

## Analysis of Knowledge Needs of Young Entrepreneurs in the Era of Society 5.0 (Empirical Study of MSME Owners in the Special Region of Yogyakarta)

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### Abstract:

#### Purpose:

This study investigates the level of Knowledge needed by young entrepreneurs in the Special Region of Yogyakarta and the extent to which they have adopted advanced technology in their business operations. By studying the topic, this study aims to understand better how young entrepreneurs in the Special Region of Yogyakarta can better utilize the potential offered along with the issue of the era of society 5.0, as well as overcome challenges that may arise in awareness.

#### Methodology:

This empirical study used a structured questionnaire to collect data from young entrepreneurs in the Special Region of Yogyakarta. The questionnaire includes questions about their knowledge needs to develop their business in society 5.0 to identify relevant needs in the era of society 5.0. The questionnaire is processed to determine the value of importance, type of Knowledge, and its impact on the productivity of entrepreneurs in the Special Region of Yogyakarta.

#### Findings:

The results of the questionnaire were closed and analyzed with a simple method. The results of this study were as follows: Education (Average: 3.73) The average score of knowledge needs in education is 3.73 out of a scale of 5.0.

#### Implication:

By studying the topic, this study aims to understand better how young entrepreneurs in the Special Region of Yogyakarta can better utilize the potential offered along with the issue of the era of society 5.0, as well as overcome challenges that may arise in awareness.

## INTRODUCTION

In the era of Society 5.0, where technological development is so rapid, it is necessary to adjust some knowledge to current conditions. Uncertainty and business opportunities arise today, and some types of businesses must be recovered. These are all impacts of unpredictable world changes, so it is necessary to prepare new Knowledge that is being pursued today to adapt.

In many parts of the world, young entrepreneurs play an essential economic role. They contribute significantly to creating jobs, supporting innovation, and boosting the local economy. However, their role in facing the significant changes of society 5.0 is vital. The success of young entrepreneurs in this era depends heavily on Knowledge, adaptability, and utilizing advanced technology along with these changes.

Yogyakarta Special Region is one of the provinces in Indonesia known for its cultural wealth, including its unique historical and cultural heritage. In addition, Yogyakarta also has several types of businesses that are diverse and proliferating. In the context of technological innovation and rapid social change, young entrepreneurs in the Special Region of Yogyakarta must understand and respond to these changes wisely. Young entrepreneurs' Knowledge of Society 5.0, such as an understanding of advanced technologies, social impact, and available business opportunities, becomes a critical element of their success.

Therefore, the purpose of this study is to investigate the level of Knowledge needed by young entrepreneurs in the Special Region of Yogyakarta and the extent to which they have adopted advanced technology in their business operations. By studying the topic, this study aims to understand better how young entrepreneurs in the Special Region of Yogyakarta can better utilize the potential offered along with the issue of the era of society 5.0, as well as overcome challenges that may arise in awareness. The results of this study can provide valuable information to MSME owners, policymakers, and stakeholders in supporting economic growth and sustainability in the Special Region of Yogyakarta and similar contexts.

## METHODS

This empirical study used a structured questionnaire to collect data from young entrepreneurs in the Special Region of Yogyakarta. The questionnaire includes questions about their knowledge needs to develop their business in society 5.0 to identify relevant needs in the era of society 5.0. The questionnaire is processed to determine the value of importance, type of Knowledge, and its impact on the productivity of entrepreneurs in the Special Region of Yogyakarta. Questionnaires are used to understand better their views on the need for Knowledge to be able to adapt and evolve.

## RESULTS AND DISCUSSION

According to Dr. Masahide Okamoto (2019) in (Setiawan et al., 2020), Society 5.0 represents the historical form of development of the fifth society. Chronologically, its development has expanded from the era where people had a pattern for hunting (Society 1.0), continuing to the era of agriculture (Society 2.0), industry (Society 3.0), and information (4.0). Society 5.0 is a concept developed for forming a Super innovative society with a behavior pattern optimizing the use of the Internet of Things, Big Data, and Artificial Intelligence as a solution for a better life for people. So, in this era where technology humans facilitate, humans must be ready to work alongside technology and robots.

Sophistication in the current era makes it easier for humans to carry out all their daily activities, and even technology can replace the role of humans in life so that there are positive and even negative values that arise in the current era. If viewed from a positive point of view, humans can easily do work with the help of current technology. Some humans will feel the negative impact of the loss of various types of jobs that previously existed because the sophistication of robots or current technology took them over, so it is necessary to adapt Knowledge to develop Knowledge (IPTEK) Science and Technology so that it is always ready in any changes that will occur in the future.

With the development of science and technology, people must further improve their abilities and competencies so that humans can balance themselves in this modern era. Science and technology are the beginning of the nation's success because they can create something new that previously could not happen. Prof. Agus stated in the year in President Sukarno's speech in Malang in 1958 that "this nation will progress and prosper if its development is based on science and technology." From this opinion, you know that with technology and education, there has been such a thing as progress (Mulyani & Haliza, 2021).

According to Padang & Sihombing (Febriandika & Subarjo, 2023), Knowledge is a form of mastery of Knowledge in a field related to employee duties. Good Knowledge will lead to improved employee performance. In general, the work done by a person is a manifestation of the Knowledge he has. Knowledge is essential because by having Knowledge, employees can do their work by establishing procedures and rules to achieve the optimal. The explanation above can be concluded that Knowledge is an essential component in facing technological advances. Knowledge is also the first step that young entrepreneurs can adapt to existing developments. Various explanations above can also be found in the results of research conducted by researchers using simple analysis to find out the need for Knowledge in the current era, as follows;

**Table 1. Questionnaire Results (Closed)**

x1	x2	x3	x4	x5	x6	x7	x8	x9	Total
2	3	4	3	4	5	5	5	5	36
4	4	4	5	4	5	5	4	5	40
4	3	3	4	3	4	4	4	4	33
3	2	5	5	5	4	5	5	5	39
4	5	3	4	4	4	5	4	4	37
4	3	3	3	3	3	5	4	4	32
4	4	4	4	5	4	4	5	5	39
4	5	5	3	5	5	5	5	4	41
5	5	5	5	5	5	5	5	5	45
4	3	4	4	4	4	5	5	5	38
5	3	4	3	5	5	5	5	5	40
2	3	3	4	4	4	4	4	4	32
3	4	2	4	3	4	5	4	5	34
2	3	4	3	4	5	5	5	5	36
4	4	2	4	4	5	5	4	5	37
4	3	3	4	3	4	4	4	4	33
3	5	5	5	5	4	5	5	5	42
3	4	3	3	4	4	5	4	4	34
4	3	3	4	3	3	5	4	4	33
4	4	4	3	5	4	4	5	5	38
3	5	4	4	5	5	5	5	4	40
5	5	5	3	3	5	5	5	5	41
4	3	4	3	4	4	5	5	5	37
5	5	5	5	5	5	5	5	5	45
2	3	3	4	4	4	4	4	4	32
4	4	4	3	3	4	5	4	5	36
3	4	4	3	3	5	5	5	5	37
3	5	3	3	4	5	5	4	5	37
3	4	4	5	3	4	4	4	4	35
5	4	4	3	5	4	5	5	5	40
5	5	5	5	4	4	5	4	4	41
4	4	4	4	3	3	5	4	4	35
3	5	3	5	5	4	4	5	5	39
3	4	4	4	3	5	5	5	4	37
5	5	5	5	5	5	5	5	5	45

4	4	3	3	4	4	5	5	5	37
3	5	5	5	5	5	5	5	5	43
3	3	3	4	3	4	4	4	4	32
3	4	3	4	3	4	5	4	5	35
2	3	4	4	4	5	5	5	5	37
4	4	3	4	3	5	5	4	3	35
4	3	3	4	4	4	4	4	4	34
3	5	4	5	5	4	5	5	5	41
4	4	4	4	4	4	5	4	4	37
4	4	3	3	3	3	5	4	3	32
4	4	3	4	3	4	4	5	5	36
4	5	3	4	5	5	5	5	4	40
5	5	5	5	5	5	5	5	5	45
4	4	4	4	4	4	5	5	5	39
5	3	2	3	3	5	5	5	5	36
2	3	3	4	4	4	4	4	3	31
4	4	3	3	3	4	5	4	5	35
2	3	4	3	4	5	5	5	3	34
4	4	3	4	4	5	5	4	3	36
4	3	3	4	3	4	4	4	4	33
3	3	5	5	5	4	5	5	5	40
3	4	4	4	4	4	5	4	4	36
3	5	3	4	3	3	5	4	4	34
4	4	5	5	5	4	4	5	5	41
5	4	5	3	5	5	5	5	4	41
5	3	5	5	5	5	5	5	5	43
4	4	4	4	4	4	5	5	3	37
4	3	5	5	5	5	5	5	3	40
3	4	4	4	4	4	4	4	4	35
4	4	3	4	4	4	5	4	5	37
2	5	2	5	5	5	5	5	5	39
4	3	4	5	5	5	5	4	5	40
3	3	3	4	4	4	4	4	4	33
3	3	2	5	4	4	5	5	5	36

**Table 2.** Variables and Measuring Scales

Variable	Scale Measure
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X1 Education	Strongly Agree (Value 5)
X2 Business Knowledge	Agree (Value 4)
X2 Technology	Agree (Value 3)
	Disagree (Value 2)
	Strongly Disagree (Value 1)

**Table 3.** Respondent Questionnaire Answers Knowledge Variables

Questions / Statements	Agree (5)	Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
I feel education is important	15,7%	44,3%	28,6%	11,4%	0%
Appropriate educational background is more effective in running a business	24,3%	38,6%	35,7%	1,4%	0%
Education gave me the insight I needed	21,4%	35,7%	35,7%	7,2%	0%
I understand the product or service offered	27,1%	45,8%	27,1%	0%	0%
I understand my target	32,8%	38,6%	28,6%	0%	0%
I always contribute to my efforts	38,6%	54,3%	7,1%	0%	0%
The latest technology helps me in running a business	77,2%	22,8%	0%	0%	0%
I can operate or use work tools	52,9%	47,1%	0%	0%	0%
I understand the use of technology work tools in the company	54,3%	34,3%	11,4%	0%	0%

**Table 4.** Discovery in Knowledge Needs Analysis

Education	Business Knowledge	Technology
Average (3.73)	Average (4.12)	Average (4.57)
30,03%	33.17%	36,80%

## CONCLUSION

1. Education (Average: 3.73) The average score of knowledge needs in education is 3.73 out of a scale of 5. It shows that young entrepreneurs in the Special Region of Yogyakarta need to improve their knowledge in education. Education is a critical foundation in understanding Society 5.0, and young entrepreneurs are realizing the importance of updating their knowledge to understand the latest developments and face increasingly fierce competition.
2. Business Knowledge (Mean: 4.12) Regarding business knowledge, the average score is 4.12 out of a scale of 5. It shows that young entrepreneurs in the Special Region of Yogyakarta need to master Knowledge of their business fields, which is the second priority after technology.
3. Technology Knowledge (Average: 4.57) The aspect of technological Knowledge gets the highest average score, 4.57 out of a scale of 5. It shows that young entrepreneurs in the Special Region of Yogyakarta have a strong understanding of technology. They recognize the critical role of technology in supporting efficiency, productivity, and competitiveness in business. This high score illustrates their awareness of the importance of

adopting the latest technology and investing in technological innovation to answer the demands of Society 5.0.

After the explanation above, there must be shortcomings of researchers, and it is expected that criticism, suggestions, and input so that researchers continue to teach to correct existing mistakes. There are suggestions from researchers to continue this research using effective or best research methods.

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