



THE ROLE OF INDUSTRY 4.0 IN DEVELOPING THE ENTREPRENEURIAL LITERACY: AN EFFORT TO ENHANCE THE START-UP FOUNDER IN INDONESIA

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Abstract

Industry 4.0 is the digital transformation of industrial markets (*industrial transformation*) with smart manufacturing currently on the forefront. By following the development of current technology products, we can appraise that the presence of industry 4.0 has generated a start-up trend in the digital business today. Even though the development of industry 4.0 has had an impact on reducing the number of employees to several companies that have used advanced technology, industry 4.0 also has provided positive stimulation. It has improved the quality of human resources today by giving a new life for many people to create innovations in the field of technology that can provide significant benefits to human life.

In 2018, the number of start-up in Indonesia has reached more than 1000 start-ups and this number is predicted to grow by 5% in 2019. In addition, Indonesia deserves to be proud of four unicorns including Go-Jek, Tokopedia, Traveloka and Bukalapak which have been created by its human resources. Accordingly, it puts Indonesia into the country with the highest number of start-up unicorns in Southeast Asia. As the result, the industry 4.0 era has created high public interest in the digital economy industry where the community as a human resource in Indonesia has been able to make the industry 4.0 a good opportunity by continuing to show its existence in creating start-up founders.

Key words: Industry 4.0, Start-up, Unicorn, Digital Business, Human Resources