

## CHARACTERISTICS AND CHALLENGE FACED BY SOCIO-TECHNOPRENEUR IN INDONESIA

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**Abstract:** Nowadays socio-technopreneurship as emerging trend among start-ups. The Covid-19 pandemic could be a factor in increasing the total number of socio-technopreneurs in Indonesia. The qualitative method was applied in this study. The descriptive analysis research method was used to collect data, conduct interviews with founder, CEO and business manager, and gather evidence. The study's objectives are to define the character of a socio-technopreneur and to analyze the obstacles and challenges that socio-technopreneurs face in Indonesia. The results show the character of a socio-technopreneur as (1) collaborative, (2) concerned with a social mission, (3) have creative and innovative ideas, (4) confident, (5) dare to take risks and challenges, (6) have a leadership spirit, (7) optimism, and (8) adopt with digital/technology. Some tenants, who are MSMEs or farmers, have difficulties or are unfamiliar with the system or procedure, even after it has been demonstrated to them. Second, the use of technology or digital marketing by socio-technopreneurs creates opportunities for a larger market. In the middle of today's challenges, there are several opportunities for people to improve their wealth by becoming entrepreneurs who shift into socio-technopreneurs. Socio-technopreneurship is a critical aspect in the growth of the Indonesian economy, particularly the local economy. The growth of socio-technopreneurship based on social mission and technology adoption can accelerate the development of technological entrepreneurship, reduce social issues, create new jobs, contribute to technology transfer and innovation, and strengthen national economic growth.

**Keywords:** entrepreneurship, local economy, social, start-up, technology

**Abstrak:** Socio-technopreneurship menjadi isu hangat di kalangan start-up. Pandemi covid-19 dapat menjadi faktor yang meningkatkan jumlah total socio-technopreneur di Indonesia. Pendekatan kualitatif dipilih sebagai pendekatan di dalam penelitian ini. Metode penelitian yang digunakan adalah analisis deskriptif, pengumpulan data, wawancara dengan founder dan manager bisnis dan bukti pendukung. Penelitian ini bertujuan mengidentifikasi karakter socio-technopreneur dan menganalisis hambatan serta tantangan yang dihadapi oleh socio-technopreneur di Indonesia. Hasil studi mengidentifikasi karakter socio-technopreneur: (1) kolaboratif, (2) kepedulian terhadap misi sosial, (3) memiliki ide-ide kreatif dan inovatif, (4) percaya diri, (5) berani mengambil risiko dan tantangan, (6) memiliki jiwa kepemimpinan, (7) optimisme, (8) mengadopsi dengan digital / teknologi. Responden memiliki tantangan bagaimana mampu berkolaborasi dan memahami produk yang dijual melalui adopsi teknologi yang digunakan. Selain itu, teknologi atau digital marketing yang diadopsi oleh socio-technopreneur membuka peluang untuk pasar yang lebih besar. Terdapat banyak peluang dan meningkatnya kesejahteraan bagi para wirausaha yang beralih menjadi socio-technopreneur. Socio-technopreneurship memiliki peran penting dalam meningkatkan perekonomian Indonesia khususnya perekonomian lokal. Pertumbuhan socio-technopreneurship berdasarkan misi sosial dan adopsi teknologi, dapat mempercepat pengembangan kewirausahaan teknologi, isu sosial berkurang, menciptakan lapangan kerja baru, membantu transfer teknologi dan mendorong inovasi, serta mendorong pertumbuhan ekonomi nasional.

**Kata kunci:** kewirausahaan, ekonomi lokal, sosial, start-up, teknologi

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## INTRODUCTION

These days industry 4.0 is encouraged by innovation. This time could be a time when all viewpoints of life are required to plan for social shifts that must go hand in hand with mechanical improvements. Industry 4.0 is an industry that combines automation innovation with cyber innovation (Wibawa et al. 2021). Social media, versatile, wearables, Web of Things, real-time are fair a few of the innovations that are disturbing markets. Changes in how individuals communicate, interface, and find are carrying unimaginable suggestions for businesses and almost about anything where individuals are included. It's not so much that technology is part of our standard of living or that innovation is tireless in its torrent on humankind.

Technology has contributed to humanity in the changes and advances supported by today's businesses. Nowadays digital technology is changing the way individuals trade. (Sulianta et al. 2019). It does make life simpler. Technology is not just a supporting tool device but gets different jobs done in a more efficient and effective time (Abdulgani et al. 2017). Currently, we have entered the era of 4.0, where we are able to connect stakeholders with the world of online trading without limits. This era is able to expand and increase the productivity of economic activities in the world of trade and entrepreneurship by involving technological elements. This is proof that technology is the future, especially in the digital business era (Koe et al. 2018).

One of the efforts to encourage the acceleration of economic growth is to foster an entrepreneurial spirit. The entrepreneurial spirit can change the mindset of someone who originally only thought to produce goods/services to be business-oriented (Kusumaningrum et al. 2021). The pandemic is a difficult time for most Indonesians, especially those involved in the business world. Entrepreneurs in Indonesia have doubts about the future of the Indonesian economy. 80% of Indonesians have an impact and a loss of household income due to the pandemic. But this is one of the supporting factors so that 26% of the affected people turn to the world of entrepreneurship in the hope that business is a way out for those who are laid off by the company where they worked before (GEM, 2021). There appears to be a lot of concern among contemporary Indonesian entrepreneur about how the epidemic would affect their business. As a result, measures targeted at increasing expenditure and ensuring stability in the event of future crises will

be crucial for supporting Indonesian entrepreneurship. Figure 1 shows that during the In the survey period, respondents in Indonesia with an age range of 45 to 54 years as many as 12.6 percent are in the process of starting their own business or have started a company.

One of the most significant changes in the global economy is entrepreneurialism, defined as an interest in commercial and economic activity. Entrepreneurs are one of the drivers that drive each country's economy. More entrepreneurs mean more opportunities for new business fields, and hence more employment will be created and expanded. There are several notions and implications associated with the term "entrepreneur." An entrepreneur might help you attain economic independence or personal fulfillment by doing something creative. An entrepreneur should also take advantage of chances in novel ways. In addition, an entrepreneur has the ability to acquire a variety of resources in order to construct and increase organizational work and generate job possibilities. A technopreneur is an entrepreneur who is involved in the role of technology since technology serves as a catalyst in this digital era. (Purnomo et al. 2020).

Technopreneurship is combination word of technology and entrepreneurship (Putri et al. 2019). Technopreneurship is increasingly high in companies where there is a growth in creativity and innovation. Entrepreneurship and technopreneurship complement and guarantee the long-term viability of e-commerce and e-business (Olusegun et al. 2019). Technopreneurs use technology in innovative ways to offer services or products to customer. Technopreneurs are entrepreneurs who use technology to create new business processes and formations, as well as to implement technical advancements and transform technology into goods or services (Fowosire et al. 2017).

A fairly interesting concept recently introduced by some experts in Indonesia is the concept of Socio-Technopreneurship. Socio-Technopreneurship is a combination of three words namely socio/social/community, techno/technology, and entrepreneur/entrepreneurship. So basically it can be interpreted that the concept of Socio-technopreneurship is the development of entrepreneurs with technological support that has an impact on society. The concept of socio-technopreneurship is very close to the development of start-up companies in Indonesia because socio-technopreneurship is a business concept

of utilizing technology and innovation that will make solutions to the problems of the general public. Socio-technopreneurship prioritizes social activity rather than profit, but this concept is still a matter of debate (Handayani et al. 2020). Based on the situation, there need a research to learn what kind of characteristics that have to develop as socio-technopreneur, so their business can be growth and success. Utomo et al. 2019 identified entrepreneur who has a social mission, supported by the influence of organizational environment, social environment, individual characteristics and experience.

Socio-preneurs play a important role as change agents for the environment, improving systems and developing new approaches. Socio-preneurs are also able of finding solution as part of the Sustainable Development Goals (SDGs), particularly during pandemic conditions, with the hope of improving life sustainability (Priatna et al. 2021). Goals, ideas or concepts of digital innovation, and leadership attitudes all have a big impact on social entrepreneurship (Herlina et al. 2021; Samyung et al. 2020). Research studies on characteristics of socio-technopreneurship are interesting, and need to be carried out. Mostly previous studies were concern with characteristics of socio-preneur or technopreneur. Authors decide to capture the situation of socio-technopreneur in Indonesia by case study with qualitative approach. Based on the background and current issue, the research aims to (1) to identify the character of socio-technopreneur and (2) to analyze the obstacle and challenge of socio-technopreneur.

## METHODS

This research focused on the issue and challenges faced in the field of socio-technopreneur in Indonesia. The research was conducted from December 2021-January 2022. The types of data and information were obtained from surveys and interviews with respondents and secondary data were obtained from journals, scientific publications, and websites (GEM, Statista, Ministry of Cooperatives, and SMEs of The Republic of Indonesia). The research method used is descriptive analysis, collecting data, case study, and evidence. The sampling technique used was purposive sampling with a total of 4 respondents. Respondents' position as founder, CEO and business manager.

This study used qualitative approaches with descriptive types. This means that the data and fact disclosure procedures that researchers use are in non-statistical or non-systematic forms. Qualitative methods have behavioral observation procedures and are described in writing or orally, the process through the collection, analysis, and interpretation of data is then closed with the withdrawal of conclusions based on the analysis of the data (Moleong, 2007). Qualitative approaches also emphasize the right theory or framework. This approach focuses on the search for new science so that there is a contribution to knowledge. This research will apply three keywords namely What, How, and Why. These keywords are used by understanding complex and detailed research on a problem or issue (Maulana, 2021).

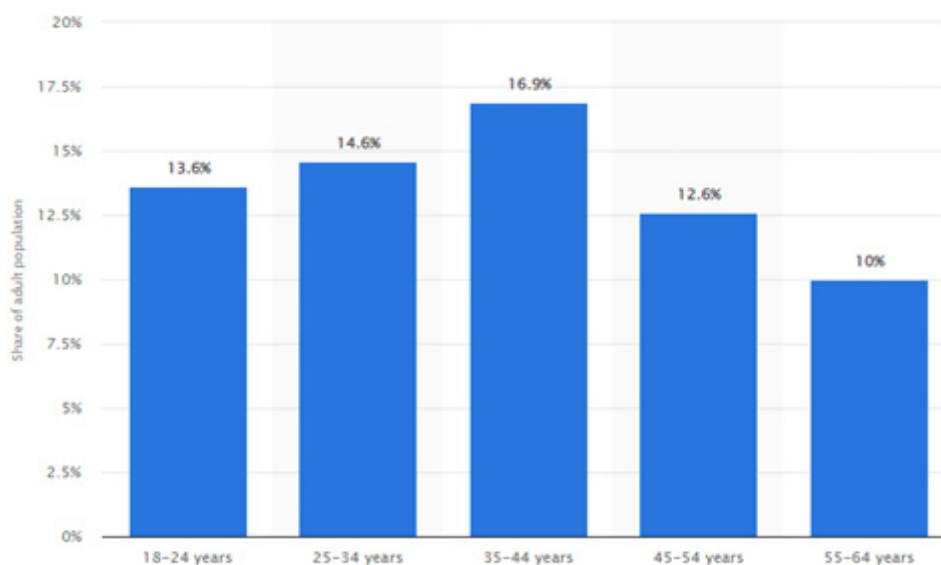


Figure 1. Percentage of population by age group that started early-stage entrepreneurial activities in Indonesia in 2018 (Statista, 2022)

This study used a case study approach that will discuss 4 start-up with the specific criteria or considerations of research. The start-up that were selected and categorized as socio-technopreneurs are:

1. Ecodoe, a start-up with social mission but utilizing digital technology and innovation that can support MSMEs
2. Waste4Change, a start-up with focus on answering the challenges of waste problems, especially plastic waste, with community-based implementation and technology utilization
3. MadeinIndonesia.com , a start-up company that pioneered the development of e-commerce platforms with business-to-business (B2B) schemes to facilitate MSMEs to be able to market their products to the global market
4. TaniHub is a startup that helps farmers earn better rates and connect with more people to buy their products

Technique in this research, authors read and find literature and previous research then find a issue that need to identify. Then authors decide to explore use case study to confirm and analyze. Authors explore information through data that were gathered from literature, article/journal that have a related topics and online-interviews with CEO, founder and manager business. Through of case study can explore the definition of the character of socio-technopreneur and analyze the obstacles and challenges faced by socio-technopreneurs in Indonesia. Authors were assumed that socio-technopreneur not only focus with social mission and adoption of technology/media digital but

focus on sustainability impact. Based on the results, recommendations are constructed how to be successful socio-technopreneur in the digital era (Figure 2).

## RESULTS

The ratio of entrepreneurship in Indonesia in 2021 is 3.47 percent, relatively low compared to Thailand at 4.26 percent, Malaysia at 4.74 percent, and Singapore at 8.76 percent. The Covid-19 pandemic presents many impacts and challenges that are no exception for entrepreneurs. The condition of Covid-19 that has hit for almost 2 years harms the Indonesian economy, namely the number of unemployed continues to increase because many sectors are affected by the pandemic. The fact is the field where the need for new jobs for the community is crucial, so the role of self-employment is needed. Start-ups generally have wealth below ten billion rupiah and annual sales proceeds below fifty billion rupiah, so it can be categorized as part of MSMEs. However, not all MSMEs are start-ups. MSMEs that do not fall into the start-up sub-category are MSMEs that do not have a high level of scalability. Based on a survey in 2018, start-ups in Indonesia are mostly on the scale of micro-businesses (52.97%) and only 3.12% of start-ups have a large business scale. In addition, not all digital companies and technology companies are start-ups. For example, digital companies and technology companies that implement business models do not fall into the category of start-ups because their scalability levels are not high (Dellyana et al. 2021).

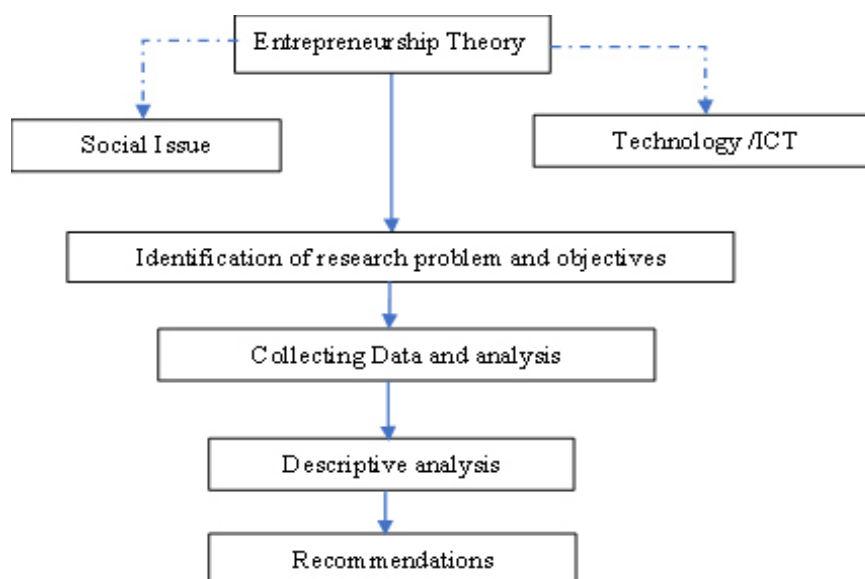


Figure 2. Research operational framework



This section is divided into two parts, characteristics of socio-technopreneur, obstacles and challenges that faced by socio-technopreneur. Firstly, four start-up was chosen with the specific criteria or considerations of research, namely Ecodoe, Waste4Change, MadeinIndonesia.com and Tanihub. Then, based on case study and literature study explore the characteristics of socio-technopreneur. At last section, obstacles and challenges that faced by socio-technopreneur are discussed.

### Characteristics of Socio-Technopreneur

These four start-up can be representative as socio-technopreneur in Indonesia with the specific criteria or considerations of research:

Ecodoe: Digitalize Local Shared-Economy

Ecodoe has been established in 2014 and located in Jakarta. Ecodoe with the slogan “E-procurement made easy” is a procurement provider platform that connects MSMEs with B2B clients. Larasati Aliffia as founder & CEO Ecodoe is very concerned with the issue where Indonesian MSMEs have limited access both in terms of funding, business assistance, and also market access.

Pandemic Covid-19 as the reason for Ecodoe where they change their business model and decide to adoption technology and increase collaboration. When pandemic has beginning their business profit decrease and totally trap with the situation. Then they change all concept and try to connect with all crafter/MSME creators in Indonesia that also have bad situation because they could not sell their products or the profit was decrease significantly.

Through the concept of gotong royong as a local-shared economy, all MSME creators were listed as partner of Ecodoe, they also join training that facilitated to gain knowledge and business acceleration. Those activities were impactful, it can get large amounts of demand from B2B clients, so Ecodoe can focus to help deliver products to clients while all MSME creators focus with production. Therefore, Ecodoe can help MSMEs market their products widely to B2B clients. Ecodoe has a mission of how MSMEs in Indonesia can be more advanced with ecodoe as a solution for MSMEs to be more adopted also with the current technological era.

Ecodoe faced challenges at the beginning of how to convince MSMEs to join ecodoe creators and how to motivate creators to be able to produce continuous products with the best product quality and in accordance with the SOP set by Ecodoe.

Localaris is a program owned by Ecodoe as an effort to strengthen MSMEs. Another program conducted by Ecodoe is to distribute MSME products to clients and help MSMEs move up the class. The purpose of this program is an effort to expand the market, increase revenue, and smooth business.

Larasati Aliffia, the founder and CEO Ecodoe can be categorized that have strong character, focus and always curious with social issue and creative. She also an optimism person with strong leadership spirit. Ecodoe is one of the socio-technopreneurs with a social mission but utilizing digital technology and innovation can support MSMEs, especially in the field of craft in the pandemic period that had been down in marketing products because before the pandemic they sold products focused on tourists.

Waste4Change: Manage Your Waste Responsibly

Waste4Change founded since 2014 and located in Bekasi, West Java. Waste4Change is categorized as socio-technopreneurs because they have a business with focus on answering the challenges of waste problems, especially plastic waste, with community-based implementation and technology utilization. According to recent BPS statistics, waste management ranks the lowest when compared to other environmental issues (energy, air pollution, transportation).

M. Bijaksana Junerosano (Founder & CEO Waste4Change) explained that they see this as a challenge and opportunity to implement programs that encourages the community to act and give real contributions to the ongoing waste crisis in Indonesia through community-based implementation. They have a 4C principle, namely : (1) Consult, waste management consulting services, (2) Campaigns, educating the community, (3) Collect, help collect waste, and (4) Create, convert waste into recycled materials.

The founder and CEO Waste4Change, M. Bijaksana Junerosano really confident that Waste4Change will have bigger market not only local area but global market. Environmental health becomes important from year to year, especially the quality of life depending on how clean our ecosystem is. Waste4Change has strategy for shifting the waste management ecosystem towards a more responsible, collaborative, and technology-based waste management system that supports the implementation of circular economy.

Waste4Change offers a trash recycling system combined with online and mobile applications in an effort to increase the number of brands identified as recyclable garbage. This integration of technology in trash recycling systems facilitates responsible waste management of brand-labeled garbage and offers up potential for collaboration with many other businesses and recycling partners. The Waste4Change system idea complements the client's brand's educational and program marketing elements. Founder was explained that Waste4Change not only focus to solve social issue but they also adopt technology so can be more productive to collect and create or recycle process.

#### MadeinIndonesia.com: Empowering Indonesia Companies

MadeinIndonesia.com is a start-up company which located in Bogor, West Java that pioneered the development of e-commerce platforms with business-to-business (B2B) schemes to facilitate business people in Indonesia. Rudjito Hunneman as Senior Manager of MadeinIndonesia explained that this is platform that facilitate both manufacturing, wholesalers, and MSMEs to be able to market their products to the global market with a reach of approximately 150 countries in the world. MadeinIndonesia.com sees the obstacle that the difficulty of market access for MSMEs with guaranteed services, especially on buying and selling in the international market. Tenant of MadeinIndonesia.com are domestic and export-oriented companies. They also have international tenants from 32 countries. Founder of MadeinIndonesia has strong leadership with high creativity and believe that through collaboration their business can rapidly growth because of market ecosystem that has been established.

MadeinIndonesia.com offers digital system integration services to make it easier for tenants to access information related to exports and demand for goods

from foreign markets. MadeinIndonesia.com was designed from the outset to be Indonesia's "One-Door Solution" for Digital Trade, empowering Indonesian companies in B2B digital exports while simplifying international sourcing and procurement from and within Indonesia.

#### TaniHub: Improving the Welfare of Local

TaniHub is founded in 2016 and located in Jakarta. Deeng Sanyoto as Head of Partnership & Social Impact explained that TaniHub now has more than 45,000 farmers and 350,000 buyers (including businesses and consumers) in its network. TaniHub Group as start-up with a purpose to helps farmers get better prices and more customers for their crops.

TaniHub Group is a socio-technopreneur that has played a significant role in altering the agriculture sector and has demonstrated that its presence may have a good influence on the quality of life of farmers via the use of a platform as technological assistance.

The company assists farmers in earning more money for their crops by simplifying distribution routes, resulting in fewer intermediaries between farms and the restaurants, grocery shops, vendors, and other companies who buy their products. TaniHub, TaniSupply, and TaniFund are the three units that do this.

Since the COVID-19 pandemic, regional administrations have been willing to develop channels of communication for TaniHub to engage with local farmers and SMEs in their region. TaniHub has recently collaborated with numerous Indonesian government organizations, including the Ministry of Trade, the Ministry of Agriculture, and the Ministry of Cooperatives and SMEs, as well as local farmers and F&B enterprises, to expand exports. Based on above explanation there are the characteristics of each socio-technopreneur as seen as Table 1.

The development of sociopreneurship and technopreneurship in Indonesia itself has only become a trend in recent years where the younger generation dominates. As a result there are a combination which called socio-technopreneur. The merging of technology, innovation, and entrepreneurship is known as technopreneurship. Technopreneurship is the act of transforming anything into a high-value resource by transforming good ideas into commercial initiatives

via the use of human knowledge. Technopreneurship is a type of entrepreneurship that is centered on the application of technology (Licera, 2015).

Social entrepreneurship appears a new entrepreneurial spirit focused on social aims (Tauber, 2019). Larasati Aliffia as founder and CEO Ecodoe really concern to help MSME to increase and optimize their product with high quality and gain the knowledge and their tenants' skill. She feels confident that local-shared economy will give benefit not only business oriented but solved problem that faced MSME during pandemic.

Sociopreneurs are defined as agents of change who are imaginative, opportunity-oriented, resourceful, and generate value, rather than monetary or economic benefit for the organization, by following a specific social mission. Furthermore, sociopreneurs are described as entrepreneurs who aspire to serve societal causes (Pratiwi, 2021). Founder & CEO Waste4Change belief that it will give real contributions to the ongoing waste crisis in Indonesia through community-based implementation. It will give a sustainable impact. This situation also relate with TaniHub, Deeng Sanyoto (Head of Partnership and Social Impact TaniHub Group) mention that ecosystem to support farmers need to be developed so they can together answer the challenge to provide food not only now but sustainability with high quality.

Entrepreneurial business opportunities will create job opportunities, encouraging the economy to grow and develop as the society's stable economic backbone (Prasetyo and Kistanti, 2020). MadeinIndonesia.com sees the obstacle that the difficulty of market access for MSMEs with guaranteed services, especially on buying and selling in the international market. Rudjito Hunneman as Senior Manager of MadeinIndonesia mention that the obstacle that has been faced by MSMEs as the reason to develop platform that helpful for them to access local and global market.

Table 1 show data characteristic of people who work and focus on socio-technopreneurship. Based on each case study, we conclude that the character of socio-technopreneur (1) collaborative, (2) concern with social mission, (3) have creative and innovative ideas, (4) confident, (5) dare to take risks and challenges, (6) have a leadership spirit, (7) optimism, (8) adopt with digital/technology. Socio-technopreneurs can be change agents and play a significant role in fostering national economic progress. In today's digital environment, a socio-technopreneur must be aware to recognize and create opportunities. They must also have a complete dedication and effort to empower the surrounding community to create change that results in the general welfare and the use of technology. Socio-technopreneurship requires motivation, hard work, innovation, creativity in accordance with the times, and the use of technology, not to forget the primary goal of providing kindness and creating a beneficial social impact in the industrial era. 4.0.

Table 1. Characteristics of socio-technopreneur

Company	Positions	Characteristics
Waste4 Change	Founder & CEO	concern with social problem, collaborative, creative and innovative, confident, leadership spirit, optimism, concern use media digital
Ecodoe	Founder & CEO	concern with social problem, collaborative, creative and innovative, confident, leadership spirit, optimism, concern use media digital
Tanihub	Head of Partnership & Social Impact	concern with social problem, collaborative, innovative, confident, leadership spirit, optimism
MadeinIndonesia.com	Senior Manager	collaborative, creative, innovative, confident, leadership spirit, optimism, dare to risks and challenges

## Obstacles and Challenges of Socio-Technopreneur

Globalization is a very rapid development of interdependence and ties between countries in the world in terms of trade and finance. The influence of the globalization era is an aspect of business economic progress in Indonesia today, with the growth of technology and communication in the digital era at this time makes businesses in Indonesia have an increase in global market competition, where communication technology supports in marketing goods, and importing or exporting products. Nowadays, data technology such as internet technology, it is an opportunity for entrepreneurs to compete globally, because data technology shares the ease of transactions between sellers and buyers (Siregar et al. 2020). Adoption of new technologies that can achieve scientific advancement is critical as part of a long-term effort to build and accelerate the economy and increase community welfare.

The respondents of Ecodoe and MadeinIndonesia.com mentioned several challenges they faced during conduct their business. They are challenged to get many tenants to join with their platform or collaboration. Some tenants who are MSMEs or farmers have problem or not familiar when they have to sell their product or understand system or procedure even they were explained.

Waste4Change mentioned their challenge is how to gain people to more concern about environment issue and they categorized their waste so it will be easier and faster their recycle process. TaniHub Group mentioned how they still need a collaboration to connect farmer directly with customer, so there are engagement and intention between customer and producer.

Based on the nowadays situation, technology or digital marketing that adopt by socio-technopreneur opens opportunities for bigger market. These need preparation through training assistance and push tenants so they can compete in local and global market.

Lastly, as the business owner also has a challenge how they have a sustainable system and managerial so they can success. This result related with study result by Mignenan (2021), collective skills and collective intelligence are viewed as a supportive factor that has a major influence on the success of

strategic economic entrepreneurship, as well as a real management contribution to entrepreneurs and partners in entrepreneurial growth activities.

The growth of technology has a useful position in the business economy because with the increasing growth of technology can help and facilitate business improvement, so it is very profitable for socio-technopreneur. The Covid-19 pandemic also presents many impacts and challenges that are no exception for entrepreneurs. The challenge of becoming an socio-techopreneur in the future will be more severe, competition is no longer between competitions in local coverage, but needs creative ideas and innovation to deal with social issue/problem and utilize digital/technology. The digital marketing is very important to choose and run well as skill and communication way to support business (Irawan 2018; Chasanah et al. 2021).

## Managerial Implications

Based on this study need to build and encourage personal characteristics who has a passion and goal to be a successful socio-technopreneur in the digital era. In long term , if the total number of socio-technopreneur increase year by year , it will give an impact for community or country especially to solve issue problem. In other hand, it also creates a job opportunity. Socio-technopreneur need a collaboration and must be supported by University, local government, company and community/NGO to empower and encourage it.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on study, it has results that there are several characteristics to be developed as socio-technopreneur in the near future, such as (1) collaborative, (2) concern with social mission, (3) have creative and innovative ideas, (4) confident, (5) dare to take risks and challenges, (6) have a leadership spirit, (7) optimism, (8) adopt with digital/technology. Those characteristics can be assumed as ideal characteristics, so for whom pretend to be socio-technopreneur can focus to learn and through the process become socio-technopreneur. In Indonesia, socio-technopreneur has been faced many constrains to be success but they do collaboration with many stakeholders so they can grow and success



together. The growth of socio-technopreneurship based on social mission and technology, can accelerate the development of technological entrepreneurship, social issues are reduced, create new jobs, help technology transfer and encourage innovation, and encourage national economic growth.

## Recommendations

Currently, we have to adapt and be agile with the rapid change of technology. Instead of technology one of the variables propelling each country's economy is the total number of entrepreneurs. Based on this study, there are two recommendations to increase the total number of socio-technopreneur in Indonesia. First is socializing or education about socio-technopreneurship at the higher-education level. The second is to develop an ecosystem where to increase passion and support system for people or entrepreneurs shifting to be a socio-technopreneur.

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