

# Optimizing Digipreneurship in the Growth of the Digital Millennial Creative Economy Ecosystem

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## ABSTRACT

**This research** aims to explore the optimization of digipreneurship in encouraging the growth of the digital creative economy ecosystem among millennials in the digital era. The background of this research emphasizes the economic transformation towards digitalization which offers great opportunities for millennials in the creative sector through technology. Despite this potential, there are several challenges, such as low digital literacy, limited access to technology, and inadequate infrastructure support. **The purpose** of this research is to understand how digipreneurship contributes to the growth of the creative economy ecosystem by overcoming these challenges. **Using a descriptive qualitative method**, in-depth interviews with creative economy practitioners and secondary data analysis were conducted. **The results** show that digipreneurship plays an important role in business innovation and market expansion, particularly in fashion, music and design. However, barriers such as limited access to capital and lack of digital skills training are still major obstacles. **The conclusion of this study** shows that collaboration between the government, educational institutions, and the private sector is essential to strengthen the creative economy ecosystem, increase access to technology, improve digital literacy, and support the active participation of millennials in the digital economy.

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## 1. INTRODUCTION

The rapid development of digital technology in recent decades has brought significant changes to various aspects of life, including the creative economy sector. The creative economy, which combines creativity, innovation and technology, has become an important pillar in driving global economic growth, especially in Indonesia [1]. In the midst of the digital era, the concept of digipreneurship, or digital entrepreneurship, has emerged, which allows individuals, especially millennials, to access a wider market, create new businesses, and utilize various digital platforms to develop creative ventures [2]. Millennials, as the generation most familiar with technology, have great potential to become the main drivers in the creative economy ecosystem, especially with the support of digital platforms such as social media, e-commerce, and other technology based applications. However, optimizing the utilization of digipreneurship still faces various challenges that require further study [3]. One of the main problems faced by millennial digipreneurs is the lack of adequate digital literacy and limited access to technology that can support the success of their digital businesses. In addition,

many young entrepreneurs struggle to develop effective business strategies to make optimal use of technology, including data utilization and digital market analysis [4]. On the other hand, uneven digital infrastructure and lack of strong policy support are also factors inhibiting the growth of the digipreneurship ecosystem in Indonesia. These challenges not only hinder the development of the creative economy, but also limit the millennial generation's contribution to the national and global economy. Therefore, it is important to further understand how digipreneurship can be optimized and how these barriers can be overcome [5]. This research aims to explore strategies to optimize the utilization of digipreneurship among millennials, as well as identify factors that can encourage or hinder the growth of the creative economy ecosystem in the digital era. Through a qualitative approach, this research will study the experiences of creative economy actors, analyze the role of digital technology in supporting their business success, and evaluate relevant policies in strengthening the digipreneurship ecosystem [6]. Thus, the results of this research are expected to provide useful insights for stakeholders, including the government, entrepreneurs, and academics, in supporting the development of a digital technology based creative economy in Indonesia [7].

## 2. LITERATURE REVIEW

This section examines the concept of digipreneurship and its relationship with the growth of the creative economy in the digital era. The main focus is on how digital technology creates opportunities for entrepreneurs, especially millennials, to innovate and develop businesses globally. The review also explores the creative economy ecosystem, which continues to grow due to digital transformation, while highlighting the crucial role of millennials as key drivers of this sector. Despite its great potential, the development of digipreneurship still faces challenges, such as limited digital literacy and inadequate infrastructure. Therefore, optimization strategies are needed to strengthen digital capabilities and support the sustainability of creative businesses in the digital age.

### 2.1. Digipreneurship Concept

Digipreneurship is a form of entrepreneurship that utilizes digital technology to create, manage and grow a business. The term combines two concepts: "digital" and "entrepreneurship," which refers to the use of digital tools and platforms as the main means of running a business. According to Anggraeni and Rahman, digipreneurship allows entrepreneurs to utilize technological advances such as e-commerce, social media, and mobile applications to reach the global market [8]. Digipreneurship opens up new opportunities for millennials to innovate and create more flexible and dynamic business models. In the creative economy, digipreneurship acts as a key driver of innovation and creativity, especially among millennials who grew up in the digital era. Millennials, as digital natives, adopt technology and create digital-based businesses more easily than previous generations [9].

### 2.2. Creative Economy Ecosystem in the Digital Age

The creative economy is an economic sector based on creativity, ideas, and innovation as its main resources. According to Badan Ekonomi Kreatif (BEKRAF), also known as the Creative Economy Agency in Indonesia, the creative economy sector includes various industries such as art, design, fashion, music, film, and media, which are growing rapidly thanks to the support of digital technology [10]. The digital era has changed the business pattern of the creative economy, where products and services can be easily marketed through digital platforms such as e-commerce, social media, and marketplaces. Studies conducted by the United Nations Conference on Trade and Development (UNCTAD) show that the creative economy in the digital era has great potential to drive economic growth, especially with digital transformation expanding global market access. However, the success of this sector is highly dependent on the ability of business actors, especially the millennial generation, to utilize technology optimally [11]. Strengthening public-private partnerships and encouraging digital literacy programs are essential strategies to accelerate technology adoption in this sector.

### 2.3. The Role of Millennials in the Digital Economy

According to research conducted by Price Waterhouse Coopers (PWC), millennials have an important role in driving the growth of the digital economy due to their ability to adapt to new technologies and willingness to innovate [12]. In Indonesia, millennials dominate the entrepreneurial segment in the creative economy sector, accounting for more than 55% of the total businesses in this sector (BPS, 2022). Millennials' ability to use social media, digital marketing, and technology-based applications make them key players in

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digipreneurship. However, despite the great potential of this generation, lack of digital literacy, limited capital, and suboptimal digital infrastructure support are still the main challenges in developing a digipreneurship based creative economy ecosystem [13]. Therefore, enhancing financial literacy and providing easier access to funding, such as micro-loans or startup grants, can help overcome these barriers and empower millennials to build sustainable digital businesses [14].

#### 2.4. Optimizing Digipreneurship in Creative Economy

Optimizing digipreneurship in the creative economy requires the development of digital capabilities, access to technology, and comprehensive policy support. According to Teece, digipreneurship optimization strategies include three main pillars: improved digital literacy, infrastructure support, and government policies that facilitate collaboration between businesses and other stakeholders [15]. Several studies show that digital skills training, venture capital provision, and fiscal incentive policies are critical to fostering digipreneurship growth in the creative economy sector (World Economic Forum). In Indonesia, various government initiatives, such as the launch of the "1000 Digital Startups" program and the "National Movement of 100 Smart Cities," aim to create a digital ecosystem that supports the growth of the creative economy. However, the implementation of these programs still faces challenges, especially in terms of technology deployment to less accessible areas and human resource capacity building [16]. Strengthening regional innovation hubs and building collaborative coworking spaces could further enhance knowledge sharing and foster local entrepreneurial ecosystems. This literature review shows that digipreneurship has great potential to drive creative economic growth among millennials, but optimizing its utilization still requires increased digital literacy, access to technology, and stronger policy support.

Optimizing digipreneurship in the growth of the digital millennial creative economy ecosystem has strong relevance to several Sustainable Development Goals (SDGs). Firstly, digipreneurship makes a significant contribution to SDG 8 Decent Work and Economic Growth, by creating new business opportunities and inclusive jobs, particularly for millennials, who are the main drivers of the digital economy. Through innovation and the use of digital technology, digipreneurship supports economic growth that is more equitable and enhances competitiveness in the global market. Additionally, digipreneurship is closely linked to SDG 9 Industry, Innovation, and Infrastructure, as it encourages the creation of digital infrastructure that supports the growth of the creative industries. However, to fully maximize this potential, there is a need for strengthening infrastructure such as more equitable internet access and affordable technology. On the other hand, SDG 4 Quality Education is also highly relevant, as optimizing digipreneurship requires education and training in digital literacy and entrepreneurial skills, especially for the younger generation who will become business leaders in the digital age. In this regard, SDG 10 Reduced Inequality is also connected to digipreneurship, as it provides more equal opportunities for entrepreneurs in underdeveloped regions to access global markets and improve their incomes. Furthermore, digipreneurship, based on sustainability principles, can support SDG 12 Responsible Consumption and Production, by reducing resource wastage and utilizing technology to create more environmentally friendly products and services. Finally, to fully realize the potential of digipreneurship, SDG 17 Partnerships for the Goals is crucial, as the success of digipreneurship requires cooperation between government, private sector, education, and society to provide access to the necessary infrastructure and training. Thus, optimizing digipreneurship can have a broad positive impact on achieving various SDGs, leading to inclusive, innovative, and sustainable economic development.

### 3. METHOD

This research uses a **descriptive qualitative method**, which aims to gain an in-depth understanding of how digipreneurship can be optimized to encourage the growth of the creative economy ecosystem among millennials. This method was chosen because the qualitative approach allows researchers to comprehensively explore the experiences, understandings, and views of research subjects in the context of the digital world and the creative economy [17].

#### 3.1. Research Design

The data in this research is gathered using a combination of systematic and well-structured methodologies to ensure accuracy, reliability, and comprehensiveness in the analysis. In this research, data was meticulously collected through three primary techniques, each carefully selected to obtain relevant information that supports the study's objectives. These techniques were implemented to capture both qualitative and quantitative

aspects, enabling a holistic understanding of the subject matter and ensuring that the findings are robust and well-substantiated. This diagram represents the qualitative research methodology, which follows a systematic flow starting from the Start phase. In this phase, the researcher identifies the objectives of the study and the research questions that will guide the investigation. The process then moves to the data collection stage, where three primary methods are used to gather in-depth information. In-Depth Interviews, Participant Observation, and Documentation.

In-Depth Interviews involve one-on-one conversations with participants to explore their personal experiences, perspectives, and insights on the research topic [18]. These interviews are often semi-structured, allowing for flexibility in the questions asked, enabling the researcher to dive deeper into specific areas of interest. Participant Observation is a method where the researcher becomes actively involved in the setting or context they are studying. By engaging with the environment and its participants, the researcher gathers qualitative data through direct observation and participation, gaining a richer understanding of the behaviors, interactions, and social dynamics within the group. Documentation involves collecting existing records or materials relevant to the research, such as reports, articles, archives, or other written documents [19]. This method helps provide background information or support the data gathered through other means, offering additional context for the study. Once data is collected, the research moves to the Data Analysis stage. Here, the researcher carefully examines and interprets the collected data, identifying patterns, themes, and insights. Techniques such as coding, categorization, or thematic analysis are often used to organize and make sense of the data. This stage requires careful attention to detail, as the researcher seeks to draw meaningful conclusions from the qualitative data.

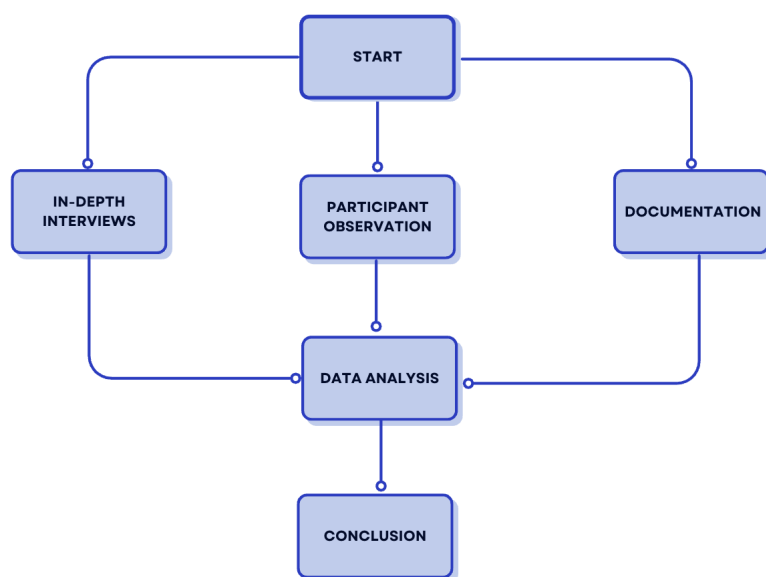


Figure 1. Flowchart Research

Finally, the research process culminates in the Conclusion phase, where the researcher synthesizes the findings and draws conclusions based on the data analysis. The conclusions address the research questions, contribute to the broader field of knowledge, and may offer practical implications or suggestions for future research. This structured approach ensures that the research process is thorough, transparent, and results in valid and reliable findings that enhance our understanding of the studied topic.

This explanation is further enriched by Figure 1, a visually illustrates the three data collection techniques, with graphic representations depicting the processes of interviews, observations, and documentation as an interconnected system. This visualization clarifies how these three methods complement each other, creating a comprehensive analysis of the opportunities and challenges faced by digipreneurs in building and growing their businesses in the digital era [20].

The combination of these three techniques results in a robust research approach, enabling researchers to identify the key factors driving the success of digital businesses [21]. By understanding the perspectives

of business actors, observing their activities firsthand, and reinforcing findings through structured data, this research provides valuable contributions to optimizing the growth of digipreneurship amid the rapid development of the digital creative economy [22].

### 3.2. Research Case Study

This research case study design Table 1, is a comprehensive case study that specifically examines several millennial entrepreneurs engaged in the creative economy sector who have strategically integrated digipreneurship into their business operations. By employing a case study approach, this research enables a detailed and in-depth exploration of the diverse strategies employed by these digital entrepreneurs, or digipreneurs, in leveraging various digital platforms to establish, sustain, and expand their businesses within the creative industry. Furthermore, this study seeks to analyze how digipreneurship facilitates business growth, fosters innovation, and enhances competitiveness in an increasingly digitalized economic landscape [23].

Through this investigation, valuable insights can be gained into the evolving role of digital entrepreneurship in defining the future of the creative economy, shedding light on the specific challenges and opportunities faced by millennial entrepreneurs. These include adapting to rapid technological advancements, building digital networks, dealing with market volatility, and responding to changing consumer behavior in a digital world. The research also delves into the various factors that influence the success of digipreneurs, including access to digital resources, the ability to innovate, and their resilience in the face of adversity in a digital-first environment. Ultimately, this study contributes to a deeper understanding of how millennial entrepreneurs are navigating the complexities of a digital ecosystem and offers a comprehensive analysis of their pivotal role in reshaping the creative economy [23].

Moreover, the research aims to explore the various factors that influence the success of digipreneurs. One such factor is access to digital resources—a critical component in today's business environment. Entrepreneurs who have access to cutting edge technologies, digital platforms, and online tools are better positioned to innovate and stay competitive. Another key factor is the ability to innovate in a rapidly evolving market. Successful millennial entrepreneurs are often those who can continuously adapt their business models, offerings, and marketing strategies to meet the ever-changing demands of the digital world. The research also examines the resilience of these entrepreneurs—how they face and overcome the adversities and uncertainties of operating in a digital-first environment. Their ability to bounce back from failure, pivot in response to challenges, and adapt to market fluctuations is crucial to their long term success.

Table 1. Research Case Study

| Component          | Details                                                                                                                                                                                                                                                                                                                                         |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Research Type      | Case Study                                                                                                                                                                                                                                                                                                                                      |
| Research Focus     | Millennial Entrepreneurs in the Creative Economy Sector                                                                                                                                                                                                                                                                                         |
| Study Approach     | In-depth exploration of digipreneurship integration into business operations                                                                                                                                                                                                                                                                    |
| Objectives         | To examine how digipreneurs leverage digital platforms for business establishment, sustainability, and expansion                                                                                                                                                                                                                                |
| Research Questions | <ul style="list-style-type: none"> <li>- How does digipreneurship facilitate business growth in the creative economy?</li> <li>- What are the challenges and opportunities faced by millennial entrepreneurs in a digital ecosystem?</li> <li>- How do digital platforms impact sustainability and expansion in creative industries?</li> </ul> |

In addition to examining individual factors influencing success, the research will provide a comprehensive look at how digital platforms have enabled the establishment, sustainability, and expansion of creative businesses. This includes analyzing the role of digital ecosystems in providing access to new markets, increasing operational efficiencies, and fostering innovation. The ability to leverage digital tools for growth is particularly important in the creative economy, where trends shift rapidly, and entrepreneurs must be agile to stay ahead of the curve.

The research was conducted in several major cities in Indonesia that have thriving creative economy ecosystems, such as Jakarta, Bandung, Yogyakarta, and Surabaya. The selection of these cities was based on their important role as centers of the creative industry [24]. The research participants are millennials who are 25-40 years old, have digital-based creative businesses, and have been actively using technology to develop their businesses. Approximately 10-15 participants will be interviewed to obtain representative data [25].

### 3.3. Data Analysis Technique

The data obtained from interviews, observations, and documentation will be analyzed using a thematic analysis approach, which involves several key steps to identify, analyze, and report patterns (themes) within

the data. The first step, data transcription, involves transcribing all the interview data verbatim [26]. This ensures that the information captured during the interviews is accurately reflected in written form, allowing the researcher to work directly with the data. Once the transcription is complete, the coding process is carried out. During this phase, the researcher reads through the transcribed data and applies labels or "codes" to the data segments that represent significant points or recurring ideas. These codes help to organize the data and identify the main themes that emerge [27].

Table 2. Data Analysis Process

| Step               | Description                                                                                                   |
|--------------------|---------------------------------------------------------------------------------------------------------------|
| Data transcription | All interview data will be transcribed verbatim.                                                              |
| Coding             | After transcription, the coding process identified the main themes from the data.                             |
| Theme development  | The identified themes were then grouped and analyzed in depth to answer the research questions.               |
| Interpretation     | The researcher will interpret the data to conclude how digipreneurship can optimize creative economic growth. |

Next, the theme development stage takes place. After the data is coded, the identified codes are grouped into themes that represent broader patterns within the data. These themes are then analyzed more deeply to explore how they relate to the research questions [28]. As explained in Table 2, data analysis process, this step is crucial because it allows researchers to structure the data in a way that uncovers underlying meanings and hidden patterns, facilitating a deeper understanding of the phenomenon being studied [29].

Finally, the interpretation stage is where researchers interpret the analyzed data to draw conclusions [30]. In this case, the interpretation will focus on how digipreneurship can be optimized to drive creative economic growth based on the identified themes. This final stage involves synthesizing the data to form a coherent narrative that answers the research questions and contributes to the overall objectives of the study [31].

#### 4. RESULT AND DISCUSSION

This section presents the research findings that explore how digipreneurship influences the growth of the creative economy, particularly among millennials. The research findings indicate that digital platforms play a crucial role in expanding market access and accelerating data-driven decision-making. An entrepreneurial mindset becomes a vital element in driving innovation, encouraging experimentation, and adapting to market changes. Although technology offers significant opportunities, there are challenges that hinder the development of digipreneurship, such as low digital literacy, limited funding access, and a lack of training. Therefore, policies and education that support strengthening digital capabilities are essential to ensure the sustainability of the digital economy ecosystem.

##### 4.1. Research Results

The Table 3, presented provides a detailed breakdown of the Quantitative Research Process, which consists of several crucial steps required to gather, analyze, and interpret data effectively. Each step is carefully planned to ensure the successful execution of the research, with a clear allocation of time, activities, and resources [32].

Table 3. Quantitative Research Process

| Research Step           | Number of Activities   | Total Estimated Duration | Required Resources                         |
|-------------------------|------------------------|--------------------------|--------------------------------------------|
| In-depth Interviews     | 10 interviews          | 10 hours                 | Conducting detailed interviews             |
| Participant Observation | 5 observation sessions | 10 hours                 | Observation within a specific context      |
| Documentation           | 20 documents           | 10 hours                 | Documenting data for reference             |
| Data Analysis           | 1 analysis             | 5 hours                  | Processing the gathered data               |
| Conclusion              | 1 report               | 3 hours                  | Drawing conclusions and writing the report |

The first step in the research process is In-depth Interviews, where the researcher conducts 10 interviews, each taking approximately 1 hour, totaling an estimated 10 hours for this step. The purpose of these interviews is to gather rich, qualitative data from participants, which will form the foundation of the research findings. This stage requires the researcher to allocate sufficient time to conduct each interview thoroughly and to establish a rapport with the participants to ensure that the data collected is meaningful and reliable. The primary resource required for this phase is the researcher's time and the access to suitable participants willing to

engage in the interviews. Following the interviews, the second research step is Participant Observation. In this step, the researcher conducts 5 observation sessions, with each session lasting approximately 2 hours, resulting in a total of 10 hours for this stage. During these observation sessions, the researcher immerses themselves in the environment or context being studied, gathering data through direct interaction and observation of the subjects involved. This step is particularly valuable for understanding the behaviors, actions, and reactions of the participants in their natural setting. The resources needed include the researcher's time and presence within the observed environment, along with the ability to document the observations accurately and systematically.

Next, the Documentation step involves the creation and management of 20 documents, which may include field notes, interview transcripts, observation logs, or other forms of recorded data. This step requires an estimated 10 hours to organize and transcribe the data collected throughout the previous steps. The documentation process is crucial for ensuring that all relevant data is recorded, organized, and stored in a way that allows for easy access and future reference. It provides a solid foundation for the next steps in the research, ensuring that the data is preserved in its original form, ready for analysis. The main resource required here is the researcher's time spent on documenting and organizing the data.

The fourth step is Data Analysis, where the researcher spends approximately 5 hours analyzing the collected data. This phase involves organizing the data into manageable formats and using appropriate analysis techniques, such as statistical methods or qualitative data coding, to interpret the findings. Data analysis is critical to the research process, as it transforms raw data into actionable insights. The researcher may use software tools to help process the data efficiently and accurately, which could include statistical packages for quantitative analysis or specialized software for qualitative research. The resource required in this phase includes both the researcher's time and the necessary software or tools for data analysis.

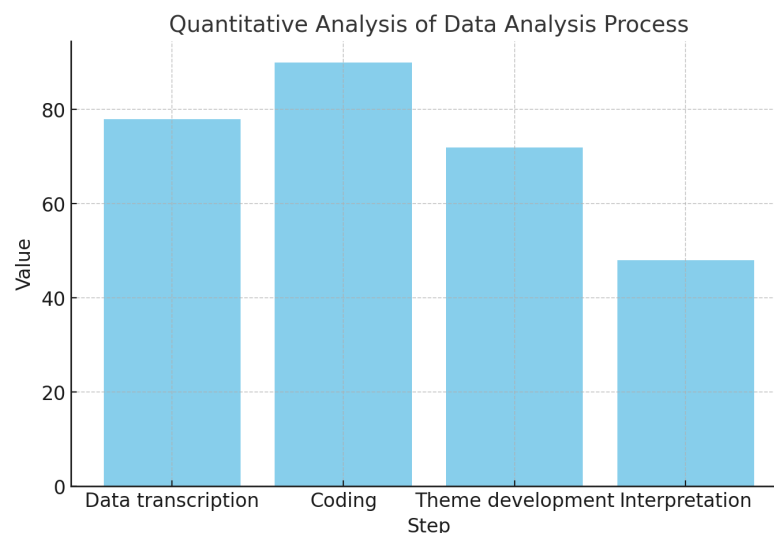


Figure 2. Data Analysis Process

Finally, the Figure o 2, step is the culmination of the entire research process. In this phase, the researcher synthesizes the results of the data analysis and draws conclusions based on the findings. This step involves writing a detailed report, which typically takes around 3 hours. The report will summarize the key findings, provide insights into the research questions, and offer recommendations or implications based on the research results. This is one of the most important steps, as it provides the overall interpretation of the data, linking it back to the original research objectives. The primary resource for this step is the researcher's time spent writing and revising the report to ensure clarity, accuracy, and coherence.

In summary, the table provides a comprehensive overview of the quantitative research process, breaking it down into well-defined steps with clear time estimates and resource requirements. Each step is integral to the success of the research, ensuring that the data is collected, analyzed, and interpreted in a systematic and organized manner. By allocating specific times and resources to each step, the researcher can ensure that the process is efficient, focused, and results in meaningful conclusions. The detailed approach outlined in the

table allows for a structured and methodical research process, providing a foundation for high-quality research outcomes.

#### 4.2. Discussion

From the findings of this study, it can be concluded that digipreneurship holds immense potential in fostering the growth of the creative economy ecosystem among millennials. The increasing adoption of digital platforms has provided millennials with an unprecedented opportunity to market their products, expand their customer base, and introduce groundbreaking innovations in various creative industries. Digital technology not only acts as a catalyst for business expansion but also plays a crucial role in analyzing consumer behavior, identifying emerging business trends, and enabling data-driven decision-making, which ultimately enhances business sustainability and competitiveness in the global digital marketplace [33]. However, despite these opportunities, the full optimization of digipreneurship remains hindered by several persistent challenges. Among the most critical barriers are low digital literacy and limited access to capital, which significantly impede the ability of aspiring digital entrepreneurs to leverage technological advancements effectively. Many creative business actors lack the necessary digital skills to utilize online marketing strategies, manage financial resources efficiently, and integrate technology-driven solutions into their business models. Without a strong foundation in digital literacy, these entrepreneurs may struggle to maximize the potential of digital platforms, ultimately limiting their capacity to scale their businesses and remain competitive in an increasingly digitalized economy [34].

Furthermore, access to capital remains a significant constraint for many digital entrepreneurs, particularly those in the early stages of business development. Limited financial resources often prevent startups from investing in essential tools, technological upgrades, and marketing strategies needed for business growth. Without adequate funding, many promising creative ventures face difficulties in scaling their operations, adapting to market trends, and sustaining long-term business success. Addressing this issue requires financial support mechanisms, including microfinance programs, venture capital investments, and government-backed funding initiatives specifically designed for digital entrepreneurs.

Another crucial aspect in strengthening the digipreneurship ecosystem is the advancement of digital infrastructure. Expanding internet access, particularly in underserved areas, and integrating emerging technologies such as artificial intelligence, blockchain, and big data analytics will further empower creative entrepreneurs to optimize their business operations. Using these technologies, digital entrepreneurs can improve their decision-making processes, automate key aspects of their businesses, and improve overall efficiency.

### 5. MANAGERIAL IMPLICATIONS

The results of this study indicate that optimizing digipreneurship requires concrete support from various stakeholders, including the government, educational institutions, the private sector, and business communities. One important step is to strengthen digital literacy and entrepreneurial skills through ongoing training programs. Creative business players need to be equipped with knowledge of digital marketing, data analysis, and technology-based financial management to become more adaptive to market changes.

In addition, access to funding is a crucial factor in driving innovation. The government and financial institutions can play a role by providing special funding programs, such as grants, low-interest business loans, or collaborations with private investors and venture capital. With adequate financial support, creative entrepreneurs will have more freedom to explore new ideas without being constrained by limited capital. Improving digital infrastructure is also a key factor in accelerating the growth of the digital creative economy ecosystem. Collaboration between the government and the private sector can expand internet access, provide innovation hubs, and create collaborative workspaces that foster youth creativity. This will enable more local businesses to connect to global markets through digital platforms.

On the other hand, policies that support the sustainability of the creative ecosystem are also essential. Tax incentives, business acceleration programs, and simplified licensing for digital-based enterprises can provide a positive boost for startups to continue growing. These measures, if carried out synergistically, will strengthen millennials' position as the main drivers of the digital creative economy while enhancing Indonesia's competitiveness on the global stage.

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## 6. CONCLUSION

The conclusion of this study highlights the important role of digipreneurship in driving the growth of the creative economy, especially among millennials in the digital era. Technology has created many opportunities for young entrepreneurs to build and expand their businesses more efficiently. Digital platforms help them reach wider markets, improve product innovation, and follow global trends. However, several challenges still limit their potential. Low digital literacy, limited access to capital, and a lack of infrastructure and digital skills training are major obstacles. Without proper support, these issues can slow down the growth of digital entrepreneurship and the creative economy.

To overcome these challenges, collaboration between the government, private sector, and educational institutions is essential. Policies that improve access to capital, provide financial support, and encourage entrepreneurship can strengthen the ecosystem. Increasing digital literacy and training programs will help millennials develop the skills needed to succeed in the digital business world. Additionally, establishing mentorship programs, incubators, and innovation hubs can provide guidance and resources for young entrepreneurs to sustain their businesses.

Leveraging emerging technologies like AI, blockchain, and big data analytics can help digital businesses stay competitive. Strengthening infrastructure, expanding internet access, and encouraging innovation will create a more inclusive and adaptive entrepreneurial environment. By optimizing digipreneurship, Indonesia can develop a stronger, more innovative, and competitive creative economy. Equipping millennials with the right tools and support will not only boost economic growth but also prepare them for the challenges of the digital future.

## 7. DECLARATIONS

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### 7.2. Author Contributions

Conceptualization: AA; Methodology: IA; Software: AA; Validation: IA and AA; Formal Analysis: IA and AA; Investigation: IA; Resources: AA; Data Curation: IA; Writing Original Draft Preparation: AA and IA; Writing Review and Editing: AA and IA; Visualization: AA; All authors, IA, AA, IA, AA, and IA, have read and agreed to the published version of the manuscript.

### 7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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### 7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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