

The Role of Social Media in Shaping Digital Entrepreneurial Intention and Innovation: A Comparative Study among Youth and Women Entrepreneurs

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Abstrak

Penelitian ini menyelidiki peran media sosial dalam membentuk niat kewirausahaan digital dan inovasi, dengan fokus khusus pada pengusaha muda dan perempuan. Berdasarkan tinjauan sistematis terhadap 20 artikel akademik, makalah ini mengidentifikasi tema-tema inti, termasuk pengaruh platform media sosial terhadap perilaku kewirausahaan, pengurangan hambatan tradisional bagi perempuan, dan peran umpan balik digital dalam mendorong inovasi. Tinjauan ini mengungkapkan bahwa meskipun media sosial memberikan manfaat bagi kedua kelompok, pengusaha muda seringkali termotivasi oleh visibilitas dan dinamika tren, sementara perempuan lebih menekankan pada kepercayaan dan komunitas. Temuan ini menyarankan bahwa strategi digital yang disesuaikan dan mekanisme dukungan sangat penting untuk memaksimalkan potensi kewirausahaan media sosial di berbagai demografi.

Kata kunci: Sosial Media, Digital Entrepreneur, Inovasi

Abstract

This study investigates the role of social media in shaping digital entrepreneurial intention and innovation, with a specific focus on youth and women entrepreneurs. Drawing from a systematic review of 20 academic articles, the paper identifies core themes, including the influence of social media platforms on entrepreneurial behavior, the reduction of traditional barriers for women, and the role of digital feedback loops in fostering innovation. The review reveals that while social media benefits both groups, youth are often motivated by visibility and trend dynamics, whereas women emphasize trust and community. These findings suggest that tailored digital strategies and support mechanisms are crucial to maximize social media's entrepreneurial potential across demographics.

Keywords: Social Media, Digital Entrepreneur, Innovation

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INTRODUCTION

In recent years, digital entrepreneurship has gained significant attention as a viable career path and innovation driver, especially among youth and women. The proliferation of social media platforms such as Instagram, TikTok, and YouTube has empowered individuals to use these platforms for business ventures, customer engagement, and brand building. This trend has been further amplified by the social and technological changes occurring across various sectors. However, the challenges faced by young entrepreneurs and women in leveraging social media for digital entrepreneurship are diverse and not fully understood.

A major issue that emerges is the differences in how youth and women entrepreneurs utilize social media to build their businesses. Youth entrepreneurs

tend to be drawn to visibility and trend dynamics on social media, while women entrepreneurs focus more on aspects like trust and the community formed on these platforms. Problems related to market access, financing, and social norms are often barriers for women, which can be addressed through the proper use of social media.

The theories underlying this phenomenon, such as the Theory of Planned Behavior (TPB), suggest that entrepreneurial intentions are influenced by external factors like social perception and social support, which are significantly impacted by social media. Furthermore, Social Capital Theory can explain how social networks built on social media can reduce traditional barriers faced by women entrepreneurs, such as access to capital and business opportunities.

Relevant empirical studies, such as the one conducted by Wibowo et al. (2023), demonstrate that combining digital entrepreneurship education with social media usage can boost entrepreneurial intentions among youth. Additionally, research by Devasia (2023) reveals how women entrepreneurs in Indonesia use social media to create innovation ecosystems and gain legitimacy for their businesses. With these theories in mind, this study aims to provide deeper insights into how social media can empower digital entrepreneurship, particularly among youth and women entrepreneurs.

Literature Review

The role of social media in shaping digital entrepreneurial intention and innovation, particularly among youth and women entrepreneurs, has emerged as a prominent theme in the evolving landscape of entrepreneurship. Through the synthesis of 20 scholarly articles, several interrelated themes become apparent.

Firstly, numerous studies confirm that social media significantly influences entrepreneurial intention, particularly in youth populations. Digital platforms like Instagram, TikTok, and Facebook have been shown to create exposure to entrepreneurial role models, offer accessible marketing tools, and enable community engagement. Wibowo et al. (2023) emphasize how digital entrepreneurship education combined with social media usage positively influences students' digital entrepreneurial intentions. Similarly, Alferaih (2022) shows that perceived desirability and digital entrepreneurial education are significant predictors of intention to pursue digital ventures in youth.

Secondly, a notable body of literature focuses on women entrepreneurs, emphasizing that social media reduces traditional barriers such as access to capital, social mobility, and exposure to entrepreneurial networks. Devasia (2023) and Purbasari et al. (2023) underscore how women-led digital startups in Indonesia use social media to create innovation ecosystems and gain legitimacy. Social media not only provides market access but also psychological empowerment, as seen in content sharing and community engagement strategies.

Thirdly, innovation in digital entrepreneurship is seen to be catalyzed by real-time feedback, consumer insights, and platform-based experimentation. Studies such as those by Verdugo & Villarroel (2021) and Fisch & Block (2020) explore how social media fosters innovation thinking by enabling entrepreneurs to observe trends,

interact with customers, and iterate based on feedback. Notably, Twitter data reveals shifts in digital identity and coping strategies post-failure, especially among solo or small-team entrepreneurs.

Lastly, comparative perspectives reveal that while both youth and women benefit from social media in shaping digital entrepreneurial behavior, their motivations and platform preferences differ. Youth are often driven by visibility and novelty, while women entrepreneurs prioritize trust, community, and sustainability. The findings suggest that tailored interventions, mentorship models, and policy support can further leverage the potential of social media to bridge entrepreneurial gaps across gender and generational lines.

The SLR process commences with the formulation of research questions that function as the focal point of the review: **RQ1:** How does social media influence digital entrepreneurial intention and innovation? **RQ2:** What are the comparative experiences between youth and women entrepreneurs? **RQ3:** How can social media be optimized as a tailored tool to empower digital entrepreneurship among youth and women entrepreneurs?

METHOD

This study employs a Systematic Literature Review (SLR) method based on the PRISMA 2020 protocol to ensure transparency and academic rigor in selecting and analyzing relevant literature. The SLR approach is particularly suitable for synthesizing findings across diverse contexts and identifying thematic patterns in scholarly work.

Literature Search Strategy

The literature search was conducted using a Boolean keyword combination that included: ("social media" AND "digital entrepreneurship") AND ("youth" OR "young entrepreneurs") AND ("women" OR "female entrepreneurs") AND ("intention" OR "innovation"). These terms were applied across multiple academic databases including Scopus, ScienceDirect, Emerald Insight, and SpringerLink.

The initial search yielded 186 articles. After removing duplicates and screening based on titles and abstracts for relevance to digital entrepreneurship and social media engagement among youth and women, the number of potentially eligible articles was reduced to 42. The search was restricted to peer-reviewed journal articles published between 2019 and 2024 in English language.

Article Selection Process

The article selection process followed the PRISMA 2020 flow protocol. After the initial screening, 42 full-text articles were assessed for eligibility. The inclusion criteria required that the articles provide empirical or conceptual insights into how social media influences digital entrepreneurial intention or innovation among either youth or women entrepreneurs.

Articles were excluded if they were (a) not written in English, (b) not peer-reviewed, (c) only tangentially related to the primary research questions, or (d)

focused solely on general e-commerce without addressing entrepreneurship or innovation. After applying these criteria, 20 articles remained and were included in the final analysis. These articles were then subjected to thematic analysis and coded based on demographic focus, type of social media platform, and the nature of entrepreneurial engagement (see Table 2).

Table 1. Inclusion & Exclusion

Inclusion Criteria	Exclusion Criteria
Papers published in Scopus Indexed (Emerald Abacademies, Emerald, GBMR, TNDF, Researchgate, IJECM, Dujopas, Springer, Nature, Elsevier, IJNRD, Elsevier, Orcid, Heliyon, Frontiers, Elsevier, Heliyon, Elsvier)	Books, reviews, short articles, magazine articles, papers or proceedings not published in Scopus Indexed
Published from January 1 st 2020 to December 1 st 2025	Published outside January 1 st 2020 to December 1 st 2025
Available in full text	Unavailable in full text
Papers written in English	Papers not written in English
Review or research articles that explicitly discuss paid advertising or organic reach in relation to sustainable performance	Articles not explicitly discussing paid advertising or organic reach
Articles that include relevant evaluation of digital marketing strategies (e.g., Google Ads, SEO, content marketing, influencer marketing, social media campaigns)	Articles that do not include evaluation of digital marketing strategies or lack relevance to sustainability performance

The table outlines the inclusion and exclusion criteria used in selecting articles for a systematic literature review. Inclusion criteria specify that eligible articles must be published in Scopus-indexed journals (e.g., Emerald, Springer, Elsevier, Heliyon), within the period from January 1st, 2020 to December 1st, 2025, be available in full text, written in English, and explicitly address paid advertising or organic reach in relation to sustainable performance. Additionally, selected articles must include relevant evaluations of digital marketing strategies such as Google Ads, SEO, content marketing, influencer marketing, or social media campaigns. Conversely, the exclusion criteria eliminate books, reviews, short articles, magazine entries, or papers not published in Scopus-indexed sources; those published outside the specified time range; articles without full-text access; not written in English; lacking explicit discussion on paid advertising or organic reach; or failing to evaluate digital marketing strategies in the context of sustainability.

Table 2. Article Included

Year	Author	Code	Publisher
2021	Alina Sawy and Dieter Bögenhold	P1	Emerald
2025	Malini Jain et al	P2	Abacademies
2021	Ciro Troise et al	P3	Emerald
2024	Zhang Jia Lun et al	P4	GBMR
2024	Simon Stephens & Kristel Miller	P5	TNDF

2020	Qaiser Malik	P6	Researchgate
2023	Siti Sri Wulandari et al	P7	IJECM
2023	Salim Ahmad et al	P8	Dujopas
2022	Simona Popa et al	P9	Springer Nature
2002	Sachin Modgi et al	P10	Elsevier
2023	Hussam Al Halbusi et al	P11	Springer Nature
2023	Sinu Mary Devasa	P12	IJNRD
2023	Agus Wibowo et al	P13	Elsevier
2021	Ratih Purbasari	P14	Orcid
2020	Christian Fischa & Jorn H. Block	P15	Elsevier
2022	Su Qin et al	P16	Heliyon
2021	Ana Isabel Jimenez te al	P17	Frontiers
2021	Reny Nadlifatin et al	P18	Elsevier
2021	Gustavo Barrera Verdugo & Antonio Villarroel Villarroel	P19	Heliyon
2022	Adel Alferaih	P20	Elsevier

The table presents a list of 20 selected articles used in the study, organized by year of publication, authorship, reference code, and publishing source. The publications span from 2002 to 2025, indicating both historical and recent perspectives on the research topic. Most articles were published between 2020 and 2025, demonstrating a focus on contemporary studies. The sources include reputable publishers such as Emerald, Elsevier, Springer Nature, and Heliyon, ensuring the academic credibility of the references. Each article is assigned a unique code (P1 to P20) to facilitate identification and citation throughout the analysis.

Quality Assement (QA) Criteria

The quality of the selected articles was assessed based on five key indicators, as outlined in Table 3. In the interest of maintaining the validity and rigor of the subsequent analysis, articles that received a score between 1 and 3 (on a 1–5 scale) were excluded from the synthesis process.

Table 3. Quality Assement Criteria

No	Criteria (Score: Yes = 1, No = 0)
1	Does the article explicitly examine <i>paid advertising</i> or <i>organic reach</i> as the primary subject of analysis?
2	Does the study include substantive measurement or discussion related to sustainability performance?
3	Is the research methodology clearly described, systematic, and replicable?
4	Are the data sources credible and relevant to the study's focus (e.g., validated empirical data or verifiable institutional sources)?
5	Does the article present a comparative analysis, thematic exploration, or critical synthesis relevant to evaluating the effectiveness of both approaches (paid and organic)?

Analysis and Synthesis of Findings

The final stage of the SLR process involved synthesising findings from the 20 selected articles, which were organised thematically and evaluated in relation to the formulated research questions. The analysis was conducted using a narrative approach, integrating the findings to create three overarching categories: the effectiveness of the strategies in relation to sustainability performance (RQ1); the identification of the strengths and challenges associated with each approach, including paid advertising and organic reach (RQ2); and the formulation of an optimal hybrid strategy (RQ3); the objective of this synthesis was twofold: firstly, to present a comprehensive overview of the current scholarly landscape, and secondly, to identify research gaps that could serve as the basis for future studies. A PRISMA diagram (see Figure 1) was also developed to visually depict the structured and transparent process of article identification and inclusion.

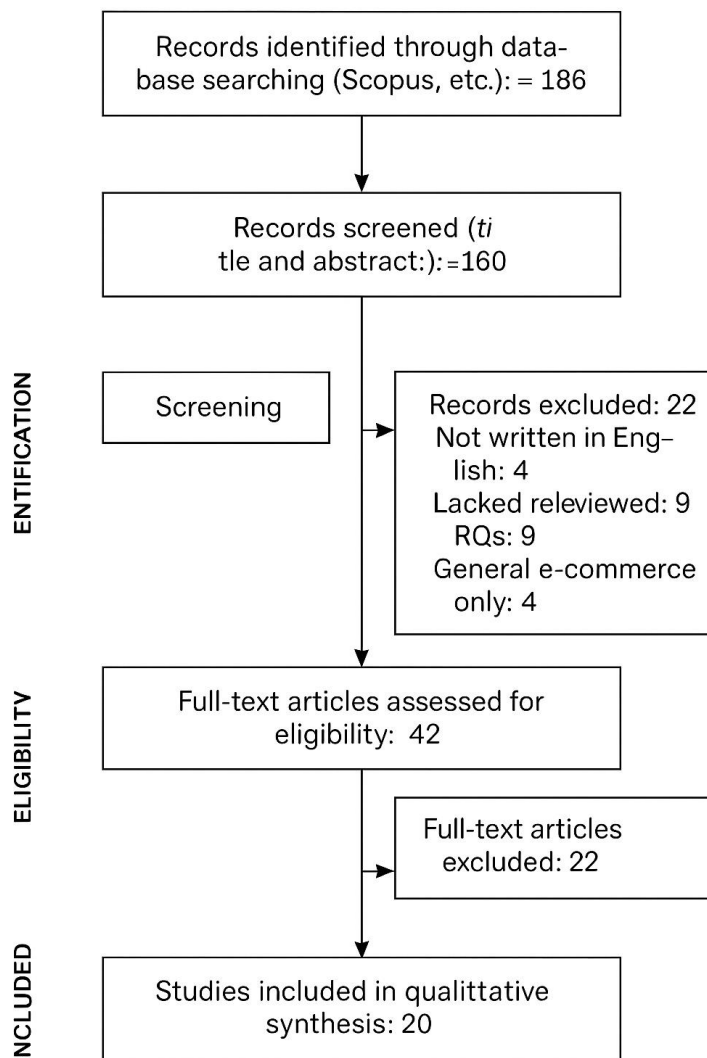


Figure 1. Prisma Flow Diagram

RESULT AND DISCUSSION

The results of the literature review reveal a consistent pattern that underscores the critical role of social media in shaping digital entrepreneurial intention and

innovation, particularly among youth and women entrepreneurs. The key findings are organized into three main themes: entrepreneurial intention among youth, innovation among women entrepreneurs, and comparative insights between both demographics.

Firstly, for youth, social media acts as an influential gateway that shapes their mindset, motivation, and digital readiness. Platforms like Instagram and TikTok are often cited as motivational triggers, providing visibility into entrepreneurship as a viable career option. Articles highlight that entrepreneurial intention is closely tied to social modeling, peer influence, and exposure to success stories propagated through platform algorithms. Research by Alferaih (2022) indicates that social media usage combined with digital entrepreneurship education can increase the intention to pursue digital ventures among youth.

Secondly, in the context of women entrepreneurs, social media functions as more than just a marketing tool; it acts as an ecosystem that provides visibility, psychological empowerment, and proximity to customers. Studies emphasize how women leverage community-based platforms to overcome barriers in capital access, mobility, and social norms. Innovation is driven not only by necessity but by creativity enabled through digital touchpoints, participative storytelling, and community-based branding. Research by Purbasari et al. (2023) highlights how women in Indonesia use social media to create innovation ecosystems that benefit their businesses.

Lastly, the comparative analysis between youth and women entrepreneurs reveals distinct platform preferences, motivations, and strategic behaviors. While youth entrepreneurs are largely driven by novelty, trend participation, and platform virality, women entrepreneurs emphasize trust-building, sustainability, and niche market development. For both groups, content authenticity and community validation emerge as strong predictors of innovation behavior.

These findings suggest that tailored strategies considering both gender and generational differences are essential for optimizing digital entrepreneurship outcomes. Moreover, policy support and digital literacy programs should be designed in alignment with these behavioral trends to foster inclusive and sustainable innovation ecosystems.

CONCLUSION

This systematic review confirms that social media plays a critical role in influencing digital entrepreneurial intention and innovation, particularly among youth and women entrepreneurs. For youth, social media provides exposure, inspiration, and a platform to experiment with business ideas. For women, it offers community support, access to markets, and a mechanism to overcome traditional barriers in entrepreneurship.

The review highlights differences in motivations, platform preferences, and innovation patterns between these two groups. Youth tend to be influenced by trend dynamics and viral content, while women entrepreneurs prioritize trust, authenticity, and sustained engagement. These findings underscore the importance of designing

digital policies, entrepreneurial education, and support programs that are sensitive to both generational and gender-based entrepreneurial behaviors.

Future research should explore platform-specific affordances, long-term outcomes of social-media-driven ventures, and the impact of emerging technologies such as AI-driven marketing tools on entrepreneurial ecosystems across diverse demographics.

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