



THE ROLE OF FAMILY SUPPORT IN CHILDREN'S ENTREPRENEURSHIP EDUCATION IN INDONESIA A SYSTEMATIC LITERATURE REVIEW STUDY

Abdul Rahman*

Management Study Program, Faculty of Economics, Makassar State University
e-mail: abdul.rahman1582@unm.ac.id

Article Info :

Received: 29/10/2025
Revised: 5/11/2025
Accepted: 24/11/2025

ABSTRACT

This systematic literature review article discusses the influence of digital literacy on the development of online businesses in Indonesia. This study aims to determine the factors in the form of Indonesian people's skills that impact the growth of online businesses in Indonesia. Online companies are considered very efficient businesses to improve Indonesia's digital economy like other developed countries. Writing systematic literature review (SLR) articles is a library research method sourced from the Emerald Publishing database. The literature review research from this study found that digital skills can improve connectivity in online businesses, improve online product and service marketing skills, create new jobs, and security in running an online business. The implications of this study emphasize to the Indonesian people that online businesses grow into primary income if they have digital literacy skills. Digital literacy needs to be deepened in the school curriculum so that all people, especially students, can learn digital literacy from an early age.

Keywords: Digital Literacy, Online Business, Indonesian Society.



©2025 Rahman. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

Digital technology is an effective and efficient online marketing tool for Indonesian business actors (Ye et al., 2023). With digital technology, marketing of products and services can reach a broader market than conventional marketing (Wahyudi et al., 2023). Online business actors can utilize digital technology to sell products and services regionally, nationally, and internationally. Marketing products and services online are broader, and there are no limits to reaching all global markets. Indonesia has a population that has utilized digital technology for online marketing (Wicaksono Ardiansyah et al., 2023). According to a survey by the Indonesian Internet Service Providers Association (APJII), there were 221 million Indonesians connected to digital technology in 2024. In Indonesia, digital technology users grew from 9.98% to 10.7% per year (Astari, 2021).

Indonesia's economic growth, with the 15th most significant number of digital technology users (215 million) in Asia Pacific countries, is still below Vietnam and China (Daud et al., 2022). According to Indonesian statistics data (2023), Indonesia's digital economic growth reached 77 billion USD in 2022, an increase of 22% from the previous year. This economic growth, with a population of 278.69 million in mid-2023, is still below China, Vietnam, Spain, and America. With that, the Indonesian people need to be given a clear understanding of how to use digital technology effectively for digital economic growth (Junaidi et al., 2023). Many Indonesians have yet to be able to utilize digital technology for online marketing of products and services due to a lack of digital knowledge and skills (Tseng et al., 2022). Indonesia's high number of unemployed reinforces the lack of entrepreneurial skills. According to the Central Statistics Agency (BPS) (2023), the unemployment rate in Indonesia in August 2023 reached 7.86 million people.

Digital literacy knowledge needs to be taught to the Indonesian people so that they can utilize digital technology for online marketing. Digital literacy is the ability of the Indonesian

people to utilize digital technology to access, manage, and evaluate information for business purposes (Suryani & Chaniago, 2023). The public must learn from e-books, online journals, video tutorials, and online courses to improve digital literacy. By increasing digital literacy, people have business skills to create a creative economy and new start-ups through digital technology (Mugiono et al., 2021). Good digital literacy has a significant influence on the economic growth of the people in Indonesia (Purwati et al., 2023). The novelty offered by this study is how well online business actors in Indonesia understand digital literacy, such as the use of social media, data security, and digital marketing. These skills are the main parameters for engaging in global online marketing and the growth of the digital economy. With that, the main objectives of this study are: 1) To identify the development of digital literacy among Indonesian people, 2) To identify the growth of online businesses, 3) To increase the competence and insight of the Indonesian people about online businesses.

LITERATURE REVIEW

Digital Literacy

Digital literacy is understanding and utilizing digital technology for marketing products and services online (Imjai et al., 2024). Digital literacy skills are essential, considering businesses are now shifting from conventional to online, requiring digital technology skills. Qerimi et al. (2023) mention five dimensions that business actors have to measure digital literacy skills: understanding information, computer operations, network knowledge, digital communication, and media understanding (Jiménez-Rodríguez et al., 2022). These five dimensions are essential for business actors to adapt to the increasingly dynamic development of digital technology (Mugiono et al., 2021). Narinthon et al. (2024) explain four competencies that business actors have to measure digital literacy skills in running an online business, namely: (a) creating digital content, such as documents, presentations, graphics, and videos using various software and platforms (Kazak et al., 2023); (b) the ability to promote digital content across e-commerce and media platforms, such as a shop, tokopedia, bukalapak, youtube, Instagram, Facebook, TikTok and so on; (c) online research skills which include searching, evaluating, and utilizing information from the internet efficiently; and (d) the ability to assess all information disseminated in digital technology (George et al., 2021).

Online Business

Online business is the process of marketing products and services using the internet network (Martini et al., 2023). Sellers and buyers who are separated by long distances can carry out buying and selling transactions quickly, efficiently, and easily (Wang & Kim, 2023). This certainly brings convenience from the difficulties found in conventional businesses (Huang et al., 2023). Buyers do not have to come directly to the store to buy goods. The transaction process between the seller and the buyer also does not have to meet in person (Ballesteros-Sola & Magomedova, 2023). Service transactions such as finance, logistics, and so on can be done through digital technology (Nguyen et al., 2024). Xi Yang and Ming Luo (2020) said that online businesses break down national borders and make international trade move towards borderless trade. Anyone can access products and services from various countries without restrictions on transactions between sellers and buyers. With that, the online business provides the benefits of expanding marketing and goods transactions; businesses are more open to the public, more jobs, and creating new economic growth points (Jiménez-Rodríguez et al., 2022; Yang & Luo, 2020).

METHOD

Research Design

This study uses a systematic literature review (SLR) to understand the role of families in children's entrepreneurship education in Indonesia. A systematic literature review (SLR) is very useful in combining findings from several studies that are relevant to the research topic.

The combination of relevant findings occurs by using the prism method in a systematic literature review (SLR) (Bonfanti et al., 2024). The prism method will provide a methodological framework in searching, assessing, and synthesizing relevant literature to understand the results of current research comprehensively (Snyder, 2019). In addition, this study will determine the objectives, the literature is always relevant, use appropriate literature, synthesize and analyze the results, and present the discussion.

Data and Literature Search

The first stage carried out by researchers is determining the aspects to be observed or analyzed based on the research topic. Then the researcher will conduct a separate review of relevant literature on the aspects to be observed or analyzed in the research. Relevant literature is collected from the most reputable and comprehensive databases, such as Emerald Publishing. The following is relevant literature collected from comprehensive databases, namely "family support," "entrepreneurship education," and "Indonesian children." Relevant literature collected in English in the fields of digital, economics, business, management and social.

Tabel: String pencarian di Emerald Publishing

Databases	Keywords
Emerald Publishing	((“digital literacy” OR “online business” AND “Indonesian Indonesia”))

Literature Screening Criteria

Researchers use inclusion and exclusion criteria in selecting literature that will be the source of the writing. Literature that meets the inclusion criteria is as follows, (1) literature related to family support, (2) literature related to entrepreneurship education, (3) literature related to Indonesian children, and (4) literature written in English. While literature that meets the exclusion criteria, such as (1) literature from books, (2) literature that is not written in English, (3) literature that is not accessible, and (4), literature that is not part of the research topic. All literature will be reviewed by researchers starting from the title, abstract, content and conclusion.

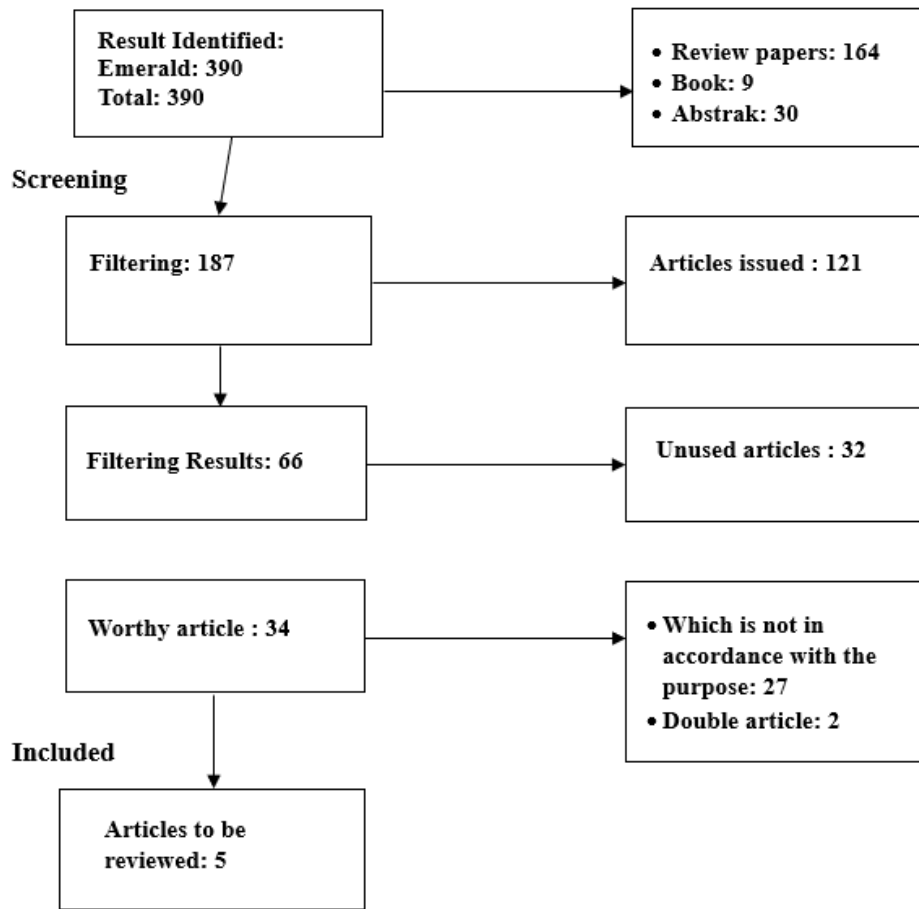
RESULT

Literature Identification

Researchers collected articles published from 2019 to March 2024 as relevant literature to be included in the analysis. A search of the Emerald database resulted in 390 articles. The total number of search results from 1 database was 309, but after identification that matched the research article, there were 187 articles. One hundred eighty-seven articles were screened based on four criteria in the inclusion process; there were 66 research articles. The 66 research articles will again be selected based on the title and abstract, and only 34 remain. In the final stage, 34 research articles will be chosen based on relevant research objectives according to the title. The selection results contained five research articles pertinent to the researcher's goals.

Table: Literature Identification through Emerald Publishing

Identification



Research Article Resume That Matches This Research

No.	Research & Year	Research Result
1	(Iman et al., 2022)	Port digitalization services are best practices to improve port connectivity, which impacts improving maritime logistics capabilities in Indonesia that are relevant to the current situation.
2	(Pirraglia et al., 2023)	The effects of two promotional videos (emotional vs. functional) in online marketing: Emotional videos generate more passive behavior, such as views, as well as active behavior in the form of likes, comments, and shares, while functional videos encourage people to seek more information about the advertised product.
3	(Ha & Chuah, 2023)	The results of digital literacy skills can issue standard data policies and payment platforms for the Indonesian region, as well as good training and development policies to equip the workforce with digital skills and a digital mindset and build cybersecurity capabilities and capacities at the regional level.
4	(Arief et al., 2023)	Marketing products and services through influencers and online customer reviews impacts online purchasing decisions,

		while the appeal of advertising does not influence purchasing decisions.
5	(Kuswanto et al., 2020)	Online ride-sharing services show a strong and positive influence on trust and satisfaction. Trust reveals a strong and positive influence on satisfaction and loyalty. Finally, satisfaction shows a solid and positive impact on loyalty.

Digital Literacy and Online Business

Of the five articles identified as feasible and relevant to the study, two discuss the importance of digital literacy amidst current technological developments. The two articles are the research results by (Iman et al., 2022) and (Ha & Chuah, 2023). The two articles show that digital literacy skills impact aspects such as increasing connectivity, increasing the workforce, increasing digital mindsets, and having the capacity to maintain cybersecurity. These findings show that digital literacy is not just the ability to use digital technology; digital skills significantly impact the comfort of running an online business. With that, learning digital literacy in Indonesia from elementary school to college is essential to advance Indonesia's digital economy.

Of the five articles identified as feasible and relevant to the study, three discuss the importance of online business amidst current technological developments. Two articles from Pirraglia et al. (2023) and Arief et al. (2023) explain that online business can increase if product and service promotions are carried out through videos containing influencer reviews. Influence and customer reviews have a significant influence in encouraging consumers to buy products in Indonesia. Influence and customer reviews can influence buyers' emotions and encourage them to buy products actively in Indonesia.

DISCUSSION

From the five research articles analyzed, researchers found that digital literacy significantly influences the development of online businesses in Indonesia. Digital literacy skills can improve connectivity in online businesses, improve online product and service marketing skills, create new jobs, and security in running an online business. These competencies are a substantial capital for the Indonesian nation to be competitive in online businesses globally. This is supported by the digital competency framework designed by Carretero (2021) for students in Spain. According to Carretero, students' five competencies and digital insights in developing online businesses are information and data literacy, communication and collaboration, digital content creation, safety, and problem-solving (Jiménez-Rodríguez et al., 2022). As researchers found, these five competencies align with the benefits of improving digital literacy skills for developing online businesses.

Digital literacy is the ability of Indonesian people to utilize digital technology to access, manage, and evaluate information for online business purposes (Suryani & Chaniago, 2023). Indonesian people need to be taught from an early age to utilize e-books, online journals, video tutorials, and online courses to improve digital literacy. With increased digital literacy, Indonesian people have online business skills. In addition, digital literacy is critical to improving efficiency, decision-making, and administrative progress in various fields, especially in online business (Reddy et al., 2020). The impact of digital literacy for Indonesia in the future will be more industrialized and have a higher per capita level through online business like developed countries (Spires et al., 2017).

CONCLUSION

This study aims to improve to determine the influence of digital literacy skills on the development of online businesses in Indonesia. Digital literacy is very important to be learned

by all Indonesian people for the growth of the digital economy. Many developed countries such as China and America are growing their economies rapidly because of skills in digital literacy. Indonesia also needs to have digital literacy skills to improve marketing of products and services through online businesses. From the five articles that have been analyzed, researchers found the impact of digital literacy skills on the development of online businesses, namely increasing connectivity in online businesses, increasing online product and service marketing skills, creating new jobs, and security in running an online business. This study certainly has limitations because it only produces a few factors that are the result of digital literacy skills. In addition, researchers do not further explain the elements of each finding in developing an online business. An explanation of the elements of several findings is certainly a recommendation for further research.

REFERENCES

- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023). Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews. *LBS Journal of Management & Research*, 21(1), 81–99. <https://doi.org/10.1108/lbsjmr-09-2022-0052>
- Astari, N. (2021). A Literature Review: Digital Marketing Trends in Indonesia During the COVID-19 Pandemic. *CHANNEL: Jurnal Komunikasi*, 9(2), 125. <https://doi.org/10.12928/channel.v9i2.20836>
- Ballesteros-Sola, M., & Magomedova, N. (2023). Impactful social entrepreneurship education: A US-Spanish service learning collaborative online international learning (COIL) project. *International Journal of Management Education*, 21(3), 100866. <https://doi.org/10.1016/j.ijme.2023.100866>
- Bonfanti, A., De Crescenzo, V., Simeoni, F., & Loza Adau, C. R. (2024). Convergences and divergences in sustainable entrepreneurship and social entrepreneurship research: A systematic review and research agenda. *Journal of Business Research*, 170(February 2023), 114336. <https://doi.org/10.1016/j.jbusres.2023.114336>
- Daud, I., Nurjannah, D., Mohyi, A., Ambarwati, T., Cahyono, Y., Haryoko, A. D. E., Handoko, A. L., Putra, R. S., Wijoyo, H., Ari-Yanto, A., & Jihadi, M. (2022). The effect of digital marketing, digital finance and digital payment on finance performance of Indonesian smes. *International Journal of Data and Network Science*, 6(1), 37–44. <https://doi.org/10.5267/J.IJDNS.2021.10.006>
- George, G., Merrill, R. K., & Schillebeeckx, S. J. D. (2021). Digital Sustainability and Entrepreneurship: How Digital Innovations Are Helping Tackle Climate Change and Sustainable Development. *Entrepreneurship: Theory and Practice*, 45(5), 999–1027. <https://doi.org/10.1177/1042258719899425>
- Ha, H., & Chuah, C. K. P. (2023). Digital economy in Southeast Asia: challenges, opportunities and future development. *Southeast Asia: A Multidisciplinary Journal*, 23(1), 19–35. <https://doi.org/10.1108/seamj-02-2023-0023>
- Huang, Y., Li, P., Bu, Y., & Zhao, G. (2023). What entrepreneurial ecosystem elements promote sustainable entrepreneurship? *Journal of Cleaner Production*, 422(May), 138459. <https://doi.org/10.1016/j.jclepro.2023.138459>
- Iman, N., Amanda, M. T., & Angela, J. (2022). Digital transformation for maritime logistics capabilities improvement: cases in Indonesia. *Marine Economics and Management*, 5(2), 188–212. <https://doi.org/10.1108/maem-01-2022-0002>
- Imjai, N., Aujirapongpan, S., & Yaacob, Z. (2024). Impact of logical thinking skills and digital literacy on Thailand's generation Z accounting students' internship effectiveness: Role of self-learning capability. *International Journal of Educational Research Open*, 6(November 2023), 100329. <https://doi.org/10.1016/j.ijedro.2024.100329>

- Jiménez-Rodríguez, E., Vázquez-Cano, E., Cebrián-Hernández, Á., & López-Meneses, E. (2022). Influence of Computer Knowledge and Level of Education on Spanish Citizens' Propensity to Use E-Commerce. In *Social Science Computer Review* (Vol. 40, Issue 6, pp. 1376–1392). <https://doi.org/10.1177/08944393211007313>
- Junaidi, J., Anwar, S. M., & Sahrir, S. (2023). The role of religion and social capital on entrepreneurship self-efficacy and motivation among students in Indonesia. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2265091>
- Kazak, A., Sergeeva, E., Kushkhova, Z., Ryvkina, O., & Tsay, E. (2023). Information technologies and E-commerce in education in the sphere of tourism and hospitality. *E3S Web of Conferences*, 371. <https://doi.org/10.1051/e3sconf/202337105009>
- Kuswanto, A., Sundari, S., Harmadi, A., & Hariyanti, D. A. (2020). The determinants of customer loyalty in the Indonesian ride-sharing services: offline vs online. *Innovation and Management Review*, 17(1), 75–85. <https://doi.org/10.1108/INMR-05-2019-0063>
- Martini, Setiawan, D., Adhariani, D., Harymawan, I., & Widodo, M. (2023). E-commerce and micro and small industries performance: The role of firm size as a moderator. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(3), 100142. <https://doi.org/10.1016/j.joitmc.2023.100142>
- Mugiono, M., Dian, S., Prajanti, W., Wahyono, W., Pgrri Batang, S., Ki, I. J., No, M., Selatan, P., & Batang, K. (2021). The Effect of Digital Literacy and Entrepreneurship Education Towards Online Entrepreneurship Intention Through Online Business Learning and Creativity At Marketing Department in Batang Regency. *Journal of Economic Education*, 10(1), 21–27.
- Nguyen, C. Q., Nguyen, A. M. T., & Tran, P. (2024). Assessing the critical determinants of cross-border E-commerce adoption intention in Vietnamese small and medium-sized enterprises: PLS-SEM algorithm approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100257. <https://doi.org/10.1016/j.joitmc.2024.100257>
- Pirraglia, E., Giuliani, F., De Cicco, R., Di Berardino, C., & Palumbo, R. (2023). The role of emotions in B2B product advertising on social media: a family business case study. *Journal of Family Business Management*, 13(1), 146–165. <https://doi.org/10.1108/JFBM-12-2021-0157>
- Purwati, A. A., Hamzah, Z., Hamzah, M. L., Deli, M. M., Riau, K., & Malaysia, U. K. (2023). Digital and Entrepreneurial Literacy in Increasing Students' Entrepreneurial Interest in the Technological Era. *Business Management and Accounting (ICOBIMA)*, 2(1), 34–43.
- Reddy, P., Sharma, B., & Chaudhary, K. (2020). Digital literacy: A review of literature. *International Journal of Technoethics*, 11(2), 65–94. <https://doi.org/10.4018/IJT.20200701.oa1>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104(March), 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Spires, H. A., Medlock Paul, C., & Kerkhoff, S. N. (2017). Digital Literacy for the 21st Century. *Encyclopedia of Information Science and Technology*, Fourth Edition, 2235–2242. <https://doi.org/10.4018/978-1-5225-2255-3.ch194>
- Suryani, S., & Chaniago, H. (2023). Digital Literacy and Its Impact on Entrepreneurial Intentions: Studies on Vocational Students. *International Journal Administration Business and Organization*, 4(2), 16–22. <https://doi.org/10.61242/ijabo.23.261>
- Tseng, T. H., Wang, Y. M., Lin, H. H., Lin, S. jeng, Wang, Y. S., & Tsai, T. H. (2022). Relationships between locus of control, theory of planned behavior, and cyber entrepreneurial intention: The moderating role of cyber entrepreneurship education. *International Journal of Management Education*, 20(3), 100682. <https://doi.org/10.1016/j.ijme.2022.100682>

- Wahyudi, W., Sudira, P., Mutohhari, F., Nurtanto, M., & Nur, H. R. (2023). Improving automotive student's creativity and online learning motivation through project-based learning in entrepreneurship creative products subjects. *AIP Conference Proceedings*, 2671(March). <https://doi.org/10.1063/5.0114611>
- Wang, C., & Kim, M. H. (2023). Impact of Education and Its Importance on e-Commerce Platforms Influencing College Students' Abilities and Performance-based Results. *Educational Administration: Theory and Practice*, 29(3), 93–110. <https://doi.org/10.52152/kuey.v29i3.904>
- Wicaksono Ardiansyah, B., Muwarni, F. D., Wishnu Wardana, L., & Ibadil Maula, F. (2023). Digital Marketing Literacy as A Mediation of Online Business Readiness Influenced by Entrepreneurship Education (Study on Business Operators in Malang Raya). *Journal of Applied Business, Taxation and Economics Research*, 2(6), 646–664. <https://doi.org/10.54408/jabter.v2i6.203>
- Yang, X., & Luo, M. (2020). Research on the talent training mode of Application- oriented Undergraduate Cross-border e-commerce Innovation and Entrepreneurship Education. *Proceedings - 2020 International Conference on Big Data and Informatization Education, ICBDIE 2020*, 119–122. <https://doi.org/10.1109/ICBDIE50010.2020.00034>
- Ye, X. M., Batool, H., & Huang, S. Z. (2023). The effect of e-commerce livestreaming services on customer loyalty: a test of the chain mediation model. *Journal of Innovation and Entrepreneurship*, 12(1). <https://doi.org/10.1186/s13731-023-00310-2>