

STRENGTHENING ENTREPRENEURSHIP WITH A GRIT SYSTEM AND TRANSFORMATIONAL TECHNOLOGY TO FACE SOCIETY 5.0 IN ASIAN COMMUNITY

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Abstract. Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. Entrepreneurship need technology to The present technology in society 5.0 that use in human life is very important. Technology it's the mother of civilizations of sciences. Technology has certainly changed the way we live. Technology plays an important role in ever sphere of live. As an entrepreneur, technology become very important. Its a new way that more easier to promoting everything, Entrepreneurship need to follow the modern times Where the marketing media uses the technology reform. In Asia, the entrepreneurship is growth more fast. Its become an important studies in Asia. One asia community is the foundation that really support young generation to know more entrepreneurship and provide support in the form of learning and scholarship to make every student in asia have a higher education to build a successful society 5,0 in Asia. That society 5.0 make our life more easier. Entering the era of globalization and technological developments that are so fast giving changes and progress in various lives. In the advanced information era as it is today, it requires us to keep up with all modern technological developments. In order to keep abreast of the times, quality human resources are needed. Educational planning and workforce planning have a very important role in supporting economic development. In the implementation of education in this country which is responsive to changing times, it is necessary to have a good quality of education in order to create intelligent, superior and highly competitive human resources. The challenge of a world that is increasingly superior to all technologies encourages us to be able to bring creative ideas to create new innovations and bring change to a better direction. The role of education in the development era is to build the quality of human resources. With the quality of human resources that are superior, creative, innovative, have a strong motivation for achievement, skills and broad and in-depth insight. Entering the society 5.0 education and technology have the important role in human life. Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society 5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. To realize 5.0 society where technology is the best means for entrepreneurs, it is necessary to increase the knowledge of each young generation about technology that can be used in the global era as it is today.

Keywords: *Entrepreneurship; Society 5.0; Transformational Technology; Asian Community.*

I. INTRODUCTION

Entrepreneurship is more than an economic phenomenon, and it can be understood from social, cultural, and political dimensions among many other. Entrepreneurship as the carrying of new combinations. Entrepreneurship as representing creative destruction, which refers to the process innovation. Entrepreneurs as individuals who discover, evaluate, exploit profitable opportunities. Entrepreneurs as individual often need knowledge that does not exist in a useful or tested form but instead must be created

Nowadays, Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. If successful, the revolutions may improve our standard of living. In short in addition to creating jobs and the conditions for a flourishing society. There are the reasons why entrepreneurship is really important because entrepreneur can create a new business.

In Asia, the entrepreneurship is growth more fast and faster. Its become an important studies in Asia. One asia community is the foundation that really support young generation to know more entrepreneurship and provide support in the form of learning and scholarship to make every student in asia have a higher education to build a

successful society 5,0 in Asia. That society 5.0 make our life more easier. Society 5.0 s Japan's vision where technology such a big data, Internet of things (IoT), artificial intelligence, and blockchain solution fuse into every industry and across all social segments. And every country need to prepare the education sector is tasked creating a generation that will have skills to both survive that changing society.

To prepare students for the rapid technological changer the key is to focus on human strength. In the era of goole, many tasks are best carried out by computer. Therefore the emphasis must be on human skill such as a Grit system. Grit system is Growth mindset, Responsibility sustainability, Innovation behavior, And Understand the transformational technology.

The society 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. Society 5,0 want to create super smart society.

The solution to transform entrepreneurship such Iot, AI, blockchain solutions is the important thing to know. Iot Solutions extend the supply chain and automate business processes by transforming a world of things into a world of data. Ai solutions is bolster human reasoning

recognize pattern in data and automate complex or mundane task. Blockchain solution is establish unalterable transaction logs to exchange information and share results among business and trading partners/ Easily join existing network or build our own. Seamlessly connect systems of record. The personal computing revolution, the internet, mobile devices that put a supercomputer in the palm on our hand. All of that this have the power to change the wolrd such as easier to promote every product. That's what an entrepreneur need. The media is ready, but many people do not understand all of this opportunity.

To Understand the transformational technology in this era, the young generation need to get more education. In the current era of globalization, education has a close relationship with entrepreneurship. Indonesia must carry out reformn the education process, namely with the pressure to create a more comprehensive and flexible education system, so that graduates can function effectively in the lives of the global community. Especially in tertiary education which expects that the graduate students are not only capable in the scientific field but are able to be independent with the knowledge of entrepreneurship that has been obtained in college. Therefore, higher education must be designed in such a way as to enable students to develop their natural and creative potential in an atmosphere of freedom, togetherness and responsibility. In addition, universities must be able to produce graduates who can understand their society with all the factors that can support success or barriers that cause failure in community life. One alternative that can be done is by managing students by having their own ideas and creativity with global insight

Entrepreneurs are those who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities and life (Prawirokusumo, 1997) Entrepreneurship arises when an individual dares to develop businesses and new ideas. The entrepreneurial process includes all functions, activities and actions related to the acquisition of opportunities and the creation of business organizations.

Entering the era of globalization and technological developments that are so fast giving changes and progress in various lives. In the advanced information era as it is today, it requires us to keep up with all modern technological developments. In order to keep abreast of the times, quality human resources are needed. One effort to create quality human resources is through education. Educational planning and workforce planning have a very important role in supporting economic development. In the implementation of education in this country which is responsive to changing times, it is necessary to have a good quality of education in order to create intelligent, superior and highly competitive human resources. The challenge of a world that is increasingly superior to all technologies encourages us to be able to bring creative ideas to create new innovations and bring change to a better direction

The role of education in the development era is to build the quality of human resources. With the quality of human resources that are superior, creative, innovative, have a strong motivation for achievement, skills and broad and in-depth insight are expected to be able to bring changes in development in this country. Education is one of the fields

that provides a very large contribution to nation building, which is expected after a person has finished studying, then that person will continue to live in fulfilling their daily needs by working.

To realize 5.0 society where technology is the best means for entrepreneurs, it is necessary to increase the knowledge of each young generation about technology that can be used in the global era as it is today.

II. LITERATURE REVIEW

Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. "Entrepreneurs are those who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities and life." (Prawirokusumo, 1997)

From the theories entrepreneurship are the one who use their creative and innovative to development ideas in marketing, to find opportunities to make life easier and to Entrepreneurship arises when an individual dares to develop businesses and new ideas. The entrepreneurial process includes all functions, activities and actions related to the acquisition of opportunities and the creation of business organizations.

Entrepreneurship has entering society 5.0 that every little thing human activities is help by technologies. The society 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. Society 5,0 want to create super smart society.

For Hayashi, Sasajima, Takayanagi, & Kanamaru, (2017), with Society 5.0: "Create new values and collaborating with several different systems, and plan standardization of data formats, models, system architecture, etc. and development of necessary human resources. The development of intellectual property development, international standardization, IoT construction technologies, big data analysis technologies, artificial intelligence technologies and Japan's competitiveness in "super smart society" "This transformation will help humans to live their lives easier and faster.

Simply stated, Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society 5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. Especially in the entrepreneurial business in the era of 5.0 zero society, it is required to use technology in promoting each of its products.

Technology have a big impact for human life. Such as social media an online marketplace have a big impact in entrepreneurship in society 5,0. The following technology need human resource to understand how it works. And it takes with growth mindset, responsibility sustainability, Innovation behavior, and understand transformational technology.

Every part of them can be reach with higher education in young generation. the education process, namely with the pressure to create a more comprehensive and flexible

education system, so that graduates can function effectively in the lives of the global community. Especially in tertiary education which expects that the graduate students are not only capable in the scientific field but are able to be independent with the knowledge of entrepreneurship that has been obtained in college. Therefore, higher education must be designed in such a way as to enable students to develop their natural and creative potential in an atmosphere of freedom, togetherness and responsibility. In addition, universities must be able to produce graduates who can understand their society with all the factors that can support success or barriers that cause failure in community life. One alternative that can be done is by managing students by having their own ideas and creativity with global insight.

III. DISCUSSION

1. Strengthening Entrepreneurship in one asia community

Strengthening Entrepreneurship starting from the strong motivation of entrepreneurs.. The strong motivation of entrepreneurs can build with high willingness to progress and good education to become the basic provision of strengthening entrepreneurship. In Asian, there's a solution to strengthen the millennials with student exchanges in one asia community. To sharing the education from another country, to know the other language for more networking communication. The realization of values in entrepreneurship in Asian community can be expressed including including 10 elements. The ten are: commitment, confidence, cooperative, care, creative, challenge, calculation, communication, competitiveness, change. The opportunities for entrepreneurial in community young Asian entrepreneurs is high competitiveness, innovation and creativity, as well as greater development opportunities. One of them is by expanding access to financing source.

One Asia is the best solution to support Millennials to advance with financing and scholarships provided by One Asia strongly support the advancement of entrepreneurs in Asia community. One Asia has always opened scholarships for children who want to try, one Asia facilitates the advancement of entrepreneurs with education funding, support organizations and groups which share the goal of contributing to the formation of Asian Community in the near future. One Asia helps develop Millennial with academic, cultural and sports exchanges for the formation of entrepreneurs in the Asian Community in the future. Youth Entrepreneurs are motivated by the existence of Asian communities, because they can exchange ideas, opinions, and discuss not only with their own country but also with neighboring countries as well as in Asia.

The language education for strengthening entrepreneurship also really important, if we take student exchanges abroad, then we must understand the language in that country. for the sake of conveying the material well and also we understand what is meant, Just like the important Asian studies In Japan, because Japan has begun to enter society 5.0 where digital or technology is the support of human life. And also with entrepreneurs must be in a digital way. distribution, promotion, sale and delivery of goods must be online.

2. Entrepreneurship society 5.0 in Asian Community

Entrepreneurship is both the study of how new businesses are created as well as the actual process of starting a new business – the term is used interchangeably. An entrepreneur is someone who has an idea and who works to create a product or service that people will buy, by building an organization to support those sales.

Entrepreneurship is now a popular college major, with a focus on studying new venture creation. business concept or idea involving a product, service, process, or new technology A process by which the product or service will be delivered, or the technology will be developed

Entrepreneurship need to follow the modern times Where the marketing media uses the technology reform.

3. Why Entrepreneurs Should Keep Up With New Technologies

We are living in the weird and wonderful era of tech. The progress is rapid and often overwhelming if you follow the media closely-the blockchain, deep learning, neural networks, robotics, shoppable AR and smart AI-assistants helping you to schedule meetings or choose a new pair of jeans.

Nowadays, there's a newer, better solution available for pretty much any "stone age" business process. So, how important is it for entrepreneurs to keep up with new technologies?

It's actually more important than many realize. Jumping on the hype bandwagon without doing much research isn't wise. Yet, successful entrepreneurs will make it a point to dedicate at least some time to becoming aware of new technological trends, and even test driving them. Here's exactly why.

Entrepreneurs can also use technology to automate customer support through call routing systems or AI chatbots. Project management software can ensure projects finish within time limits and maximize resources. There's also automated invoices and financial management. Even HR can benefit from technology. Entrepreneurs must contend with tough competition, tight finances, and the need to maximize every growth opportunity. This cannot be done without staying on top of the latest technologies.

To be an entrepreneur With using technologies information to promote the product we need to Understand first the technology. The technology can be understand when we're have the education and mindset to understand it.

4. Entering Society 5.0: Using of Technology for human life

Through Society 5.0, artificial intelligence will transform big data in all walks of life and the Internet of Things will become a new wisdom, which will be dedicated to improving human capabilities to open opportunities for humanity. For Hayashi, Sasajima, Takayanagi, & Kanamaru, (2017), Japan with Society 5.0: "create new values and collaborating with several different systems, and plan standardization of data formats, models, system architecture, etc. and development of necessary human resources. The development of intellectual property development, international standardization, IoT construction technologies, big data analysis technologies, artificial intelligence technologies and Japan's competitiveness in "super smart society" "This transformation will help humans to live their lives easier and faster.

Simply stated, Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society 5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. Especially in the entrepreneurial business in the era of 5.0 zero society, it is required to use technology in promoting each of its products.

5. The Way Understand Technologies : Grit System G means Growth Mindset

The developing mindset is typical of people who don't give up easily. Those who are worthy of this category tend to think positively about their abilities and are able to improve themselves by looking at their weaknesses in everything. Adults in the mindset of the growth mindset believe that others are intelligent and can be improved with good effort.

Growth mindset in education, the goal is not only to supply students with skills and knowledge, but also to foster the ability to problem-solve and take on challenges, so that students are prepared to tackle issues they face outside of school. Decades of research have demonstrated that a student's mindset is a critical factor that impacts how comfortable and motivated they are when posed with a new or difficult problem to solve. Specifically, students who possess a growth mindset are more motivated to learn and take on more challenges compared to students with fixed mindsets (Blackwell, Trzesniewski, & Dweck, 2007). Given this research, many educators have been incorporating growth mindset strategies into their interactions with students in their classrooms for a number of years.

As you consider your own use of technology in the classroom, consider your own mindset, approach and expectations. Perhaps more importantly, consider what you will do if things are not as easy or don't go as well as you want them to. The keys to successful learning in the area of technology integration for teachers are founded in the concepts of the positive mindset – embrace the challenge, persist, see the value in all of your efforts, take on board the feedback from your students, and be inspired and learn with those around you. It is only a matter of time before you are the inspiration for someone else. A growth mindset opens them a world of opportunities in the learning phase and they can lay the foundation for a better future.

The educational technologies are offering them a world of opportunities to challenge the brain with out of the box strategies and approaches educational technologies are offering them a world of opportunities to challenge the brain with out of the box strategies and approaches.

6. R for Responsibility Sustainability

Responsibility sustainability about developing the mind to become an entrepreneurship that understands information technology and has new innovation innovations to become entrepreneurship. By opening the minds of the young generation that technology is very important now and understanding how this technology is used in entrepreneurship

Digital technology and environmental sustainability seem mutually exclusive. The factors that propel them are unrelated. One is driven by sweeping technological change brought about by the Internet of Things, artificial

intelligence (AI), and robotics, all promising to transform global manufacturing, industrial processes, and labor. Put simply, it's about efficiencies

But the two concepts, digital technology and environmental sustainability, are often mutually reinforcing. And we would go further: Without digital technology, it is hard for companies to ease their pollution footprint or manage waste. Without a full understanding of sustainability, the energy drawn by computers can be wasted

7. I means Innovation behavior

Innovative behavior refers to the introduction and application of new ideas, products, processes, and procedures to a person's work role, work unit, or organization. Innovative behavior can be carried out both by an individual organizational member or groups of individuals within an organization. It is a broader concept than creativity and encompasses a variety of behaviors involved in the generation, promotion, and implementation of new ideas. Management research on innovative behavior focuses on the human aspect, rather than the technical aspect, of innovation. With its focus on human behaviors and processes, this body of work applies theories from disciplines such as psychology and sociology to understand situations and factors that influence the innovative behavior of individual employees and groups of employees in the organizational setting.

Different theoretical perspectives are reflected in this literature and can be evaluated to understand the vantage points through which management scholars study innovative behavior. A great amount of research has been focused on identifying factors that may encourage and enable employees to demonstrate innovative behavior at work. Frequently studied topics include individual characteristics, motivation, and affect, as well as contextual antecedents such as organizational culture, job characteristics, leadership, and social relationships. Innovative behavior can also occur at the group level, which led to a stream of research on team innovation. Studies on team innovation shed light on innovative behaviors and processes that are unique to the team environment. Moreover, studying innovative behavior cross-culturally provides critical knowledge in a global economy and yet, at the same time, presents its own challenges. In this bibliography, we review major research studies on each of these important issues.

Individual and social psychological orientations when studying innovation, and presented an early and important theoretical model on individual innovative behavior. Digital transformation can involve many different technologies but the hottest topics right now are cloud computing, the Internet of Things, big data, and artificial intelligence.

While digital transformation is one of the most commonly-used and over-used phrases in the IT industry, definitions vary. What everyone can agree on is that, beneath the hype, the fluff and the confusion, digital transformation involves some pretty important changes to business culture.

8. T For Transformational technologies

Technologies from big data to cloud and from the IoT to AI are helping entrepreneurs to develop new business

models and disrupt the established way of running operations.

Business transformation is accelerated by and built upon digital technologies. Just as digital transformation constantly changes, so do its constituent elements. Right now, most business transformation activities involve the innovative use of data, whether that involves analytics, IoT, or machine learning. In many ways, as digital transformation has evolved it has become more about data-led change than anything else.

8. Technology that used to face society 5.0 for entrepreneur

a. Social media marketing

Social media marketing isn't the get-rich-quick scheme you may have been promised, but there is significant potential in building and nurturing a social media audience. Again, content will come into play heavily here, as it will likely be the factor that attracts your audience to begin with. Here, you stand to gain greater brand visibility, a greater reputation and far more inbound traffic with your syndicated links.

An entrepreneur needs to know different digital marketing strategies to give life to their projects and to generate new connections and incomes.

Marketing for entrepreneurs it's about the use of smart marketing strategies in different media, and it consists in using the most appropriate marketing strategies for each project phases.

At the moment of start a project is necessary to introduce a brand. So it's important to be informed about the marketing trends. That's why we offer you marketing advice and we give you our experience to the application of different strategies that will grow up your business

b. Technopreneur

Technopreneur is a combination of two words, namely technology and entrepreneur. Which means, technopreneur implies how to use technology that is growing rapidly to be used as a business opportunity.

Technopreneur is a type of business as mentioned above, but all types of businesses that were previously only developed through traditional methods turned to businesses that combine them with technology such as furniture companies that switch or improve their business management by using more sophisticated machines, or previously marketing with using traditional methods such as door to door or mouth to mouth switch by using an online marketing system that basically uses computer technology and internet networks, and creates new innovations using new technology

The current process of globalization demands changes in the Indonesian economy from resource based to knowledge based. Resource based is relying on the richness and diversity of natural resources which generally results in little added value. Knowledge-based economy is created, one of which is due to the existence of technopreneur (technology entrepreneurs) who pioneered new businesses that emphasize an innovation. One example of technopreneur is hightech business which is currently dominated by information technology, biotechnology and other businesses based on technological innovation.

9. E-advertising online marketing

The e advertising technique of a business brand is basically an online business that has a secret in building advertising content. Component 3 advertisement load: 1) Entertain; 2) Inform; 3) Educate. Content as a means of promotion to advertise in places where crowds are eye catching.

10. Application and Social media for entrepreneurship

All most all business takes into consideration of usage of social media in order to market / branding some product. Small businesses use social media application as a marketing tool for the branding and marketing of their products. Entrepreneurs use social media as a marketing tool because through this tool they can build quickly a network of supporters which is vital for business growth. Because these supporters keep bring a customer's/ business for small business entrepreneurs by referring it to others. Social media helps to create a long term relationship between businesses and customers.

Example of Social Media advertising in Instagram,facebook, youtube can make people more interest.

The applications market place on business is become an interest thing. Because the transaction is more clear and easy. The Modern consumers and businesses have both moved their interactions online. Marketplaces make interactions between customers and businesses possible. The example of Marketpalce is Alibaba online market place group, Tokopedia, eBay, etc.

11. Product of Distributing Batik in Asia Community

The opportunities of entrepreneur in era digital for example is to promoting modern batik in the creative industry. The creativity of entrepreneurial must be show off in here. For example Social media marketing ideas, the entrepreneur can promoting batik in social media and then all around the world can see what kind of batik is. As such, entrepreneurship and creativity form a perfect combination. Batik is a technique of wax-resist dyeing applied to whole cloth, or cloth made using this technique, originated from Indonesia. Batik is made either by drawing dots and lines of the resist with a spouted tool called a *tjanting*, or by printing the resist with a copper stamp called a *cap*. The applied wax resists dyes and therefore allows the artisan to colour selectively by soaking the cloth in one colour, removing the wax with boiling water, and repeating if multiple colours are desired.

A tradition of making batik is found in various countries; the batik of Indonesia, however, may be the best-known. Indonesian batik made in the island of Java has a long history of acculturation, with diverse patterns influenced by a variety of cultures, and is the most developed in terms of pattern, technique, and the quality of workmanship

One of the fascinating characteristics of Indonesian batik is the changes in style, motif and color which have come about through exposure to various foreign cultures. Throughout Indonesian history, each time the rich batik tradition has come into contact with foreigner traders or colonial rulers, they have influenced the development of batik.

Modern batik, although having strong ties to traditional batik, utilizes linear treatment of leaves, flowers

and birds. These batiks tend to be more dependent on the dictates of the designer rather than the stiff guidelines that have guided traditional craftsmen. This is also apparent in the use of color that modern designers use. Artisans are no longer dependent on traditional (natural) dyes, as chemical dyes can produce any color that they wish to achieve. Modern batik still utilizes canting and cap to create intricate designs.

The unique of Batik can become a profit for entrepreneur. That's why entrepreneur need to promote batik in social media or online marketplace. Batik is one of the icon of unique tshirt from Indonesia. In Asia Community, many people interesy with batik and this is the opportunities for young generation to promoting batik in Asia and also all over the world.

IV. CONCLUSIONS

Strengthening entrepreneurship become an important things nowadays. Strengthening entrepreneurship strategy with growth mindset, responsibility sustainability, innovation behavior, and understand transformational technology is really help young generation. The realization of values in entrepreneurship in Asian community can be expressed including including 10 elements. The ten are: commitment, confidence, cooperative, care, creative, challenge, calculation, communications, competitiveness, change. In this era of society 5.0 millenials need understand the technology such as the media of their bussiness. The societ 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution

The solution of entrepreneur to face society 5.0 is onling marketing media. Business transformation is accelerated by and built upon digital technologies. Technology that used to face society 5.0 for entrepreneur: Social media marketing, technopreneur, e-advertisement online marketing, Application and Social media for entrepreneurship.

In order to this technologies era, entrepreneurship can more growth their business with an easy way. Technology such an miracle for entrepreneur to promote their product easier. And most of all to understand the technology, the most important things as quality human resources.

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