

DISERTASI

“Pengembangan Model *Digital Academic Entrepreneurship* Dalam Meningkatkan *Digital Entrepreneurship Competence* Mahasiswa Pada Inkubator Bisnis Perguruan Tinggi”.

Diajukan untuk memenuhi sebagian syarat memperoleh gelar Doktor
Pada Program Studi Pendidikan Ekonomi



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**PENGEMBANGAN MODEL DIGITAL ACADEMIC
ENTREPRENEURSHIP DALAM MENINGKATKAN DIGITAL
ENTREPRENEURSHIP COMPETENCE MAHASISWA PADA
INKUBATOR BISNIS PERGURUAN TINGGI**

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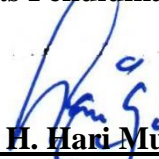
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ABSTRAK

Mochammad Noviadi Nugroho, 2317433, Pengembangan Model Digital Academic Entrepreneurship Dalam Meningkatkan Digital Entrepreneurship Competence Mahasiswa Pada Inkubator Bisnis Perguruan Tinggi dibawah Bimbingan Prof. Dr H.Disman, MS, Prof. Dr H. Eeng Ahman, MS, Prof. Dr. H. Hari Mulyadi, M.Si.

Objectives : Penelitian ini bertujuan untuk mengidentifikasi efektivitas penerapan model kewirausahaan akademik digital dalam meningkatkan kompetensi kewirausahaan digital mahasiswa. Memperkuat peran perguruan tinggi dalam menyediakan pendidikan yang membantu mengembangkan kompetensi kewirausahaan digital mahasiswa: pentingnya pengembangan dan penerapan model kewirausahaan akademik digital dalam konteks pendidikan tinggi untuk mempersiapkan mahasiswa menghadapi tantangan dan peluang di era digital.

Methodology : Adapun metode penelitian yang digunakan adalah metode penelitian dan pengembangan (*Research & Development*) yang digunakan, yang meliputi tahapan studi pendahuluan, pengembangan model, validasi oleh pakar dan praktisi pendidikan, uji terbatas, uji luas, hingga desiminasi dan implementasi model.

Findings : Hasil penelitian menunjukkan bahwa penerapan model kewirausahaan akademik digital melalui inkubator bisnis perguruan tinggi efektif dalam meningkatkan kompetensi kewirausahaan digital mahasiswa, pemahaman teknologi, keterampilan literasi digital, pemasaran digital, pengembangan konten digital, platform digital, kemampuan analisis, pemecahan masalah dan pengambilan keputusan. Meningkatkan efektivitas pembelajaran, pengembangan pengetahuan dan keterampilan, memperkaya pengalaman belajar, memanfaatkan teknologi digital untuk meningkatkan pencapaian, integrasi teknologi, bisnis, dan strategi pembelajaran, menghasilkan ide dan menangkap peluang, mempercepat aktivitas pembuatan *prototipe* usaha rintisan (*start-up*) digital. Penelitian ini memberikan kontribusi penting bagi pengembangan strategi pembelajaran dan kurikulum pendidikan kewirausahaan yang relevan dengan kebutuhan pasar kerja yang terus berubah. melakukan alih teknologi atau pemanfaatan hasil riset pengembangan, inovasi, invensi, penelitian akademis, paten dan lisensi, *spin-off*, hak kekayaan intelektual, transfer teknologi, komersialisasi hasil riset atau inovasi/teknologi yang telah dihasilkan. untuk diaplikasikan ke industri. agar bermanfaat dan dapat digunakan bagi masyarakat luas. melalui laboratorium penelitian, *technopark*, inkubator bisnis dan akselerator universitas. penguasaan aspek literasi media, literasi informasi, literasi digital, literasi teknologi pengembangan model pembelajaran yang berorientasi pada pemanfaatan berbagai media dan sumber belajar secara luas (*broad based learning*), menggunakan berbagai media pembelajaran (*multi-sources/multimodal*), penguasaan berbagai literasi (*multiliterasi*) dengan menggunakan berbagai media (*multimedia*), penguasaan berbagai keterampilan yang dibutuhkan (*multi competence*), Penguasaan keterampilan dasar (*fundamental skill*), keterampilan berpikir (*thinking skill*), keterampilan terapan (*applied skill*), penguasaan *learning and innovation skills*, dan *Information media and technology skills*. *Digital soft skill* dan *transversal skill*. mengembangkan berbagai keterampilan, pengetahuan dan pemahaman digital. pembelajaran yang dipersonalisasi. lebih menarik, efektif dan inovatif.

Kata Kunci : *Digital Academic Entrepreneurship, Digital Entrepreneurship Competence, Business Incubators*

ABSTRACT

Mochammad Noviadi Nugroho, 2317433, Develop of Digital Academic Entrepreneurship Model in Improving Digital Entrepreneurship Competence of Students in College Business Incubators under the Guidance of Prof. Dr. H.Disman, MS, Prof. Dr. H. Eeng Ahman, MS, Prof. Dr. H. Hari Mulyadi, M.Sc.

Objectives: This study aims to identify the effectiveness of the application of the digital academic entrepreneurship model in improving students' digital entrepreneurship competencies. Strengthening the role of universities in providing education that helps develop students' digital entrepreneurship competencies: the importance of developing and implementing a digital academic entrepreneurship model in the context of higher education to prepare students to face challenges and opportunities in the digital era.

Methodology: The research method used is the research and development method (Research & Development) used, which includes the stages of preliminary studies, model development, validation by experts and education practitioners, limited testing, extensive testing, to dissemination and implementation of the model.

Findings: The results of the study indicate that the application of the digital academic entrepreneurship model through a college business incubator is effective in improving students' digital entrepreneurship competencies, technological understanding, digital literacy skills, digital marketing, digital content development, digital platforms, analytical skills, problem solving and decision making. Improving the effectiveness of learning, developing knowledge and skills, enriching learning experiences, utilizing digital technology to improve achievement, integrating technology, business, and learning strategies, generating ideas and seizing opportunities, accelerating digital start-up prototype creation activities. This study provides an important contribution to the development of learning strategies and entrepreneurship education curricula that are relevant to the needs of the changing job market. conducting technology transfer or utilization of research and development results, innovation, inventions, academic research, patents and licenses, spin-offs, intellectual property rights, technology transfer, commercialization of research results or innovations/technology that have been produced. to be applied to industry. so that it is useful and can be used by the wider community. through research laboratories, technoparks, business incubators and university accelerators. mastery of media literacy aspects, information literacy, digital literacy, technological literacy, development of learning models that are oriented towards the use of various media and learning resources widely (broad based learning), using various learning media (multi-sources/multimodal), mastery of various literacies (multiliteracy) using various media (multimedia), mastery of various skills needed (multi competence), Mastery of basic skills (fundamental skills), thinking skills (thinking skills), applied skills (applied skills),. mastery of learning and innovation skills, and Information media and technology skills. Digital soft skills and transversal skills. developing various digital skills, knowledge and understanding. personalized learning. more interesting, effective and innovative.

Keywords: Digital Academic Entrepreneurship, Digital Entrepreneurship Competence, Business Incubators

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