

DIGITAL LITERACY, BUSINESS UNCERTAINTY AND SUSTAINABILITY BUSINESS: A DESCRIPTIVE ANALYSIS

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Abstract

This research aims to examine the preliminary data of research results that examine the model of strengthening the understanding of digital literacy can have an impact on sustainability business in conditions of business uncertainty. This research examines with a descriptive approach. The data collection technique used in this research is a questionnaire. This study uses a questionnaire used to collect data related to variables that will later be processed. Descriptive analysis of the research data review that has been carried out shows that with the demographic conditions of the respondents, the majority of respondents in this study are women with a percentage of 61.2%. While men are only 38.8%. Respondents with DEA training 98.7% while respondents with TA training 1.3%. The type of respondent's business consists of culinary 44.6%, services 13.9%, fashion 11.4%, tour & travel, Creative Products 3.9%, Internet Technology 3.1%, Agribusiness 2.8%, others 20.3%. Furthermore, it can provide an overview of the results that in the digital literacy variable, respondents consider that "MSME actors need to know how to be aware of digital fraud" contained in the "digital security" indicator with the maximum value of 82.5%. In the business uncertainty variable, respondents considered that "MSME actors need to understand technological developments" with the maximum value of 69.9% which is in the "environmental uncertainty" indicator. In the business sustainability variable, respondents consider it necessary to understand the network expansion strategy to ensure that their business sustainability can grow, this is evidenced that the question has a value of 64.1%.

Keywords: Digital Literacy, Sustainability Business, Business Uncertainty, MSME, Strategy.

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INTRODUCTION

Economic conditions in the business ecosystem have undergone fundamental changes. Almost 70% of the changes in the industrial world have developed into and become digital (Parviainen et al., 2017; Radovanović et al., 2020). The COVID-19 pandemic has accelerated this phenomenon. The understanding of digital literacy has changed from an opportunity for technological insights to a pure necessity to manage the needs and expectations of a world population that is constantly changing and full of environmental uncertainty (Kraus et al., 2021; RVSPK et al., 2020). This development has made significant changes in the creative economy sector, namely Micro, Small and Medium Enterprises (MSMEs), with digital literacy so that they know new processes and mechanisms or ways that can affect how small and medium business actors ensure the sustainability of their business (Wardana et al., 2022; Yanto et al., 2022). According to Radovanović et al. (2020), the main purpose of digital literacy is to solve challenges related to efficiency and effectiveness as well as expected business sustainability, while Steyn (2018) states that businesses that do not develop and have a picture of business sustainability based on an understanding of business digital literacy quickly are unlikely to be able to keep up and compete in the new digital reality. This shift to a new reality should not be underestimated because, like any process of change, it entails several risks and challenges (Andriole, 2017). It is also known that businesses that are slow to respond to change will reduce the likelihood of understanding digital literacy and implementing business sustainability strategies (Wardana et al., 2022). In addition, the COVID-19 pandemic has shown the impact of the crisis (here, the external crisis) on the rapid adaptation of business digital literacy insights (Yanto et al., 2022). So business sustainability is the main focus of organizational practitioners and strategy researchers at this time.

Sustainable development has three broad objectives: environmental stewardship, social responsibility and economic prosperity, both for the organization and its stakeholders. In a successful sustainability-focused business strategy, these three objectives will intertwine and support each other. Developing such a strategy requires careful study and analysis to fully understand sustainability-related opportunities and threats. Furthermore, the business strategy must be tailored to meet the organization's core competencies, financial situation, skills, resources and the sustainability challenges it faces. Business sustainability is a means to achieve the organization's vision and mission. Business sustainability can also be explained as a form of applying knowledge, skills, tools and techniques to an organization's activities, products and services (Pojasek, 2007). The various elements of business sustainability can be captured in a business framework that can be applied to all organizations (Hitchhock & Willard, 2008; Onisto, 1999). Business entities are often separated into different categories based on their activities, products and services. Despite the many differences among organizations, there are some universal attributes and

characteristics that apply across any company (Diwekar et al., 2021; Hoffman, 2018). Business sustainability has 3 main concept aspects, namely people, planet, and profit (Elkington, 1997; Fisk, 2010; Placet et al., 2005; Von Gelderen et al., 2000). As a strategy to maintain and improve business sustainability that has principles derived from internal, which in its application to the organization include: leadership, systems thinking, people, continuous improvement (Diwekar et al., 2021; Pojasek, 2007). On the external side. in its application to the organization, are as follows: stakeholders, information and knowledge systems, business responsibility, sustainable results (Pojasek, 2007; Sun et al., 2018). For this reason, small and medium enterprises need to increase and strengthen digital literacy in order to maintain or even improve organizational competitiveness in the face of unpredictable conditions (Battistella et al., 2018).

Business uncertainty is a condition that can impact the sustainability of business processes (Pranatasari & Wadyatenti, 2022; Purwanto, 2011; Putri, 2014). Uncertainty has received considerable attention as a potential factor shaping the depth and duration of the Great Recession. For example, the minutes of the Federal Open Market Committee repeatedly emphasize uncertainty as a key factor driving the 2001 and 2007-2009 recessions, while Stock and Watson (2012) state that the main contribution to the decline in output and employment during the [2007-2009] recession is estimated to have come from financial shocks and uncertainty (Makridakis et al., 2009; Mascarenhas, 1982). Specification of the meaning of business in the context of uncertainty. First, it contains indicators about the risk aspects faced by companies that have not been used as indicators of uncertainty factors in previous management control system research. Second, business uncertainty has a larger scope that is generally related to uncertainty in the actions of the organization's main stakeholders such as customers, suppliers, competitors, and regulatory groups (Adiputra et al., 2019; Aribowo & Wirapraja, 2018; Nurbaiti, 2017; Pranatasari & Wadyatenti, 2022). Third, many previous studies have analyzed strategy more as a contingent factor or the impact of uncertainty on strategy determination. The basic essence of the contingency approach says that the organization must adapt to its contingency factors such as the environment, the size of the organization and a well-executed business strategy (Adiputra et al., 2019; Aribowo & Wirapraja, 2018; Nurbaiti, 2017; Pranatasari & Wadyatenti, 2022). Conceptually, business uncertainty has a broader scope than the environmental uncertainty factor that has been more widely used. This is based on the fact that there are components of environmental uncertainty and risk in business uncertainty (Adiputra et al., 2019; Festyana, 2021). The phenomenon of crisis and uncertainty is a big challenge for business actors to continue to ensure business sustainability with various strategies implemented. This research was conducted by involving business actors from various sectors who have participated in business mentoring and training activities based on digital literacy. The

research was conducted by seeing that the discussion of business sustainability is interesting in the micro, small and medium enterprise sector which has a major contribution to the economy. This research aims to examine the preliminary data of research results that examine the model of strengthening the understanding of digital literacy can have an impact on business sustainability in conditions of business uncertainty.

RESEARCH METHOD

The research conducted uses primary data, which is data that is original from the researcher himself which serves to solve research problems. This data will be obtained through a questionnaire which will be explained in the next section. The data collection technique used in this research is a questionnaire. This study uses a questionnaire which is used to collect data related to the variables that will later be processed. The indicators used as questions in the questionnaire refer to the variables that have been determined. The questionnaire scale uses Likert with values based on: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. The sampling technique that will be used in this study is nonprobability sampling which means that the selection of respondents is based on the judgment of the researcher himself. The sampling method used is random with the segment criteria of MSME actors who have participated in the Digital Entrepreneurship Academy (DEA) and Thematic Academy (TA) programs in the East Java and West Nusa Tenggara regions starting from 2019-2023. The random sampling method was chosen on the basis of the limited ability of the researcher. The data obtained amounted to 675 with online distribution.

RESULT AND DISCUSSION

Descriptive demographic analysis was conducted in this study to determine the demographic characteristics of respondents. The majority of respondents in this study were women with a percentage of 61.2%. While men are only 38.8%. Respondents with DEA training 98.7% while respondents with TA training 1.3%. The types of businesses of respondents consisted of culinary 44.6%, services 13.9%, fashion 11.4%, tour & travel, Creative Products 3.9%, Internet Technology 3.1%, Agribusiness 2.8%, others 20.3%.

Digital Literacy Variable

In the digital literacy variable, the indicators used to measure the value refer based on indicators released by the ministry of communication and informatics including digital skills, digital security, digital culture and digital ethics. there are 22 questionnaire questions to explore the opinions of respondents. With the recapitulation of the results as follows:

Table 1. Recapitulation of digital literacy questionnaire results in percent (%)

No	Questions	Scale				
		1	2	3	4	5
1	MSME actors need skills Mastery of digital landscape	1	0.7	5.3	26.1	66.8
2	MSME actors need search engine mastery skill	0.7	0.7	3.9	29.6	65
3	MSME actors need an understanding of digital wallets	0.6	0.6	3.9	25.5	69.5
4	MSME actors need to understand the implementation of digital transactions	0.7	0.6	3.3	27.3	68.1
5	MSME actors need an understanding of the marketplace	0.6	0.1	2.4	22.5	74.4
6	MSME actors need an understanding of chat applications and social media	0.6	0.3	2.2	22.5	74.4
7	MSME actors need to know how to secure digital devices	0.7	0.4	3.1	20.3	75.4
8	MSME actors need to know how to secure digital identities	0.6	0.3	2.5	19.9	76.7
9	MSME actors need to know how to be aware of digital fraud	0.6	0.1	1.9	14.8	82.5
10	MSME actors need to know how to understand digital footprints	0.6	0.1	4.4	24.7	70.1
11	MSME actors need to know how to understand digital safety for children	0.7	0.4	4.4	24.9	69.5
12	The need to implement a digital culture of Pancasila culture	1	0.6	7.3	32.9	58.2
13	MSME actors are able to digitize culture	0.9	1.2	10.8	36.7	50.4
14	The need to love domestic products	0.9	0.4	1.5	15	82.2
15	Need to understand rights in the digital space	0.7	0.4	3.1	30.5	65.2
16	Need to know how to access ethical information on digital platforms	0.6	0.4	3.4	27.9	67.7
17	Need to know how to select and analyze information when communicating on digital platforms	0.6	0.3	3.7	28.6	66.8
18	Need to understand ethics as an effort to fortify yourself from negative actions on digital platforms	0.6	0.3	3.4	26.8	68.9
19	Need to know how to produce and distribute information on digital platforms	0.6	0	3.7	28.6	67.1
20	Understanding of verifying messages according to digital ethical standards	0.7	0.4	4.1	32	62.7
21	Participate in building social relations by applying ethics	0.7	0.3	2.4	29.8	66.8
22	Collaborate data and information safely and conveniently on digital platforms	0.6	0.6	4.4	31.7	62.7

The following processing is carried out to find out the statistical descriptive analysis can be seen in table 2.

Table 2. Descriptive Processing of Digital Literacy

	Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Skala_1	22	.40	.60	1.00	.6955	.13266	.018
Skala_2	22	1.20	.00	1.20	.4182	.26302	.069
Skala_3	22	9.30	1.50	10.80	3.8682	1.99079	3.963
Skala_4	22	21.90	14.80	36.70	26.3000	5.51845	30.453
Skala_5	22	32.10	50.40	82.50	68.6864	7.26264	52.746
Valid N (listwise)	22						

Source: Data processed

It can be explained from table 2 above that in general the respondents considered based on the maximum value chosen that the digital literacy variable was considered very necessary with the respondent's average value of 68.7%. There are interesting things from the questions asked, respondents considered that "MSME actors need to know how to be aware of digital fraud" which is found in the "digital security" indicator with the maximum value of 82.5%, and the next interesting thing is that respondents considered that "The need to love domestic products" which is found in the "digital culture" indicator. Furthermore, it is assumed that the rampant fraud in the digital world can have an impact on the business processes being run so that a strong understanding of further understanding of digital security is needed. On the other hand, MSME players need to be encouraged to be able to digitize the culture that enters their business processes. A value of 50.4% is enough to need great attention so that Indonesian cultures are not lost just because of excessive business orientation.

Business Uncertainty Variable

In the business uncertainty variable, the indicators used to measure value include behavioral uncertainty and environmental uncertainty. there are 10 questionnaire questions to explore the opinions of respondents. With the recapitulation of the results as follows:

Table 3. Recapitulation of business uncertainty questionnaire results in percent (%)

No	Questions	Scale				
		1	2	3	4	5
1	MSME actors need to understand community / partner communication	0.7	0.1	3.6	33.6	61.9
2	MSME actors need to understand market changes	0.6	0.3	2.7	30.2	66.2
3	MSME actors need to understand technological developments	0.3	0.4	1.9	27.4	69.9
4	MSME actors need to understand technology policies or government policies	0.3	0.6	4	33.5	61.6
5	MSME actors need to understand product competition	0.4	0.4	3.4	30.5	65.2
6	MSME actors need to have Business Commitment Resilience	0.7	1	4.9	31	62.4
7	MSME actors need to have Business Experience	2.1	2.7	15.7	31.6	48
8	MSME actors need to have decision-making ability	0.4	0.3	4.1	32.1	63
9	MSME actors need to have business insight	0.6	0.6	5.8	31.4	61.6
10	MSME actors need to have business ethics	0.4	0.3	2.7	29	67.6

The following processing is done to find out the statistical descriptive analysis can be seen in table 4:

Table 4. Descriptive processing of Business Uncertainty

	N	Descriptive Statistics					
		Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Skala_1	10	1.80	.30	2.10	.6500	.53177	.283
Skala_2	10	2.60	.10	2.70	.6700	.75432	.569
Skala_3	10	13.80	1.90	15.70	4.8800	3.96535	15.724
Skala_4	10	6.20	27.40	33.60	31.0300	1.90266	3.620
Skala_5	10	21.90	48.00	69.90	62.7400	5.90352	34.852
Valid N (listwise)	10						

Source: Data processed

It can be explained from table 4 above that in general the respondents consider based on the maximum value chosen that the business uncertainty variable is considered very necessary with the average respondent value of 62.74%. There are interesting things from the questions asked, respondents consider that "MSME actors need to understand technological developments" with the maximum value of 69.9% which is in the "environmental uncertainty" indicator, and the next interesting thing is that respondents consider that "MSME actors need to have business ethics" found in the "behavioral uncertainty" indicator. Furthermore, it is assumed that there is a connection between respondents' views on the pattern of technological development accompanied by strengthening ethical behavior in business. On the other hand, MSME players see that "MSME actors need to have Business Experience" is something that is not dominantly owned as a form of behavior as indicated by the value of 48%. The conditions of compulsion and uncertainty may make the business mentality much stronger with the view that to ensure business sustainability without the need to think about having experience first.

Sustainability Business Variables

In the business sustainability variable, the indicator used to measure value is the sustainability of the business itself. there are 5 questionnaire questions to explore the opinions of respondents. With the recapitulation of the results as follows:

Table 5. Recapitulation of business sustainability questionnaire results in percent (%)

No	Questions	Scale				
		1	2	3	4	5
1	MSME actors need to understand the expansion of partner networks	0.6	0.6	3.4	31.3	64.1
2	MSME actors need to understand the efficiency of business	0.6	0.6	4.3	34.5	60

No	Questions	Scale				
		1	2	3	4	5
	processes					
3	MSME actors need to understand increasing business capacity	0.4	0.3	4.1	32.9	62.2
4	MSME actors need to understand the awareness of continuous learning and growth	0.4	0.4	3.3	32.1	63.7
5	MSME actors need to understand socialpreneur awareness	0.4	0.4	3.9	32	63.3

The following processing is done to find out the statistical descriptive analysis can be seen in table 6.

Table 6. Descriptive Processing of Business Sustainability

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Skala_1	5	.20	.40	.60	.4800	.10954	.012
Skala_2	5	.30	.30	.60	.4600	.13416	.018
Skala_3	5	1.00	3.30	4.30	3.8000	.43589	.190
Skala_4	5	3.20	31.30	34.50	32.5600	1.22393	1.498
Skala_5	5	4.10	60.00	64.10	62.6600	1.64712	2.713
Valid N (listwise)	5						

Source: Data processed

It can be explained from table 6 above that in general respondents consider based on the maximum value chosen that the business uncertainty variable is considered very necessary with an average respondent value of 62.67%. respondents consider it necessary to understand the network expansion strategy to ensure that the sustainability of their business can further develop, this is evidenced that the question has a value of 64.1%. and this is also in line with the understanding that understanding the business efficiency process, although the value is at the very minimum but in magnitude it can be said to be still above the value of needs.

CONCLUSION

Descriptive analysis of the research data review that has been carried out shows that with the demographic conditions of the respondents, the majority of respondents in this study are women with a percentage of 61.2%. While men are only 38.8%. Respondents with DEA training 98.7% while respondents with TA training 1.3%. The type of respondent's business consists of culinary 44.6%, services 13.9%, fashion 11.4%, tour & travel, Creative Products 3.9%, Internet Technology 3.1%, Agribusiness 2.8%, others 20.3%. Furthermore, it can illustrate the results that in the digital literacy variable, respondents consider that "MSME actors need to know how to be aware of digital fraud" contained in the "digital security" indicator with the maximum value of

82.5%. On the other hand, MSME players need to be encouraged to be able to digitize the culture that enters their business processes. A value of 50.4% is enough to need great attention so that Indonesian cultures are not lost just because of excessive business orientation. In the business uncertainty variable, respondents consider that "MSME actors need to understand technological developments" with the maximum value of 69.9% which is in the "environmental uncertainty" indicator, on the other hand, MSME actors see that "MSME actors need to have business experience" is something that is not dominant as a form of behavior as indicated by the value of 48%. In the business sustainability variable %. respondents consider the need to understand the network expansion strategy to ensure that the sustainability of their business can further develop, this is evidenced that the question has a value of 64.1%. and this is also in line with the understanding that understanding the business efficiency process, although the value is at the minimum condition, but in magnitude it can be said that it is still above the value of needs.

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