

# **ENTREPRENEURIAL MINDSET BUILDING IN ADOLESCENTS: LEARNING STRATEGIES, POTENTIAL IDENTIFICATION, BUSINESS INITIATION, AND SOCIAL MEDIA EMPOWERMENT**

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**Abstract** - Developing an entrepreneurial mentality in teenagers is essential amidst global challenges and growing economic dynamics. This article discusses concrete steps in building an entrepreneurial spirit in teenagers, involving learning strategies, identifying potential, and the role of social media. The research method uses a literature study approach to gain a comprehensive understanding of the factors that influence entrepreneurial development at the adolescent stage. The results show that through steps such as training, potential identification, and emotional support, teenagers can develop their entrepreneurial mentality effectively. Next, the article identifies the types of businesses that are suitable for young startups and details strategies for building a competitive advantage in their businesses. The use of social media is also discussed as an important tool to support youth business activities, with an emphasis on platforms such as Facebook and TikTok. In closing, it is highlighted the importance of integrating entrepreneurship education in the curriculum to ensure young people have the practical understanding and necessary skills. With support from educators, parents, and training programs, it is hoped that teenagers can develop their entrepreneurship, build sustainable businesses, and be prepared to face challenges in the modern business world.

**Keywords:** Teenagers, Entrepreneurship, Entrepreneurial Mentality, Learning Strategy, Potential Identification, Social Media, Competitive Advantage, Startup Business.

## **INTRODUCTION**

In the face of global challenges and evolving economic dynamics, rapid changes in the business environment demand high adaptability from the younger generation. The need to develop business potential and capabilities through entrepreneurship education is urgent based on these conditions. Entrepreneurship education is not only about providing theoretical knowledge on how to start and manage a business, but also involves developing practical skills, such as creativity, innovation, problem solving, and leadership. From an early age, the younger generation needs to be empowered to have an entrepreneur-oriented mindset. This will shape a mentality that not only sees challenges as obstacles, but also as opportunities for growth. It is aimed at the demands of having entrepreneurial skills and mentality from an early age (Daniel, 2016). This is not only a necessity, but also a vital asset to equip them with the competitiveness and resilience needed to navigate the complexities of the modern world of work.

Adolescents, as part of the next generation, are entering a crucial phase of life in their personal and professional development. During this period, they face the demands of education and personal identity exploration, and need to form the basics of essential skills and knowledge to face future challenges. The introduction of entrepreneurial concepts at this stage can enhance opportunities for character development, creative thinking, and risk-taking, all elements that are highly relevant in dealing with the complexity and uncertainty inherent in the contemporary business world (Murphy & Lambrechts, 2015). Introducing the concept of entrepreneurship to teenagers is not only about preparing them for the business world, but also about shaping their character, creative thinking skills and willingness to take risks. This will help them face a future full of complexity and uncertainty with the confidence and courage necessary to seize the opportunities that lie ahead.

The most prominent and common phenomenon related to the early introduction of entrepreneurship among teenagers is their increased interest and involvement in various entrepreneurial activities (Djaelani & Putra, 2021; Halizah et al., 2022). In various parts of the world, we are witnessing a surge in teenagers' interest in the world of business and entrepreneurship as a result of efforts by the education system and society to integrate entrepreneurial concepts into their daily lives. At the school level, entrepreneurship lessons and business-related extracurricular programs have provided a platform for teenagers to develop their understanding of the world of business. This initiative has stimulated creative, innovative and entrepreneurial interest among teenagers, encouraging them to apply their ideas in the form of practical projects. In order to ensure the sustainability of this phenomenon, the importance of entrepreneurship education at the formal level is increasingly emphasized (Munir et al., 2022). Schools play a key role in providing entrepreneurship education opportunities, equipping young people with the knowledge and skills necessary to become successful entrepreneurs in the future (Kurniawan et al., 2021; Khayru et al., 2022).

By forming the habit of developing entrepreneurial skills from an early age, teenagers can hone their potential, build self-confidence and develop leadership skills. This is about preparation for involvement in the world of work and about providing a strong foundation for them to take an active role in shaping their own future and making a positive contribution to society (Mardikaningsih, 2022). The teenage phase is an important situation in forming the foundation that will guide them to step into a wider and more complex world. Therefore, introducing the concept of entrepreneurship at this stage can be a strong foundation for understanding and facing the complex business world (Nurmalaasi, 2022). However, there is a lack of understanding regarding concrete steps in developing an entrepreneurial spirit in teenagers, which includes learning strategies, identifying potential, and the role of social media in supporting this development. In addition, with the increasing role of social media in the daily lives of teenagers, questions arise about how the use of social media can influence their learning process and entrepreneurial development. Therefore, it is necessary to carry out in-depth research to detail the impact of using social media in the context of developing an entrepreneurial mentality in teenagers.

The success of a nation is not only determined by economic growth, but also by the creativity, innovation and entrepreneurial spirit of its people. One group that has great potential to become agents of change in the business world is teenagers. This paper aims to analyze the effectiveness of learning strategies in building entrepreneurial spirit in teenagers and identifying entrepreneurial potential in teenagers and formulating appropriate identification methods. It also evaluates the influence of social media on the entrepreneurial development of teenagers. By focusing on concrete steps in entrepreneurial mentality building, potential identification, and social media utilization, this research is expected to provide new and applicable insights to help create a young generation that is ready to face the challenges of the business world.

## RESEARCH METHODS

In conducting research on the development of entrepreneurial mentality in adolescents, this research adopted a qualitative method with a literature study approach. This approach was chosen to gain an in-depth understanding of the factors that influence entrepreneurial development at the adolescent stage. With this approach there is a comprehensive overview of development efforts and identification of factors that influence entrepreneurial development at the adolescent stage. This study was obtained from various sources such as journals, books, documentation, internet and libraries. The author conducted this literature study after determining the research objectives and collecting the necessary data regarding efforts to fulfill these objectives.

A literature review begins with written material which is sequentially considered from the most relevant, relevant, and quite relevant. Then read the abstract of each journal first to assess whether the problems discussed are in accordance with what is to be solved in a journal. Note important points and their relevance to the research problem. After the results of writing from several literature have been collected, the author will analyze development efforts and identify factors that influence the development of entrepreneurship at the adolescent stage in the form of a discussion.

By detailing the findings, this research draws conclusions that describe the contribution of learning strategies, potential identification, and the role of social media in the development of youth entrepreneurship. Conclusions are produced to provide useful views in the context of education and development of the younger generation.

## RESULTS AND DISCUSSIONS

### A. The First Steps to Building an Entrepreneurial Mentality

The first step in building an entrepreneurial mentality in teenagers is to introduce them to the concept of entrepreneurship and the importance of having an entrepreneurial spirit. Bello et al. (2018) argue that teenagers need to understand that being an entrepreneur involves the ability to think creatively, take risks and develop innovative ideas. In addition, it is also necessary to provide an understanding of the business process and how to start a small business. Teenagers can be encouraged to try selling simple products or services, such as making handicrafts or providing cleaning services in the neighborhood. This will help them understand the first steps in building a business.

Getting teenagers involved in training or seminars on entrepreneurship can also be a good first step. These trainings can provide the knowledge and practical skills needed to start and manage a business. They can also learn from the experience and knowledge of successful entrepreneurs.

They also need to be given emotional support to teenagers who are interested in entrepreneurship. Encourage them to develop new ideas, share knowledge and provide positive feedback. This support will help them build confidence and passion in running a business.

Overall, the first step in building an entrepreneurial mentality in teenagers is to introduce them to the concept of entrepreneurship, provide an understanding of the business process, involve them in training or seminars, and provide emotional support. With these steps, teenagers can start developing their entrepreneurial spirit and prepare themselves to become successful entrepreneurs in the future.

## B. Building Entrepreneurial Mentality for Teenagers

Efforts to build an entrepreneurial mentality in teenagers are important to develop their entrepreneurial spirit and independence. Here are some steps that can be taken to build an entrepreneurial mentality in teenagers:

- a. Teenagers can attend training or seminars related to entrepreneurship. These trainings can provide the knowledge and practical skills needed to start and manage a business. They can also learn from successful entrepreneurs through direct interaction or through online resources.
- b. Teenagers need to be encouraged to think creatively and innovatively. They can be taught to find new solutions to existing problems or develop new ideas for products or services. This can be done through problem-solving exercises, group discussions, or creative projects.
- c. Good communication skills are essential in the business world. Teenagers can be taught how to communicate well, both orally and in writing. They also need to learn about negotiation and how to interact with others in a business context. This will also improve their ethics and intellect (Masnawati et al., 2022).
- d. Teenagers can be given the opportunity to experience the business world firsthand. For example, they can try running a small business such as selling products or services, or get involved in entrepreneurship projects in schools or communities. This practical experience will help them understand business processes and develop the necessary skills.
- e. Entrepreneurs are often faced with risk and failure. Therefore, it is important to help teenagers build mental toughness and not be afraid of taking risks. They need to learn to face challenges, overcome failures and keep trying to achieve their goals.
- f. It is important for parents and educators to support and provide emotional support to teenagers who are interested in entrepreneurship. They need to feel supported and encouraged to pursue their interest in business. This support can include providing encouragement, providing positive feedback, and helping them overcome obstacles they may face (Khayru et al., 2021; Djazilan & Darmawan, 2022).
- g. Building an entrepreneurial mentality in teenagers takes time and consistent effort. By providing the right education, training, practical experience and support, we can help them develop a resilient entrepreneurial spirit and be ready to face challenges in the business world (Ernawati et al., 2022).

By making these efforts, building an entrepreneurial mentality in teenagers can be done effectively. It is important to provide education, guidance, practical experience, skills reinforcement, emotional support and an understanding of coping with failure. All of these will help teenagers develop a strong entrepreneurial spirit and be ready to face challenges in the business world.

## C. Efforts to Identify Entrepreneurial Potential in Teenagers

The first step to identifying entrepreneurial potential in teenagers is to observe their interests and talents. This is done by paying attention to what they enjoy, what they do with enthusiasm, and what they are good at. Teenagers who have interests and talents in a particular field may have the potential to develop a business in that field. In addition, it also pays attention to the attitudes and characteristics of teenagers. Successful entrepreneurs are generally proactive, creative, innovative and have the passion and willpower to achieve their goals. If teenagers exhibit these attitudes, then they may have potential as an entrepreneur (Santos et al., 2020).

Next, provide opportunities for teenagers to try out various entrepreneurship-related activities. For example, get them involved in small business projects, such as selling simple products or services. Observe how they interact with customers, how they manage the small business, and the extent to which they show interest and dedication in running it. In addition, encourage your teen to learn and develop skills relevant to the business world, such as communication skills, leadership skills, and analytical skills. Encourage them to attend training or seminars on entrepreneurship, or give them access to online resources that can help them learn more about the business world.

Finally, strive to give them the encouragement and support to execute their business ideas. By assisting them in planning and implementing these ideas, and providing constructive feedback. They should also be encouraged to continue learning and developing in the field of entrepreneurship.

By observing interests and aptitudes, noticing attitudes and characteristics, providing opportunities to try different activities, developing relevant skills, and providing encouragement and support, we can identify entrepreneurial potential in teenagers.

Signs that an adolescent has an interest in entrepreneurship can be seen from several factors. Here are some of those signs:

- a. An adolescent with an interest in entrepreneurship will show a strong interest in the business world. They may be interested in learning about entrepreneurship, attending related seminars or training, or seeking information about the experiences of successful entrepreneurs.
- b. Teenagers with an interest in entrepreneurship tend to be highly creative and innovative. They may have the ability to think outside the box, create new ideas, and see business opportunities around them.
- c. A teenager who is interested in entrepreneurship usually has a high attitude of independence and initiative. They may have the desire to take responsibility themselves, take risks, and take steps to realize their business ideas.

- d. Good communication skills are important in the business world. A teenager interested in entrepreneurship may have good communication skills, both orally and in writing. They may also have the ability to negotiate and interact with others in a business context.
- e. An adolescent who has an interest in entrepreneurship may have a high awareness of business opportunities around them. They may be sensitive to needs or problems that can be solved through products or services, and have the ability to spot such opportunities.
- f. A teenager interested in entrepreneurship usually has seriousness and perseverance in carrying out their business ideas. They may be ready to learn, face challenges, and keep trying to achieve their goals.

However, these signs are only early indications and not a guarantee that someone will become an entrepreneur. However, if a teenager exhibits some of these signs, it could be a clue that they have an interest and potential in entrepreneurship. Moreover, it is important to combine several approaches to get a more comprehensive picture of the entrepreneurial potential in teenagers. By observing, communicating, providing practical experience, conducting tests, encouraging collaboration, and providing mentoring, we can help identify and build entrepreneurial potential in teens.

#### **D. Types of Businesses that Teenagers can do as Beginners**

Adolescents should be introduced to business activities at an early age. The importance of introducing adolescents to business activities early on not only provides practical experience, but also forms the basis of essential knowledge and skills to face challenges in the business world (Bodolica et al., 2021). As a first step to starting a business, it is important to conduct market research and consider your interests, skills and resources before starting a business. In addition, it is also necessary to understand the regulations and requirements that apply in running a business. Here are some business opportunities that are suitable for teenagers to develop:

- a. Thrift Shop, a second-hand shop business, can be an interesting opportunity for teenagers. They can sell used clothes, accessories, or other unique items at affordable prices.
- b. Babysitting Services Teenagers who have a tendency to be close to babies and children can consider a babysitting business. They can offer babysitting services in their neighborhood.
- c. Video Conference Organizer can also be done especially when the COVID-19 pandemic has helped introduce this business. There is still a market opportunity for those who need video conferencing and online meeting facilities. Teenagers who have knowledge of technology and video conferencing facilities can consider this service provider business. Technology is the main element of commodities as well as business tools and media (Kemarauwana & Darmawan, 2020; Sigit & Al Hakim, 2022).
- d. Titip services are also an attractive opportunity, especially in big cities. Teenagers can help buy items that are hard to find in their area and deliver them to customers.
- e. Online Business for teenagers will utilize their skills in technology and social media to run an online business. They can sell products such as skincare, cosmetics, or unique snacks through online platforms.
- f. Creative Business is for teenagers who are highly creative and can run a creative business such as making handicrafts, graphic design, or providing photography services.
- g. The Culinary Business can be run for teens who have an interest in the culinary world can run a food or beverage business such as cakes, healthy snacks, or fresh drinks.
- h. Fashion Business is also interesting for teens who have an interest in fashion can run a business such as selling clothes, accessories, or making their own clothing designs.
- i. Cleaning Service Business may be an alternative for teenagers who want to run a cleaning service business such as cleaning the house, washing the car, or tidying the garden.

The business for beginners is tailored to the interests, skills and environment of the youth. By considering these factors, they can develop a business that suits their potential and interests.

#### **E. Strategies for Building Competitive Advantage in Teenagers' Business**

Participation in business activities can help teens hone their interpersonal, creativity and problem-solving skills. They should also strive to develop business strategies to develop business strengths, which in this case lie in the competitive advantage of each business. Strategies that can be applied are as follows:

- a. There is an understanding of the business advantage by identifying what makes the business different and unique compared to competitors. Focus on the core strengths that can differentiate the business.
- b. Innovation strategies in the products or services offered by finding ways to improve the quality, features, or added value of the product or service. Innovation can help create new and exciting competitive advantages for customers.
- c. Understanding of customers by studying customer needs and wants well. By understanding customers in depth there is a possibility of developing products or services that better suit their needs. This can provide a competitive advantage in providing better solutions than competitors.
- d. Effective marketing by using effective marketing strategies to promote the business. Promotions should be attractive and relevant to attract customers' attention. This can be done by utilizing social media and online platforms to reach a wider audience (Khayru, 2021).

- e. Focusing on the quality of products or services offered by ensuring they provide good value and meet customer expectations. Good quality can be a strong competitive advantage (Sigit & Al Hakim, 2022).
- f. Collaborate with other parties, such as partners or suppliers, to create a greater competitive advantage. Collaboration can help expand business reach and provide added value to customers.
- g. Provide good and responsive customer service by paying attention to customer needs and providing satisfactory solutions. Excellent customer service can be a strong competitive advantage.
- h. The existence of well-controlled financial management, especially on business expenses and income. Good financial management can provide a competitive advantage in maintaining business stability and growth.

By implementing these strategies, it is possible to build a competitive advantage in youth business. It is also necessary to understand business excellence, innovate, understand customers, conduct effective marketing, focus on quality, collaborate, provide superior customer service, and manage finances wisely.

## **F. Utilization of Social Media in Business Activities**

Social media is very synonymous with the millennial generation and generation Z (Putra et al., 2022). They are very familiar with its use. Efforts to introduce teenagers to business activities can go hand in hand with their preferences for social media. Here are some social media roles that have the potential to play a significant role in supporting teenagers' business activities:

- a. Social media allows teen brands to reach a wider audience and increase awareness of the brand's existence. By utilizing social media platforms that are popular among teenagers, such as Instagram, TikTok, or Facebook, brands can expand their reach and attract the attention of their target market (Infante & Mardikaningsih, 2022).
- b. Social media allows marketers of these teenagers to interact directly with their customers. Marketers can post interesting content, ask questions, or hold contests to engage their followers. This helps build closer relationships between marketers, brands and customers, and increases customer engagement and loyalty.
- c. Social media provides a platform for teen brands to portray their business and brand identity in a creative and engaging way. Brands can use visual design, language style and consistent content to build a strong brand image and communicate brand values to customers (Darmawan & Gatheru 2021).
- d. Social media allows receiving feedback from their customers directly. Brands can utilize comment features, direct messages, or online surveys to gain insight into customer satisfaction, their needs, and areas of improvement that may be needed (Irfan & Hariani, 2022).
- e. Social media allows the marketing activities of these teenagers to present relevant and interesting content to their customers. They can share information, tips, or stories that are relevant to the interests and needs of teenagers (Kurniawan et al., 2022). This helps build brand credibility and strengthen customer relationships.

However, social media use also has potential negative impacts, such as addiction, negative influences or privacy concerns. One of the most common negative impacts is social media addiction. Teens often find it difficult to limit their time on these platforms, which can have an impact on their mental and physical health. Social media addiction can disrupt sleep, productivity, and even interpersonal relationships. In addition, social media can also have a negative influence on teens. The urge to pursue unrealistic beauty standards, the pressure to gain recognition in the form of number of "likes" or "followers," and exposure to age-inappropriate content can have a detrimental psychological impact. The privacy aspect is also a serious concern. Teens should be aware of the risks of openly sharing personal information on social media. Privacy threats include identity theft, misuse of personal information, and other security risks. Therefore, it is very important for teenagers to use social media wisely. They need to understand time limits, maintain a balance between the online and offline worlds, and consider the psychological impact of online interactions. Awareness of negative influences and attention to their own privacy should be a priority. Education on digital etiquette also needs to be strengthened to help adolescents develop a strong understanding of the proper way to interact online. With a thoughtful approach, teens can optimize the benefits of social media while protecting themselves from potential negative impacts.

The most effective social media platforms for teenagers in Indonesia are Facebook and TikTok. Facebook is the largest social media platform in the world and is still very popular in Indonesia. With Facebook, users can create personal profiles, connect with friends and family, join groups, and follow business pages or public figures. TikTok is a video-sharing social media platform that is very popular among teenagers in Indonesia. TikTok allows users to create short videos with trending songs or sounds, as well as add filters and special effects. Social media user preferences may change over time. Therefore, it is important to continuously monitor the trends and preferences of teenage social media users to ensure that brands are using the most effective platforms to reach target audiences.

## **CONCLUSIONS**

Entrepreneurship development in adolescents is something that should be done as soon as possible because the adolescent stage is a crucial time to shape entrepreneurial character and skills. Practical steps such as training, potential

identification, and emotional support need to be taken to build an entrepreneurial mentality. Businesses that match teenagers' interests, such as online, service, or creative, can be run with a focus on competitive advantage, innovation, and utilization of social media. With support from educators, parents, and training programs, it is expected that teenagers can develop their entrepreneurship effectively.

Entrepreneurship education should be better integrated in the curriculum to ensure that teenagers gain the practical understanding and skills required. In addition, there is a need for practical knowledge delivery and direct connections with successful business people. Parents and educators need to play an active role in providing emotional and practical support to help teenagers overcome the challenges of building their businesses. With these steps, it is hoped that teenagers can develop their entrepreneurship, build a sustainable business, and prepare for the challenges of the modern business world.

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