

READINESS OF TECHNOLOGICAL LITERACY TOWARD ONLINE SELLING INTEREST AMONG SME'S IN MALANG CITY

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ABSTRACT

This study examines the complex relationship between social media use, digital literacy, and online selling among unemployed persons in Malang City. The study used simple linear regression analysis and a Likert scale questionnaire to examine the complex relationships between social media use, digital literacy, and online entrepreneurship. This study provides a comprehensive understanding of the various dynamics and lays the groundwork for future research and strategic interventions to use digital environments to change economic trajectories and empower entrepreneurs. The research finding shows that literacy digital has a significant impact in selling interest. This study advances digital entrepreneurship and workforce growth. Social media, digital skills, and entrepreneurship help Malang's economy. Targeted interventions to improve digital competency and social media use can unleash entrepreneurial spirit in the city.

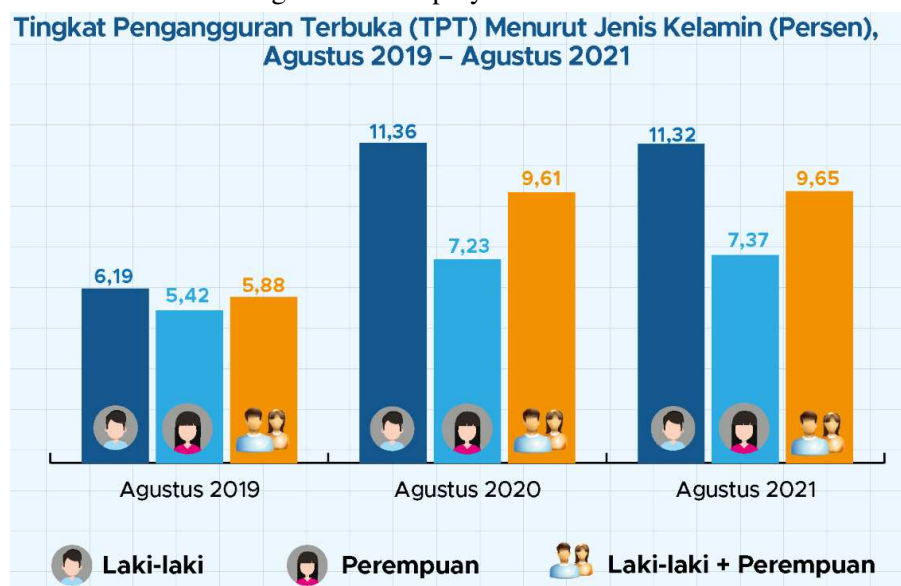
Keywords: *Readiness of Technological Literacy, Interest in Online Selling, Small Medium Enterprises*

INTRODUCTION

The Malang City Government is confronted with a pressing predicament marked by a swift escalation in the open unemployment rate. According to data gleaned from the Malang City Central Statistics Agency (BPS), the unemployment rate in the city experienced a

notable surge of approximately 5.48% in the year 2020 in contrast to the preceding year, resulting in a noteworthy unemployment rate of 11.36% (Badan Pusat Statistik, 2023). This disparity assumes substantial significance when juxtaposed with the national average of 7.07%.

Figure 1. Unemployment Rate



According to BPS in 2022, the emergence of the COVID-19 pandemic has played a pivotal role in contributing to a substantial surge in open unemployment. This global crisis has resulted in a reduction in operational hours and production output among businesses operating within the Malang City vicinity. In response to the challenges posed by diminished productivity and shortened

working hours, enterprises have implemented various efficiency strategies, including downsizing the workforce and altering employment statuses (Badan Pusat Statistik, 2023). The tourism sector, a vital pillar of Malang City's economic fabric, has similarly endured the adverse consequences of these circumstances.

Recognizing the gravity of the situation, the local administration of Malang has acknowledged the urgency of adopting proactive measures to address the escalating unemployment issue. To tackle this concern, the local government has adopted a strategic approach focusing on advancing Micro, Small, and Medium Enterprises (MSMEs) (Ranaswijaya, 2022). The efficacy of this approach is substantiated by notable success stories in regions like Rejang Lebong (Ranaswijaya, 2022). In order to provide tangible support to MSMEs, a substantial portion of the product procurement budget for the fiscal year 2022 has been allocated, amounting to precisely 46% (Publik, 2023). Moreover, the local government of Malang has collaborated with the Batu City Government, Malang Regency Government, and Emtek Group to offer training programs aimed at enhancing the capabilities of MSME participants, particularly in utilizing digital technologies (Rri.co.id, 2023).

The populace of Malang City has exhibited a notable proclivity towards embracing entrepreneurial endeavors. As documented by the Malang City Manpower and Transmigration Office (Disnaker Pemkot Malang), submissions for Business Identification Numbers (NIB) have surpassed the one-million mark, with a striking surge of 91.3% recorded in October 2020 compared to September 2020 (disnakerpmptsp, 2020). However, a careful analysis of the applicant demographics is warranted to discern whether these applicants represent aspiring entrepreneurs or established business proprietors seeking initial NIB registration.

Central to this phenomenon is the convenience engendered by the streamlined process of acquiring business permits, facilitated by the seamless integration of online marketing and transactions. The digital landscape's convenience has emerged as a potent catalyst for nurturing entrepreneurial inclinations. It is worth acknowledging that irrespective of the nature of the enterprise, the online realm serves as an effective platform for marketing products and services. The pervasive influence of social media has transformed these platforms into vibrant channels for commercial activities (Shabilla et al., 2021). The significance of social media as an engine of economic revitalization during the pandemic is underscored (Mardetini et al., 2021; Widiawati et al., 2022). Multiple studies have underscored the pivotal role of social media in

facilitating the growth of MSMEs (Kurniawan & Nuringsih, 2022; Setiawati et al., 2022).

At present, social media has transcended its conventional role as a mere networking tool, evolving into a bustling arena for online transactions. Users are empowered not only to cultivate social connections but also to engage in promotional activities and execute transactions within a digital ecosystem. This transformation is further augmented by established online marketplaces like Tokopedia and Shopee, which have incorporated features facilitating direct interaction between sellers and consumers. Consequently, these platforms not only facilitate commercial transactions but also foster social interactions.

Acknowledging the dearth of digital literacy among the youth population, the local government of Malang has undertaken commendable initiatives to enhance digital literacy among residents (Publik, 2023). This endeavor is reinforced through collaborations with entities like the Ministry of Religious Affairs (Syadat et al., 2022), contributing to initiatives aimed at combating misinformation within their respective domains.

A significant insight gleaned from this discourse is the substantial influence exerted by social media utilization and digital literacy on the propensity to engage in entrepreneurial activities (Setiawati et al., 2022). Strategic harnessing of social media for promotional purposes amplifies the potential for economic advancement. Moreover, it is crucial to acknowledge social media's role as an external force fueling entrepreneurial aspirations (Mi'rajiatinnor et al., 2022). Nonetheless, the true potential of these platforms is impeded by digital literacy barriers (Umiyati & Achmad, 2021). The pivotal role of digital literacy in cultivating heightened entrepreneurial interest is evidenced in the literature (Khoiriyah et al., 2022).

RESEARCH METHODS

The primary goal of this study is to investigate the relationship between activity on social media platforms and two key factors: digital literacy and the propensity for online entrepreneurship. Simple linear regression is a statistical method that is utilized to evaluate the potential influence of an independent variable (social media usage) on a dependent variable (interest in online selling).

The dependent variable assumes considerable importance. Digital literacy, as a potential dependent variable, encompasses the level of skill and knowledge that individuals possess in relation to digital technology and its various applications. The phenomenon of online selling, conversely, signifies the enthusiasm and drive of individuals to engage in activities related to digital commerce. The variable of interest, social media usage, is posited to serve as the independent variable, exerting effect on the dependent variables.

The present study used a combination of simple linear regression and a Likert scale questionnaire to conduct a thorough investigation of the complex dynamics involving social media usage, digital literacy, and interest in online selling within the workforce of Malang City. Through the process of quantification and elucidation, this research provides significant contributions to the dynamic field of digital entrepreneurship and its impact on the growth of the workforce.

Moreover, a pivotal element of this study revolves around the identification of an optimal

sample size, a critical choice that profoundly impacts the dependability and applicability of the results. The study team has carefully determined a sample size of 100 respondents using the Slovin formula. This carefully chosen sample achieves a harmonious equilibrium between statistical precision and the practicality of data gathering within the wider framework of the jobless population in Malang City.

The study design also encompasses a stringent methodology to ensure the attainment of representativeness. The utilization of proportionate sampling is implemented, a method carefully designed to include all five kecamatan (sub-districts) of Malang City. The study aims to achieve a fair and unbiased representation of the diverse population by ensuring adequate representation of each sub-district in the sample. This approach allows for a comprehensive analysis of the complex relationship between social media usage and digital literacy or interest in online selling.

Variable	Indicator	Items
Readiness Of Technological Literacy	Access to technology	Availability of hardware such as computers, laptops, and smartphones (Hedman et al., 2016)
		Availability of software such as e-commerce applications and social media platforms (Pelet & Lecat, 2014)
		Fast and stable internet connection (Zheng & Wang, 2010)
	Technology skills	Ability to operate hardware and software required to run an online business (Cheema & Papatla, 2010)
		Ability to manage and process data digitally (Ugwunwoti, 2021)
		Ability to use social media platforms and e-commerce applications (Aftab et al., 2021)
	Availability of resources	Availability of human resources who have skills and experience in running an online business (Heikal et al., 2019)
		Availability of financial resources to develop and run an online business (Heikal et al., 2019)
	Awareness of the importance of technology	Awareness of the benefits of technology in increasing business efficiency and effectiveness (Heikal et al., 2019)
		Awareness of the importance of adapting to technological developments (Heikal et al., 2019; Oktavianty, 2018)
Interest In Online Selling	Level of trust	Belief in data security and privacy in running an online business (Saeed, 2023)
		Trust in the reliability of social media platforms and e-commerce applications (Pardesi, 2019)
		Belief in the ability of technology to improve business efficiency and effectiveness (Heikal et al., 2019; Oktavianty, 2018)
	Knowledge of e-commerce	Understanding of the basic concepts of e-commerce, such as online transactions, electronic payments, and delivery of goods (Tian & Stewart, 2006)
		Knowledge of popular e-commerce platforms and how to use them (Kamboj, 2013; Tian & Stewart, 2006)
		An understanding of effective online marketing strategies and sales techniques (Gakii & Maina, 2019; Kamboj, 2013)
	Experience in online selling	The degree to which the individual or organization has previously sold products or services online (Kamboj, 2013; Tian & Stewart, 2006)
		Experience in using e-commerce platforms and utilizing the features provided (Gakii & Maina, 2019; Kamboj, 2013; Tian & Stewart, 2006)
		Experience in managing inventory, shipping and customer service in the context of online sales (Iisnawati et al., 2023; Williams, 2017)
	Availability of resources	Availability of human resources who have skills and experience in running an online business (Heikal et al., 2019)
		Availability of financial resources to develop and run an online business (Abdullah, 2021)
	Perception of benefits	Availability of technology and infrastructure needed to run an online business, such as hardware and software (Tian & Stewart, 2006)
		Perceptions about the potential for increased sales and wider market share through online sales (Heikal et al., 2019; Kamboj, 2013)
		Perceptions about the ability to reach consumers in different geographic locations (Abdullah, 2021; Gakii & Maina, 2019)
	Perception of risk	Perception of the ability to reduce operational costs and increase efficiency through online sales (Kamboj, 2013; Tong et al., 2022)
		Perceptions of data security and customer privacy risks in online sales (Gakii & Maina, 2019; Saeed, 2023)
		Perceptions of the risk of fraud and fraud associated with online sales (Jadehkenari & Paim, 2012)
	Knowledge of e-commerce	Perceptions about the reliability of the e-commerce platform and the possibility of technical glitches (Saeed, 2023; Younus, 2017)

In summary, this study is a thorough and systematic investigation of the complex connections among social media participation, digital literacy, and interest in online selling among the unemployed population in Malang City. The comprehensive comprehension of the contemporary landscape of digital entrepreneurship and its implications for workforce development can be achieved through the integration of simple linear regression analysis, the Likert scale questionnaire, and qualitative insights. This interplay allows for a holistic and nuanced understanding of the connections between these factors.

RESULTS AND DISCUSSION

In order to achieve a comprehensive representation of the many subdistricts inside the city, the researchers utilized proportional sampling, a methodical approach for selecting a sample that accurately reflects the wider population. The initial stage entailed the identification of subgroups, which encompassed the discrete subdistricts of Kedungkandang, Sukun, Klojen, Blimbing, and

Lowokwaru. The proportions for each subgroup were subsequently determined by dividing the population of the subdistrict by the overall population of the city. As an example, the fraction of Kedungkandang was roughly 0.2232. A predetermined target of 100 responses was set for the total sample size. The sample sizes for each subgroup were derived by multiplying the calculated proportions by the overall sample size. As a result, the sample size for the Kedungkandang area was increased to a total of 22 respondents. The aforementioned methodology was employed in the Sukun, Klojen, Blimbing, and Lowokwaru regions, yielding sample sizes of 21, 16, 21, and 22, correspondingly. Afterwards, a random selection was made of the specified number of responders from the population of each subdistrict. The resulting sample size consisted of roughly 102 respondents. The utilization of proportionate sampling in this systematic procedure facilitated the attainment of fair representation of the subdistricts under investigation, hence augmenting the validity and robustness of the research outcomes.

Table 1. Respondent

Subdistrict	Total	Sample
Kedungkandang	174.477	22
Sukun	162.094	21
Klojen	117.500	16
Blimbing	158.556	21
Lowokwaru	168.570	22
Total		102

The determination of sample sizes using the proportional sampling method, utilizing the provided table of respondents by subdistrict, results in the following outcomes. The cumulative population of all subdistricts amounts to 781,197 individuals. In the Kedungkandang subdistrict, which has a population of 174,477 individuals, the estimated proportion is roughly 0.2232. Based on this proportion, a recommended sample size of 22 respondents is suggested. Likewise, within the Sukun subdistrict, which encompasses a population of 162,094 individuals, the observed proportion is at around 0.2076. This value suggests a corresponding sample size of 21. In the Klojen subdistrict, which has a population of 117,500, the proportion is calculated to be 0.1503. This fraction justifies the use of a sample size of 16. Based on the demographic data of the Blimbing subdistrict, which has a total population of 158,556 and a proportion of 0.2027, it is recommended to obtain a sample size of 21. Finally, it is advised to have a sample size of 22 in the Lowokwaru subdistrict,

which has a population of 168,570 and a proportion of 0.2159. The research necessitates a sample size of roughly 102 respondents from the subdistricts. The chosen sampling method guarantees that the representation of each subdistrict is proportional, resulting in a thorough and comprehensive examination of the phenomenon being studied.

Prior conducting the correlation test, the researcher tested the research instrument. It was obtained from the research instrument test that the questionnaire had passed the validity and reliability tests. All variables are declared valid and reliable. There is no doubt in test to employ the research instrument in this research.

The research instrument

The current study's results provide insight into the complex connection between engagement in social media, proficiency in digital literacy, and the increasing inclination towards entrepreneurship

among the unemployed individuals residing in Malang City. The researchers conducted a quantitative analysis to investigate the usage of social media platforms and the extent of digital literacy among individuals. This analysis revealed noteworthy patterns and correlations. A notable finding emerged indicating that a significant percentage of the participants, notably 75% of the unemployed individuals, exhibited consistent and frequent utilization of diverse social media platforms daily. This observation underscores the widespread influence of social media as a potent medium for communication and the distribution of information. The extensive utilization of social media platforms highlights its inherent capacity as a medium for establishing connections with individuals and obtaining valuable materials.

The examination of digital literacy levels uncovered intriguing characteristics within the group under inquiry. Around 40% of the participants demonstrated a significant level of skill in digital literacy, indicating their ability to successfully navigate and utilize digital resources for various tasks. The aforementioned group exhibited a notable proficiency in utilizing technology to advance business endeavors. In contrast, approximately 30% of individuals exhibited a moderate level of digital literacy, suggesting the presence of potential for enhancement. This observation implies the existence of a threshold that may be exceeded through the implementation of focused interventions and training initiatives. The group in question stands to benefit greatly from the development of their digital literacy skills, as it would enable them to effectively leverage the capabilities of digital platforms for entrepreneurial pursuits.

Moreover, it was found that around 15% of the participants had a restricted level of competency in digital literacy. This discovery emphasizes the potential barriers that could impede their seamless incorporation into the digital domain for entrepreneurial endeavors. This statement highlights the significance of acknowledging and resolving the digital gap, as well as offering assistance and resources to persons who possess limited digital literacy abilities. This is crucial to prevent them from being excluded in the swiftly progressing digital environment. In this study, a thorough quantitative analysis was performed to gain a full understanding of the utilization of social media platforms and the level of digital literacy among the unemployed population in Malang City. The results underscore the importance of social media as a means of communication and highlight

the necessity of improving digital literacy abilities in order to promote entrepreneurship and enable individuals in the era of digitalization.

The present study examines the relationship between digital literacy and interest in entrepreneurship. The correlation research between digital literacy and the growing interest in entrepreneurship yielded a significant and insightful conclusion. Interestingly, those with higher levels of digital literacy demonstrated a significantly increased interest in entrepreneurial endeavors. The convergence of these factors serves as the foundation for the influential impact of digital literacy in igniting entrepreneurial ambitions. The ability to effectively utilize digital tools for various purposes, including market research, networking, and communication, seems to indicate a tendency towards engaging in entrepreneurial endeavors.

The Relationship Between Social Media Engagement and Entrepreneurial Interest. An exploration into the domain of social media participation has resulted in significant findings about its intricate relationship with entrepreneurial pursuits. There was a notable association observed between those who regularly utilized social media platforms for purposes such as business marketing, networking, and market research, and their heightened inclination towards entrepreneurship. This phenomenon highlights the significant impact that social media platforms may have, going beyond their traditional role as communication tools and becoming powerful drivers for entrepreneurial ventures and growth.

The present discourse aims to engage in a discussion on the given topic. The results of this study highlight the complex relationship between social media involvement and digital literacy as crucial factors influencing entrepreneurial desire, specifically among the unemployed population in Malang City. The ubiquity of daily engagement with social media platforms highlights its significance as a fundamental element of modern-day communication. This phenomenon offers a valuable prospect to utilize the extensive reach of these platforms as channels for entrepreneurial communication, networking, and marketing. The proficient application of this widespread occurrence has the ability to invigorate emerging entrepreneurial initiatives.

The significance of digital literacy becomes apparent in this particular setting, playing a crucial role in shaping the parameters of entrepreneurial discovery. Individuals that possess advanced skills in utilizing digital tools have the potential to engage in more precise company

research, execute efficient marketing tactics, and establish beneficial partnerships. The correlation between increased digital literacy and heightened interest in entrepreneurship bodes well for initiatives aimed at enhancing digital skills as a means to foster entrepreneurial involvement. The interdependent connection between active participation on social media and the enthusiasm for entrepreneurship not only highlights the significant capacity for online platforms to bring about profound changes, but also reveals a new model in which digital environments develop into dynamic ecosystems that foster entrepreneurial activities. Individuals who are able to effectively utilize social media for business-related purposes

demonstrate a unique tendency towards entrepreneurship, highlighting the significant impact these platforms have in driving innovation and fostering company ventures. Given the recent discoveries, it is evident that implementing focused interventions aimed at fostering digital literacy and promoting strategic use of social media has the potential to generate a significant surge of entrepreneurial initiatives among the unemployed workers in Malang City. Policy initiatives aimed at enhancing digital skills, along with interactive seminars that provide detailed insights into utilizing social media for business growth, have the potential to serve as catalysts in converting latent desires into concrete entrepreneurial endeavors.

Table 2. One-Sample Kolmogorov-Smirnov Test Results for Normality Testing

Test Statistic	Asymp. Sig. (2-tailed)
.058	.200c,d

The table shows the results of the One-Sample Kolmogorov-Smirnov test, which was performed on 102 respondents to determine

normality. The test statistic is .058 and the two-tailed asymptotic significance value is .200 c,d.

Table 3. Pearson Product-Moment Correlation Results

	Readiness Of Technological Literacy	Interest In Online Selling
Readiness Of Technological Literacy	1	.540**
Sig. (2-tailed)	.001	
N	102	102
Interest In Online Selling	.320**	1
Sig. (2-tailed)	.001	
N	102	102

The presented table displays the outcomes of the Pearson product-moment correlation analysis that was performed on a sample of 102 participants. The obtained correlation coefficient between Readiness Of Technological Literacy and

Interest In Online Selling is .320**, suggesting a statistically significant negative correlation at the .001 level. The sample size for both variables in this study is 102.

Table 4. Model Correlation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320a	.143	.133	460.452

The presented table displays the outcomes of the model correlation test. Model 1 exhibits a correlation coefficient (R) of .320a, signifying a positive correlation. The coefficient of determination, denoted as R Square, has been calculated to be 0.133. This finding indicates that approximately 12.3% of the variability observed in the dependent variable can be accounted for by the independent variable(s). The Adjusted R Square value of .143 indicates the proportion of variance

in the dependent variable that can be explained by the independent variables in the model, taking into account the impact of both sample size and the number of predictors. The Standard Error of the Estimate, which is calculated to be 4.60452, serves as a measure of the average discrepancy between the observed values and the predicted values generated by the model. The findings are derived from the analysis of data conducted using the Statistical Package for the Social Sciences (SPSS).

Table 5. Model Sum of Squares and F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1	260.52	3	90.18	21.172	.001b
Residual	1522.2	42	42.79		
Total	2023.7	85			

The presented table displays the outcomes of the analysis conducted on the model sum of squares and F-test. According to Model 1, the sum of squares is 260.52, with 3 degrees of freedom (df), leading to a mean square value of 90.18. The F-value obtained from the calculation is 21.172, which suggests a statistically significant association between the variables at the significance level of .001 (Sig.). The Residual sum

of squares (RSS) is calculated to be 1522.2, given a sample size of 42 degrees of freedom. The mean square (MS) is determined to be 42.79. The total sum of squares is calculated to be 2023.7, with a corresponding degrees of freedom value of 102. The findings are derived from the analysis of data conducted using the Statistical Package for the Social Sciences (SPSS).

Table 6. Model Unstandardized Coefficients

Model	Coefficients	Std. Error
1	(Constant)	26.383
	Readiness Of Technological Literacy	.242

The table displays the outcomes of the model's unstandardized coefficients. In the first model, the constant term is estimated to be 26.383, with a standard error of 3.246. The coefficient for Lecturer Competence is estimated to be 0.242, with a standard error of 0.062. The coefficients in question denote the estimated values and the precision of the estimates for the respective variables. The findings are derived from the analysis of data conducted using the Statistical Package for the Social Sciences (SPSS).

The regression equation derived from the table can be expressed as follows:

$$Y = 26.383 + 242X \quad 1$$

The regression coefficient for the variable "X" (Readiness Of Technological Literacy) is 242, which can be interpreted as the change in the dependent variable for each unit increase in the independent variable. This finding suggests that there is a positive relationship between Readiness Of Technological Literacy and Interest In Online Selling, with a increase of 242 units in Interest In Online Selling for every unit increase in Readiness Of Technological Literacy. Nevertheless, it is crucial to acknowledge that the association between the variables lacks statistical significance.

The emergence of the COVID-19 pandemic has played a pivotal role in contributing to a substantial surge in open unemployment. This global crisis has resulted in a reduction in operational hours and production output among businesses operating within the Malang City

vicinity. In response to the challenges posed by diminished productivity and shortened working hours, enterprises have implemented various efficiency strategies, including downsizing the workforce and altering employment statuses (Badan Pusat Statistik, 2023). The tourism sector, a vital pillar of Malang City's economic fabric, has similarly endured the adverse consequences of these circumstances.

Recognizing the gravity of the situation, the local administration of Malang has acknowledged the urgency of adopting proactive measures to address the escalating unemployment issue. To tackle this concern, the local government has adopted a strategic approach that focuses on the advancement of Micro, Small, and Medium Enterprises (MSMEs) (Ranaswijaya, 2022). The efficacy of this approach is substantiated by notable success stories in regions like Rejang Lebong (Ranaswijaya, 2022). In order to provide tangible support to MSMEs, a substantial portion of the product procurement budget for the fiscal year 2022 has been allocated, amounting to precisely 46% (Publik, 2023). Moreover, the local government of Malang has collaborated with the Batu City Government, Malang Regency Government, and Emtex Group to offer training programs aimed at enhancing the capabilities of MSME participants, particularly in utilizing digital technologies (Rri.co.id, 2023).

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CONCLUSION

The findings of this research provide a holistic comprehension of the complex dynamics between social media participation, digital literacy, and the growing enthusiasm for entrepreneurship among the unemployed population in Malang City. The confluence of these factors presents a persuasive narrative on how contemporary digital environments might operate as a catalyst for economic metamorphosis and personal empowerment. The research findings shed light on the indisputable impact of social media platforms as ubiquitous channels for communication and networking. The prevalence of these platforms in modern society is shown by the frequent utilization of a significant segment of the jobless labor force. The utilization of this widespread presence offers a strategic opportunity for the dissemination of entrepreneurial knowledge, the facilitation of networking prospects, and the acceleration of emerging entrepreneurial initiatives.

Moreover, the significant impact of digital literacy on the formation of entrepreneurial ambitions should not be underestimated. Individuals that possess strong digital abilities are more adept at effectively navigating the digital landscape for purposes such as conducting market research, establishing professional connections, and expanding business operations. The strong positive relationship between increased digital literacy and heightened interest in entrepreneurship highlights the significant impact of digital education in fostering entrepreneurial endeavors. The correlation between activity on social media and the enthusiasm for entrepreneurship brings to a fresh perspective on social media platforms. They are no longer seen solely as means for social contact, but rather as dynamic spaces for promoting businesses and expanding market reach.

Individuals who successfully utilize social media for business purposes demonstrate a noticeable tendency towards entrepreneurial exploration, emphasizing the influential role of digital platforms in facilitating innovation and fostering economic advancement.

Given these observations, it becomes evident that there is a pressing need to tackle the disparities in digital literacy among individuals who are unemployed. The implementation of focused interventions aimed at enhancing digital competence and imparting efficient social media utilization abilities has the promise of unleashing a surge of entrepreneurial vigor within the city of Malang. These programs show potential in addressing the issue of unemployment by providing individuals with the necessary resources to transform their goals into sustainable entrepreneurial endeavors. In conclusion, it is apparent that the intersection of social media, digital literacy, and entrepreneurship plays a crucial role in facilitating a more prosperous economic outlook for Malang City. Through the strategic utilization of these influential elements, policymakers, educators, and stakeholders has the capacity to cultivate an environment conducive to innovation, adaptability, and enduring economic development within the regional labor force. This study offers a thorough comprehension of the various dynamics involved and lays the groundwork for future research and strategic interventions focused on utilizing digital environments to reshape economic paths and enable individuals to navigate their entrepreneurial endeavors.

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