



DETERMINATION ENTREPRENEURIAL STRATEGIES, MARKETING STRATEGIES AND ENTREPRENEURIAL OPPORTUNITIES FOR THE BUSINESS SUCCESS IN THE ERA OF DISRUPTION

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Abstract: The literature review article Determining Entrepreneurial Strategy, Marketing Strategy and Entrepreneurial Opportunity for Business Success in the Era of Disruption is a scientific article that aims to build a research hypothesis on the influence between variables that it will be used in further research within the scope of Human Resource Management. The method of writing literature review articles is the library research method, which is sourced from online media such as Google Scholar, Mendeley, and other academic online media. The results of this Literature Review article are: 1) Entrepreneurial Strategy determines Business Success in the Era of Disruption; 2) Marketing Strategy determines Business Success in the Era of Disruption; and 3) Entrepreneurial Opportunities determine Business Success in the Era of Disruption. Apart from these three exogenous variables that affect the endogenous variables of Business Success in the Era of Disruption, there are still many other factors, including the Work Environment, Communication, Promotion, Sales, and Work Culture.

Keywords: Disruption Era, Entrepreneurial Strategies, Marketing Strategies, Entrepreneurial Opportunities

INTRODUCTION

In the era of disruption that is multiplying, with various innovations and changes that occur, it requires all of us, especially the millennial generation, to create or create new opportunities for businesses or businesses that are about to be built or have already been built. So that the existence and sustainability of business in this era of disruption do not make the company eliminated, for this reason, it is necessary to have an entrepreneurial strategy that is needed. Besides that, if a system is formed, a marketing strategy is determined in our efforts to attract potential consumers to buy the goods/services we offer. And finally, by looking at the business opportunities around us, with various kinds of analysis such as the Business Model Canvas, and in determining business opportunities, we can also see the needs that are needed by the community but not many or even found in the market.

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Does Entrepreneurial Strategy determine Business Success in the Era of Disruption ?.
2. Does Marketing Strategy determine Business Success in the Era of Disruption ?.
3. Does Entrepreneurial Opportunity determine Business Success in the Era of Disruption ?.

LITERATURE REVIEW

Disruption era

The era of digitalization that is currently happening has generated various responses in several professional business circles. There is an assumption that the development of this digital era is a business opportunity, and some consider it a threat to a business. Some experts say that we are currently undergoing the age of the industrial revolution 4.0, where it can be seen or easy to find innovations in sophisticated technology such as the disruptive era and the application of artificial intelligence in every object or activity. (Azzahra, 2020)

This era of disruption is also feared to have an impact on the role of humans in carrying out activities and work, they are worried that they will be replaced by the role of robots or technology. (Azzahra, 2020)

In addition to changing the system that has been formed by being replaced by technology. The era of disruption has also changed the way people interact or communicate. Of course, in running a business, it is necessary to communicate with fellow workers, superiors, and ordinary employees. The habit of communication, which is usually done face-to-face with fellow workers, is now being replaced through other social media in sending messages or communicating. This makes the work more accessible because the communication will quickly reach the intended person. However, based on this, there is a lack of implementation of social interaction in its activities. (Suleman et al., 2020)

Entrepreneurial Strategies

Entrepreneurship strategy is the ability for entrepreneurs to analyze the company's internal and external companies by formulating the problems being faced and making solutions to these problems. The purpose of forming a strategy in entrepreneurship is to achieve the goals of an organization or company. (Prayetno & Ali, 2020)

Business actors must also understand the goals and principles of business, in this case it will help in carrying out business activities so that there are no obstacles to achieving goals. According to Geoffrey G. Meredith (2005) entrepreneur is someone who has the ability to see business opportunities, by gathering the necessary resources with the aim of making profits and ensuring the achievement of goals. (Fatmariyah et al., 2021)

Marketing Strategies

According to Stanton (2001), marketing is the entire system contained in the company in planning, setting prices, and promotions to meet customer demand, both buyers and prospective buyers. (Safitri, 2017)

According to Kotler (2001) marketing is an effort to realize the existing potential to meet human needs and desires. Therefore, success in marketing is the key to the success of an organization or company. (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017)

Marketing is a way that needs to be done to meet customer wants and needs in order to gain profits from the transaction process. Marketing implementation at a company must satisfy buyers in order to get positive feedback from consumers which will have an impact on consumer loyalty. (Rambe & Aslami, 2022)

Entrepreneurial Opportunities

According to Robbin and Culter, business opportunities are activities that involve each individual or group to create added value for goods or services.

According to Arif F. Hadiparanata, a business opportunity is a risk that must be taken and faced in order to be able to manage and regulate activities related to finance.

According to Thomas W Zimmer, business opportunities are innovations that are carried out or creativity to solve existing problems and see existing opportunities. (Lupi & Nurdin, 2016)

A business opportunity is a condition in which there is an opportunity to conduct buying and selling business activities and generate profits. (Lupi & Nurdin, 2016)

Table 1. Previous Research Results

No	Author (year)	Previous Research Results	Similarities with this article	Difference with this article
1	(Sundari, 2019)	The Industrial Revolution 4.0 is a Business Opportunity and Challenge for the Millennial Generation in Indonesia	Discussing Business Opportunities in the 4.0 Industrial Revolution era	Discussing Business Challenges for Millennial Generation
2	(Azzahra, 2020)	Accountants 4.0: The Driving Wheel of Corporate Sustainability Values Through Artificial Intelligence & Tech Analytics in the Disruptive Era	Discussing Business Continuity in the Age of Disruption	Discussing the Continuity of the Accountant profession in the Disruptive Era
3	(Hidayah & M.Tony Nawawi, 2021)	Competitive Business Planning Strategy Training in Entrepreneurship for High School Students	Discussing Entrepreneurial Strategy	Discussing Business Planning to High School Students
4	(Siagian & Cahyono, 2021)	MSME Marketing Recovery Strategy during the Covid-19 Pandemic in the Creative Economy Sector	Discussing Marketing Strategy	Discussing the Recovery Strategy in the Creative Economy Sector
5	(Ghazali, 2020)	Opportunities and Challenges of the Information Literate Librarian Profession in the Age of Disruption (A Literature Review)	Discussing Business Opportunities in the Era of Disruption	Discussing Professional Challenges in the Age of Disruption
6	(Rezky et al., 2019)	Millennial Generation Ready to Face the Era of the Digital Revolution (Society 5.0 and Industrial Revolution 4.0) in the Education Sector Through Human Resource Development	Discussing Entrepreneurial Opportunities in the Industrial Revolution Era	Discussing Human Resource Development in the Industrial Revolution 4.0
7	(Nadin & Ikhtiono, 2019)	Mass Media Management Facing Online Media Competition	Discussing Competition in the business world	Discussing the mass media and existing competition
8	(Pitoy et al.,	Competitive Strategy	Discussing	Discussing

	2016)	Analysis in Document Solution Business Competition (Case Study at PT Astragraphia, TBK Manado)	Competitive Strategy	business competition
9	(Fuadi et al., 2021)	Systematic Review: Strategies for Empowering MSME Actors Towards a Digital Economy Through Social Action	Discussing business strategies in the digital economy	Discussing the Empowerment of MSMEs through social action
10	(Triani, 2012)	Implementation of IT E-Commerce Strategy as Increasing Company Business Competition	Discussing Marketing Strategy in the Age of Disruption	Discussing Increasing Company Business Competition

RESEARCH METHODS

In this study, using descriptive qualitative methods and library research, with the aim of developing the variables that have been determined above. The collection of relevant previous articles was obtained from the Google Scholar application and used Mendeley as a reference and bibliography. The purpose of conducting this literature review research is to discuss the description of each variable and is exploratory.

A literature review must be used consistently with methodological assumptions in qualitative research. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory. (Ali & Limakrisna, 2013)

DISCUSSION

Based on the theoretical study that has been discussed above, the researcher discusses the influence between variables as follows:

1. Determine Entrepreneurial Strategies for Business Success in the era of Disruption

In entrepreneurship, there needs to be a strategy, which contains a design or plans to be carried out in doing something, in this case, entrepreneurship. A system is also needed to create the continuity of a business so that it is superior to competitors in reaching the market or consumers. (Khoiri Abdi & Febriyanti, 2020)

To determine an entrepreneurship strategy, as a business actor, you must create product differentiation and then research the needs of goods or services many people need. In addition, determining the location of the business is also a determinant of its success. A business location that is easily accessible, easily visible, and has unique services, will become a strategy in entrepreneurship to achieve entrepreneurial success in the era of disruption. (Febriantoro, 2018)

2. Determine Marketing Strategy for Business Success in the era of Disruption

In the current era of disruption, various innovations are carried out by business actors for the goods or services they have to attract markets or consumers. This is where in the era of disruption, there was a significant change in innovation carried out by business actors. To introduce the innovations that have been made, business actors carry out various promotion and marketing methods. By promoting through social media and different e-commerce. (Hermawan & Arifin, 2021)

Doing advertising that is interesting and different from the others will attract potential consumers. It can also do marketing strategies by endorsing artists, celebgrams, and influencers with many followers and fans on their social media accounts. By providing a review or review of the products we offer, it is hoped that doing so will attract followers to buy from these influencers. (Jackson R.S. Weenas, 2013)

3. Determine Entrepreneurial Opportunities for Business Success in the era of Disruption

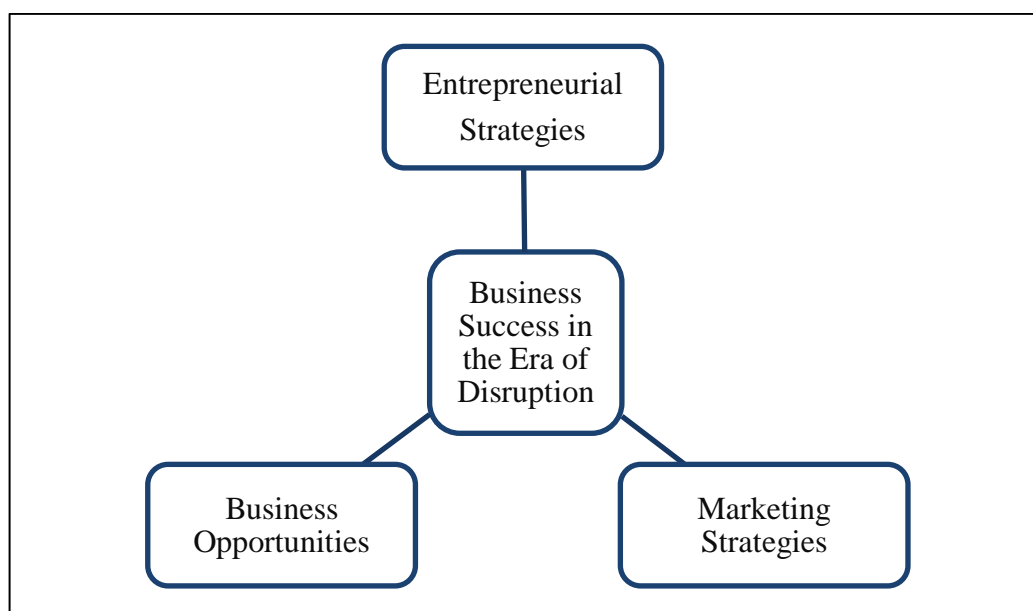
Business opportunities in the current era of disruption make many new business opportunities arise. Not only creating something new and not yet on the market. Entrepreneurial opportunities can also occur by modifying existing products and product differentiation, such as ingredients, designs, and other. (Yeni et al., 2019)

The government also provides many programs to develop businesses, especially for MSMEs pioneering and growing their businesses. It can maximize this program in realizing business opportunities that have been constrained by funds or capital. Business opportunities are also not just creating an item that is then sold in its form to consumers. (AR & Paramyta, 2017)

Business opportunities also arise from the expertise that a person has. The need for digital is currently very much, and business opportunities in graphic design, IT, and video editors are increasingly needed. We can turn our expertise in this field into a business opportunity by offering these services through social media and e-commerce platforms. (Fuadi et al., 2021)

Conceptual Framework

Based on the literature review and the discussion that has been described, the researcher determines the conceptual framework as follows:



Picture 1. Conceptual Framework

This literature article discusses the influence of the era of disruption on entrepreneurship strategies, marketing strategies and business opportunities. Which later aims to determine the effect between variables.

In addition to the above variables, there are other factors that influence the era of disruption, including:

- 1) Work Environment: (Ali & Sardjijo, 2017), (Kasman & Ali, 2022), (Saputra & Ali, 2022), (Saputra, 2022a), (Sudiantini et al., 2019), (Hermawan, 2022), (Panjaitan, 2017), (Riyanto et al., 2017).
- 2) Communication: (Putra & Ali, 2022), (Saputra, 2022b), (Setyadi et al., 2017), (Saputra & Ali, 2022), (Saputra & Ali, 2021), (Sudiantini, 2020),
- 3) Promotion: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Munawar & Saputra, 2021), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018), (Hasyim & Ali, 2022), (Ansori & Ali, 2017).
- 4) Sales: (Sulistiorini & Ali, 2017), (Munawar & Saputra, 2022), (Ikhsani & Ali, 2017), (Ali & Mappesona, 2016), (Saputra, 2022a).
- 5) Organizational culture: (Sari & Ali, 2022), (Rajab & Saputra, 2021), (Ismail et al., 2022), (Elmi et al., 2016), (Khalid, S. A., & Ali, 2006), (Suharyono & Ali, 2015), (Arifin & Hermawan, 2022), (Lutfi & Widodo, 2018), (Syauket et al., 2022).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the literature review and discussion above, the researchers determined the following conclusions:

1. Entrepreneurial strategy determines Business Success in the Era of Disruption
2. Marketing strategy determines Business Success in the Era of Disruption
3. Entrepreneurial opportunities determine Business Success in the Era of Disruption

Recommendation

Based on the conclusions that have been made, there are other factors that are decisive in running a business in the era of disruption, including: Economic Policy, capital and human resources.

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