# Application of Digital Entrepreneurship Education in the Digital Library Marketing Course

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*Abstract*— **Entrepreneurship education in universities plays a significant role in creating an entrepreneurial spirit in students. We explore the application of digital entrepreneurship education contained in the Digital Library Marketing course. This research is qualitative research with a case study. Data collection was conducted through in-depth semi-structured interviews with thirteen informants. The data are photos or videos of activities during the research, and videotape recordings. The data display the output of Digital Library Marketing lectures which shows how theories following research and observation of digital media interfaces are used as promotional and marketing media. The results showed that digital entrepreneurship education applied to the Digital Library Marketing course has an important influence on students to design a professional weblog as a medium of information, to create content writing about how to fill a weblog that can sell the products offered, and to do good copywriting, also to find ideas for delivery and promotion. Besides being applied to the Digital Library Marketing course, digital entrepreneurship education is also held in digital marketing workshops to provide prospective alums. This study is helpful for entrepreneurship education literature in libraries and information that intersects with digital technology as a medium for entrepreneurship.**

*Keywords – entrepreneurial spirit; qualitative research; promotional and marketing media; weblogs; digital marketing workshop*

# 1 INTRODUCTION

Digital is a word that penetrates almost all dimensions of human life. Various institutions seem to be competing in holding digital education and training activities, such as digital marketing seminars and training, digital transformation strategy seminars, and various activities carried out by the government through the national digital literacy movement. The word digital itself appears with the modernization or renewal of continually developing technology, and this technological development makes it easier for people's interests, including entrepreneurship. The word digital appears with the modernization or renewal of continuously evolving technology, and this technological development makes it easier for the community's interests, including entrepreneurship. The digital world has become a place of entertainment, news, shopping, and social interaction, paving the way for today's trends in the collaborative economy. Internet and digitization are the main drivers of the economy [1]. In the economic aspect of the business world, digital intersects with several parts, including promotion, marketing, payment, and sales, one of which we can see in transactions in the marketplace.

When we talk about entrepreneurship, what we have in mind is business. However, you need to know that entrepreneurship differs from other business organizations. The differences are including in the size of the work team, people with unique attributes, handling risks and uncertainties, particular exploitation, space, opportunities, and disposition of resources constraints, as well as the focused focus, and also different ways of creating future goods and services. Much attention is paid to the entrepreneurial person/team as "individual differences (e.g., attitudes, tendencies, traits, skills and abilities, and cognitive differences) influence the development of entrepreneurial intentions, the search and discovery of opportunities, the decision process and subsequent actions" [2].

Before starting a business, every individual has the right to learn about entrepreneurship. Entrepreneurship education is gaining global attention as a lifelong learning process, and universities play a crucial role in its implementation. The main focus of entrepreneurship education at the university is on developing entrepreneurial knowledge, skills, and attitudes that enable students to think and act as entrepreneurs who have the potential to realize business opportunities with the three things they have [3]. Attention to entrepreneurship education in higher education is evident in the government's appreciation for allocating a particular budget in the 2009 fiscal year through the Directorate General of Higher Education, Ministry of National Education, by launching one specific program for students called the Entrepreneurial Student Program (ESW). This ESW has six main objectives, (1) to foster entrepreneurial motivation among students. (2) to build an entrepreneurial mental attitude, such as being confident, aware of their identity, motivated to achieve a goal, never giving up, able to work hard, creative, innovative, dare to take risks with calculations, behave as leaders and have a vision for the future, responsive to suggestions and criticism, can empathize and social skills. (3) to improve students' skills and abilities, especially their sense of business. (4) to develop new entrepreneurs who are highly educated. (5) to create new business units based on science, technology, and art. (6) to build business networks between business people, especially between novice entrepreneurs and established entrepreneurs [4].

According to Audretsch, universities need to pay attention to student entrepreneurship by facilitating the transfer of knowledge and the commercialization of their learning. With abundant knowledge, entrepreneurship education contributes to economic and social development through its various missions. This entrepreneurship education is an important aspect of regional social development because it generates and utilizes knowledge as an entrepreneurial opportunity. Therefore, the concept of entrepreneurship education at universities is seen as something that can be interpreted well toward the needs of a knowledge-based society, where the role of universities for socio-economic development and collaboration between universities and external stakeholders needs to be carried out [5].

Entrepreneurship education at this university is not just about learning to sell. Still, some activities can be understood by students to have entrepreneurship knowledge according to their fields if they want to enter the world of entrepreneurship in the future. Adapting entrepreneurship education activities delivered by Volkmann and Audretsch [3] in the holistic model of entrepreneurship education (EE), four aspects must be determined in entrepreneurship education, they are target groups, teachers, design, and educational management (see Figure 1). We define the audience of the education in target groups. We also represent the teachers who will deliver the education. The design of education should be planned for the success of education. The last is the management of education to blend the four aspects.

Research on entrepreneurship and its relation to digital technology is mainly found in various disciplines, including in the field of libraries and information. Even information scattered in different parts of human life is the role of digital technology. Opportunities for entrepreneurship in the field of digital technology are quite significant. Entrepreneurs can utilize and make choices about digital technology used in entrepreneurship. In a business, we must be able to recognize and take advantage of opportunities that arise from various phenomena that are present around us, such as [6]:

1. Technological developments and infrastructure advances
2. Artificial intelligence used to improve the quality of decisions
3. Additional realities used to broaden entrepreneurial horizons
4. Cloud services
5. Unlimited connections to take advantage of emerging opportunities
6. Sales of digital products or services through electronic networks

This research concentrates on digital entrepreneurship in the process of entrepreneurship education in the library and information provided to students of the Library Science study program. Library science students learn a skill-based educational process, and the presence of technology becomes

the central infrastructure in library management, especially when digitalization issues such as digital society and the digital economy emerge [7]. This knowledge and skills can be used as capital when entering the business sector. This diversity of types of work in the library and information field can be an opportunity for library and information activists to build businesses in the library and information sector, especially those related to digital technology. As stated by Kane [8], the diversity of types of work in the field of libraries and information can be seen as opportunities for Library Science students who want to become entrepreneurs. Such as;

## 1.1 Library Information System Automation

By utilizing the sophistication of computer technology, one can create applications for use in libraries. One example is the automation of library information systems which has the effect of convenience in processing information. Automation was initially limited to large institutions with large budgets. Technological advances have made it easy to use computer technology in terms of hardware or software suitable for libraries. This automation system has two advantages for information managers. First is that the information managers understand, and the network has become a fundamental requirement in managing information using information technology; every information manager should have a basic knowledge on how to operate a computer and the tasks that automation can accomplish. Second, the need for information managers who are experts in the field of automation is getting bigger, especially in managing pretty complex information databases. Thus, it requires information managers with special skills who can do good planning, design the system and implement library information system automation effectively.

## 1.2 Archive

Librarians and information managers are responsible for the data archives in their institutions. Along with the level of complexity in management in the field of archives, information managers can attend education to improve their skills in the field of archives. This education can be through training, experience, further education, or a combination of them according to their choice to become an archivist. The work of archivists requires the same competencies as those of a librarian. Archivists work by organizing the use of materials, records, and other items. Archivists also actively search for materials among individual papers or an institution's extensive forms. Archiving can be done in media technology which includes agency employees, agency data, or promotional materials, and also includes archiving items contained in the institution, whether they are still in use or not. The public must understand that not all who study archives become archivists are librarians, but many who graduate from library science can manage archives.

## 1.3 Information System Design

Systems programmers write large-scale computer programs to solve business information problems. Systems designers design an information system to solve information problems in fields such as business, science, and education. The programmer's job is to apply this design to a computer that becomes an information system. With the information system, communication between parts can be done through the system, such as an information consultant can advise the management of marketing strategy or business expansion through information systems. Information designers design various systems to help users access and manage various types of information. The purpose of information design is to save time for users to search or browse for information that is usually on a website. They can work independently as consultants or as specialists within organizations. According to Kane, the responsibility of a person who designs information system-based information is carried out by

starting from information systems, technology, information retrieval, and user interfaces for various search systems, labeling systems, navigation systems, organizational systems, and others. Exploring the organization's needs by creating an information design allows people to find more and more information.
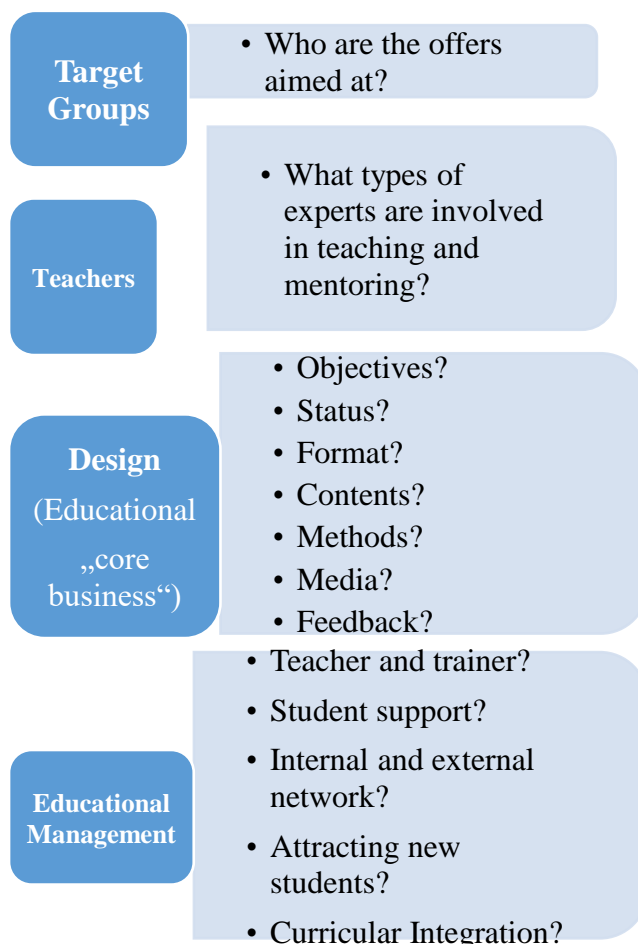


Figure 1. The holistic model of EE ([3])

Information and communication technology (ICT) is a trend in librarianship that makes libraries change their services from conventional/traditional methods to modern library service methods. The introduction of ICT in library

services has significantly changed the content and the pattern of services provided. The current trend of librarianship changes the attributes and approaches in the practice of today's librarians with the necessary skills to address the information needs of the 21st century, for example, digital libraries with online catalogs, database management, reference services (online), and resource-sharing between libraries. Millions of information daily mingle in the library in various formats so that the demand for information increases and the demands for searching with more sophisticated technology. Therefore, library and information science graduates must be equipped with qualified skills to become entrepreneurs with their dominant knowledge in the service sector.

## *1.4    Research and Teaching*

Information science is found in libraries, data processing centers, industry, and government. The growth of information means that new careers are constantly being developed. Education in the form of training and teaching of library and information science provides ideal preparation for this growing field, such as training in library automation systems, data management, digitizing manuscripts or collections, digitizing, entrepreneurship in the information field, etc.

## *1.5    Information Consulting*

A career in the information field must have particular competencies such as proficiency in searching online bibliographic using information systems, preparing periodic reports, or providing information systems with large-scale storage media capable of storing and retrieving information. An information consultant can advise purchasing or selecting a system that suits your needs, make project recommendations, and find and conduct interviews with selected personnel. In addition, information consultants can advise on developing various collections, including journals subscription, and the costs and expertise associated with managing information. The main components of an information consultant's job are professional knowledge in their field, high self-confidence, sound thinking, experience, and the ability to think and to apply and to admit mistakes. As for the responsibilities of consultants related to libraries are assisting libraries in preparing long-term strategic plans, offering recommendations for improving interior design and layout in libraries, observing and analyzing library organization and management; offering suggestions for improvement, offering communication training, facilitating agency needs, conflict management, project planning, customer service, and team building. Consultants can be a freelancer and have expertise in the library and information fields. It can offer this expertise to a variety of services in the library, from strategic planning to group facilities. The profession of an information consultant in the era of literacy development and the current era of big data bridges library institutions and the community to meet their needs for information and facilities that make it easier to get it [9].

In addition to the five business opportunities in the library and information field that have been conveyed, there are entrepreneurial competencies to run a business in libraries and information, as stated by Yahya in Abdullahi J [10], such as: Skills in the field of information technology, skills in a lot of public relations, teamwork, skills in management, communication and leadership as well as skills in research and packaging information.

## *1.6    Digital Technology*

ICT has undergone a significant transformation that has given color to define the 21st century. ICT can now be defined as using digital technology to generate, distribute, collect and manage information and communicate in real-time. ICT has become an integral and acceptable norm in our lives, mainly because this modern technology plays an important role in improving the quality of life [11]. Digital technology is certainly a new means of conveying and obtaining religious ideas and opinions, which on the other hand is efficient and used in learning and accessing more comprehensive information. Digital technology is useful for finding sources of information. Things that are part of digital [12] are:

- Electronic resources (including electronic journals, electronic dictionaries, encyclopedias, electronic directories and handbooks, indexes, and abstracts)
- Electronic texts (including e-books)
- Backup collection (including electronic versions of previous checks)
- papers, final assignments, and other reference materials.
- Books and book translations
- Electronic Magazine
- Archive

Verhoef and Bijmolt say that digital technology changes structures, systems, activities, and processes. Digital developments can also change, develop, or present new businesses by utilizing digital technology [13], such as businesses in libraries and information, managing library institutions, and delivering information using digital technology.

## *1.7    Digital Marketing*

Marketing with digital technology is an alternative to introducing a business without being limited by distance and time. However, there are advantages and disadvantages to using the internet for marketing purposes [14]. Entrepreneurs can develop digital marketing strategies to make it easier for customers to find products that suit their needs by understanding the components of a digital marketing strategy that suits their requirements. The components are organized into a framework: (1) company strategy, (2) customer experience, (3) content creation, (4) channel promotion, and (5) check-back analysis [15].

One of the digital technologies used for marketing is social media. Social networks allow users to network widely and to communicate and exchange information more interactively through digital channels. Before entrepreneurs start their social media activities, they can determine the business goals they want to achieve. To set goals, entrepreneurs can find answers to the following questions: (1)

What to achieve with social media marketing, (2) Who is the target group? (3) What social media platforms do the target group use and how (4) What message should be conveyed about the company through social media marketing? How to build digital branding, (5) what are the ways to communicate and interact with the target group? [16].

## 1.8 Outcome of this study

Various information connected in a network can simultaneously be a fortune and a loss. This luck and failure depend on the information manager presenting attractive, valid, and credible information according to the applicable rules. Digital technology is an option for conveying various information needed, including information in the business world. The research concentrates on applying digital entrepreneurship education given to Library Science students of UIN Syarif Hidayatullah. Digital Library Marketing courses can provide insight into utilizing the sophistication of digital technology in entrepreneurship, such as appropriate packaging information, including business information in the form of promotion and marketing, as well as becoming complementary to technological knowledge. Those have been one of the core learnings in the study program.

The digital marketing strategy must be studied so that its application can make customers feel comfortable and easy to find the products they need. Information management innovation through digital technology requires knowledge, one of which is through entrepreneurship education in universities which plays a significant role in creating entrepreneurs, especially those related to the studied science. Digital entrepreneurship education teaches various things, such as marketing and promotion, inseparable from digital technology in conveying business information to the general public. Essentially, digital entrepreneurship education can complement the core scientific study program that studies libraries, news, and technology closely related to both to foster students' knowledge and skills. This knowledge and expertise are expected to be a provision for students who choose a profession as an entrepreneur in their scientific field when they graduate.

## 1.9 Problem Statement

People tend to think that studying in the Library Science program is only learning about the procedures for arranging books on shelves that are adjusted to the correct arrangement procedures, such as book calling numbers, classifications, and catalogs and how to properly care for books according to the rules of preservation science. Studying Library Science is boring. Graduates are considered only to be employees in the library, and there are no other exciting job opportunities. If you can examine it more deeply, studying at the Library Science Study Program is much broader than a handful of people in general imagine. The library is a place to get knowledge and information about various scientific subjects studied following market needs related to acquire knowledge and information, so it is hoped that when students graduate, they can choose to have a career in an institution or become an entrepreneur. Therefore, students who study there will

learn various courses related to libraries and information, such as information technology courses as explored in this study about the application of digital entrepreneurship education in the Digital Library course.

## 1.10 Previous Research

The first study was about digital entrepreneurship and digital technology related to entrepreneurship. The emergence of new and powerful digital technologies, platforms, and infrastructure has significantly transformed innovation and entrepreneurship. More than just opening up new opportunities for entrepreneurs, digital technology has broader implications for value creation and value capture. This study aims to understand that the digital transformation of the economy needs to incorporate multiple and cross-level analyses, embrace ideas and concepts from various disciplines and explicitly acknowledge the role of digital technology in transforming organizations and social relations. Such themes inherent in digital technology can serve as a common conceptual platform enabling the connection between issues at different levels and integrating ideas from various disciplines [17]. A key component of digital entrepreneurship is how digital technology and the digitalization process can change how entrepreneurs think to create new sources of value and profit [18]. Making sustainable profits requires design thinking. Design thinking is a constantly innovative approach to meet market needs, to focus on and to lead to the problem-solving and the development new ideas. This expectation leads to generate, implement, test, and refine as many ideas as possible to find innovative solutions that represent the true value proposition for customers. That is what digital entrepreneurs strive for and what education and continuing education in entrepreneurship have to convey [19].

The following research is related to the digital entrepreneurship framework. It was concluded that information management institutions and business institutions, in general, must have the ability, capacity, and strategy to implement digital technology and take advantage of digitalization opportunities, including in the library. The study provides an understanding of the conceptualization of the digital entrepreneurship phenomenon. Based on this research, all institutions must consolidate by understanding that digital entrepreneurship is an academic field, so the impact of the ability and capacity of graduates related to digital entrepreneurship must be considered to compete in the global arena [20].

The following study is about entrepreneurship education in the library sector. The new concept of the information economy is seen as an economic system in knowledge, information, and services. Those are considered as more valuable things than manufacturing, so the presence of Library and Information Science (LIS) professionals in the 21st century cannot be underestimated in which entrepreneurship education in universities is needed. Due to the adoption of digital information systems and the information economy, the technological revolution has shifted industrialized countries from manufacturing to service-based economies. According to Cogburn and Adeya,

the information economy is closely related to the economy knowledge and is often used synonymously; it refers to "a specific component of an emerging knowledge in which the production of information goods and services dominates wealth and job creation." Therefore, entrepreneurship education in study programs can be prioritized to grow entrepreneurs in the library and information field who can use digital technology in running their businesses [21]. Digital entrepreneurship education must align with the rapidly evolving technological revolution. Digital business models can change the economy in the long run. It happens because disruptive innovations directly replace more competitive offerings [22].

The similarity of this study with previous studies is that they both study digital entrepreneurship education, which can be taught to students who study libraries and information. The difference is that digital entrepreneurship in this study focuses on one part of entrepreneurship about digital marketing library marketing, one of the courses taught to Library Science students at UIN Syarif Hidayatullah.

## 2 METHOD

This study went through several stages to achieve the objectives: observation, interviews, and audio-visual and uses a qualitative research type utilizing a case study. Qualitative research aims to understand the phenomena or symptoms experienced by research subjects, such as; behavior, perception, motivation, action, and others. Conversations obtained from interviews, cues, and other activities are raw materials that can be analyzed [23]. The reason for choosing this form of research is because researchers can develop an in-depth analysis of the case being studied with time and activity constraints to collect complete information using various data collection procedures [24]. that is called as in-depth interviews that are semi-structured to informants, which consist of several categories (see Table 1), using Indonesian-language questions with three types: descriptive, structural, and counter [25]. Audio-visual data was collected in the form of photos or videos of activities during the research process in the field and videotape recordings, such as displaying digital entrepreneurship learning outcomes and documentation to see theories following research. In addition to collect data with interviews and audio-visuals, this study also observed the appearance of digital media interfaces used as promotional, marketing, and information media, such as weblogs, social media, and websites.

## 3 RESULT AND DISCUSSION

The Digital Library Marketing (DLM) course is present in the 2015 curriculum, and there were promotions and information marketing courses for the previous curriculum. The Digital Library Marketing lecture at the Library Science study program at UIN Syarif Hidayatullah teaches marketing and promotion activities through weblogs, as it is known that marketing and promotion are one aspect of entrepreneurship. The objectives of the Digital Library Marketing course are

broad that can be seen as follows: (1) build a professional blog as a medium of information, (2) be able to do content writing about how to fill a blog that can sell the products offered, good copywriting, the process of finding ideas until the delivery, (3) promotion, the promotion can disseminate written content to find out the absorption of spreading information.

In the digital library marketing lecture, there are several tasks, as conveyed by the informant.

> *"For the mid-semester exam, students are assigned to make information about library activities, and for the final semester exam, we are assigned to market merchandise. It can be our product or someone else's product. We publish this information on the blog that we created."*

The results of student assignments who take DLM lectures given to these students are contained in the creation of weblogs and information management as shown in the following Figure 2.
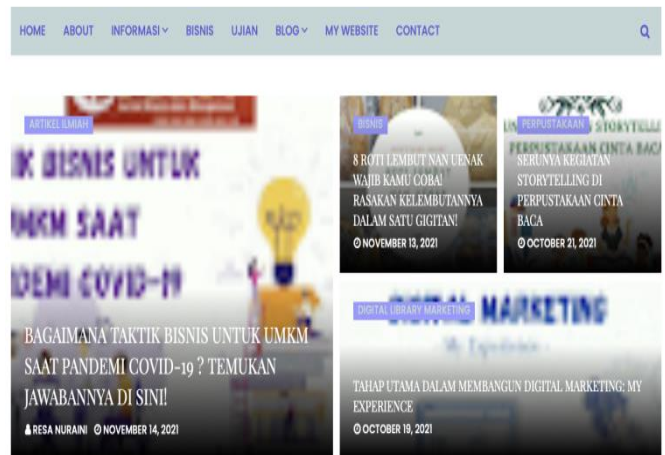


Figure 2. Information about the business world in digital media

There is a variety of information related to businesses that utilize digital technology. Among other things, reviewing an online article titled *"Bagaimana Taktik Bisnis untuk UMKM Saat Pandemi Covid-19? Temukan Jawabannya Di sini"*. The original title of the reviewed article was *"Determinan Keberlangsungan UMKM di Era New Normal,"* published by *Esensi: Journal of Business and Management.*

Amid many businesses that have gone out of business, this article discusses strategies for running a business during the pandemic season, such as shifting business from offline to online by utilizing digital technology media. The reviewer claims in his review that this journal article is suitable for reading by those running a business or wanting to start a business in the pandemic era (see Figure 3).

library marketing, SEO (Search Engine Optimization)

Table 1. Interviewee's Profile

| Identifier | Gender | Profile | Data Information |
|---|---|---|---|
| L1 | Male | Student | To understand the learning process of digital library marketing |
| L2 | Male | Student | To understand the learning process of digital library marketing |
| L3 | Female | Student | To understand the learning process of digital library marketing |
| L4 | Female | Student | To understand the learning process of digital library marketing |
| L5 | Female | Student | To understand the learning process of digital library marketing |
| L6 | Female | Student | To understand the learning process of digital library marketing |
| L7 | Female | Head of Study Program | To provide information and data about the curriculum of the study program |
| L8 | Male | Lecturer | To get information on course materials and assignment |
| L9 | Male | Lecturer | To provide data and information on learning support skills |
| L10 | Male | Lecturer | To provide data and information on learning support skills |
| L11 | Male | Entrepreneur | To get information about business and technology media used and the benefits of digital entrepreneurship education |
| L12 | Male | Entrepreneur | To get information about business and technology media used and the benefits of digital entrepreneurship education |
| L13 | Male | Entrepreneur | To get information about business and technology media used and the benefits of digital entrepreneurship education |

In addition to review an article, students are also assigned to promote or market a business. It can be from their own or someone else's business and is accessible. It does not have to market a business in libraries and information services. The businesses students' market on web blogs includes food products and graphic design services that use technology. On food products, the information is conveyed quite interestingly. The title contains an invitation to try one of the marketing strategies for a business: "8 Soft and Delicious Breads You Must Try, Feel the Softness in Every Bite". This article reviews the Mom's Farrell Bakery product launched in September 2020 during the pandemic. This article describes eight (8) types of bread found in pastry shops. The provocative sentences in this article show that there are marketing strategies in their delivery, such as good quality ingredients without preservatives, delicious taste, the softness of the bread, enjoyment of affordable prices of each bread, and ease of purchase process (see Figure 4).

In addition to market or promote other people's products, in this DLM learning, students can also promote their businesses on their weblogs, as did one student who has a personal business in graphic design services (see Figure 5) His hobbies and expertise in technology were further honed when he studied at the Library Science study program, which taught many information technology-based courses. His internship experience (see Figures 6 and 7) also fostered an entrepreneurial spirit and led him to open a business in the graphic design field between - being busy as a student. Digital technology, weblogs, and social media, such as Instagram and WhatsApp, are ways to market and promote their business so that they are known to the public.

They were learning DLM is an exciting experience for students. Students think that DLM lectures are proper and essential because now it is no longer a conventional era, along with the rapid development of technology. With DLM, the information displayed can be known to the public without limiting by space and time. This information is beneficial. In this DLM course, students learn about the benefits of digital techniques, and blog creation. Further, the students also learn how to promote published information, social media strategy, and copywriting with the aim of so that the writing made blog content look attractive in the eyes of visitors as information seekers, whether they are regular visitors or unique visitors who visit the blog page many times. In addition to learn the technology side, in this DLM learning, students learn to manage the information that will be conveyed and published on digital media, such as product promotion and marketing information language. In this blog, students create designs, create content, tidy up and manage the information, making reading enjoyable. For the achievements of the contents of this blog to be widely spread, promotions are carried out. Promotions are carried out, among others, through social media, such as WhatsApp, Instagram, Twitter, and Facebook.

The learning experience of creating a blog does not always run smoothly, especially for beginners, who sometimes experience problems or errors in designing information and face-to-face displays as directed by the lecturer and word-by-word arrangement to make it exciting information to display. The difficulties in making weblogs experienced by these students can be overcome because students are enthusiastic about learning and have support from course lecturers who say that the information displayed on this blog will be able to provide information to many people. Especially learning information technology is not new in Library Science, as in the previous year, students had known to create a website. Students admitted that after studying and practicing directly, they enjoyed making articles for information on weblogs, which could hone their creativity and skills.
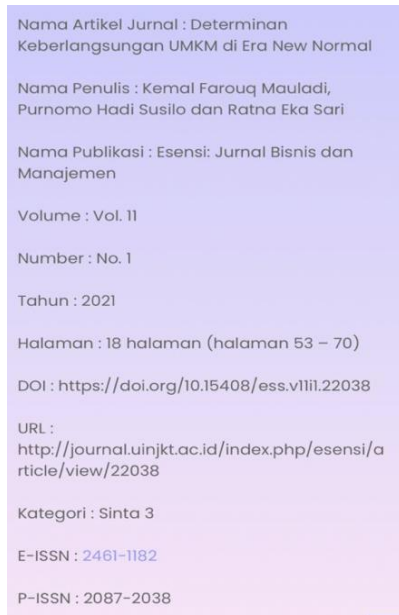
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Figure 3. Specification of a business journal



Figure 4. Types of bread being promoted



Jasa Desain Grafis
Farhan Aziz X Theory Of Art

- DESAIN LOGO
- DESAIN POSTER
- DESAIN MENU
- DESAIN BANNER
- DESAIN FEED INSTAGRAM
- DESAIN UNDANGAN
- DESAIN KARTU NAMA

Figure 5. Theory of Art graphic design services



INTERNSHIP EXPERIENCE

May 2021 – July 2021

Berkas Neuron
*Department of Creative and Design*
Responsible in making various designs for events, branding, and promotions as required by the organizations to educate and inspire people while maintaining the highest of standards.

Figure 6. Internship program in the creative and design department



| SOFTWARE | |
|---|---|
| ADOBE ILLUSTRATOR | 75 % |
| ADOBE PHOTOSHOP | 85 % |
| MICROSOFT OFFICE | 80 % |
| SLIMS | 80 % |
| VIDEOPAD-VIDEO EDITOR | 85 % |

Figure 7. Skills and hobbies in the field of Software
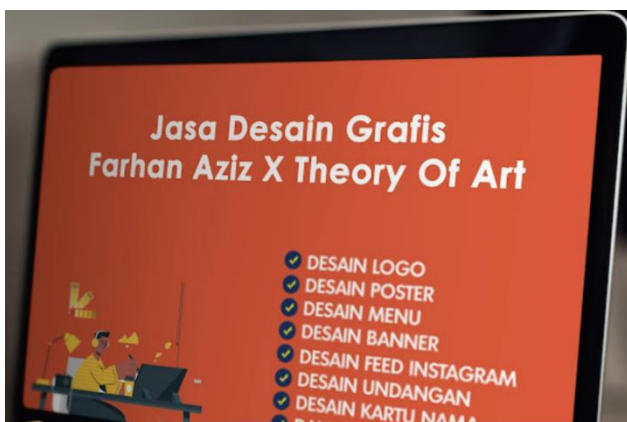
In addition to learn about Digital Library Marketing in class, digital learning has also been held outside of lectures to support student expertise in the digital field. As an example is that a Digital Marketing workshop held for prospective alums by the study program manager in the hope of becoming experts in the library and information field when graduating along with other skills acquired while studying information technology, such as library automation systems, database and network technology, digital libraries and archives, web development, information services, and archive automation systems. Technology-based courses become skills and can be the capital in building a business in an all-digital world.

Learning DLM in libraries and information is an excellent exciting sting and can meet market needs that require college alums who can manage and market information through digital technology. Students who study in the field of libraries are closely related to disseminate knowledge and information. They should learn and continuously be updated the learning many times because the task of graduates from the Library Science study program is not only as a library manager but also as a disseminator of information, including information in promoting and marketing a product or service through digital technology. Because as is known, digital marketing has various advantages in marketing products or services, such as business promotions that are not limited by time and space, cheaper costs, and time efficiency of communication because they do not have to meet face to face.

DLM learning will be more interesting if it is in line with the course's name and the knowledge studied in the study program. Marketing on digital platforms intersects with libraries and information, whether in the form of products or services such as *Publishing business, Development of computer software, Production and sale of library equipment, Information brokerage and consultancy services, Bookselling business, Operation of business center and cyber cafe*

*business, and Computer maintenance* [26], not marketing a general business. By learning to market a business according to its field, students can also begin recognizing their skills while studying in the Library Science program. It will also be helpful when deciding to become an entrepreneur, as is done by alums who publish their passions and activities through digital platforms (see Figures 8 and 9). This promotion has led alums to become entrepreneurs in the service sector, as stated by one of these informants:
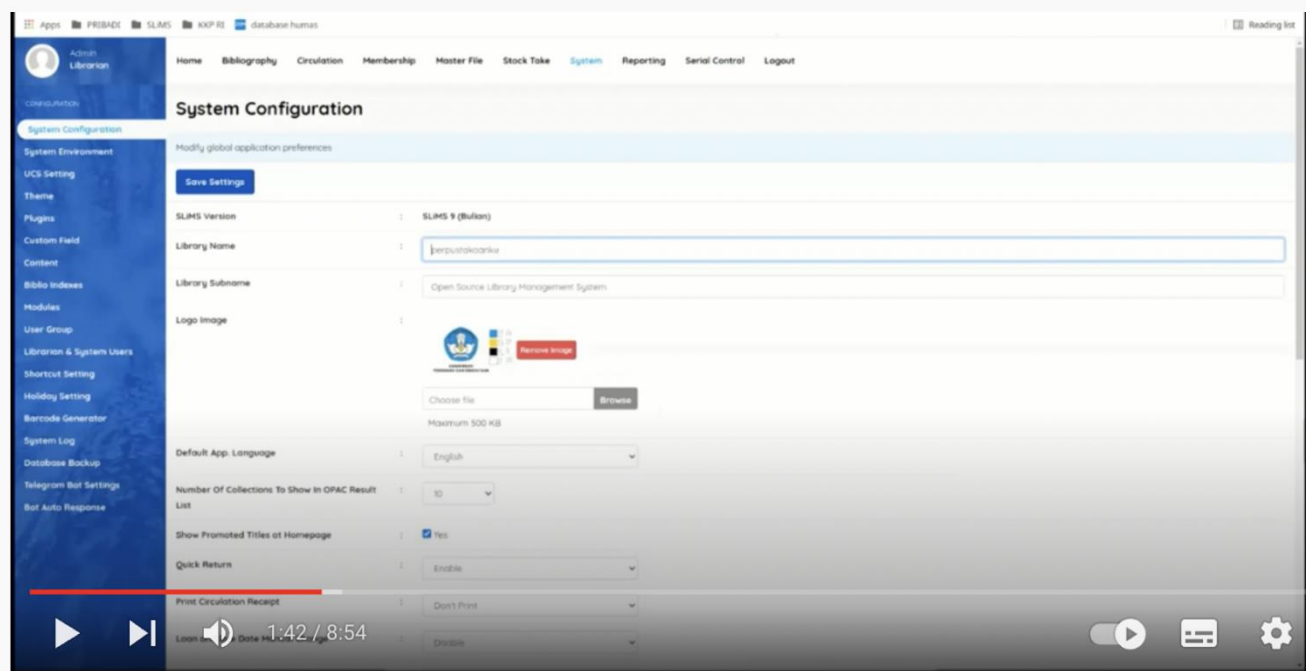
*"I don't do advertisements or special promotions for the services I provide, but the activities I do. Especially with my expertise in the SLiMS library automation systems, I connect to YouTube and status on social media so that my name is identical to the system. SLiMS information and become a promotional event for me".*

As described above, the experience of learning digital entrepreneurship and entrepreneurship in libraries and information shows that information technology plays a major role in delivering library science graduates to become young entrepreneurs in the digital era. Expertise in the field of technology that is owned is the main capital for alums to become entrepreneurs in the information age that has no

boundaries of space and time to be enjoyed by the community. To spread their business, young entrepreneurs can promote their businesses by taking advantage of the opportunities provided by information technology, such as website platforms, and social media, to make them more accessible, and valuable [27].



Figure 8. Alumni skills and interests in digital technology



Layanan SLiMS pada Telegram

Figure 9. Display of SLiMS library information system learning on Telegram

## 4 CONCLUSION

This paper reveals that digital entrepreneurship education is applied to the DLM course studied by students of the Library Science study program for two credits (Semester Credit Units). The DLM course aims to be able to build a professional blog as a medium of information; be able to do content writing about how to fill a blog that can sell the products offered, good copywriting, the process of finding ideas for their delivery; and promotional media. Students

publish information through weblogs with several themes given by the lecturers, such as reviewing journal articles and marketing any business products. It can be their own business or the business of others. Students also learn about adjusting information in SEO. SEO is beneficial for people who search information on search engines like Google.

This study, which was conducted through various data collection techniques and validation, proves that the application of digital entrepreneurship education in the DLM

course can train and develop student skills in digital technology and information management and become a digital marketing medium. It complements learning related to information technology that can be used for entrepreneurship. Library Science graduates are at the forefront of information retrieval. Thus, they must be responsive to the latest developments to provide useful information and create entrepreneurs in the field of libraries and information, in the future. Digital marketing can be compatible with the profile or core learning contained in the study program, such as Publishing business, Development of computer software, Production and sale of library equipment, Information brokerage and consultancy services, Bookselling business, Operation of business center and cyber cafe business and Computer maintenance. For sustainability research in entrepreneurship education, the authors plan to conduct further studies to find patterns of entrepreneurship education by utilizing digital technology in the field of libraries and information so that entrepreneurship can be an option when students graduate from the Library Science study program.

## AUTHOR'S CONTRIBUTION

The first author is responsible for this paper conceptually, data collection, analysis, and interpretation. The other authors have dedicated their supervision.

## COMPETING INTEREST

This paper is my work and does not receive funding from anywhere, so it has no interest or conflict of interest with anyone. This research is purely related to research studies and my interest in the world of entrepreneurship and technology.

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