

## Entrepreneurship Program Medan Communication and Information Technology Academy (DEA) in Improving MSME Competence

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### ABSTRACT

*The purpose of this study is to analyze the influence of Digital Entrepreneurship Academy (DEA) of the Ministry of Communication and Informatics ( Kominfo ) of Medan City on the competence of MSMEs. This study is needed to identify that digital entrepreneurship awareness is still below average and MSME actors have not utilized digital platforms optimally in the digitalization era in their business operations. The approach used is a quantitative approach with a survey technique of 337 respondents in the DEA Kominfo Medan Program with multiple linear regression analysis. In this study, the understanding of digital entrepreneurship and the use of digital platforms are independent variables and MSME competence is the dependent variable. Based on the results of the study, it can be seen that both independent variables have a significant influence, both partially and simultaneously, on MSME competence at a significance level of 0.000 (<0.05). These skills are mainly improved in business financial management, by using a digital-based system. The coefficient of determination (R<sup>2</sup>) is 0.929, which means that these two variables explain 92.9% of MSME competence and 7.1% is caused by other variables that cannot be analyzed in this study. Based on the results of this study, it is concluded that the Medan Kominfo DEA Program can improve the digital knowledge and skills of SMEs in facing competition in the digital era.*

**Keywords :** *Digital Entrepreneurship Academy, Digital Entrepreneurship, Digital Platform, Msme Competency, Medan Communication And Information Technology*

## INTRODUCTION

The emergence of digital technology has impacted the economic systems of various countries, including Indonesia. Business digitalization has been a key factor in increasing productivity and competitiveness in recent years, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. Data from the Central Statistics Agency (BPS) for 2024-2025 shows that MSMEs comprise approximately 99.9% of the total number of business units in Indonesia, approximately 97% of the total workforce in Indonesia, and also contribute significantly to Gross Domestic Product (GDP). This underscores the importance of MSMEs as the backbone of the national economy and the need to strengthen them through digitalization and skill development of business owners.

The use of digital technology among MSMEs in Indonesia is still suboptimal, partly because the MSME sector is one of the pillars of the country's economy. Statistics Indonesia (BPS) data from 2024–2025 shows that more than half of MSMEs have not fully utilized digital technology in their daily business, while around 17.23% use marketplaces as their primary sales platform. This indicates that awareness of digital entrepreneurship remains very low, particularly in digital marketing strategies, technology-based business development, and digital media, which serve as a medium for business activities among MSMEs. Furthermore, digital literacy remains low, with few marketplaces and platforms tailored for product promotion and sales. This low digital adoption can hamper MSMEs' efforts to increase their competitiveness in a rapidly evolving technology-dependent business environment.

According to Raymond Noe's definition (2020), competency is the knowledge, skills, and abilities that a person must possess to perform their work effectively. Based on research findings, it can be concluded that competency development in SMEs can be based on digital literacy and can help SMEs run their businesses digitally. Digital Entrepreneurship Knowledge refers to knowledge of digital marketing, digital-era business development, and technology-based business strategies from business actors. Furthermore, companies' use of digital platforms demonstrates their ability to leverage marketplaces, social media, and e-commerce platforms for promotional purposes and to expand their market. To improve SME competency, training and mentoring are needed to enhance their digital knowledge and skills.

The government has started the Digital Talent program The DTS Scholarship (DTS) program, under the Ministry of Communication and Informatics, aims to systematically and sustainably improve the community's digital technology skills to address the challenges of digital technology adoption by SMEs. The DTS program aims to improve the skills of the national workforce to enable them to navigate the developments in the digital economy and contribute to the national digital transformation agenda. (Web.komdigi.go.id)

Digital Entrepreneurship Academy (Digital Entrepreneurship Academy /DEA) is one of the programs in Digital Talent Scholarship (Digital Talent Scholarship (DTS) targeting SMEs and aspiring digital entrepreneurs. The DEA program aims to provide students with a broad

overview of Digital Entrepreneurship, including topics such as Digital Entrepreneurship, Digital Marketing, Market Expansion through ICT, and Adaptive and Sustainable Digital Business Model Development. By implementing practice-based training, the program is expected to enhance the knowledge and skills of SMEs, making their businesses more competitive in the digital economy.

The Ministry of Communication and Information (KPT) has a technical institution, the Medan Human Resources Development and Research Center, in implementing Digital Entrepreneurship Academy (DEA) which is part of the Digital Talent Program Scholarship . The DEA Program's target was 1,200 participants, but by 2025, it had reached 3,757 participants, as stated on the official social media accounts of BBPSDMP Kominfo Medan. Furthermore, the total number of participants in the Digital Talent Program Scholarships reached 60,470, representing 221.91% of the target. North Sumatra Province had the highest number of DEA participants, with 2,005. This demonstrates the high interest and need among MSMEs for digital-based entrepreneurship training .

This research is supported by several previous studies. However, digital entrepreneurship training can develop digital literacy and participants' conceptual understanding, but cannot be optimally implemented in digital business applications without ongoing mentoring or training, added Sutisna (2025). Furthermore, Shaddiq (2024) found that training with the DEA program had a positive effect on entrepreneurial motivation and MSMEs' knowledge of digital marketing, but more intensive practice and implementation are still needed, which will impact the training's effectiveness. Furthermore, the success of MSME training has been clearly demonstrated by Hidayat and Prabowo (2022), who stated that aspects that influence the success of MSME training are the curriculum, learning approach, and systematic evaluation. Similarly, Ramdan et al. (2025) also found that digital training helps improve MSMEs' digital transformation capabilities and readiness.

However, studies conducted specifically on the impact of Digital Entrepreneurship The Digital Education Academy (DEA) to improve MSME digital skills remains limited in its implementation at BBPSDMP Medan. Lessons learned so far have focused more on the program's implementation process, with little quantitative analysis of the direct correlation between digital training and MSME competency improvement .

This research was conducted based on the background of the problems above with the aim of determining the influence of Digital Entrepreneurship Academy (DEA) in improving MSME competencies. The MSME skills in this study are digital business management skills and MSME knowledge of digital entrepreneurship and the use of digital platforms. These three factors are considered competencies that can improve MSME adaptability and competitiveness amidst changes in the digital economy .

## **THEORETICAL BASIS**

### **Digital Entrepreneurship Training Program Academy (DEA)**

Digital Entrepreneurship Academy (DEA) is one of the training programs in Digital Talent The Digital Talent Scholarship (DTS) program, under the Ministry of Communication and Informatics ( Kominfo ), aims to improve the digital capabilities of MSMEs and aspiring entrepreneurs in Indonesia. This program aims to empower participants with the knowledge and skills they need to navigate and adapt to today's digital economy and manage technology-based businesses .

Gary Dessler (2020) defines training as "a planned and systematic process to help someone acquire new knowledge, skills, and attitudes that will lead to improved performance. The DEA program will be designed with this in mind and provide DEA materials as well as practical training to develop SME skills. For this study, the DEA program is manifested in two variables, namely understanding of digital entrepreneurship (X1) and utilization of digital platforms (X2) .

#### *Understanding Digital Entrepreneurship (X1)*

The level of digital entrepreneurship knowledge is defined as the level of knowledge of MSMEs regarding the concepts, strategies, and implementation of digital technology-based MSMEs. This knowledge relates to digital marketing, digital business models, business innovation, and adaptation to technological advances. Knowledge is the foundation for effective decision-making and problem-solving, and competencies are built upon this knowledge. One aspect that needs to be improved is the understanding of digital entrepreneurship so that MSMEs have flexible business strategies and a competitive advantage in the DEA Program .

#### *Utilization of Digital Platforms (X2)*

The capacity of SMEs to utilize various types of digital platforms—including online marketplaces , social media, and e- commerce —to enable business operations, promotions, and market expansion. However, competence is not only about knowledge, but also about what a person can do with that competence when applied to real-life activities (Raymond Noe, 2020). In this study, digital platform utilization is understood as the competence of SMEs to use digital technology in their businesses to increase business effectiveness and competitiveness.

### **Competence**

Competence is a key term in human resource (HR) development, relating to an individual's capacity to perform a task or job effectively. According to Raymond Noe (2020), a person's competence is defined by their knowledge, skills, and ability to adapt and perform optimally, even in the digital workplace. From a management perspective, competence is the result or output of an individual's development process .

Meanwhile, Wibowo (2024) stated that training to improve competency can enhance performance, productivity, and competitiveness. Therefore, in this study, competency is considered a dependent variable influenced by the Digital Entrepreneurship program. Academy (DEA) .

### **Competence of MSMEs in Context Digital Entrepreneurship**

MSMEs' digital entrepreneurship competency can be linked to business actors' knowledge and use of digital technology to support business sustainability and development. Entrepreneurship requires individuals to be able to identify opportunities, manage resources, and make strategic decisions in a constantly changing business environment, according to Robert Hisrich, Michael Peters, and Dean Shepherd (2020).

Along with the digitalization of the world and its technology, the demand for entrepreneurial skills is also increasing. Therefore, the quality of human resources for entrepreneurs plays a role not only as capital but also in improving their competency. The findings of this study align with those of Yafiz et al. (2023), who showed that human resource development and financial literacy significantly influence the capabilities of MSMEs. Based on the above results, it can be concluded that one of the factors determining the competence and sustainability of a business is the quality and financial awareness.

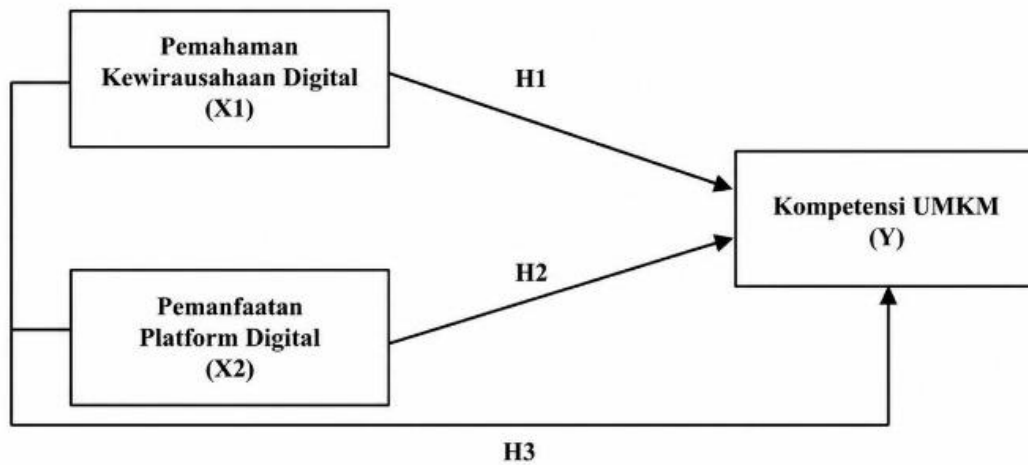
### **Impact of Training Programs To Competence**

Conceptually, training is a learning intervention designed to enhance an individual's capacity through the transfer of knowledge and skills. Based on learning theory, effective training will result in changes in participants' cognitive, affective, and behavioral aspects, resulting in improved competency.

Gary Dessler (2020) states that training is directly related to improved work performance because it is structured learning. This is supported by competency theory, which states that formal learning and structured practice are crucial for developing individual competencies. Based on this, it can be concluded that the Digital Entrepreneurship program Academy (DEA) has a positive impact on the competence of MSMEs.

The relationship between training and competency in this study is causal, with training as the independent variable (X), understanding of digital entrepreneurship (X1) and utilization of digital platforms (X2) as independent variables, and MSME competency (Y) as the dependent variable. Multiple linear regression (partial and simultaneous) was used to analyze this relationship.

### **Framework conceptual study**



**Figure 1: Framework Thinking**

1. H1: Understanding of digital entrepreneurship has a positive and significant impact on MSME competency .
2. H2: Utilization of digital platforms has an impact positive and significant to MSME competencies .
3. H3: Understanding digital entrepreneurship and the utilization of digital platforms simultaneous influential significant to MSME competencies .

## RESEARCH METHODS

The approach used in this research is a quantitative approach with a survey method because this research aims to test the influence of Digital Entrepreneurship. The Digital Entrepreneurship Academy (DEA) in Medan, developed by the Ministry of Communication and Informatics (KOMINFO), assesses MSME competencies using numerical data and statistical analysis. The quantitative approach was chosen because it can objectively, systematically, and measurably measure the relationships between variables, and the research results can be generalized (Sugiyono, 2021). In North Sumatra, BBPSDMP Medan, one of the units implementing the DEA program, served as the subject of this research. The study population was all MSMEs participating in the Digital Entrepreneurship program. The Academy (DEA) held in North Sumatra Province in 2025 involved 2,005 MSMEs. The Slovin formula was used to determine the sample size with a 5% margin of error as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

$n$  = number of samples

$N$  = population size

$e$  = error rate

Based on the results of these calculations, the number of samples obtained is as follows:

$$n = \frac{2005}{1 + 2005(0.05)^2}$$

$$n = \frac{2005}{1 + 2005(0.0025)}$$

$$n = \frac{2005}{6.0125} n = 333.3$$

Based on the calculation results, 333 respondents were needed. However, during the study, data was successfully collected from 337 respondents, which met, and even exceeded, the specified minimum sample size. From the calculation results, it can be concluded that the sample used in this study was 333 respondents, representing the minimum required number of respondents. All respondents must have attended the entire DEA training series, have an active business, and be willing to participate as respondents in this study.

The research instrument used was a questionnaire with a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The questionnaire included 12 statements regarding three areas of digital competence: awareness of digital entrepreneurship, digital platforms as marketing instruments, and digital financial management .

In study This is Digital Entrepreneurship The DEA Academy (DEA) is implemented in three ways: through digital competency aspects. The independent variables are understanding of digital entrepreneurship (X1) and utilization of digital platforms (X2), while the dependent variable in this study is SME competency (Y). This competency relates to managerial skills that can be acquired through DEA training, namely financial management in digital-based businesses .

Descriptive statistics were used to describe the characteristics of the respondents. Validity and reliability tests were then conducted to determine the validity of the instruments used in the study. Multiple linear regression was used to examine the influence of variables (digital entrepreneurship understanding and digital platform utilization) on SME competency to determine the relationship between the variables .

## RESULTS AND DISCUSSION

### RESULTS

#### Description Object Study

This research was conducted on MSME entrepreneurs who had completed Digital Entrepreneurship Academy (DEA) from the Ministry of Communication and Informatics ( Kominfo ) Medan. DEA is a digital entrepreneurship training program that focuses on

developing three competencies: understanding digital entrepreneurship, understanding the use of digital platforms as promotional tools, and understanding financial management in a digital environment.

The sample was selected using a purposive sampling technique, targeting only respondents who attended and completed the entire DEA training series. There were 337 respondents in this study. Data were collected through an online questionnaire, which included 12 statements assessing MSMEs' digital competence on a Likert scale of 1–5, from strongly disagree to strongly agree. Respondent characteristics included gender, age, and business type.

### Respondent Gender

The target group of this research is the participants (male and female) who have joined the Digital Entrepreneurship program. Academy (DEA) as follows :

Table 1. Respondent Characteristics Based on Gender

No	Gender	Amount	Percentage
1	Man	165	51%
2	Woman	172	49%
	<b>Amount</b>	337	100%

Table (1) shows that the majority of respondents were male 165 (51%) and female 172 (49%) with a balanced composition ratio. This distribution represents DEA Program graduates who are MSME operators .

### Respondents Based on Age

Respondents were also divided into age groups to estimate the age distribution of the respondents' characteristics. The age distribution of respondents is shown in the following table :

Table 2. Respondent Identity Based on Age

No	Age	Amount	Percentage
1	< 20 years	43	12.8%
2	21 – 35 years old	116	34.4%
3	36 – 45 years old	125	37%
4	> 45 years	53	15.7%
	<b>Amount</b>	337	100%

Source : Primary data that has been processed , 2026

Based on Table 2, regarding the respondents' ages, clearly shows that the majority of respondents (125 people, 37.1%) are in the 36–45 age group. Furthermore, there are 116 respondents (34.4%) aged 21–35 years. The number of respondents under and over 45 years old is 43 (12.8%) and 53 (15.7%), respectively. This data shows that the productive age group dominates in this study, who are still actively running businesses and have a higher need to

improve their digital competency. This is in line with the research objective of building the digital entrepreneurial competency of MSMEs .

### Respondents Based on Business Type

Respondent characteristics by business type were analyzed to determine the types of businesses most frequently involved in the DEA training program. The table below presents a breakdown of respondents by business type:

Table 3. Identity Respondents Based on type business

No	Type of business	Amount	Percentage
1	Culinary	101	30.0%
2	Service	86	25.5%
3	Trading	79	23.4%
4	Agriculture/Plantation	32	9.5%
5	Manufacturing	32	9.5%
6	Livestock/Fisheries	3	0.9%
7	Information, Communication & Creative	2	0.6%
8	Tourist	2	0.6%
	<b>Amount</b>	337	100%

Source: Processed primary data, 2026

Based on Table 3 distribution type business , the majority respondents is business food and drink (101 respondents or 30%). The next sector is sector service with 86 respondents (25.5%), followed by sector trading with 79 respondents (23.4%). There were 32 respondents (9.5%) each in the sector agriculture / plantations and manufacturing . Other sectors have relative respondents more A little like livestock / fisheries , information / communication , industry creative , tourism , and accommodation . This data show that perpetrator businesses in sectors This own relative needs tall will digitalization in operational business and marketing , and actors business in the sector culinary , trade and services dominate study This

### Data Analysis Results

Data analysis was conducted to make the data easier to understand and to draw conclusions about population characteristics based on the data obtained from the research sample. Data analysis in this study was conducted using SPSS version 25. Several stages were carried out in the data analysis process, as explained by Syahbudi. et et al. (2023).

### Validity Test

According to Imam Ghozali (2021), a validity test is a test used to determine the level of validity of a questionnaire. A valid questionnaire is one that accurately measures the variables studied by each question.

Digital entrepreneurship is entrepreneurship in which technology (e- commerce , data analytics, AI, internet, etc.) is used to develop more effective, efficient, and flexible business models that can (more easily) take advantage of the opportunities of the digital age.

Table 4. Validity Test Results Understanding Digital Entrepreneurship (X1)

Item	r-count	r-table	Information
X1	0.904	0.107	Valid
X1	0.893	0.107	Valid
X1	0.913	0.107	Valid
X1	0.908	0.107	Valid

Source : Processed data researcher , 2026

Digital marketing is a modern marketing strategy (digital marketing ), a promotional medium that uses the internet and electronic devices to reach, interact with, and influence consumers directly and effectively.

Table 5. Validity Test Results Utilization of Digital Platforms(X2)

Item	r-count	r-table	Information
X2	0.934	0.107	Valid
X2	0.859	0.107	Valid
X2	0.918	0.107	Valid
X2	0.910	0.107	Valid

Source : Processed data researcher , 2026

Digital financial management is a financial management system to support financial transactions that utilize digital technology to be more practical, effective, and efficient in financial management and financial services.

Table 6. Validity Test Results MSME Competence (Y)

Item	r-count	r-table	Information
Y	0.912	0.107	Valid
Y	0.853	0.107	Valid
Y	0.920	0.107	Valid
Y	0.924	0.107	Valid

Source : Processed data researcher , 2026

Validity testing in this study was conducted using Pearson Product-Moment correlation to obtain calculated r and tabular r values. The tabular r values were for 337 respondents with a significance level of 0.05 (two-tailed).

The test results show that the r value of each item of variable X1 (digital entrepreneurship understanding) is greater than the table value (r value > r table 0.107), and all r values of items in variable X2 (digital platform utilization) are also greater than the table value (r value > r table 0.107), as well as the r value of all items in variable Y (digital financial management) are also greater than the table value (r value > r table 0.107). Thus, the items in the research instrument are considered valid.

The results of the study indicate that the questionnaire accurately and precisely measures all item statements for the research construct . Within the instrument dimensions used in the study, there are three variables within the digital competency dimension developed in Digital Entrepreneurship. Academy (DEA) so that the instruments used align with the research objectives. Therefore, the data obtained can be used to represent the digital competency status of MSMEs after training at DEA .

### Reliability Test

Imam Ghozali (2024) stated that reliability is a tool used to measure the consistency of a questionnaire used as an indicator of a research variable or construct . Questionnaire reliability is defined as the extent to which respondents' responses to each question provide consistent and stable data over a specific period of time.

Table 7. Reliability Test Results

Variables	Cronbach's Alpha	N of items	Information
Understanding Digital Entrepreneurship	0.923	4	Reliable
Utilization of Digital Platforms	0.927	4	Reliable
MSME Competencies	0.923	4	Reliable

Source: Data processed by researchers, 2026

The results of the reliability test were carried out using the Cronbach's method. Alpha to see the consistency of the research instrument based on the results of table 7. Cronbach's value Alpha  $>0.60$  is considered reliable.

Based on the test results, the Alpha value The Cronbach's  $\alpha$  for the digital entrepreneurship understanding variable was 0.923, for the digital platform utilization variable was 0.927, and for the MSME competency variable was 0.923. These values were all greater than the minimum value of 0.60, and it can be concluded that all variables used in this study have high reliability and can be used as research instruments.

The Cronbach's internal consistency value The alpha for the digital entrepreneurship understanding variable was 0.923, the digital platform utilization variable was 0.927, and the MSME competency variable was 0.923. All of the above values are greater than the minimum value of 0.60, indicating that all variables in this study are reliable and can be used reliably in research. Due to the use of the Digital Entrepreneurship program, Academy (DEA), they are able to measure the dimensions of digital competence consistently, which can be used for further analysis, especially to test the relationship between variables with multiple linear regression.

### Analysis Multiple Linear Regression

According to Imam Ghozali (2024), regression analysis is a technique for finding the magnitude of the relationship between two or more variables and for showing the direction of the relationship between the dependent variable and the independent variable. Multiple linear regression analysis is the analysis of the linear relationship between two or more independent variables (X) and the dependent variable (Y).

Table 8. Model Summary

Model	R	R.Square	Adjusted R Square	Std.Error
1	0.964	0.929	0.928	1,004

Source: Data processed by researchers, 2026

The relationship between the research variables is very strong, with an R value of 0.964. Understanding the concept of digital entrepreneurship and the use of digital platforms in the context of MSME competencies falls into the "very strong" category. Meanwhile, the R-squared value of 0.929 indicates that 92.9% of the variance in MSME competencies is explained by these two independent variables, with 7.1% of the variance explained by other variables not included in this study.

Table 9. Partial Test (T)

Variables	B	Std.Error	Beta	t	Sig
( Constant )	0.545	0.234	-	2,326	0.021
Understanding Digital Entrepreneurship (X1)	0.565	0.047	0.563	12,062	0,000
Utilization of digital platforms (X2)	0.398	0.045	0.413	8,840	0,000

Source: Data processed by researchers, 2026

The multiple linear regression equation in this study can be formulated as follows:

$$Y = a + b1X1 + b2X2$$

The improvement in MSME competency manifested in this study is the respondents' ability to manage their finances online, one indicator of the success of the DEA Program. The regression curve equation from the table above is :

$$Y = 0.545 + 0.565X1 + 0.398X2$$

Equality multiple linear regression obtained in study This can explained as following :

- a. The constant value of 0.545 indicates that if the value of the variables understanding digital entrepreneurship and utilization of digital platforms is constant, then the value of the MSME competency variable is also constant (0.545).
- b. The coefficient value of X1 (digital entrepreneurship understanding) is 0.565, indicating that if digital entrepreneurship understanding increases by 1 unit, SME competence will increase by 0.565 units, while other variables remain constant. The calculation results show that the t value for digital entrepreneurship understanding is 12.062 and the significance value is <0.05 or 0.000, where the t value is positive and significant, this proves that digital entrepreneurship understanding has a positive and significant influence on SME competence. Therefore, the higher the level of digital knowledge, the higher the competence of SME actors. In addition, this is the most prominent variable that has been studied.
- c. chi-square coefficient value is 0.398, which means that increasing all other variables except digital platforms simultaneously will result in an increase of 0.398 units in the level of MSME capability. The calculation results show that t = 8.840 and a significance level = 0.000 < 0.05, which indicates that there is a positive and

significant value from the use of digital platforms on MSME competence. Therefore, the more competent the MSME actors are, the better they utilize digital platforms. The more efficient the use of digital platforms, the higher the MSME competence .

Table 10. Simultaneous Test Results (ANOVA/F TEST)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	4387,735	2	2193,867	2177,512	0.000
Residual	336,509	334	1,008		
Total	4724,243	336			

Source: Data processed by researchers, 2026

The F value is 2177.512 and the Sig is 0.000 which is less than 0.05 so it can be concluded that simultaneously, the understanding of digital entrepreneurship and the use of digital platforms have a significant influence on MSME competence. These results indicate that the regression model used in this study is valid and the model can explain the relationship between variables in this study .

## DISCUSSION

### The Influence of Understanding Digital Entrepreneurship on the Digital Entrepreneurship Program Medan Communication and Information Academy (DEA) on MSME Competence

Based on the research results, it can be seen that the understanding of digital entrepreneurship from Digital Entrepreneurship The Medan Communications and Informatics Academy (DEA) has a positive and significant impact on SME competency. This finding aligns with Gary Dessler's (2020) findings, which state that training is a systematic way to enhance an individual's knowledge and skills to improve their performance. Conceptual understanding is crucial for effective decision-making in business, as explained by Robert Hisrich. et et al. (2024).

This is in line with the research findings of Arif, Nawawi, et al. (2024) in a recent study on entrepreneurship theory and application, which concluded that theoretical knowledge and motivational aspects play a crucial role in achieving entrepreneurial success in business implementation. In this regard, digital entrepreneurship knowledge is seen as a strategic tool for business actors to help them innovate and survive in the dynamics of the global market. One of Medan's strategic locations in this region is its significant human resources. The potential of these human resources, as research by Isnaini Harahap and Nawawi (2022) suggests, represents a significant opportunity for the creative industry and SMEs to contribute to development .

This research is in accordance with the values contained in the Qur'an , especially in Surah Al-Qur'an Al- Mujadilah verse 11, where Allah Subhanahu wa Exalted said :

يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

*“ God will exalt those who believe among you and those who are given knowledge knowledge a number of degrees .” (QS. Al-Mujadilah: 11)*

The verse states that acquiring knowledge is essential for improving human conditions and status. The competency of MSME actors in this study represents a continuous process of acquiring knowledge and skills through the Digital Entrepreneurship training program. Academy (DEA). Participants' increased capacity in understanding digital entrepreneurship, using digital platforms, and financial management in the digital age demonstrates that these areas have improved in line with Islamic values, which emphasize that knowledge is a factor that can improve the quality of individuals and businesses.

The impact was caused by the Digital Entrepreneurship program The Academy (DEA) equips participants with Digital Business Models, Technology-Based Marketing Strategies, and the application of digital media in business development and business opportunities in the digital era. This knowledge helps MSMEs develop an adaptive and innovative mindset.

### **The Impact of Utilizing Digital Platforms on the Digital Entrepreneurship Program Medan Communication and Information Academy (DEA) on MSME Competence**

Research result show The use of digital platforms has a positive and significant impact on MSME competency. Competence is a combination of knowledge, skills, and abilities that can be observed in individual behavior in the workplace, including their ability to adapt technology to modern work environments (Raymond Noe, 2020). In this study, the ability to use digital platforms is equated with technical competency, which is needed in the digital era. This is also supported by the e-business concept proposed by Nurbaiti (2023), who states that e-business or the use of digital technology in business activities can increase the effectiveness and efficiency of business activities, which can improve the capabilities of MSME actors.

Online marketplaces , business social media, and digital marketing strategies are the subjects of DEA training, and that's why. This is a practice-based approach to enable participants to apply what they've learned in their daily business and develop their business skills. The findings of this study align with those of Ramdan et al. (2025), which showed that digital marketing skills and digital literacy have a positive impact on the competitiveness and performance of MSMEs .

### **CONCLUSION**

Research that has been conducted shows that Digital Entrepreneurship Academy (DEA) has a significant influence on the capabilities of SMEs, especially financial management in the field of digital entrepreneurship at BBPSDMP Medan.

The results of the study indicate that digital entrepreneurship (X1) has a significant positive influence on MSME competency (Y). Based on these results, it can be concluded that the higher the knowledge of MSME actors about digital entrepreneurship, the higher their competence in managing and developing businesses in the digital era. The DEA program at BBPSDMP Kominfo Medan also provides training materials to improve the knowledge and skills of participants in technology-based business development training, Digital Business Models, and Digital Marketing Strategies.

In addition, the use of digital platforms (X2) also has a positive and significant influence on SME competency (Y). This finding indicates that for SMEs to utilize digital platforms, it can increase the effectiveness and competitiveness of their business. Marketplaces, business social media, and other platforms have the potential to have a positive influence on marketing effectiveness, business management practices, and business competitiveness. The training process for participants during the DEA Program at BBPSDMP Medan can help participants gain knowledge and experience in using digital platforms that can be directly applied to their businesses.

Meanwhile, the factors of understanding digital entrepreneurship (X1) and utilizing digital platforms (X2) have a significant influence on SME competency (Y). These results indicate that one important program that can be used to improve the quality of digital knowledge and skills of SME actors to support SME development and strengthen their competitiveness in the future is the Digital Entrepreneurship Program. Academy (DEA) BBPSDMP Medan.

## **SUGGESTION**

Based on the research findings, training providers are advised to further enhance course content related to improving the competency of MSMEs in understanding digital entrepreneurship, digital platform-based marketing practices, and digital financial management. It is hoped that MSMEs will continue to apply their digital skills to continuously improve the quality of business management and MSME competitiveness in the digital market. Recommendations for future researchers include expanding the research by adding other variables such as business performance or business sustainability and also using a broader methodological approach to obtain a more comprehensive picture of the factors influencing MSME competency.

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