



Study of Entrepreneurial Literacy and Digital Literacy on Business Sustainability Mushroom Cultivation in Beruk Village, Jatiyoso District, Karanganyar Regency

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ABSTRACT

This article discusses the sustainability of the mushroom cultivation business in Beruk Village, Jatiyoso District, Karanganyar Regency. This research focuses on three variables, namely entrepreneurial literacy, digital literacy, and business sustainability. This study uses qualitative methods and direct observation of the subject with interview-based data collection which is then examined using a qualitative approach technique. The results of this study indicate that entrepreneurial literacy and digital literacy in mushroom cultivation business actors in Beruk Village, Jatiyoso District, Karanganyar Regency can be categorized as quite good because the mushroom cultivation business actors already have an understanding of the business being established. Meanwhile, business continuity shows that the mushroom cultivation business is quite good because it can develop well

INTRODUCTION

The Covid-19 pandemic is a global pandemic. The virus first appeared in Wuhan, China in December 2019, then spread to other parts of the world, including Indonesia (Susilawati et al., 2020). This pandemic has had an impact on many sectors of life, one of which is the economic sector (Pitaloka et al., 2020). As a result of this pandemic, many industries are experiencing financial difficulties, so they are laying off their employees. The pandemic has also given rise to new businesses such as online businesses, technology-based businesses, and others (Sumadi, 2020).

Beruk Village is located in Jatiyoso District, Karanganyar Regency, Central Java, Indonesia. This village is bordered by Tawangmangu District to the north, Magetan Forest to the east, Wonokeling Village to the south, and Karang Sari Village and Wukirsawit Village to the west. The livelihoods of this village are mostly farmers, ranchers, and entrepreneurs (Yudhanto et al., 2022).

The existence of the pandemic has triggered an increase in public interest in entrepreneurship. Interest in entrepreneurship is an interest in a person's personality to create a business which then organizes, manages, and dares to take risks and develop his business (Nuryanto, 2020). Of the many types of mushrooms that exist, the village community chooses to cultivate ear mushrooms because of their good taste, high nutritional value, high market demand, and easy maintenance and does not require large areas of land (Rias Aji Pangestu et al., 2023)

Entrepreneurship can be described as someone who combines new ideas to be developed or modified as a result of innovation and the creation of a product so that the value of the product increases (Sitanggang & Luthan, 2019). Entrepreneurship plays an important role in driving the progress of a country (Khamimah, 2021).

Before starting or establishing a business it is important to learn about entrepreneurship through entrepreneurial literacy and digital literacy, because these two factors can affect business sustainability.

Entrepreneurial literacy refers to one's understanding of entrepreneurship that uses positive, creative, and innovative traits to transform business opportunities into businesses that benefit themselves, society, and customers (Rijal et al., 2021). Many factors influence entrepreneurial literacy, including the formation of mindsets, attitudes, and behaviors.

LITERATURE REVIEW

Digital literacy is defined as the ability to digitally access and understand, and use information from various sources (Aulia et al., 2021a). Digital literacy can help businesses quickly acquire and expand the latest information. In addition, it can help make better decisions, save time and money, expand networks, and improve skills.

To avoid duplication, the author needs to search previous research. From the search results, information was obtained from several relevant studies. Relevant research that the authors examine according to the problems in this study are as follows:

The first is research conducted by Aulia, N. et al (2021) about how entrepreneurial literacy and digital literacy affect the sustainability of the clothing seller's business in the new market for Bantaeng Regency with the result that entrepreneurial literacy and digital literacy can affect the sustainability of the clothing seller's business in the new market for Bantaeng. The difference between this research and the author lies in the place and time of the research where the object of this research is mushroom cultivators in Beruk village, Jatiyoso subdistrict, Kabupaten Karanganyar, Central Java province.

This research was created to find out how entrepreneurial literacy and digital literacy influence the sustainability of cultivation businesses in Beruk village, Jatiyoso sub-district, Karangnyar district, Central Java province because there are no researchers who have examined mushroom cultivation in Beruk village, Jatiyoso sub-district, Karangnyar district. So I hoped this article can be helpful for readers and other researchers.

METHODOLOGY

This study uses qualitative analysis methods and phenomenal analysis methods. The purpose of the phenomenological method is to explain how entrepreneurial literacy and digital literacy affect the sustainability of the mushroom cultivation business in Beruk Village, Jatiyoso District, Karanganyar Regency, and look at phenomena that exist in the Beruk village environment regarding understanding entrepreneurship and digital mushroom cultivation. The reason for using this approach is to focus on understanding and skills in mushroom cultivation in Beruk village.

In this study, two types of data were used, namely primary data and secondary data. Primary data is data obtained directly from respondents through interviews with informants and other field data collection. Responses from mushroom producers regarding how digital literacy and entrepreneurship impact the sustainability of the company are the main information in this study. Data from the local government, information about the condition of the research site as a whole, including geographic and demographic data, and other data obtained from mushroom farmers in Beruk village are examples of secondary data that were indirectly obtained through literature studies, libraries, and archives/reports.

The informants of this study were mushroom farmers who were found using the snowball sampling technique. The informants are two mushroom farmers. The focus of this research is on informants, and it is hoped that they can provide detailed information that can affect the sustainability of their business. One or two people are first selected to make the sample. However, because some of these people did not fully understand the information provided, the researcher looked for other people who were considered more knowledgeable to add to the information provided by the first two people until more samples were collected/obtained.

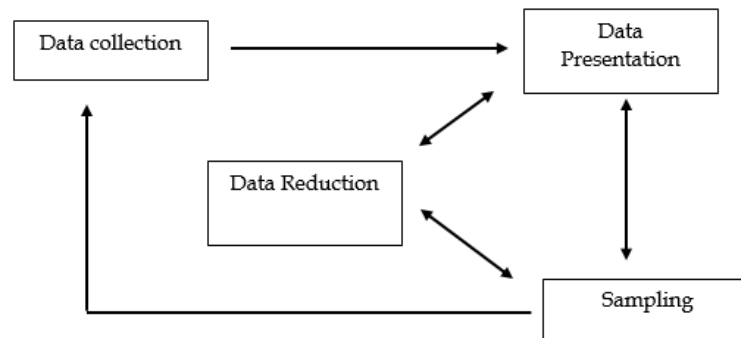


Figure 1. Interaction Analysis Model According to Miles and Huberman

Data conclusions are then selected and combined into a concept and a certain category is called data reduction (Uin & Banjarmasin, 2018).

RESULT AND DISCUSSION

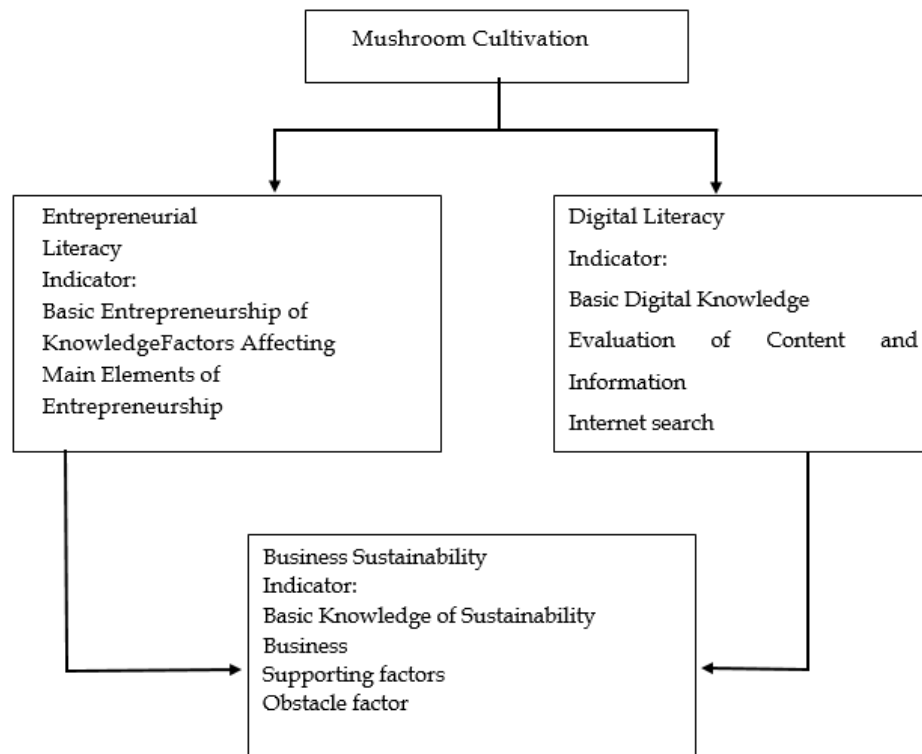


Figure 2. Frame of Mind

1. Sustainability of mushroom cultivation business through entrepreneurial literacy

Entrepreneurial literacy has a significant impact on business continuity and has three aspects, including knowledge, influencing factors, and basic elements.

A. Knowledge

Knowledge is one of the indicators of entrepreneurial literacy that affects the sustainability of the mushroom cultivation business in Beruk village. Basic entrepreneurial knowledge is knowledge of how to start and run a business. This knowledge includes the ability to recognize opportunities, develop strategies, manage capital, and market products.

Understanding entrepreneurship is very important in doing business. This is by the results of an interview with Mrs. Sularni which concluded that if an entrepreneur starts or runs a business, he must first understand entrepreneurial knowledge. Because if not then it will experience a lot of difficulties or even run the business is not successful.

B. Factors that Influence

Entrepreneurial factors that influence entrepreneurial literacy include knowledge, attitudes, and skills. In addition, the capital factor is also important in entrepreneurship because with capital we can run a business and get profits. This is by the results of an interview with Mrs. Sularni who stated that capital is an important factor in entrepreneurship because if there is no capital, the business cannot run and develop. In addition to the capital factor, skill and knowledge factors are also very important for business success because a business without skills can cause a business to fail to develop and bankrupt.

C. Basic Elements

Running a business certainly can not be separated from business competition. Based on the results of interviews with Ms. Sularni, in running her mushroom cultivation business, she has many competitors. In dealing with this, Mrs. Sularni took a diligent, innovative, and courageous attitude to become a supplier of mushrooms besides cultivating mushrooms. This is to the theory of entrepreneurship according to Lambing and Kuehl in the book Entrepreneurship (1999) that entrepreneurship is a creative endeavor in making or creating products or services that do not yet exist and can be enjoyed by a large audience.

2. Business Sustainability through Digital Literacy

There are three aspects of digital literacy that affect Three aspects of digital literacy affect business sustainability.

A. Basic Digital Knowledge

Basic digital knowledge is one of the indicators in the digital literacy of mushroom cultivation in Beruk Village, Jatiyoso District, Karanganyar Regency. Basic digital knowledge is knowledge of technology and information that can help entrepreneurs expand market reach, increase efficiency, and increase productivity. Based on observations, several mushroom cultivators have used internet media such as Facebook and WhatsApp to market their products. This is to the results of an interview with Ms. Sularni that understanding technology is important, especially with today's technological sophistication, so it would be a shame not to make the most of it.

B. Evaluation of Content and Information

Evaluation of content and information is an assessment of the correctness and quality of the content created. When a business chooses to market its products online, it is important to consider which platform you want to use, target market and competitors, and pay attention to data security. Created content must be of high quality, relevant, and attractive to the market to increase sales, attract customers and build a strong brand.

This is based on the results of an interview with Ms. Sularni who said that content is important in marketing products because it can attract customer attention and can build a strong brand so that sales can increase.

C. Internet Search

Internet search is important because it can help entrepreneurs find the information they need to run their business and can help build a brand. Based on the results of an interview with Ms. Sularni, her branding needs to be done so that our products are easily recognized by other people, one example is the use of social media Facebook in marketing their products and also she gave the design of her business name on her pickup truck.

1. Sub Titles

1. Entrepreneurial Literacy

Entrepreneurial literacy is an individual's understanding of entrepreneurs who use positive, creative, and innovative traits to turn business opportunities into businesses that benefit themselves, society, and customers (Rijal et al., 2021).

Prospective new entrepreneurs must understand knowledge about entrepreneurship which includes creativity, social skills, technical skills, management skills, leadership skills, and conceptual skills (Arnita & Hilmiyatun, 2020).

Based on the definition above, it can be concluded that entrepreneurial literacy is understanding in a person to produce new products that are different from before that come from their thoughts so that they can become business opportunities that benefit themselves and others.

According to (Sitanggang & Luthan, 2019) entrepreneurship is someone who combines new ideas to be developed or modified as a result of innovation and the creation of a product so that the value of the product increases.

Meanwhile (Fanny, 2020) defines entrepreneurship as the ability to make goods, sell goods, and build their market share.

Entrepreneurship plays an important role in driving the progress of a country (Khamimah, 2021). Before starting or establishing a business it is important to learn about entrepreneurship. This includes the type of business to be started, how to manage it, strategies for achieving success, how to overcome problems, and so on.

In the entrepreneurship process, there are various kinds of abilities, including knowledge, attitudes, and skills, which are interrelated and integrated.

The thing that needs to be done by an entrepreneur to be able to successfully run his business and achieve goals is to carry out the functions of planning, organizing, implementing, and controlling.

2. Digital Literacy

A broader and more complex skill than simply using digital technology is called digital literacy (Biezā, 2020). Digital literacy is the ability to utilize information from various sources digitally (Aulia et al., 2021b).

Digital literacy can help businesses quickly acquire and expand the latest information. Plus, it can help make better decisions, save time and money, expand your network, and upgrade Skills. The use of digital literacy through social media such as WhatsApp, Facebook, and Instagram can increase sales (Susanti et al., 2023).

Digital literacy is now defined as a way of communicating, interacting, thinking, and connecting with digital media. digital (Jones & Hafner, 2021). Several factors, including the use of online media, academic achievement, the role of parents/family, and reading intensity, also affect digital literacy (Sutrisna, 2020). With digitalization, it can help MSME actors to increase sales levels (Widodo, Maryanti, et al., 2022).

Development of digital literacy skills can be carried out by increasing several abilities such as functional skills carried out using digital tools to use new technology effectively, communication and interaction involved in dialogue, discussing and utilizing one another's ideas to create shared understanding, and critical thinking skills developed is the ability to engage with questioning, analyzing and evaluating digital media and their content using reasoning skills.

3. Business Sustainability

Business sustainability can be interpreted as a condition in which a company has a sufficient budget to run and develop its business. The company's main goal is to maximize the wealth of capital owners, but maintaining business continuity is also very important to face competition.

Business continuity is a program to ensure that an organization can continue its operations. However, all companies are looking for conditions that can be detrimental to the company, such as bankruptcy (Aulia et al., 2021a). Bankruptcy is a situation where the company is no longer able to pay its obligations (Sitanggang & Luthan, 2019).

Predictive calculations about the sustainability of a business are very important for management because there are direct and indirect costs involved in estimating the probability of bankruptcy. the practice of calculating the sustainability of a business entity is very important. Sustainable company performance growth is internal performance growth in the long term, due to the company's ability to maintain the ability to produce quality products and services.

4. Mushroom Cultivation

Indonesia has the potential to grow mushrooms because of its supportive environment and high public buying interest in ear mushrooms. Ear fungus, *Auricularia Auricula* has long been known and used by the public (Darma, 2000). Mushrooms are one of the horticultural

crops that have many advantages, such as food, economy, and health. In Indonesia, many cultivate red ear mushrooms which are usually used as food and traditional medicine (Subali et al., 2023).

Per 100 grams of red ear mushroom contains various nutrients such as 3.6 grams of ash, 12.5 grams of protein, 1.7 grams of fat, 66.1 grams of carbohydrates, 10.2 grams of water-soluble polysaccharides, 4.3 grams of cellulose, thiamine, riboflavin, ascorbic acid, vitamins D, and various minerals such as calcium, sodium, potassium, magnesium, iron, zinc, copper, cobalt, nickel, chromium, and manganese. Dried red ear mushrooms also have lots of minerals and are high in polysaccharides and low in fat (Sekara et al., 2015).

Documentation of Activities

This stage aims to determine the role of entrepreneurial literacy and digital literacy in the sustainability of mushroom cultivation in Beruk Village, Jatiyoso District, Karanganyar Regency.



Figure 3. Interview with Informant Mr. Aldiansah



Figure 4. Interview with Informant Mrs. Sularni



Figure 5. Photo with the Business Owner

CONCLUSION AND RECOMMENDATION

This research was conducted to examine the role of entrepreneurial literacy, and digital literacy, in the sustainability of mushroom cultivation businesses in Beruk Village, Jatiyoso District, Karanganyar Regency. Based on the results of the above research, it can be concluded:

1. Entrepreneurial literacy affects business actors in ear mushroom cultivation in business continuity. Where in entrepreneurship, basic knowledge of entrepreneurship is needed, the factors that influence and have the main elements of entrepreneurship, which include knowledge, attitudes, and skills.
2. Digital literacy affects mushroom farmers in continuing their business. Entrepreneurship requires digital knowledge, content evaluation, and internet search to help market and secure business accounts.
3. Sustainability of mushroom cultivation business. Basic knowledge of sustainable business has supporting factors and inhibiting factors that can affect a system in entrepreneurship

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