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THE IMPACT OF DIGITAL LITERACY AND ENTREPRENEURIAL ORIENTATION TO SURAKARTA BATIK SMEs PERFORMANCE

By

Warih Kusuma Hastuti¹⁾, Mintasih Indriayu²⁾, Salman Alfarisy Totalia³⁾

¹⁾Study Programme Economic Education, Universitas Sebelas Maret

Email: warihkusuma16@gmail.com

²⁾ Study Programme Economic Education, Universitas Sebelas Maret

Email: mientasihindriayu@yahoo.com

³⁾ Study Programme Economic Education, Universitas Sebelas Maret

Email: salmantotal@fkip.uns.ac.id

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Abstract

The purpose of this research is to (1) determining the impact of digital literacy knowledge on the performance of Batik SMEs in Surakarta, (2) determining the impact of entrepreneurial orientation on the performance of Batik SMEs in Surakarta, (3) determining of the impact digital literacy knowledge and entrepreneurial orientation on the performance of Batik SMEs in Surakarta. The object of this research is Batik SMEs in the Surakarta, which is the guidance of the Surakarta Cooperative and SMEs Service, and 95 of the SMEs were the samples. This study used descriptive quantitative method with data collection through questionnaires and multiple linear regression data analysis techniques. The result of this study show that (2) there was a positive and significant impact between digital literacy knowledge on the performance of Batik SMEs in Surakarta with the t count (2,321) > the t table value (1,986). (2) there was a positive and significant influence between entrepreneurial orientation on the performance of Batik SMEs in Surakarta with the t count (7,379) > the t table value (1,986). (3) there was a positive and significant influence between digital literacy knowledge and entrepreneurial orientation on the performance of Batik SMEs in Surakarta with the F count value (39,858) > F table value (3,905).

Jel Classification:

O14; O15; O32

Keyword: Educated Women, Technological Factors, Innovation

INTRODUCTION

Performance have important role for the continuity business. Performance SMEs according to Resource Based Theory that is disclosed by Eisenhardt & Martin (Pratono, 2018 :6) that a business can have excellent performance that is caused by resources including assets, knowledge, and entrepreneurial orientation skill. Keh, and friends (2007) decided factor that influenced SMEs performance in Singapore are entrepreneurial orientation and marketing information. Beside that Jannah (2019:47) entrepreneurial orientation had positive impact and significant on Batik gedog Tuban performance about 0,554 from regression value. According to Pratono (2018:44) entrepreneurial orientation is the way that is done by a company to make decision and emphasize to entrepreneurial behavior. Strong entrepreneurial orientation can make business having strong innovation to develop its business. However, based on Reswanda research (2012:83) and Souisa (2018) entrepreneurial orientation does not influence on SMEs performance and can not increase SMEs performance. This is the different between entrepreneurial orientation variable on the performance business so there must be re-testing.

SMEs nowadays is an important sector within the success of local economic development. According to Ministry of Cooperatives and SMEs, in 2018 SMEs employed more than 116,97 million or about 97,00%. However, in 2018 the contribution of SMEs on GDP decreases from 2015 that is originally 61,41% to 61,07% because of the output growth rates fluctuates lower than large enterprises. Kumalaningrum (2011:99) explained the causes SMEs in Indonesia is hard to develop in the quality at the market because of facing internal problem that is low entrepreneurial orientation, low human resource skills, low skills in mastering

technology and management, low information and market orientation.

SMEs in Surakarta is still facing problem in the performance. According to the report of performance Surakarta Cooperatives and Small and Medium Enterprise Office 2018 the performance target of improving SMEs quality that is built only showing performance realization 4,86% and it has not reached the desired target that is 5%, also showing the decrease from 2017 that is 6,7%. From 2014 SMEs only 150 SMEs that increase the quality. The quality improvement that means is the new workforce growth reached 1,2% from target 2,1% and business development increases from micro-level to small-level and from small-level to medium based on the SMEs criteria Law Number 20 Year 2008.

Surakarta has big potential in production development and batik trade. Batik in Surakarta is a national excellent product even export. People purchasing power on batik more increase with more people that are wearing batik as formal outfit. However, in the development Batik SMEs in Surakarta still face obstacle in the terms of entrepreneurial orientation because business actors have the different competitiveness and always be demanded innovating because there are still many people who rely on marketing from the number of tourists or buyer which visit to their showroom. Even though in the revolution era 4.0 they must compete with others batik in another region that have mastered technology. As a result, it needs batik development in accordance with market demand and increasing human resources in order to stay featured in stiff competition.

According to the data below shows that batik is an excellent commodity in Surakarta, but in the last two years batik had decreased in export value. This shows that batik is facing performance obstacle that needs to be addressed in order to increase again.

Table 1. Realization Export Surakarta City Year 2015 to 2019 (July)

COMMODITY	2015	2016	2017	2018	2019
	VALUE (US\$)	VALUE (US\$)	VALUE (US\$)	VALUE (US\$)	VALUE (US\$)
Batik	10.878.516,50	7.301.427,37	17.366.446,29	8.951.706,66	6.144.516,62
Culinary	41.640,00	82.261,00	259.159,60	388.689,40	731.615,95
Craft	406.349,39	310.159,53	2.112.656,00	5.929.669,31	3.776.353,67
Trade	3.720.427,29	4.178.518,99	6.211.545,95	1.518.740,53	3.643.590,45

Sources: Trade Office Surakarta 2019.

According to pre-research shows that the obstacle that is faced when performing batik business is capital (23,33%), digital technology knowledge (40%), and entrepreneurial orientation (36,67%). Subsequently, according to pre-research that supports success capital business (30,0%), technology knowledge (33,33%), and entrepreneurial orientation (36,67%). This can be conclude that Surakarta Batik SMEs still have low digital literacy because the obstacle that faced is mastery digital technology. Then, entrepreneurial orientation is also the obstacle that they faced even though it has high percentage which influence on the success performance. As a result, these two thing must be increased in order the performance Surakarta Batik SME can increase and compete with others.

Digital literacy is the one of programs that is very emphasized by Ministry of Education at educational institution because nowadays digital technology also have role in educational process especially for they who apply online learning. The presence digital literacy will make effective interaction and communication during learning process. A good digital literacy knowledge will create skill in using digital technology. Bawden (2011) good digital literacy encourage every people to be able choosing information and using technology wisely as well as people's activity being easier. Lankshear and Michelle (2008:4) expressed that digital literacy is originated from computer literacy and information literacy that able to make SMEs performance increasing is business more easier because of more wide reach of consumers. On the other hand, it is different with Ranathunga and friends research result

(2020) expressed that when digital literacy does not influence on small business in Sri Lanka.

According to We Are Social and Hootsuite Indonesia is the fifth active country digitally that has the great 51% internet users in the world. Government via Ministry of Communication and Information launched SMEs Go Online in facing stiff business competition in industry revolution era 4.0. Kominfo notes the proceeding the program until July 2019 about 9,6 million or 17,% from 56 million SMEs in Indonesia go-online. Then, in Surakarta the proceeding the program until April 2018 about 20% from 3.084 SMEs go-online. This shows in industry revolution era 4.0 digital literacy SMEs actors in Indonesia or Surakarta are still low because SMEs Go Online has not reached the target.

According to the information from Mr. Eko, Batik Surakarta Development Functionaries, said that performance batik business from the selling side was fluctuative and different between a business with others. Some business are experiencing development, also out of business because of loss and lose with others. Beside, he said the obstacles which are still happened by batik business is developing innovation batik business from the quality that is pattern and the batik model, because of feeling satisfied caused the business can not develop more. This caused the Batik SMEs performance in Surakarta fluctuative and always decrease in the selling and increase only at the several months at the eid fitr, new year, and christmas.

Another obstacles that happened Batik SMEs is technology innovation still low

because there is business owner who has been elderly so their digital literacy knowledge also low and caused of low skill in using technology. This caused Surakarta Batik SMEs only sell their product in showroom waiting the visitor. Digitalization in business only can do when their members has known digital, that is a condition when their activities are close with technology (Widyastuti, Ranggabumi, and Thomas, 2016:4). Besides, technology obstacles Batik SMEs marketing in Surakarta also there is lack of tool technology for producing batik that is does not want using modern technology such as electric canting and electric stove because they do not have skill, is not efficient, and not confident in the usage. This caused that people who are making batik, had been confident using traditional tool so it is hard to omit the habit and thought that using traditional tool can produce good design so why must change to the modern technology which needs adaptation time.

Based on these problems, the purpose of this study was determining the impact of digital literacy knowledge on the

performance of Batik SMEs in Surakarta, determining the impact of entrepreneurial orientation on the performance of Batik SMEs in Surakarta, and to determining of the impact digital literacy knowledge and entrepreneurial orientation on the performance of Batik SMEs in Surakarta.

METHODS

This research is descriptive with quantitative approach because in this research explained that the result of the research in the field with pictures and words which show number as tools to find what one wants to know.

The research population is 125 Batik SMEs in Surakarta which registered in Surakarta Cooperative and SMEs Office, using technology in business, and having employees. The research sampel is amount 95 which was counted using Slovin formula. The research sampling technique used proportional random sampling which was taken random using sweepstakes. As a result, every region have proportional amount with the detail like this:

Table 2. Detail Research Respondent

No	Name of Sub-Districts	Population	Total Sample
1	Jebres	11	$(10/125) \times 95 = 8$
2	Serengan	8	$(8/125) \times 95 = 6$
3	Banjarsari	13	$(13/125) \times 95 = 10$
4	Laweyan	60	$(60/125) \times 95 = 46$
5	Pasar Kliwon	33	$(33/125) \times 95 = 25$
Total			95

Source: Data processed, 2020.

This research is using two variable independent that are Digital Literacy Knowledge (X1) and Entrepreneurial Orientation (X2) and a dependent variable SMEs Performance (Y). The research instrument is statements in the form of questioner with measuring instrument likert scale. The data collection technique used primary data with questioner from

respondent and secondary data that was obtained from documentation study like book, jurnal, internet website, data from Surakarta Cooperative and SMEs Office, as well as Surakarta Trade Office. Analytical data technique validity test using Product Moment Pearson and reliability test using Cronbach's Alpha with multiple regression analysis via SPSS 21.

RESULT AND DISCUSSION

The Result of The Research

Table 3. Respondent Identity

Information		Frequency
Gender	Male	41
	Female	54
Educational Level	SD/SMP/MTs	2
	SMA/SMK	21
	D3/S1/S2/S3	72
	< 10 TAHUN	43
Business Age	10-20 TAHUN	31
	> 20 TAHUN	21

Source: Data processed, 2020.

According to table data above Surakarta Batik SMEs have research identity respondent that are: (1) Female about 54 and Male about 41, (2) educational level

SD/SMP/MTs about 2, SMA/SMK about 21 and D3/S1/S2/S2 about 72, (3) business age 10 years about 43, age 10-20 years about 31, and >20 years about 21.

Table 4. Description Variable Data

Statistics	X1	X2	X3
N	95	95	95
Mean	24.49	19.24	19.63
Std. Deviation	2.978	2.201	2.288
Minimum	17	14	15
Maximum	32	24	24

Source: Data processed, 2020.

Data above shows that three valid variable amount 95. Mean variable value X₁ amount to 24,49, X₂ amount to 19,24, dan X₃ amount of 19,63. Deviation standard X₁ amount to 2,978 < 7,347 from 30% average means that does not show big gap minimum score is 17 and maximum score is 32.

Deviation standard X₂ amount to 2,201 < 5,772 from 30% average means does not show big gap minimum score is 14 and maximum score is 24. Deviation standard Y amount to 2,288 < 5,889 from 30% average means does not show big gap minimum score is 15 and maximum score is 24.

Figure 1. Normal Chart P-Plot of Regression Standardized Residual

The chart picture above shows that regression model supply normality assumption and proper to use. This caused

from the chart points data spreaded around diagonal line and formed diagonal line.

Table 5. Linearity Test Result

	<i>Linearity</i>	<i>Deviation for Linearity</i>
SMEs Performance		
* Digital Literacy Knowledge	0,000	0,526
SMEs Performance		
*Entrepreneurial Orientation	0,000	0,309

Source: Data processed, 2020.

The table data above shows that the result *significant linierity* amount to 0,000 as a result because significance $< 0,05$ ($0,000 < 0,05$) variable digital literacy knowledge and performance SMEs means having linear relation. This was showed from the result *deviation for linearity* amount to 0,526 as a result because significance $> 0,05$ ($0,526 > 0,05$) variable digital literacy knowledge and performance SMEs means having linear relation.

According to table above shows that the result from significant linierity amount to 0,000. The result because significance $< 0,05$ ($0,000 < 0,05$) as a result can be concluded that entrepreneurial orientation and SMEs performance have linear relation. The result also shows from deviation for linearity amount to 0,309 also shows the existence linear relation between entrepreneurial orientation variable and SMEs performance because significance $0,309 > 0,05$.

Table 6. Multicollinearity Test Result

Collinearity Statistics

	<i>Tollerance</i>	<i>VIF</i>
Digital Literacy Knowledge	0,891	1,123
Entrepreneurial Orientation	0,891	1,123

Source: Data processed, 2020.

Data tolerance value in both independent variables are 0,891 which mean $> 0,10$ ($0,891 > 0,10$) and VIF value amount to 1,123 or less than 10 ($1,123 < 10$), as a result can be concluded that data between independent variable, the result can not be

multicollinearity. In conclusion, between independent variable of the research there is no multicollinearity relation because VIF number around in several 1 (1,123) and tolerance is close to number 1 (0,891).

Figure 2. Scatterplot Heteroscedasticity Chart

Scatterplot chart above does not form certain patterns clearly or the points spread above and below number at Y axis, so regression model is indicated there is no heteroscedasticity obstacle.

Multiple regression analysis result produced formula:

$$Y = 4,181 + 0,144 X_1 + 0,619 X_2$$

From the equation, constant value is 4,181 showed the big SMEs performance is 4,181 when digital literacy knowledge and entrepreneurial orientation value 0.

Regression coefficient digital literacy knowledge amount to 0,144 which means digital literacy knowledge (X1) has positive impact on SMEs performance (Y). Regression coefficient entrepreneurial orientation amount to 0,619 means that entrepreneurial orientation (X2) have positive impact on SMEs performance (Y). As a result, entrepreneurial orientation from this research gave more great impact on SMEs performance comparing digital literacy knowledge.

Table 7. F Simultan Test Result

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	228.451	2	114.226	39.858	.000 ^b
	Residual	263.654	92	2.866		
	Total	492.105	94			

Source: Data processed, 2020.

According to table data above is discovered that Fcount value (39,858) $\geq$ Ftable value (3,095), while for probability value in the column Sig. is 0,000 or has more smaller value than 0,05. In conclusion

that Ho is rejected and Ha accepted, so there is positive impact and significant between digital literacy knowledge and entrepreneurial orientation on SMEs performance simultaneously.

Table 8. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.181	1.826		2.290	.024
	Digital Literacy Knowledge	.144	.062	.188	2.321	.023
	Entrepreneurial Orientation	.619	.084	.596	7.370	.000

Source: Data processed, 2020.

Table above shows Tcount value from regression coefficient digital literacy knowledge is 2,321 > from Ttable is 1,986; and count probability value in the sig. column show value 0,023 < 0,05. While, Tcount value from regression coefficient entrepreneurial orientation is 7,370 > Ttable

is 1,986; and probability count value within column sig. n shows that value 0,000 < 0,05. As a result, both H_0 is rejected and H_a accepted, so it shows that there is positive impact and significant between digital literacy knowledge and entrepreneurial orientation partially on SMEs performance.

Table 9. Simultan Coefficient of Determination Analysis Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.453	1.693

Source: Data processed, 2020.

Table above show adjusted value R Square is 0,464 or 46,4% means that 46,4% Batik SMEs in Surakarta is caused by digital literacy knowledge and entrepreneurial orientation, while the rest is 53,6% is influenced by another factors

outside the research that is asset. R square value that is close to number 1 means that the independent variable can give almost all the information that is needed to predict dependent variable.

The Impact of Digital Literacy Knowledge for SMEs Performance

The research result show that digital literacy has positive impact and significant on Surakarta Batik SMEs about 14,4%. The research result is consistent with Omiunu research result (2019); Aprilia (2019); Santoso dkk (2019); Marsh (2018); Kulathunga, dkk (2020); Lankshear dan Michelle (2008); dan Zahroh (2019) that digital literacy has positive impact and significant for SMEs performance that making business are more easy because of reaching more consumers and faster, increasing income, giving information that can support the business activity, as well as business can compete effectively because of marketing of goods faster than competitors.

Variable hypothesis of digital literacy knowledge uses searching indicator on the internet, hipertext navigation, information content evaluation, and knowledge drafting. On this variable indicator that has high score is internet searching with score 596, means internet searching has high impact on performance comparing other three indicator. The indicator has two statements that are “I am able to understand keywords and websites on the

internet that is used for browsing information the development batik business” and “I am able to do business online marketing for selling product that can be sold fast and reached by consumers”. This means that internet browsing knowledge related by websites keywords that is used business development and online marketing, having impact on Batik Surakarta SMEs performance that can make the products sold fast and reached by consumers.

Indicator with second high value that is drafting knowledge with score 592 and having two statements that are “I am discussing in the forum or friend about the information that obtained on the internet for increasing relation between colleagues” and “I join in the forum Batik SMEs on the social media/online group (like: whatsapp group) increasing knowledge to support batik business and expand my batik business network” This means their knowledge in drafting knowledge via forum discussion or with friends about business information that is obtained on the internet and participation in Batik SMEs forum increasing performance that is can increase relation between colleagues with wide networking and increasing knowledge that support

business. Even though some of them does not join in the forum because of innactive.

Indicator that has high third value is information content evaluation with score 589 and has two statements that are “I am able to give review and comment from the information on the internet” and “I am able to choose and differentiate information that is appropriate with business field that is owned within batik business development”. This means that information of content evaluation knowledge that able to differntiate the information that is appropriate business field influencing for Surakarta Batik SMEs performance development.

Digital literacy indicator with lower value that is hypertext navigation with score 567 and it has two statements that are “I understand the way to do browsing and find the information that spreading on the internet for developing business” and “I am able to understand the procedure hypertext and hyperlink (like:http/www) in developing batik business”. This means that hypertext navigation knowledge by understanding browsing and finding, the information on the internet, as well as understanding procedure hypertext and hyperlink that can support the development of Batik SMEs performance.

The Impact of Entrepreneurial Orientation on SMEs Performance

The research result shows that entrepreneurial orientation has positive impact and significant on Surakarta Batik SMEs performance about 61,9%. The result support the research that is done by Jannah (2019); Silviasih and friends (2016); Arshad and friends (2014); Karami (2019); Rodrigues (2011); Anwar, and friends (2020); Wiklund & Shepherd (2003); Irwin (2018); and Keh, and friends (2007) that entrepreneurial orientation has positive impact and significant on the SMEs performance. Entrepreneurial Orientation can help indentifying and responding market more fast from the competitors to create competitive

excellence and reach more good performance. As a result does not support Reswanda's research (2012) which explained that entrepreneurial orientation does influence on SMEs performance.

The entrepreneurial orientation hypothesis use indicator innovativeness, risk taking, and competitive aggressiveness. On this variable, indicator tha has high value that is risk taking with score 633 means that risk taking has high on performance comparing others two indicators. Indicator risk taking has two statements that are “ I eam sure to produce batik that is appropriate with consumers different desire that able to create consumer satisfication”, and “I am brave to enter different market to expand market range as a result increasingthe selling”.this means Surakarta Batik SMEs has had bravery to take good risk for producing or selling batik that is appropriate with different consumer desire because it can give consumer satisfication. Besides, Surakarta Batik SMEs also has bravery entering export market when others still in the local and national market.

Hypothesis indicator with the second high score that is innovativeness with score 619 that has impact on the performance. Innovativeness indicator has two statements that are “I am opened to apply new things that support business like developing/selling new design product that will sell appropriate with consumers desire” and “I always do innovation in developing business not only selling in form of clothes batik but also batik accessories to make consumers desire”. This means Surakarta Batik SMEs innovative in developing new design and pattern that will sell appropriate with consumer desire where batik design that consumers want everytime experiencing development but sometimes they still found difficulties for developing because lack of tool, capital or human resources that they have. Beside, Surakarta Batik SMEs also innovative in developing their business that is not only selling batik in the form of clothes but also batik accessories to satisfy the consumers like selling bag, necklace, bracelet, fabric, blangkon, suit,

mask, hat wallet, kebaya, scarf and bandana. Batik accessories also often is searched by consumers to complete their appearance so it also can increase business selling.

Hypothesis indicator with low value that is competitive aggressiveness with score 575 that has impact on the performance. Competitive aggressiveness has two statements that are “I always keep product quality and have good relation with consumer for maintaining position in the market and satisfy the consumers” and “I am brave selling batik product with lower price from the competitors to obtain more selling”. This means Surakarta Batik SMEs aggressive in competing with always prioritize quality product that is sold and having good relation with consumers in order to maintain the business position in the market and give consumers satisfaction. The competitive aggressiveness Surakarta Batik SMEs in increasing performance also is done by brave selling with lower price from the competitors to obtain more sales, but most of them do not agree because they will sell price appropriate with quality product so it is loss. If the quality is good, they will compete with putting up high price and for them who have middle to top segmentation, they will sell with the high price. In pricing, they also look market than decrease the price, they prefer to give sale.

The Impact Digital Literacy and Entrepreneurial Orientation on SMEs Performance

The result of this research shows two independent variable that are digital literacy knowledge and entrepreneurial orientation that have positive impact on SMEs performance. This means that every variable unit increment of digital literacy and entrepreneurial orientation is able to increase SMEs performance variable. The higher level of digital literacy knowledge batik SMEs actor so it will increase batik SMEs, and also the higher level of

entrepreneurial orientation will increase batik SMEs.

Coefficient variable value X_2 0,619 > variable coefficient X_1 0,144 means that SMEs performance will reach optimal value when digital literacy also supported by entrepreneurial orientation because entrepreneurial orientation is people's attitude in organizing business and taking important role in business continuity so it is able to make business survive within market competition.

The result of F test shows that F count > F table ($39,858 > 3,095$) and significance less 0,05 so H_0 is rejected and H_a is accepted. As a result, the research result shows that there is positive impact and significant simultaneously between digital literacy knowledge and entrepreneurial orientation SMEs performance. This support the Eisanhardt & Martin theory within Pratono (2018) that the excellent SMEs performance is caused by resource factors. The resource include assets, digital literacy knowledge and entrepreneurial orientation skill.

The hypothesis statement is supported by questioner result in the field and showed that digital literacy with indicator of *internet searching*, *hypertext navigation*, *content evaluation* dan *knowledge assembly* and entrepreneurial orientation with innovativeness, competitive aggressiveness, and risk taking indicator is influenced on Surakarta Batik SMEs. When variable digital literacy indicator (*internet searching*, *hypertext navigation*, *content evaluation* dan *knowledge assembly*) and entrepreneurial orientation indicator (innovativeness, competitive aggressiveness, and risk taking) is combined, it will have impact on SMEs performance that is business purpose achievement, safety for employees, and business satisfaction achievement. Business satisfaction achievement is explained by reach selling and business profit that increase every year and sell new product every year. The work safety is explained by completeness of work facilities that can make work confident and very important to support work success and harmonic relation between

colleague and safety feeling able to push employee growth. Business satisfaction achievement that is explained by employees satisfaction is able to increase productivity and service quality to the consumers as well consumers number enhancement that is supporter in business performance.

As a result, Batik SMEs that has digital literacy and good entrepreneurial orientation in organizing business can increase Surakarta Batik SMEs performance. This is caused by digital literacy knowledge also supported entrepreneurial orientation. Innovative attitude to find new things that is done within business development by digital technology, bravery to take business risk online shopping, accuracy in deciding strategy in order to compete in the market. Innovative for making many exciting *link-web* that is used for business development, risk taking to make many exciting *link-web*, competitive aggressiveness to find the information about business development fast and selective in choosing the information that is used to develop business that is needed, more brave and ensure in deciding and evaluating that is suitable information with business development, competitive aggressiveness is able to make someone more aggressive in choosing the information that is used business development to make win competition. Innovative attitude in giving knowledge about business and useful for business colleague, taking risk can make someone more sure to give the information that is needed for developing batik business for themselves or forum.

CONCLUSION

The conclusion from this research is all of hypothesis can be accepted. First, there is positive impact and significant between variable digital literacy knowledge to variable Batik SMEs in Surakarta. Second, there is positive impact and significant between variable entrepreneurial orientation to variable

Batik SMEs performance in Surakarta. Third, there is positive impact and significant between variable digital literacy knowledge and entrepreneurial orientation to variable Batik SMEs in Surakarta.

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