

**Creative Economy Literacy: Strategies for Improving Digital  
Entrepreneurship Competency for Millennials and Gen Z**

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**Abstrak**

Ekonomi kreatif telah menjadi sektor strategis dalam pembangunan ekonomi nasional Indonesia. Kegiatan penelitian dan pengabdian masyarakat ini bertujuan untuk mengembangkan dan mengimplementasikan program literasi ekonomi kreatif yang dapat meningkatkan kompetensi kewirausahaan digital bagi generasi milenial dan Gen Z. Metode yang digunakan adalah pendekatan mixed-method dengan kombinasi workshop partisipatif, pelatihan digital marketing, inkubasi bisnis, dan pendampingan berkelanjutan. Kegiatan dilaksanakan selama enam bulan dengan melibatkan 50 peserta dari kalangan mahasiswa dan pelaku UMKM muda di Kota Makassar. Instrumen penelitian meliputi tes literasi ekonomi kreatif, kuesioner kompetensi kewirausahaan digital, lembar observasi aktivitas bisnis, dan evaluasi dampak program. Hasil penelitian menunjukkan peningkatan signifikan dalam literasi ekonomi kreatif sebesar 78,5% dari pre-test ke post-test. Kompetensi digital marketing peserta meningkat dari 52,3% menjadi 89,7%, sementara kemampuan manajemen bisnis kreatif naik dari 48,9% menjadi 85,4%. Program ini berhasil melahirkan 32 startup kreatif baru dengan rata-rata omzet Rp 5,2 juta per bulan dalam tiga bulan pertama. Kegiatan ini memberikan kontribusi nyata terhadap pengembangan ekosistem ekonomi kreatif lokal dan dapat direplikasi di daerah lain sebagai model pemberdayaan ekonomi berbasis kreativitas.

**Kata Kunci:** Literasi Ekonomi Kreatif; Kewirausahaan Digital; Generasi Milenial; Gen Z; UMKM Kreatif.

**Abstract**

The creative economy has become a strategic sector in Indonesia's national economic development. This research and community service activity aims to develop and implement a creative economy literacy program that can improve digital entrepreneurship competencies for millennials and Gen Z. The

method used is a mixed-method approach with a combination of participatory workshops, digital marketing training, business incubation, and continuous mentoring. The activity was carried out for six months involving 50 participants from students and young UMKM actors in Makassar City. Research instruments include creative economy literacy tests, digital entrepreneurship competency questionnaires, business activity observation sheets, and program impact evaluations. The results showed a significant increase in creative economy literacy by 78.5% from pre-test to post-test. Participants' digital marketing competency increased from 52.3% to 89.7%, while creative business management skills increased from 48.9% to 85.4%. This program successfully created 32 new creative startups with an average turnover of IDR 5.2 million per month in the first three months. This activity makes a real contribution to the development of the local creative economy ecosystem and can be replicated in other regions as a creativity-based economic empowerment model.

**Keywords:** Creative Economy Literacy; Digital Entrepreneurship; Millennials; Gen Z; Creative UMKM

## **INTRODUCTION**

The creative economy has been recognized as one of the main pillars in sustainable economic development in the digital era. In Indonesia, the creative economy sector contributes significantly to the national Gross Domestic Product (GDP) with a value of 7.44% in 2023. The creative economy sub-sectors include culinary, fashion, crafts, film, animation and video, photography, music, app and game developers, publishing, architecture, advertising, television and radio, performing arts, fine arts, and product design (Badar, Normiyati, et al., 2025; Nurlia et al., 2024).

Millennials and Gen Z have great potential to develop the creative economy due to their characteristics of being tech-savvy, creative, and adaptive to technological change. However, the main challenge faced is the lack of comprehensive creative economy literacy. Many of Gen Z have creative ideas but don't understand how to turn creativity into profitable business opportunities (Karama & Badar, 2023).

Micro, Small, and Medium Enterprises (UMKM) are the backbone of the economy in many countries, including Indonesia. UMKM contribute significantly to the Gross Domestic Product (GDP) and absorb a lot of labor. However, many UMKM have not made optimal use of digital potential. Low creative economy literacy among MSME actors can hinder growth and innovation in Gen Z businesses (Lebok et al., 2023).

Increasing creative economy literacy is essential to help the younger generation understand the intricacies of digital business. Knowledge of marketing strategies, financial management, and the use of information technology can increase the competitiveness of UMKM. Without adequate

understanding, many MSME actors are trapped in conventional business practices that are less efficient and unable to compete in the global market.

Based on data from the Indonesian Creative Economy Agency (BEKRAF) in 2024, only 23% of the total creative economy actors have a comprehensive understanding of creative business management. Meanwhile, 67% of creative UMKM actors still face obstacles in digital marketing and business financial management. This shows that there is a literacy gap that needs to be overcome through a systematic empowerment program (Badar, 2022)(Tinri et al., 2025).

The city of Makassar as an economic center in Eastern Indonesia has great potential in the development of the creative economy. With the millennial and Gen Z generation populations reaching 45% of the total population, Makassar is an ideal laboratory for the implementation of creative economy literacy programs. Initial observations show that many young people in Makassar have creative talents but are not optimal in utilizing digital platforms to develop their businesses (Galib et al., 2024).

In the context of creative economy literacy, interactive, project-based teaching strategies can help improve students' understanding of digital entrepreneurship. Through this approach, the younger generation can learn to create products that are in line with market trends. In addition, involvement in the creative community can provide moral support and networks that are important for the development of MSME businesses. The importance of creative economy literacy can also be seen from its impact on economic resilience. UMKM that have good digital entrepreneurship competencies are better able to survive in uncertain economic conditions. Technology can adapt quickly to market changes and take advantage of existing opportunities. Therefore, the strategy of increasing creative economy literacy is very relevant in the context of sustainable economic development.

Creative economy literacy includes understanding the basic concepts of the creative economy, identifying creative business opportunities, developing innovative products, digital marketing strategies, managing creative business finances, and using technology for business optimization. This ability is the key to success in developing a sustainable creative business in the digital era.

This research aims to develop an effective creative economy literacy model for millennials and Gen Z, especially in the aspect of digital entrepreneurship. Through a systematic and comprehensive approach, it is hoped that this program can improve the competence of participants in managing creative businesses and contribute to local economic growth.

## **METHOD OF IMPLEMENTATION OF ACTIVITIES**

The creative economy has been recognized as one of the main pillars in sustainable economic development in the digital era. In Indonesia, the creative economy sector contributes significantly to the national Gross Domestic Product (GDP) with a value of 7.44% in 2023. The creative economy

sub-sectors include culinary, fashion, crafts, film, animation and video, photography, music, app and game developer, publishing, architecture, advertising, television and radio, performing arts, fine arts, and product design (Tahir G et al., 2024)(Badar, Nasir, et al., 2025).

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## **IMPLEMENTATION OF ACTIVITIES AND DISCUSSIONS**

The workshop was held in six sessions with different but interrelated themes. The first session discussed the fundamental concepts of the creative economy and global trends in the creative industry. Participants were given an in-depth understanding of the added value of creativity, the creative economy ecosystem, and the identification of business opportunities in the digital era. The enthusiasm of the participants was very high, as can be seen from the active discussion and the number of questions asked.

The second session focused on market analysis and the development of creative business ideas. Participants were trained using various analysis tools such as Business Model Canvas, Value Proposition Canvas, and Customer Journey Mapping. The Service Team was also introduced to design thinking techniques to develop innovative solutions. The results of this session were 50 diverse creative business ideas, ranging from sustainable fashion, innovative culinary products, to digital applications.



**Figure 1.** Workshop Implementation

The third session discussed product development and creative branding. Participants learn the principles of product design, storytelling for brands, and the creation of a strong visual identity. Workshops on logo, packaging, and visual content making practices produce an attractive creative portfolio. Collaboration between participants also began to form in this session.

The fourth session was a deep dive in digital marketing for creative businesses. The material includes social media strategy, content marketing, influencer marketing, and e-commerce optimization. Participants practice hands-on content creation for various digital platforms and learn analytics tools to measure marketing performance. The improvement of digital marketing skills was very significant in this session.

The fifth session discussed financial management and creative business monetization strategies. Participants learn to make financial projections, calculate break-even points, and manage business cash flow. The Service Team was also introduced to various monetization models such as freemium, subscriptions, and affiliate marketing. Business financial management simulations provide valuable practical experience.



**Figure 2.** Workshop Participant Questions and Answers

The final session focused on business scaling and access to funding. Participants learn business growth strategies, market expansion, and how to get investors. Participants were also trained to create attractive pitch decks to present their business to potential investors. The culmination of this session was a pitch competition with seed funding prizes for the three best ideas.

### **Competency Measurement Results**

Based on the results of the pre-test and post-test, there was a significant increase in the creative economy literacy of the participants. The average pre-test score was 58.7 and increased to 85.2 on the post-test, which represents an increase of 78.5%. The highest increase occurred in the digital marketing aspect with an increase from 52.3% to 89.7%.

Creative business management competencies have also increased substantially from 48.9% to 85.4%. Participants demonstrate a good understanding of business management principles adapted to the characteristics of the creative industry. Market analysis and business opportunity identification skills increased from 61.2% to 87.9%.

The aspect of creativity and product innovation increased from 72.4% to 91.3%. This shows that the program succeeds in not only improving business knowledge, but also honing the creative and innovative thinking skills of the participants. Collaboration and networking between participants are also well formed, creating a mutually supportive ecosystem.

### **Business Incubation and Mentoring**

After the workshop, a business incubation program was carried out for three months. The implementation team provides intensive mentoring to each participant who proceeds to the business implementation stage. Of the 50 participants, as many as 42 people continued to the incubation stage with 32 of them successfully launching creative businesses.

Mentoring is carried out in various ways: weekly routine consultations, follow-up workshops as needed, networking sessions with industry players,

and access to co-working spaces. Participants also get access to digital platforms to sell products from MSME actors and are assisted in online store optimization.

The monitoring results showed that the 32 creative startups that were successfully launched had an average turnover of IDR 5.2 million per month in the first three months. The five best businesses even achieved a turnover of more than IDR 15 million per month. The most successful types of businesses are sustainable fashion, innovative culinary products, and digital creative services.

### **Program Impact on Local Ecosystems**

This creative economy literacy program has a significant positive impact on the creative economy ecosystem in Makassar City. The creation of 32 new startups contributes to the diversity of local creative products and opens up new jobs. The total absorption of labor from the startups formed reached 78 people.

Collaboration between participants also resulted in several larger joint projects. Three creative communities were formed that focus on fashion, culinary, and digital creative services. These communities actively hold events, workshops, and business collaborations that strengthen the local creative ecosystem.

The local government responded positively to this program by providing a special co-working space for creative startups and integrating this program in the Makassar City creative economy development roadmap.

### **CONCLUSION**

The creative economy literacy program for the millennial generation and Gen Z in Makassar City has succeeded in achieving the set goals. The increase in creative economy literacy by 78.5% shows the effectiveness of the learning methods used. Participants not only understand theoretical concepts, but are also able to implement them in the form of real business.

The success of this program can be seen from the birth of 32 new creative startups with positive business performance. The average turnover of IDR 5.2 million per month in the first three months shows good business viability. More than that, the formation of a community and a creative ecosystem that supports each other is a sustainable added value.

This program proves that a comprehensive approach that combines conceptual learning, hands-on practice, and ongoing mentoring is effective in developing creative economy literacy. This model can be replicated in other regions with local context adjustments.

For the sustainability of the program, it is recommended to develop a digital platform that can facilitate continuous learning and networking between creative economy actors. Cooperation with local governments and educational institutions needs to be strengthened to ensure the sustainability of the ecosystem that has been formed.

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