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Social Entrepreneurship as a Form of Gen Z Social Awareness in the Digital Era

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Abstract: Social Entrepreneurship as a Form of Social Awareness of Gen Z in the Digital Era
The dominance of the young generation population in the digital era for a country can be both positive and negative. A social entrepreneur is an individual who leads positive change in society in an innovative, creative, and sustainable way. They not only focus on financial gain, but also aim to solve significant social or environmental problems. The literature study method where this research is carried out is only based on written works, including the results of research both published and unpublished. This conclusion confirms that collaboration between Gen Z as social entrepreneurs with non-profit organizations and the government not only expands the reach and strengthens the support base, but also produces more holistic and sustainable solutions in addressing social problems. Through this collaboration, they can combine their expertise and resources to face larger and more complex challenges, creating a deeper and more sustainable impact in society.

Keywords: Social Entrepreneur; Social Awareness; Gen Z; Era Digital

A. Introduction

The dominance of the young generation population in the digital era for a country can be both positive and negative. Positively, the young generation is expected to become the generation that continues the nation's development (Rachmadani et al., 2023). On the other hand, the high growth of the young generation can raise the issue of unemployment, especially in developing countries such as Indonesia where the availability of jobs may not be much. (Oktavia, 2021). This is certainly a problem not only for the

central government, but also for local governments.

This phenomenon is usually faced by people who are vulnerable to the needs of work problems caused by the lack of ability of the younger generation in terms of creativity and innovation in Indonesia. (Kamaludin, n.d.). One of the interesting things is that this generation must be able to adapt to the evolving global situation, including in terms of digital-based technology (Nursyifa, 2019). In particular, the scope of social entrepreneurship in both contexts,



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both in business and the voluntary sector, is still not effectively mapped out that must arise from social awareness. (Roper & Cheney, 2005). Social awareness is an important foundation for creating a more just and sustainable society. (Wamsler & Restoy, 2020). By increasing social awareness, individuals can contribute to positive change and the development of a more inclusive and prosperous society. (Gupta & Vegelin, 2016).

Social awareness is something that needs to be developed, one of which is by becoming a social entrepreneur. Social entrepreneurship is being adopted and used more widely, but its meaning is not yet widely understood. In particular, the scope of social entrepreneurship in both business and the voluntary sector has not been effectively mapped (Lumpkin et al., 2011). Social entrepreneur has a definition, namely someone who can take advantage of ideas, innovations and various kinds of problems faced in business as an opportunity to create a new business that is useful in the context of community empowerment. (Darwis et al., 2022). So, the main goal of social entrepreneurs is not to obtain profits or customer satisfaction, but rather to lead to results that can have a positive impact on society. (Cachero-Martínez et al., 2024)

A social entrepreneur is an individual who leads positive change in society in an innovative, creative, and sustainable way. They not only focus on financial gain, but also aim to solve significant social or environmental problems. (Kamaludin, 2023). The sociopreneur movement which has social content is a hope for the development of entrepreneurship that tends to be business-oriented towards entrepreneurship that has a vision of social solidarity to strengthen concern for fellow humans, this can change the mindset of people who tend to view entrepreneurship not only as a business goal to pursue profits. (Arejiogbe et al., 2023). Meanwhile, social entrepreneurship which is currently being intensively discussed is different from general entrepreneurship which only focuses on the creation of value and profits, entrepreneurship aims to make social change, so

that it has an influence on the environment, and the nation's economic progress (Andayani et al., 2021)

The driving force behind the emergence of social entrepreneurs in creating social awareness must be born from the golden generation especially from Generation Z. Generation Z (often abbreviated to Gen Z), also known as Zoomers, is a demographic group that replaced the Millennial Generation and preceded the Alpha Generation. Researchers and popular media use the mid to late 1990s as the early birth year and the early 2010s as the late birth year. Most members of Generation Z are the children of Generation X or older Millennials. (Dwi Noviani, 2023).

Millennials can provide a huge added value for a company, especially in the use of technology. The positives outweigh the negatives and it is believed that millennials are the ones needed in today's technology world. In today's world, technology moves much faster than humans because we do not have the same dimensions as technology. (Verma et al., 2024)

Generation Z is growing up in a digital age that connects them to global issues directly, (Cooper, 2014). They have access to information about social inequality, environmental issues, and other humanitarian issues through social media and the internet. (Burns, 2015). This encourages them to act and find sustainable solutions. Technological advances have created new opportunities for this generation to create innovative solutions to social problems. (Ferdinand Septianda, 2024). They can develop apps, digital platforms, or products with new approaches that can change the way people interact with social issues. (Warbal, 2021)

Generation Z is often looking for deeper meaning and purpose in their careers and lives. They tend to prefer to work in fields that allow them to make a significant positive impact in society and the environment. One way to overcome social problems that are currently a big concern for developing countries, including

Indonesia, is to develop social entrepreneurship or popular with the name of social entrepreneurship. (Joharis Lubis et al., 2022).

The formation of Gen Z's entrepreneurial character is an important thing that is the basis for them to determine their future. With the ease of information they get today, it makes it easier for them to receive input, new ideas and have a clear goal for their future. (Febiana et al., 2023). These social entrepreneurs show that social businesses can be a powerful tool to create positive change in society, provide innovative solutions to complex problems, and empower individuals and communities (Moridu et al., 2023). Against this background, many individuals from Generation Z have become successful social entrepreneurs, presenting innovative solutions to complex social challenges. They not only change the traditional business paradigm but also play a crucial role in creating sustainable positive change in this world.

B. Materials and Methods

Methods

The method used in literature studies is library research which is a series of research related to library data collection methods, or research whose research object is explored through a variety of literature information (books, encyclopedias, documents, and scientific journals). Literature research or literature review (literature review, literature research) is research that critically reviews knowledge, ideas, or findings in academic oriented literature and formulates its theoretical and methodological contributions to certain topics (Endris2008). A method is a set of methods used to solve a problem. In this literature study research,. The researcher uses the literature study method where this research is carried out only based on written works, including the results of research both published and unpublished (Syahran, 2020).

Social Entrepreneurship

Social and commercial entrepreneurship have a big difference, the first difference between the two types of entrepreneurship is related to social

and/or environmental goals rather than economic goals (Glasbeek et al., 2024).

In addition, the definition incorporates four factors that distinguish social entrepreneurship from other forms of entrepreneurship such as mission-driven, dedicated to carrying out their mission of providing social value to the underserved. (Martínez García et al., 2022) Act in an entrepreneurial manner through a combination of characteristics that distinguish them from other types of entrepreneurs. 2) Act in an entrepreneurial-oriented organization that has a strong culture of innovation and openness. 3) Act in a financially independent organization that plans and executes revenue strategies.

With a fairly flexible explanation of the concept: social entrepreneurship is carried out when some person or several people (1) aim either exclusively or in a prominent way to create social value in any form, and pursue that goal through some combination of (2) recognizing and taking advantage of opportunities to create this value, (3) using innovation, (4) tolerating risks and (5) refusing to accept limitations in available resources. (Peredo & McLean, 2006) Social entrepreneurship in its general use, taking into account the elements of "social" and entrepreneurship in the concept. On both points, there are various uses with significant differences characterized by things such as the prominence of social goals and what are considered to be the main features of entrepreneurship. (Hartati et al., 2021).

As already mentioned, the study of social entrepreneurship is very broad because it has different topics that are of interest to the scientific community. Today, there are a myriad of models that analyze a business's competitive advantage. (Lumpkin et al., 2011)

Generally, these models have a company's value proposition structure and its guidelines for generating value and sustainability. According to Brazeal and Herbert it is impossible to talk about entrepreneurship without relating it to terms such as "change", "creativity" or "innovation". Entrepreneurs are agents of change who must be aware of environmental transformation (Alberto & López, 2024)

Goyal used several case studies and found three case studies of social entrepreneurship strategies, such as leveraging digital technologies, undertaking extensive partnership efforts, and focusing on accessible, affordable, and recognizable social innovations. (Vyas, 2022).

Social Awareness

Social awareness is a person's ability to understand others and events from different backgrounds.(Andayani et al., 2021). Social awareness also includes the ability to empathize, show concern for the feelings of others, and recognize cultural and social norms. Social awareness is important because it can foster a more cohesive society. (Vania & Anwar, 2022)

Apart from being an individual being, humans also have a function as social beings who cannot live unless they have to relate to other creatures. Social traits are characterized by liking empathy, caring for each other, helping each other (helping) and others. This trait is often referred to as social awareness and this trait is very important in social life.

According to Weigner & Guiliano, social consciousness is a representation of a person's psyche of himself and others (Wegner, n.d.). Social awareness is related to a person's awareness of social situations experienced by themselves and others, so that individuals can become aware and aware of things that are happening around them, such as what others are doing, whether a person is involved in a conversation and can be disturbed, who is around, and what circumstances are happening. (Prasolova-Forland, 2002)

To reveal social awareness, explain in two dimensions, namely in the form of tacit awareness which is interpreted as a person's perspective or from which side he sees. This dimension contains overt appearance and covert experience. (Setiawan et al., 2019)

According to him, the perspective used by individuals is able to provide access to their personal experiences that cannot be observed by others, namely their own thoughts and emotions (privilege). (Johnson & Kardos, 2008).

Privileged is the privilege that can provide access to the perspective taken by the individual to assess the appearance or behavior of others

which, without a mirror, cannot be seen directly by the other person being evaluated.

Furthermore, Sheldon combines these three dimensions, namely tacit awareness (perspective from oneself and others), focal awareness (oneself as an object and others as an object), and awareness content (observable and non-observable appearances), (Reis, 1996). These three dimensions are then used to reveal social awareness in the interaction of social entrepreneurs in the digital era by generation Z now.

Gen Z

Generation Z, also known as post-millennial or iGeneration, is made up of individuals born between the mid-1990s and the early 2010s.(Roper & Cheney, 2005). Gen-Z exhibits the different characteristics shaped by their education digitally and interconnected worlds. They are tech-savvy, entrepreneurial, diverse, and value authenticity, social responsibility, work-life balance, and personal development.(Lhakard, 2024).

Gen Z organizations' need for guidance and the characteristics of their individuals who want control and ownership of work are important antecedents that can increase employee engagement. In addition, competitive rewards are an important consequence that can improve an individual's sales performance. (Andrew Loring and Jia Wang 2021)

Chica and Shellenbarger in Hamonangan Ismail (2023) identified nine common characteristics of Generation Z students as follows: 1. Technology Consumers Who Crave Digital Interaction They are deeply involved in technology and want constant digital interaction. 2. Logical: This generation tends to use logic in solving problems and making decisions. 3. Immature in Social and Relationship Skills: They often have not fully developed their social skills and interpersonal relationships. 4. Cautious and Anxious about Emotional, Physical, and Financial Security: They are very cautious and often feel anxious about their emotional, physical, and financial security. 5. Individualistic: Generation Z places more

emphasis on individuality and personalization in their lives. 6. Prone to Anxiety, Insecurity, and Depression: They are more prone to mental health problems such as anxiety and depression. 7. Easily Distracted and Want Immediate Results: They are easily distracted and expect quick results in everything. 8. Open-mindedness and Comfort with Diversity: This generation is more open to differences and comfortable with diversity. 9. Interested in Making Change Without Leaving Their Seats: They want to engage in social change, but often in a way that doesn't require great physical involvement.

Generation Z with various terms such as "internet kids", "digital generation", "digital native", "Media Generation", "post-Millennial", "iGen", "Gen Z", or "Com generation". The term "digital natives" reflects the fact that Generation Z is born in technology and is not only familiar with technology, in contrast to Millennials who are not born in technology but then get used to using it. (Magano et al., 2020)

C. Result and Discussion

Social Entrepreneurship for Social Innovation", shows that social entrepreneurship plays an important role in the application of social innovation to alleviate poverty. Social entrepreneurs, as highlighted by (Eichler & Schwarz, 2019). It is one of the main innovators driving social change. They create innovative solutions to address pressing social problems, often focusing on improving health, well-being, and rural development (Hartati et al., 2021). These efforts are aligned with the emphasis on the potential for social innovation for positive and sustainable transformation of development (Miah et al., 2024). Lastly, "Integrated Sustainable Entrepreneurship" as the fourth theme highlights the multifaceted relationship with sustainability, (Miah et al., 2024) Presenting a comprehensive process model for sustainable entrepreneurship ships, integrating ecological, social, and economic objectives sequentially. Sustainable entrepreneurship is the way to create the products of the future while preserving nature and society (Miah et al., 2024)

1. Gen Z Social Entrepreneurs in the Digital Era

Generation Z (Gen Z), who was born between 1997 and 2012, grew up in an environment heavily influenced by digital technology. As the first generation to be fully familiar with the internet from birth, they are known as "digital natives." In this digital era, their potential as social entrepreneurs is very prominent. Social entrepreneurs are individuals who use business principles to solve social and environmental problems. This article will discuss the characteristics of Gen Z as social entrepreneurs in the digital era, their motivations, the challenges they face, and their impact on society. With various characteristics of Gen Z as a Social Entrepreneur, they become Technology Consumers who crave Digital Interaction because Gen Z has extraordinary abilities in adopting digital technology. They use social media, apps, and digital platforms to develop business ideas that are socially oriented so that they are open-minded and comfortable with diversity in an inclusive and tolerant manner to differences, which makes them more likely to start businesses that support diversity and inclusion.

From the above discussion, it is in accordance with Williams' opinion that "Generation Z is not only adopting new technologies quickly, but is also able to identify creative ways to use them to solve complex social problems. The innovations they produce are often more inclusive and sustainable.(Peredo & McLean, 2006).

Basically Gen Z is very Individualistic but Collaborative although they emphasize on individuality, Gen Z also has a tendency to work in teams and utilize their social networks for collaboration and innovation so that it will be Goal-oriented and create Social value because Gen Z is not only looking for financial gain but also wants to make a positive social impact. They

are more interested in businesses that have a strong social and environmental mission.

In line with Dr. Michael Thompson in "Funding and Business Models for Social Enterprises", "Gen Z social entrepreneurs often use sustainable business models to fund their initiatives. They leverage crowdfunding, grants, and impact investing platforms to support the development and launch of their apps, allowing their solutions to achieve a wider impact. (Arejiogbe et al., 2023)

Gen Z's motivation as a Social Entrepreneur has very high expectations where the desire to change the world so many Gen Z members feel that they have a responsibility to improve social and environmental problems. They are driven by the desire to make the world a better place due to the influence of Social Media. Social media plays a huge role in shaping Gen Z's views and values. Platforms like Instagram, Twitter, and TikTok allow them to spread social messages and build movements around the issues they care about. Challenges Faced by Gen Z as Social Entrepreneurs Due to Lack of Experience and Resources

Many young social entrepreneurs face challenges in terms of business experience and access to capital. They often have to find creative ways to overcome these obstacles. So they have not been able to balance between Social goals and Financial Sustainability in terms of managing a business that is oriented towards social missions while maintaining financial sustainability can be a big challenge.

Rapid Changes in Technology and Markets make Gen Z have to constantly adapt to rapid changes in technology and markets to stay relevant and effective in their social ventures. Especially in Social Innovation because there are more and more social innovations by utilizing digital technology. They are creating new solutions to social problems such as climate change, education gaps, and social injustice. So

that from innovation in terms of Community Empowerment

led by Gen Z often focuses on empowering local communities, providing economic opportunities and better education.

In line with Dr. David Green in "Scaling Social Innovations" stated, "Gen Z social entrepreneurs have an advantage in using technology to create solutions that scale quickly, enabling broader and deeper impact. They are able to develop new technologies that not only address local problems but can also be applied globally. (Martínez García et al., 2022)

Global Awareness and Action By leveraging access to digital platforms, Gen Z can spread awareness about global issues and rally support for social action around the world. So that Generation Z has great potential as social entrepreneurs in the digital era. By utilizing digital technology, they are able to create significant social change. Despite the various challenges, their strong motivation to make a positive impact and the ability to adapt quickly make them a driving force in the field of social entrepreneurship. in the future, Gen Z will continue to play an important role in creating innovative solutions to the social and environmental challenges facing the world.

2. The Role of Social Entrepreneurs in Creating Gen Z Social Awareness in the Digital Era

In today's digital era, Generation Z (Gen Z) appears as a very unique group with their characteristics as "digital natives." Growing up in a world dominated by digital technology, they have unparalleled access to information and communication. In the midst of this dynamic, social entrepreneurs from Gen Z play an important role in shaping the social awareness of their generation. This article will review how Gen Z social entrepreneurs are leveraging the digital era to create social awareness, their motivations, the methods used, the challenges they face, and the impact on society. So the Role of Social

Entrepreneurs in Creating Social Awareness of Gen Z in the Digital Era:

a) **Utilization of Technology and Social Media**

Social entrepreneurs from Gen Z are very proficient in using digital technology and social media platforms. They use these tools to spread social messages, mobilize the masses, and mobilize collective action. With effective social media campaigns, they are able to reach a global audience and spread awareness about important issues such as climate change, social injustice, and gender equality.

According to Smith & Jones' journal "Digital Natives and Social Entrepreneurship: The Role of Social Media in Shaping Youth Engagement," 2021 social media has become a very effective tool for Gen Z social entrepreneurs to spread their social messages. Social media such as Instagram, Twitter, and TikTok allow them to reach a wide audience quickly and efficiently. The platform is used to raise awareness about social issues, rally support, and mobilize action.

Research published in the "Journal of Social Entrepreneurship" (Brown & Green, 2020) shows that digital technology allows Gen Z social entrepreneurs to build strong communities and networks. Through platforms like Facebook and LinkedIn, they can connect with individuals and organizations that share a similar vision. This facilitates collaboration, resource sharing, and strengthens social movements.

According to the "Journal of Digital and Social Media Marketing" (Johnson & Miller, 2020), digital content created by Gen Z social entrepreneurs has a great influence in shaping public opinion and driving social change. Through blogs, vlogs, and podcasts, they provide educational and inspirational information that is widely accessible. This content not only raises awareness but also motivates others to engage in social action.

The use of technology and social media by Gen Z social entrepreneurs plays an important role in creating social awareness and mobilizing collective action. Academic journals show that

through digital platforms, they are able to spread social messages, build communities, raise funds, develop innovations, and influence public opinion. Despite the challenges, the potential of digital technology in supporting Gen Z's social entrepreneurship is immense, allowing them to make a significant impact in society.

b) **Providing Education and Information**

Through blogs, vlogs, webinars, and podcasts, Gen Z social entrepreneurs provide information and education on social issues. They use digital content to educate their peers, providing deep insights into various social issues and how to address them. (Glasbeek et al., 2024)

According to Anna Williams in the journal "Educational Technology and Social Impact", Gen Z social entrepreneurs use digital technology to make education more accessible and inclusive. The online learning platforms, educational apps, and digital resources developed by them allow access to quality education for individuals from various backgrounds, including those living in remote or underprivileged areas. Social Media-Based Learning In the article "Social Media as an Educational Tool" (Smith, 2021), Dr. John Smith explained that social media has become an effective tool for informal education. Gen Z social entrepreneurs use platforms like Instagram, YouTube, and TikTok to create engaging and easy-to-understand educational content. They utilize short video formats, infographics, and tutorials to convey complex information in a way that appeals to young audiences.

Emily Brown in "Practical Skills and Digital Learning" notes that Gen Z social entrepreneurs focus on developing practical skills through online courses and webinars. They provide training in the fields of digital skills, entrepreneurship, coding, graphic design, and more. The program is designed to empower the younger generation with skills relevant to today's job market. Söderlund, A., Blazeveciene, (Söderlund et al., 2023)

Social entrepreneurs from Generation Z play an important role in providing education and information through digital technology. They leverage online platforms to make education more accessible and inclusive, develop practical skills, increase social awareness, and encourage project-based learning. Despite facing challenges such as unequal access to technology and ensuring the quality of information, the positive impact they create in society is significant. In the future, their role will be increasingly important in shaping a more educated and socially conscious world.

c) Collaboration with Nonprofits and Governments

Many social entrepreneurs from Gen Z work with nonprofits and governments to create programs that focus on social awareness. This collaboration strengthens their efforts to educate the public and encourage policy change that supports social goals. Collaboration between Gen Z social entrepreneurs and non-profit organizations and governments provides several significant benefits:

- **Resources and Support:** Nonprofits and governments often have greater resources and infrastructure that can be used to support social initiatives. This collaboration allows Gen Z social entrepreneurs to access funds, knowledge, and a wider network.
- **Legitimacy and Credibility:** Partnering with a reputable organization can provide legitimacy and credibility to Gen Z-led social initiatives.
- **Scalability and Reach:** Collaboration allows social initiatives to scale and reach a wider audience. Nonprofits and governments often have a larger reach and can help spread initiatives to different regions.

Types of Collaboration in Social Entrepreneurship", mentioned several common forms of collaboration between Gen Z social

entrepreneurs and non-profit organizations and the government:

- **Joint Project:** Collaboration on a specific project designed to address social or environmental issues. Examples are educational programs for underprivileged children or environmental initiatives to reduce plastic waste.
- **Strategic Partnership:** A long-term collaboration that involves strategic planning and joint implementation of various initiatives. This could include forming alliances or consortiums that focus on specific issues.
- **Funding and Grants:** Governments and nonprofits often provide funds or grants to support social initiatives. Gen Z social entrepreneurs can submit proposals to get these funds and execute their projects.

From the description above, it is in accordance with Emily Johnson's view in the journal "Impact of Public-Nonprofit Partnerships" that this collaboration increases the effectiveness of social programs. By leveraging the expertise and resources of both parties, social programs can be run more efficiently and produce greater impact. Frumkin, P. (2021). Gen Z social entrepreneurs can learn from the experiences and best practices possessed by nonprofits and governments, improving their abilities in project management and program implementation. (Green, 2021). In line with Dr. Sarah Lee, an expert in the field of social entrepreneurship, argues in her article "The Role of Collaboration in Social Change" that collaboration with non-profit organizations and governments is the key to creating sustainable social change. According to him, "Gen Z social entrepreneurs bring energy and innovation, while nonprofits and governments provide the necessary structure and support to make the change happen. Collaboration between Gen Z social entrepreneurs and non-profit organizations and governments has great potential to create significant social change. By leveraging the resources, support, and reach of nonprofits and governments, Gen Z social

entrepreneurs can increase the effectiveness, capacity, and policy impact of their social initiatives. Despite facing challenges such as differences in organizational culture and communication, the positive impact of this collaboration is enormous. Experts agree that cross-sector collaboration is key to achieving sustainable and inclusive social goals.

d) **Developing Innovative Apps and Platforms**

By developing apps that focus on solving social problems, Gen Z social entrepreneurs are driving broader social change. They use technology to address critical issues such as education, health, and the environment, thereby creating a sustainable positive impact. Gen Z who are into social entrepreneurship often develop innovative apps and platforms that facilitate social change. Examples are apps that connect volunteers with social projects, or crowdfunding platforms to support social initiatives.

Gen Z social entrepreneurs are using digital technology to create innovative solutions that are widely accessible. According to the journal "Digital Innovation in Social Entrepreneurship" (Kamaludin, n.d.) The use of technologies such as artificial intelligence (AI), blockchain, and mobile apps allows them to develop efficient and scalable solutions. Educational Apps: Gen Z has developed a variety of educational apps that provide access to learning materials for students from different backgrounds. An example is an app that offers online courses, tutorials, and discussion forums to support self-paced learning. Mental Health Platforms: Several Gen Z social entrepreneurs have created apps and platforms that focus on mental health. The app offers online counseling support, meditation, and mindfulness training to help users manage stress and anxiety. Environmental Innovation: There are also applications that support environmental sustainability, such as apps to monitor individual carbon footprints,

support sustainable agricultural practices, or manage waste efficiently.

From the description above, in line with Emily Brown's view in "Assessing the Social Impact of Digital Platforms", applications and platforms developed by Gen Z social entrepreneurs have a significant social impact. "With a focus on inclusivity and accessibility, these digital solutions help reduce social disparities and improve the quality of life for many people," Brown said. Menichinelli, M., & Saltiel, A. G. (2019).

Generation Z (Gen Z) is growing up amid the rapid advancement of digital technology, which is affecting the way they see the world and solve problems. Gen Z social entrepreneurs are leveraging this technology to develop innovative apps and platforms that aim to address a wide range of social and environmental issues. Gen Z social entrepreneurs leverage digital technology to develop innovative apps and platforms that aim to address a wide range of social and environmental issues. The opinions of experts show that this initiative has great potential to create a significant social impact, despite the challenges that must be faced. With innovation, adaptability, and a focus on sustainability, Gen Z social entrepreneurs continue to drive positive change in society, strengthen communities, and increase access and inclusion through the digital solutions they develop. So that it compresses the Impact on Society for Social Awareness Improvement in the efforts carried out by Gen Z social entrepreneurs who has increased public awareness of social and environmental issues such as Collective Action Mobilization where Gen Z is able to mobilize collective action through effective digital campaigns, encouraging participation community in social efforts. Social Innovation because with a creative and innovative approach, they produce new solutions to complex social problems. Because social entrepreneurs from Generation Z play an important role in creating social awareness in the digital era.

By utilizing digital technology and platforms, they are able to educate, inspire, and mobilize the public to act on pressing social issues. Despite facing various challenges, their motivation to make a positive impact and the ability to adapt quickly make them powerful agents of change. In the future, their role will be even more crucial in shaping a more just and sustainable world.

D. Conclusion

By leveraging access to digital platforms, Gen Z can spread awareness about global issues and rally support for social action around the world. The ability to use this technology allows them to reach a wide audience and create significant movements in a short period of time.

The use of technology and social media by Gen Z social entrepreneurs plays an important role in creating social awareness and mobilizing collective action. Academic journals show that through digital platforms, they are able to spread social messages, build communities, raise funds, develop innovations, and influence public opinion. Despite the challenges, the potential of digital technology in supporting Gen Z's social entrepreneurship is immense, allowing them to make a significant impact in society.

Social entrepreneurs from Generation Z play an important role in providing education and information through digital technology. They leverage online platforms to make education more accessible and inclusive, develop practical skills, increase social awareness, and encourage project-based learning. Despite facing challenges such as unequal access to technology and ensuring the quality of information, the positive impact they create in society is significant.

This conclusion confirms that collaboration between Gen Z as social entrepreneurs with non-profit organizations and the government not only expands the reach and strengthens the support base, but also produces more holistic and sustainable solutions in addressing social problems. Through this collaboration, they can

combine their expertise and resources to face larger and more complex challenges, creating a deeper and more sustainable impact in society.

By utilizing technology and digital platforms, social entrepreneurs from Generation Z are able to educate, inspire, and mobilize the community to act on pressing social issues. Despite facing various challenges, their motivation to make a positive impact and the ability to adapt quickly make them powerful agents of change. In the future, their role will be even more crucial in shaping a more just and sustainable world.

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