



Impact of Digital Technology on Entrepreneurship in Fashion Departement if Vocational High School

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ABSTRACT

This study aims to determine how the application of entrepreneurship in the field of fashion at SMKN 1 Ampek Angkek. This study uses a descriptive qualitative approach. The research instrument in the form of a questionnaire filled out by students was then analyzed to see the proportion of student interest and the form of entrepreneurship they have in using social media platforms. The results showed that 95% of students carried out entrepreneurial activities using social media, especially Tik Tok. They take advantage of information technology in the form of easy internet access with their social media account platforms in entrepreneurship to introduce their work.

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1. Introduction

The development of digital technology in the current Industry 4.0 era has brought changes and influenced various aspects of human life, including in the field of education. Digital technology is the most influential thing in the education system in the world today. This is due to the aspects of effectiveness, efficiency and attractiveness offered by digital technology-based learning (Putrawangsa and Hasanah 2018). Digital technology is an information technology that prioritizes activities carried out digitally rather than using human power. But it tends to be more automatic and sophisticated operating systems with computerized systems. Digital technology is basically just a very fast computing system that processes all forms of information as numerical values. The development of this technology brings changes in the quality and efficiency of the data capacity that is created and transmitted, such as the image becomes clearer because of better quality, capacity becomes more efficient and the delivery process is faster. (Danuri 2019).

Entrepreneurship is a key aspect of the economy in many countries, and an important step for job creation and a driver of economic growth, which must be well planned. Entrepreneurship has touched human life through various sides, namely products, services, technology and creative business concepts (Hasan 2020). Entrepreneurship learning is an important factor in growing and developing the desire, spirit and entrepreneurial behavior among the younger generation, because education is a source of overall attitudes and intentions to become entrepreneurs (Mustikawati and Kurjono 2020).

Digital technology entrepreneurship has had a tremendous impact on the world. Digital businesses built through internet networks such as Google, Facebook, or Microsoft have been able to

change the world and have formed communication patterns without geographic barriers (Caniago and Hayati 2019).

Education requires connectivity and integration between the fields taught, especially at the primary and secondary education levels. The learning system in physics at the education level needs to be integrated with other sciences, because it is the result of collaboration from various types of science (Dito and Pujiastuti 2021). The fashion department needs the integration of knowledge to be able to take advantage of digital technology so that student results can be published.

Graphic design is a form of visual communication that uses text or images to convey information or messages. Graphic Design-Based Software which is software that can implement a graphic base with information technology systems, for business needs which include advertising, product sales, creating a visual for institutions, visually enhancing information design messages in publications (Metode, Studi, and Smk 2019).

The platform is a digital space that provides business opportunities to interact with both businesses and customers. Platforms can be divided into three, namely innovation platforms as offered by Google, transaction platforms, such as retail or online service requests, and integration platforms, which are a combination of innovation and transaction platforms (Caniago and Hayati 2019).

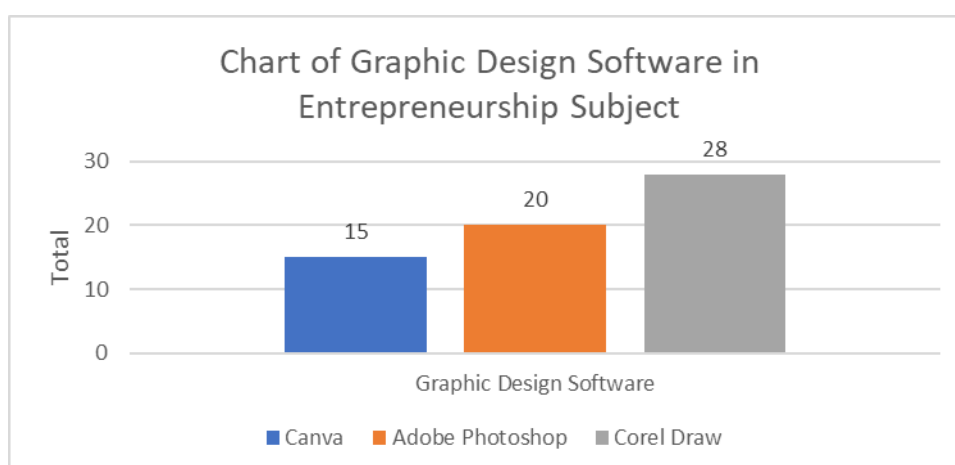
2. Methods

This study uses a qualitative descriptive research approach. Obtaining data in this study by distributing questionnaires, interviews, and observations to students in the fashion department of SMKN 1 Ampek Angkek. The sampling technique in this study is non-probability sampling with the type of probability sampling using a random sampling technique model. The samples collected in this study were 58 people. After the data is obtained in the field, then it is processed into percentage form.

3. Results and Discussion

The results of the questionnaire use graphic design software in entrepreneurship subjects can be displayed in the figure follow:

Figure 1. Use Graphics Design Software in Entrepreneurship Subject

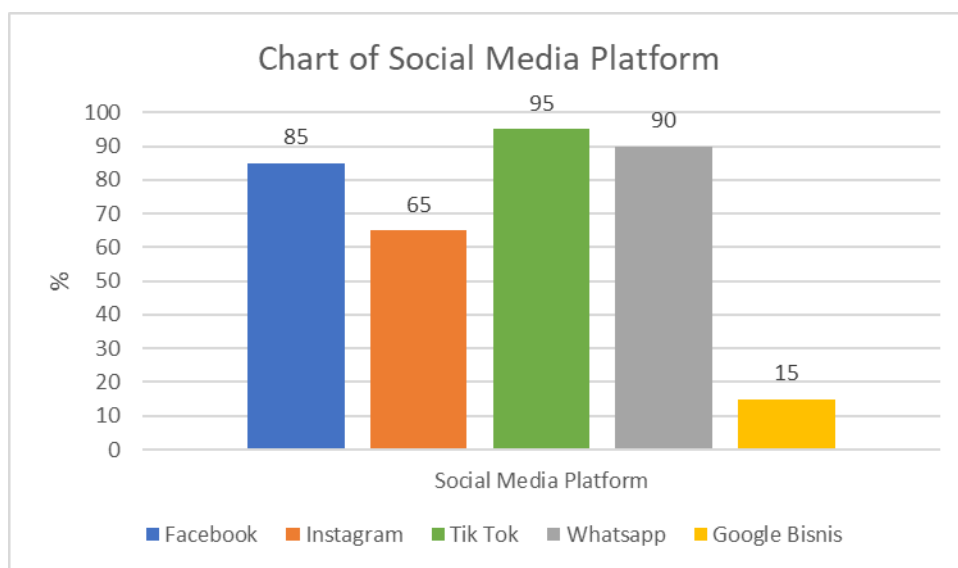


Based on the use graphic design software in entrepreneurship subjects, there were as many as 15 students (23%) represent that they choose to use Canva Software. There are as many as 20 students (32%) represent that they choose to use Adobe Photoshop Software. A total of 28 students (44%) represent that they choose WhatsApp media accounts.

According to the results of (Purnawirawan 2020) research that The level of effectiveness of using Corel Draw application software is based on an average effectiveness of 81.09%. This means that the CorelDraw application software is effective in supporting students to make digital-based batik basic motifs (Purnawirawan 2020).

Canva is a graphic design application used to create social media graphics, presentations, posters, documents and other visual content. Based on the results of the study (Sony Junaedi 2021) that 64.28% obtained the value of the upper group category. Therefore, teachers provide Canva modules so that students can take advantage of the features in the Canva software to take advantage of digital technology in marketing student work.

Figure 2. Types of social media platform



Based on student reports regarding the use of social media platforms filled in by students, there were 85% of the total students who stated that they used Facebook social media as marketing of their work, while Instagram was 65% of the total students, 90% of students marketed their work on the WhatsApp application. Google business has not had many students enroll as much as 15% of the total students. Tik tok is the most used platform by students because it is the platform most accessed by smartphone users.

Therefore, entrepreneurship education includes all activities that aim to foster mindsets, attitudes and skills in various aspects such as developing ideas and innovations and daring to start (Hasan 2020) so that they can increase the technology-based entrepreneurial spirit after graduating from school.

4. Conclusion

The results of the use of digital technology in the fashion department are very useful for producing student work. Students also use technology for positive things such as designing products using Canva, Adobe Photoshop and Corel Draw applications. The most widely used use of social media is Tik Tok as much as 95% of the total students.

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