

Literature Review : Digital Integration to Start a Sustainable Dream Business

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Abstract. *The aim* of this research is to investigate the concrete steps needed to start a dream business in the era of digital transformation. Through a step-by-step approach, researchers intend to provide practical guidance for entrepreneurs who want to utilize digital technology to create sustainable businesses. **The novelty** of this research lies in its systematic and detailed approach in assembling the steps needed to start a dream business. By emphasizing the importance of integrating digital technology in every stage, researchers bring the concept of digital transformation from theory to practice. **The urgency** of this research is increasingly felt amidst changing market dynamics and pressure to adapt to technological changes. Businesses that are unable to adapt to these changes risk being left behind and losing their competitive edge. **The method** used in this research is Systematic Literature Review (SLR) by collecting relevant previous research through publish or publish then analyzing the article and narrowing it down regarding keywords. Through a literature review approach, the author explores the basic concepts of digital business transformation and its implementation framework in the context of a start-up business. Researchers detail the basic concepts of digital business transformation and the urgency of implementing them among business actors. **The results** of this research provide practical guidance that can help entrepreneurs start their dream business with targeted and effective steps. By utilizing digital technology wisely, businesses can increase their operational efficiency and expand market reach. Researchers also provide **implications** regarding the importance of awareness and skills in utilizing digital technology as a tool to achieve business goals. Additionally, the emphasis on business sustainability underscores the importance of considering the environmental and social impacts of business activities. As a **recommendation**, entrepreneurs are advised to continue to develop digital literacy and actively seek opportunities to integrate technology in their business strategies. Additionally, collaboration with other stakeholders, including governments and non-governmental organizations, can help create a business ecosystem that supports sustainability and innovation

Keywords: Technology Integration; Business Sustainability, Start-Up.

INTRODUCTION

Digital transformation has become a global trend that dominates various industries. Large companies around the world continue to struggle to adopt new technologies and change their business models to remain relevant and competitive (Maula et al., 2023; Wardana et al., 2024). Digital transformation is not only about using new technology, but also about changing culture and work processes to be more efficient and responsive to market changes. At the local level, many start-ups and small businesses are finding it difficult to keep up with digital transformation trends. Many business actors do not have sufficient resources or knowledge to initiate or manage change (Amelia Setyawati, Azadilah, et al., 2023; Wicaksono Ardiansyah et al., 2023). This can result in falling behind the competition and even business failure.

Ideally, every business, especially start-ups, should be able to exploit the potential of digital transformation to improve performance, increase operational efficiency and create

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added value for customers. However, to achieve this, businesses need proper guidance and access to relevant resources. Digitalization plays a very important role in starting a sustainable dream business start-up (A Setyawati et al., 2022; Wardana et al., 2023, 2023) . Through digitalization, start-ups have wider access to global markets without being constrained by physical boundaries, can sell products or services to customers in various parts of the world via the internet, without the need for expensive physical infrastructure (Rahma et al., 2022; Amelia Setyawati, Sugangga, et al., 2023; Wardana et al., 2024) . Apart from that, digitalization also helps start-ups increase operational efficiency, by automating business processes. This includes the use of business management software, online payment systems, and digital collaboration tools, all of which help teams work more efficiently from anywhere. In addition, digitalization allows start-ups to continue to innovate in their products and services by utilizing data and analytics from digital platforms (Juwairia et al., 2023; Maula et al., 2019; Setiawan et al., 2022) . By better understanding customer needs, start-ups can develop relevant and engaging solutions. Furthermore, digitalization also provides opportunities for start-ups to improve customer experience by providing services that are more accessible, transparent and responsive (Faisal et al., 2021; Sulistyowati et al., 2021; Wardana et al., 2020) . Overall, digitalization is not only important for the sustainability of start-up businesses, but is also the key to achieving the full potential of their dream business. By utilizing digital technology effectively, start-ups can turn challenges into opportunities and create resilient and sustainable businesses in this digital era.

However, the reality is that many start-ups do not fully understand the benefits of digital transformation or do not have a clear strategy for implementing it in business. Business actors are trapped in daily operational routines or are too focused on product development without paying attention to digitalization aspects (Falloon, 2020; Fan et al., 2021) . Based on these problems, in this chapter the author provides the right strategy in the form of a step-by-step guide that can help start-ups start digital transformation in an organized and effective way. This includes identifying business needs, selecting appropriate technology, developing employee skills, and continuously measuring performance.

To start your dream digital business, there are several steps that can help start-ups achieve business sustainability. Carrying out comprehensive market research is key (Akbari & Pratomo, 2022; Santoso, 2020; Zouari & Abdelhedi, 2021) . Involves deep understanding of industry trends, customer needs, as well as analysis of potential competitors. With a strong understanding of the market, start-ups can formulate unique business ideas and solutions. After having a solid idea, the next step is to create a comprehensive business plan, including

marketing strategy, competitor analysis, and financial projections. Validation of business concepts through trials and market research is also important to ensure that the business idea can be accepted by the market (Appio et al., 2021; Lestari & Saifuddin, 2020; Shehzadi et al., 2021) . Forming a strong team with the appropriate skills and aligned vision will support the product or service development process. Prototyping or Minimum Viable Product (MVP) allows start-ups to get direct feedback from users, which can be used to make improvements and iterations. Once the product or service is ready, an official launch and an effective marketing strategy must be carried out to reach potential customers (Kitsios & Kamariotou, 2021; Purnamawati & Yuniarta, 2021; Sari et al., 2023) . Through regular performance measurement and data analysis, start-ups can monitor business growth and identify opportunities for improvement. A focus on growth and scalability will help start-ups to expand operations and reach more customers, driving the long-term success of Dream's digital business.

Based on the description above, the researcher outlined several *research gaps* into important highlights. Firstly, the lack of focus on developing digital skills among business owners and employees raises the need for further research on effective strategies in improving digital understanding and skills among people. Second, gaps in knowledge and access to digital resources indicate the need to explore the concrete barriers faced by start-ups in accessing relevant resources, as well as identifying solutions that can help overcome the gaps. Third, the importance of performance measurement and data analysis highlights the need for a practical understanding of how to effectively conduct performance measurement and apply data analysis in the context of start-ups and small businesses. Fourth, appropriate marketing strategies for start-ups are still a major concern, with research needed to explore innovative and effective marketing strategies that can help businesses reach target markets efficiently. Lastly, the growth and scalability of start-ups in digital businesses is a concern, requiring a better understanding of concrete strategies that can help them expand operations and reach more customers sustainably. By filling this research gap, this chapter can provide valuable insights for business owners, practitioners, and academics to support sustainable digital transformation among start-ups and small businesses.

So the novelty of this research lies in several different aspects, this research strengthens the focus on developing digital skills among business owners and start-up employees, offering practical guidance to increase the digital understanding and skills needed to support digital transformation in business. These two chapters identify concrete barriers to access and knowledge of digital resources among start-ups and small businesses, and offer relevant

solutions to overcome these gaps. Third, this chapter provides deeper insight into appropriate performance measurement methods and data analysis tools that are accessible to start-ups with limited resources, enabling them to monitor and improve their performance through data analysis. Fourth, this chapter explores innovative and effective marketing strategies appropriate to the context of start-ups and small businesses in the digital era, providing guidance on how to reach and influence target markets more efficiently.

To expand novelty, researchers involve UTAUT theory as an important framework for understanding the factors that influence prospective entrepreneurs in accepting and using digital technology in a business context. This theory highlights four key variables: perceived satisfaction with performance, perceived ease of use, social norms, and perceived importance that facilitate the use of technology (Alvi, 2021; Nur Nabihah Mohd Nizari et al., 2019; Venkatesh, 2022) . In this research, variables can be used to explore the extent to which prospective entrepreneurs believe that digital integration will improve business performance, how easy the technology will be to use, the influence of the social environment, and the availability of necessary resources and support (Blut et al., 2021; Kabakus et al., 2023; Lee et al., 2019) . Through analysis of respondents' perceptions of these variables, research can provide valuable insight into the factors that influence intentions to adopt and use digital technology in starting and managing a dream business. With a better understanding of the factors, stakeholders can develop more effective strategies to increase the adoption and utilization of digital technology in supporting the sustainable continuity of their dream business.

Furthermore, the urgency of this research is very significant in the context of the digital era. With the continued development of technology, digital transformation has become a necessity for business survival, especially for start-ups and small businesses that are vulnerable to market changes. By understanding and implementing the right strategy in digital transformation, start-ups can expand their market reach, increase operational efficiency, and create added value for customers, making it possible to compete with large companies and survive in an increasingly competitive market. The urgency of this research also lies in the gap that exists between conceptual understanding and practical implementation of digital transformation among start-ups and small businesses. Although business owners are aware of the importance of digital transformation, many still struggle to implement it properly due to the lack of practical guidance available. Therefore, research that provides a step-by-step guide to initiating digital transformation in an organized and effective manner is urgently needed.

Thus, this research is not only important for filling knowledge gaps and providing practical guidance for business owners, but also urgent in facing the challenges and opportunities that exist in today's digital era. By understanding the urgency of this research, researchers can see how important it is to support digital transformation among start-ups and small businesses to ensure the sustainability of their businesses in the future.

The implications of this research are very diverse and have the potential to have a significant positive impact, both for practitioners, academics and other stakeholders in the business world. For business owners and start-up entrepreneurs, this research can provide practical guidance and strategies that can be applied to initiate and manage digital transformation in business, will help business actors increase competitiveness, operational efficiency, and optimize opportunities in the current digital era.

THEORETICAL

The review of the theories described in this research comes from several relevant previous studies, as the basis for the theoretical framework, determination, and research analysis. Furthermore, in this section, successive discussions of:

Digital Integration

Digital integration refers to the use of digital technology in various aspects of a business to improve efficiency, innovation and service quality. This involves the interconnection of business systems and processes through technology, process automation, real-time data exchange between departments or business partners, as well as the formation of an integrated digital ecosystem (Alvi, 2021; Nur Nabihah Mohd Nizari et al., 2019; Venkatesh, 2022) . With digital integration, various aspects of a business such as marketing, sales, production and customer service can connect and collaborate more effectively. The main goal is to improve customer experience by providing more responsive and personalized services, using online platforms to interact with customers, and providing easy and integrated access to products and services (Alsaadat, 2019; Hunter, 2019; Irman et al., 2021) . In addition, digital integration is also a tool for changing the way businesses operate and compete, by adopting innovative digital business models, creating added value through technology, and creating sustainable competitive advantages through continuous digital transformation.

Business Sustainability

A concept that includes sustainable economic growth, meeting the needs of current and future generations, as well as supporting economic, social and environmental balance (Arsawan

et al., 2022; Jong, nd; Kautonen et al., 2020; Maheshwari et al. , 2020) . Sustainable businesses seek to achieve this balance with continuous innovation and development in products, services and production processes. They also communicate openly with various stakeholders and comply with relevant business ethics standards and environmental regulations. More than just making a profit, sustainable business also pays attention to social justice, environmental protection and fair benefits for society. Thus, business sustainability is not just about maximizing profits, but also about building a business that survives in the long term while making a positive impact on the environment and society.

Start-Up

Start-Ups are new companies identified by high growth potential in a short time (Badzinska, 2021, 2021; Bagis & Nasir, 2020) . Often founded by entrepreneurs or teams with the goal of developing an innovative idea or product that can change a particular market or industry. The main focus of start-ups is innovation and disruption, by creating new solutions or products that did not exist before, or introducing more efficient approaches to solving existing problems (Saura et al., 2019; Sperber & Linder, 2019) . Start-ups have scalable business models, which allow them to increase revenues without having to increase costs proportionately , often through the implementation of digital technologies and effective growth strategies.

RESEARCH METHODS

This research uses method systematic literature (*Systematic Literature Review /SLR*) which discusses problems in digital integration start business sustainable dream . Literature study research is a process or activity of collecting data from various literature such as books and journals to compare the results of one research study with another (Nowell et,al, 2014). The purpose of this literature study research is to obtain a theoretical basis that can support solving the problem being researched and reveal various theories that are relevant to the case, more specifically in this research the researcher examines problems in Digital Integration and Starting Sustainable Dream Business . This literature study is a comprehensive summary of several research studies determined based on certain themes. The data used in this research is secondary data obtained not from direct observation, but obtained from the results of research conducted by previous researchers.

Secondary data sources obtained were articles from reputable journals with predetermined themes. The literature search in this literature study used the Springer, ScienceDirect and Emerald Insight databases. Searching for published articles on the search

engine above uses the keywords, namely: " Digital Integration, Start Up, Sustainability Business " using Search Engine Dimensions (<https://www.emerald.com/insight/>). From the identification results, more than 3127 articles were obtained . Next, articles were filtered according to access criteria, year, type of content and abstract analysis. As a result, 1,547 article titles were obtained. From the title of the article, it was then filtered based on the appropriateness of the topics of Digital Integration, strategy and business sustainability through abstract analysis, resulting in 8 articles. In detail, it looks like in the following picture:

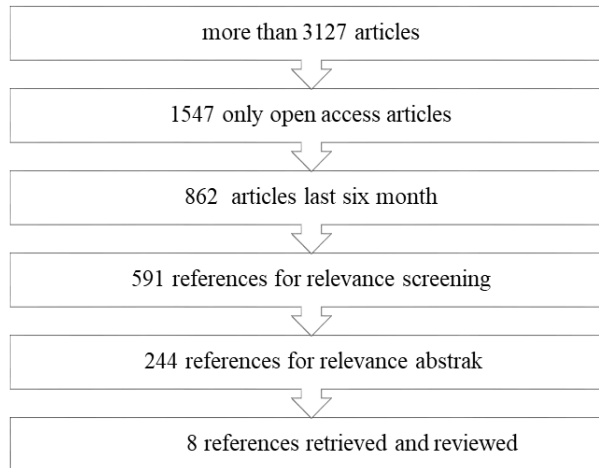


Figure 1. Article Filtering Flow Diagram

Source: by researchers, 2024

RESULTS AND DISCUSSION

Results

The results of the review of selected articles answer the problem formulation regarding the distribution of journals that discuss learning Entrepreneurship in College via Incubator Business , as follows:

Table 1. Distribution of related journals on Digital Integreation, Sustainability Business , Start-Up:

No	Journal Name	Journal Link	Indexation	Total
1	Business Process Management Journal	Business Process Management Journal Springer	Springer	4
2	Journal of Business Venturing	Journal of Business Venturing ScienceDirect	ScienceDirect	5
3	Journal of Asian Business and Economics Studies	Journal of Asian Business and Economic Studies Emerald Insight	Emerald Insight	2
4	European Research on Management and Business Economics	European Research on Management and Business Economics Elsevier	Elsevier	3
5	Economic Development Quarterly	Economic Development Quarterly Sage Publish	Sage Publish	2
6	Sustainability	Financial Innovation	MDPI	4
7	Journal of Management	Journal of Management Sage Publish	Sage Publish	1
8	Cogent Business and Management	Cogent Business and Management Taylor & Francis	Taylor & Francis	2

Source : processed researcher , 2024

Discussion

Based on from several reviews systematic articles , when In this way , a person's *passion* can be turned into a successful business. Take for example Aska, a music lover who has had great talent and interest in the world of music since childhood. He is not only proficient at playing several musical instruments, but also has strong songwriting abilities. Seeing the potential in his passion, Aska decided to take a bold step by turning his hobby into a sustainable business through digitalization.

Aska started by creating interesting digital content around music. He uploads music tutorials, lip sync videos, and song covers to popular platforms such as YouTube and Instagram. His engaging content has not only managed to attract the attention of music fans, but has also built a sizable fan base. With its strong digital presence, Aska then utilizes online platforms and marketplaces to market its musical works. He opened an online shop on Shopify and sells his music products on marketplaces such as Amazon and eBay.

However, Aska didn't stop there. He continues to create innovations in his business. Apart from selling his musical works, Aska also offers live online music learning sessions to fans who want to learn to play a musical instrument or write songs. He even offers a monthly subscription plan that provides exclusive access to music content and online classes. Aska also utilizes technology to manage its business more efficiently. He uses online store management software to manage orders and inventory, and uses an analytics platform to understand customer behavior.

Through a combination of his passion for music and smart digitalization strategies, Aska has succeeded in turning his hobby into a successful and sustainable business. He not only earns income from sales of his music and products, but also builds a strong personal brand and actively engages with the music community online. With passion and dedication, Aska proves that with digitalization, business dreams from passion can become a reality.

Based on the author's story above, "Passion to Profit" is an interesting journey for many entrepreneurs who want to turn their interests and skills into a successful business. Digitalization plays a key role in changing the way these businesses are built, operated and grown (Kim, 2019; Purwaningwulan & Ramdan, 2022; Shaheer & Li, 2020) . The following are the steps in running a business from Passion to Profit through digitalization:

- 1) Identify Passions and Interests: The first step is to identify your passion or interest that can be turned into a business. What do you like? What is mastered? Identify areas you care about and want to dedicate time and effort to.

- 2) **Market Potential Mapping:** After identifying interests, the next step is to understand the market potential for products or services related to those interests. Use digital market analysis tools such as keyword research, competitor analysis, and market studies to assess market demand and growth potential.
- 3) **Business Plan Creation:** Create a business plan that includes objectives, marketing strategy, competitive analysis, business model, financial projections, and digital technology implementation plan. Make sure your business plan reflects your vision for the business and considers digitalization aspects such as website development, e-commerce platforms, and digital marketing strategies.
- 4) **Digital Presence Creation:** Build a strong digital presence for the business, including creating a professional website that reflects the brand, actively participating in social media, and leveraging online platforms such as blogs or podcasts to share knowledge and build trust with audiences.
- 5) **Use of Technology for Scalability:** Leverage digital technology to increase business scale and efficiency. use business management software, analytical tools, and automation systems to manage daily operations, analyze performance, and increase productivity.
- 6) **Effective Digital Marketing:** Using digital marketing strategies such as SEO (*Search Engine Optimization*), PPC (Pay-Per-Click) advertising, content marketing, and social media marketing to increase brand awareness, reach target audiences, and convert prospects into customers.
- 7) **Sustainable Growth:** Continue to develop the business through product innovation, market expansion, and developing relationships with customers. Use data and analytics to understand market trends, customer needs, and new growth opportunities.
- 8) **Learning and Adaptation:** Always be open to learning and adapting to changes in the business and technology environment. Follow the latest developments in digitalization and implement those that are relevant to the business.

By following these steps and utilizing the power of digitalization, the author hopes to be able to run a business from Passion to Profit more effectively and sustainably. Digitalization provides the tools and resources necessary to build and grow successful businesses in an ever-evolving digital era.

Starting a Sustainable Dream Business Through Digital Transformation offers a number of challenges and opportunities that entrepreneurs who want to run their business successfully

in the digital era need to understand (Adiandari, 2022; Geissinger et al., 2020; Vieira et al., 2019) . The following is a description of these challenges:

- 1) **Intense Competition:** The digital business environment is often highly competitive. There are many competitors in the same market, both established ones and aggressive new startups. Facing stiff competition can be a challenge, especially for new businesses that need to stand out among the competition.
- 2) **Technology Understanding:** Digital transformation requires a strong understanding of technology. Many entrepreneurs may feel overwhelmed by the complexity of technologies such as artificial intelligence, data analytics, and cloud platforms. The steep learning curve when it comes to technology can be a major challenge.
- 3) **Implementation Costs:** Implementing digital technologies often requires significant initial investment. This can include software and hardware purchasing costs, employee training, and system development costs. For small businesses and startups, these costs can be a significant burden.
- 4) **Security and Privacy:** Concerns about data security and privacy are becoming increasingly greater in the digital business environment. Data protection and compliance with regulations such as GDPR (General Data Protection Regulation) is a top priority. A data breach or cyberattack can damage a business's reputation and result in major financial losses.
- 5) **Changing Consumer Habits:** Digital transformation often affects the way consumers interact with businesses. This could include changes in purchasing preferences, social media habits, or customer service expectations. Businesses must be able to adapt quickly to these changes to remain relevant in the market.

Meanwhile, opportunities for integrating technology are as follows:

- 1) **Access to a Wider Market:** Digital transformation allows businesses to reach a wider market than before. By using online platforms and social media, businesses can reach customers all over the world without geographic restrictions.
- 2) **Product and Service Innovation:** Digital technology enables businesses to create innovative new products and services. By leveraging artificial intelligence, data analytics, and other technologies, businesses can respond quickly to market needs and develop unique and differentiated solutions.

- 3) **Operational Efficiency:** Implementation of digital technology can improve business operational efficiency. Business process automation, use of management software, and data analytics can help reduce costs and increase productivity.
- 4) **Better Customer Interaction:** Digital technology allows businesses to interact with customers in a more direct and personalized way. Through social media, email, and other communication platforms, businesses can build stronger relationships with customers and gain valuable feedback.
- 5) **Scalability:** Digital businesses have the potential to grow quickly and scalably. By leveraging online platforms and automation technology, businesses can expand their operations more easily and without significant physical limitations.

Based on the challenges and opportunities above, the author concludes that starting a sustainable dream business through digital transformation is a challenging step, but also full of opportunities. By understanding the challenges faced and taking advantage of existing opportunities, entrepreneurs can create successful and sustainable businesses in the ever-growing digital era.

Furthermore, to ensure the sustainability of digital business, business actors need to implement strategies that are forward-oriented and responsive to changes in the digital business environment (Liu et al., 2021; Amelia Setyawati, Sugangga, et al., 2023; Wibisono et al., 2019) . The following are several strategies that can help digital businesses remain sustainable (Antonizzi & Smuts, 2020; Bejaković & Mrnjavac, 2020; Namugenyi et al., 2019; Sousa & Rocha, 2019) :

- 1) **Focus on Customer Experience:** Improving customer experience must be a top priority. This includes understanding customer needs and preferences, providing responsive and personalized service, and ensuring alignment between products and market needs.
- 2) **Continuous Innovation:** Continuously developing new products and services and improving existing ones is the key to surviving in a competitive business environment. Companies must have a strong culture of innovation and invest resources in research and development.
- 3) **Adoption of New Technology:** Companies must stay up-to-date with the latest developments in digital technology. This includes leveraging artificial intelligence (AI), the Internet of Things (IoT), advanced data analytics, and blockchain technology to improve operational efficiency, optimize decision-making, and create added value for customers.

- 4) **Business Process Optimization:** Ensuring efficiency in all aspects of a company's operations is key to sustainability. This involves automating business processes that can increase productivity, reduce costs, and speed time-to-market.
- 5) **Data-Driven Approach:** Collecting, analyzing and using data effectively can provide valuable insights that can help in making better business decisions. Companies must have strong analytical capabilities and use data to understand customer behavior, identify market trends, and optimize marketing and sales strategies.
- 6) **Partnerships and Collaboration:** Building partnerships with other players in the digital business ecosystem can provide huge benefits. This includes working with technology providers, start-ups, universities and other institutions to share knowledge, resources and access to broader markets.
- 7) **Flexibility and Responsiveness:** Digital businesses must be able to respond to market changes and customer needs quickly and flexibly. This includes having an adaptive organizational structure, responsive decision-making processes, and the ability to design and launch products and services in record time.
- 8) **Resilience Against Security Threats:** In a digital business environment that is vulnerable to cyber attacks and data breaches, companies must prioritize information security. This includes implementing strong security practices, carefully protecting customer data, and ensuring compliance with relevant data protection regulations.

By implementing these strategies effectively, digital businesses can build a strong foundation for sustainable growth and long-term success in the ever-evolving digital era

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Based on results this literature review research can concluded that the importance of digital transformation in starting a sustainable dream business. Digital transformation has fundamentally changed the business landscape and affected the way companies operate. In the face of ever-changing market dynamics, businesses that are unable to adapt to these changes risk being left behind and losing their competitive edge. Therefore, the author provides a step-by-step guide to starting your dream business in the era of digital transformation, with an emphasis on integrating digital technology in every stage. By utilizing digital technology wisely, business people can increase operational efficiency and expand market reach. In addition, the author highlights the importance of awareness of the environmental and social

impacts of business activities and the ability to utilize digital technology as a tool to achieve business goals.

RECOMMENDATIONS

Based on results study here , there is a number of suggestion :

- 1) Entrepreneurs and aspiring entrepreneurs must increase their digital literacy. They need to continue to develop knowledge and skills in utilizing digital technology for business success.
- 2) It is important for entrepreneurs to consider the environmental and social impacts of their business activities. They must pay attention to sustainable and socially responsible business practices.
- 3) Entrepreneurs are expected to continue to look for opportunities to integrate technology into their business strategies. This can be done through collaboration with other stakeholders, including government and non-government organizations.
- 4) Start-ups and small businesses must gain access to relevant resources and proper guidance in undertaking digital transformation. Efforts should be made to provide them with the necessary support and training.
- 5) The government and educational institutions can play an important role in facilitating digital transformation among business actors. They can provide appropriate education and training programs and create a business ecosystem that supports innovation and sustainability.

By following these recommendations, entrepreneurs can harness the potential of digital transformation to create resilient, sustainable and competitive businesses in today's digital era.

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