increasing people's purchasing power and income in the State (Mukrodi et al., 2021). Global Economic Development is a phenomenon of growing economic activities carried out between countries based on the level of needs of the community for an object or service. This phenomenon is of course accompanied by the occurrence of globalization, while what is meant by globalization is a process that places the world community able to reach one another or be interconnected in all aspects of their lives, both in culture, economy, politics, technology, and the environment (Suprijanto, 2011). With the development of the Global Economy, it is hoped that it can provide an increase in total income and capital income in a country by calculating population growth accompanied by fundamental changes in the economic structure of a country and equity for its population in that country.

Technology information is a combination of computer technology and communication technology used to process data, including processing, obtaining, compiling, storing, manipulating data in a number of ways produce quality information, namely information that relevant, accurate and timely, used for purposes personal, business, and governmental and is information that strategy for decision making (Kadir et al., 2013). The Revolutionary Era of Society and Technology 5.0 is a continuation of the Revolutionary Era 4.0 where in this era people depend on the use of technology in almost all aspects of life including economic aspects in a country. In this era, technology has a role as a tool for a business entity, the higher implementation of technology in a business, the higher potential for a business to develop better because the provision of services can be provided more effective and freer from restrictions of space, distance, and time. And with the existence of technology and the power of information that is used as a tool, it is hoped that a business entity will find it easier to win business competition in the market (Utami, 2010). because of that it is hoped that business entities will adapt and start using technology in their business, but does it mean that the application of technology in business entities is in accordance with the needs and expectations of buyers? Do these buyers really need technology considering their hope that technology can expedite business transaction activities? Given the quality of service and price have a significant and simultaneous influence on customer satisfaction (Kurniati, 2019). Isn't a business able to run properly even though it's not accompanied by the implementation of technology in it? We conducted this research to prove the correctness of this theory by conducting a field survey related to people's interest in using technology to carry out activities related to online business trading.

METHODS

The methodology that will be used in this research is a descriptive method with a quantitative approach, with data collection techniques in the form of online surveys. As for what is meant by Descriptive Research, namely research conducted to determine the value of independent variables, either one variable or more (independent) without making comparisons, or connecting with other variables (Karunia et al., 2020).

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by research to be studied and then conclusions

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drawn (Jasmalinda, 2021), in this study the population will be all people who often use technology in carrying out their daily lives. Meanwhile, the sample is part of several characteristics possessed by the population used for research (Mamonto et al., 2021). Samples are also taken from populations that are truly representative and valid, that is, they can measure something that should be measured (Millah & Suryana, 2020). The sample is part of the number and characteristics possessed by the population. The population in this study are technology users who come from groups of students, workers, and entrepreneurs who fill out online survey forms randomly, without any coercion.

The media for collecting survey data that we do is through Google Forms; Google form is part of the service component contained in Google Documents. The Google form is also used to carry out activities in the form of exercises, assignments, or online surveys (Sianipar, 2019). This choice is because access to its use is easy, and it is well known by the public. Google Form is designed in such a way according to the needs of this research and then the link is distributed to respondents broadly based on community groups based on the profession described in the previous paragraph, namely students, workers and entrepreneurs with a focus on questions related to user agreement regarding the implementation of technology in the field of business with four options that can be chosen by respondents, namely Strongly Agree, Agree, Disagree, and Strongly Disagree.

RESULT AND DISCUSSION

Based on the data processing that has been done, the researchers found that the majority of people from students, workers, and entrepreneurs strongly agree with the application of technology in the business sector with a percentage of 48.3% (SS), followed by a percentage of 37.9% of people from the same group who choose Agree (S), in third position with a percentage of 10.3% of the people from the same group again Strongly Disagree (STS), and the remaining 3.5% of the people chose to Disagree (TS).

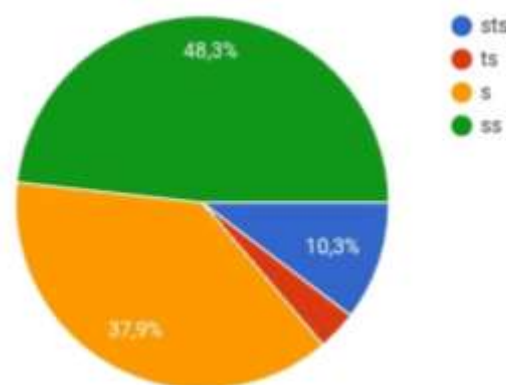


Figure 1. Data Analysis related to community approval from students, workers, and entrepreneurs regarding the application of technology in the business sector

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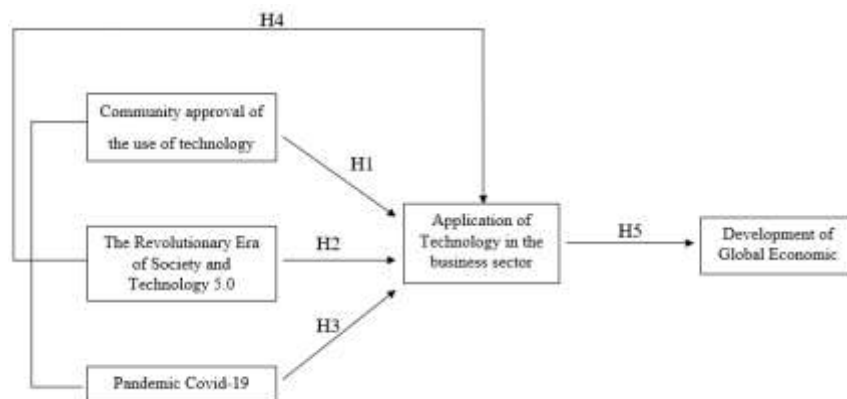


Figure 2. Conceptual Framework

DISCUSSION

Explanation of Discussion

E-Commerce can be understood as an internet site that connects producers and consumers with the intention that buying and selling transactions can occur between producers and consumers. E-commerce can be used as the latest method to run a business, because it can increase trading effectiveness (Andhiyani Rahmasari Putri & Ari Susanti, 2022). Based on the data processing that has been done before, we can understand that most people, especially those from students, workers, and entrepreneurs, strongly agree with the application of technology in the business sector, this cannot be denied considering that technology is really very useful and helps anyone in complete the work at hand. In addition, with the application of technology in the business sector, it will certainly facilitate the processes of production, marketing, and advertising so that this also makes people more comfortable, and it is hoped that business entities can immediately adapt and apply technology in the business entity they are currently working on. This is of course also in line with the first hypothesis that we designed because since the application of technology in the business sector, especially in the sales sector, the number of technology users has also increased. We can directly see that more and more people prefer to make buying and selling transactions online compared to in person, this is because with this technology, anyone can buy the goods they want from their own home without having to visit a shopping center. Which Online Buying and Selling Transactions can be through Electronic Commerce (E-Commerce) which is a medium for business transactions carried out with the help of the internet. Electronic Commerce (E-Commerce) is the activity of distributing, selling, purchasing, marketing products (goods and services), by utilizing telecommunications networks such as the internet and computer networks (Santoso, 2020).

Explanation of Discussion 2

According to theory, the Era of Society 5.0 is an era where community groups are centered on humans where they can balance economic progress with solving social problems using a system that integrates cyber and physical worlds (Hendarsyah, 2019). The era of the Society and Technological Revolution 5.0 certainly also has a big role in the implementation of technology in business, because with the Society and Technological Revolution 5.0 which is currently in turmoil, the majority of ordinary people say that the use of technology in

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buying and selling transactions with a business entity is much more demand via the online device as compared to in person. This is of course in line with the results of our research which states that most respondents are more interested in buying and selling transactions boldly because they can be done directly at their respective homes (Secondary Hypothesis). This is also in accordance with the secondary hypothesis and the existing theory where the development of the Industrial Revolution 4.0 and Society 5.0 has had many impacts on people's lives. The behavior of people who prefer to use technology to fulfill their needs with all conveniences is a form of the flowing era of the Technological Revolution and Society 5.0 in Indonesia. E-commerce is a form of technological development in Indonesia that can easily meet the needs of society (Mumtaha & Khoiri, 2019).

Explanation of Discussion 3

The Covid-19 pandemic has had a huge impact on the continuity of humankind's daily activities, this virus has a fast transmission rate and knowledge regarding handling itself is still relatively minimal. This of course makes the treatment of patients still not optimal so that the current mortality rate is very high (Haq et al., 2021). The thing that causes this virus to spread quickly is because of the transmission factor, namely physical contact with infected patients, as well as objects contaminated with the Corona Virus (Saadat et al., 2020). This of course makes everyone must keep their distance from each other and avoid physical contact, this will certainly have a huge impact on the business sector. Therefore, business entities must switch to implementing technology in their business (especially e-Commerce) so that they can continue to run their business even though there are distancing regulations. The application of e-Commerce Technology is certainly in line with our findings where respondents in filling out online surveys admitted that respondents were more interested in using online devices as a medium for buying and selling transactions. These findings were also in line with the third hypothesis and previous research which stated that The use of e-marketing through marketplaces is considered necessary to be implemented especially in the midst of the Covid-19 Pandemic which has had a weak impact on the economy in all sectors and especially the industrial sector, this can guarantee the continuity of MSME businesses because it is in accordance with the concept of the industrial revolution (Awali, 2020).

Explanation of Discussion 4

The global economy is an economy based on the national economy of all countries in the world, which can occur due to its existence international trade relations between countries . Based on the results of the survey data analysis that has been conducted, along with the findings that are in line with the first, second, and third hypotheses, we can explain that the three hypotheses are correct, but do the three have strengths that can strengthen one another to influence the application of technology in a business? Of course, all three have it. With the approval and high public interest in the use of technology in the business sector, this is of course due to the Revolution Era of Society and Technology 5.0 in which the role of technology has entered all aspects of people's lives including economic aspects in the business sector. Then, along with the emergence of the Covid-19 pandemic disaster which requires everyone to keep their distance from each other and avoid physical contact, like it or not, everyone has to use technology so that they can carry out their daily activities even though they have to avoid physical contact and maintain distance. To maintain the continuity of businesses, the use of the internet and social media is a very appropriate strategy in the midst of the Covid-19 pandemic (Rosmadi, 2021). Thus, this proves that the three

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hypotheses mutually reinforce each other regarding the application of technology in the business sector.

Explanation of Discussion 5

With the application of technology in the business environment, of course it will have a major impact on the development of the Global Economy, because along with the entry of the Revolution Era of Society and Technology 5.0, international business processes that should be difficult to carry out can now be carried out more easily. This is because the communication process between sellers and buyers who are located in different countries can be done more easily even though they don't have to communicate physically. Cross-border trade or often referred to as international trade is trade carried out by residents of one country with residents of other countries based on a mutual agreement. The population in question can be between individuals (individuals and individuals), between individuals and the government of a country or the government of a country and the government of another country (Hasoloan, 2013). The higher cross-border buying and selling transactions, this will of course also increase the development of the Global Economy on both sides concerned. The acceptance of this hypothesis is also based on the increase in cross-border buying and selling transactions carried out by the public, and this is also in line with previous research which states that with the integration between trade, cross-border entrepreneurship and IT (Information Technology) can help improve international relations. (Alsoud et al., 2021) which we can also understand as the development of the Global Economy.

IMPLICATIONS

The implications that can be designed for the findings of these findings are that the application of technology in the business sector is greatly influenced by the high public interest in the use of increasingly sophisticated technology, this is in line with the entry of the Revolutionary Era of Society and Technology 5.0 where technology has entered all aspects of human life. Moreover, with the Covid-19 pandemic, everyone inevitably must use technology to be able to carry out their daily activities even though they must maintain distance and avoid physical contact. therefore, the Application of Technology in the business sector must be carried out, this application also has a good impact on the development of the Global Economy because it can facilitate the process of buying and selling transactions across countries.

CONCLUSION

The conclusion that can be designed based on these findings is that all hypotheses are accepted because the online survey was carried out in accordance with the researchers' estimates. For further research, it is expected to add other variables that are expected to affect the termination of the application of technology in the business sector even though the Era of Society and Technology Revolution 5.0 has started, this is necessary so that it becomes material for future comparative studies so that scientific studies related to the application of technology in the business sector can be wider.

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