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Education Article

Tests In Indonesia And Literacy Services As A Form Of Entrepreneurship In The Field Of Language Education

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ABSTRACT

The growing need for literacy and language competency evaluation in Indonesia has opened up new entrepreneurial opportunities in language and literature education, particularly in exam/test preparation and literacy services. This study aims to describe the forms, potential, and challenges of entrepreneurship arising from these services, and to analyze their contribution to improving the quality of Indonesian language learning. A qualitative descriptive approach was used to explore entrepreneurial practices in the provision of question banks, the creation of assessment instruments, editing and translation services, the development of literacy modules, and writing assistance. Data were collected through interviews, observations, and document studies with business actors, educators, and service users. The results indicate that entrepreneurship in the field of tests and literacy services has high prospects due to the increasing demand for authentic assessments, academic literacy, and writing support in schools and universities. However, challenges arise in aspects of instrument standardization, professional competence of practitioners, and regulations related to academic integrity.

INTRODUCTION

Exams are an integral part of the Indonesian education system. The emergence of various institutions providing exam training, test preparation, online testing applications, and even the publication of practice books is a clear example of how the

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examination business can be developed into a potential business.In the context of Indonesian language and literature education, the need for high-quality, innovative, and relevant evaluation tools is increasing. This situation opens up opportunities for educators, researchers, and educational entrepreneurs to develop products or services oriented towards language testing, both in conventional and digital formats. Therefore, the study of exams/tests as a business opportunity in the field of language education is relevant to discuss (Purba & Saragih, 2023). On the other hand, students' ability in exams/tests can be measured by literacy. Literacy is the ability to read and write, but in today's digital age, literacy is crucial for developing critical thinking skills (Nasution, 2025). Furthermore, digital literacy enables individuals to use technology wisely. Literacy skills are crucial for developing positive character, and their importance is felt in three main sectors: education, employment, and social life. Literacy's function is to help individuals be wiser in creating and receiving information, which is easily disseminated, especially with technologies such as the internet, social media, and artificial intelligence (AI) (Putri et al., 2024); (Nasution et al., 2025).

The concept of literacy is now broader, extending beyond the ability to write and read, to the ability to intelligently find, evaluate, use, create, and communicate information through digital technology. One of the current literacy services is manuscript editing (editing and proofreading), a service that directly improves the quality of customers' digital literacy (academic manuscripts, articles, marketing content, or digital books). This competency requires mastery of grammar, writing style, understanding context, and adapting to digital formats (Nasution, 2019).

The research questions are: 1) What is the meaning of exams or tests in the context of education in Indonesia? 2) What are the business opportunities that can be developed in the field of exams/tests in Indonesian language and literature education and how can an editing service business be developed? 3) What are the strategies for developing a business in the field of exams/tests to be sustainable and innovative and to utilize digital literacy technology?

The purpose of this study is to explain the meaning of exams/tests in the context of education in Indonesia and analyze marketing strategies and the use of digital literacy technology. The next objective is to identify business opportunities in the field of exams/tests and editing services in Indonesia. Then, to describe business

development strategies in the field of exams/tests in the context of Indonesian language and literature education.

In addition to opening new business opportunities, the transformation of exams in Indonesia is also influenced by constantly changing national education policies, such as the Independent Curriculum and literacy and numeracy-based national assessments (Prihatin et al., 2025). These changes require teachers and educational institutions to adapt evaluation formats that not only measure memorization but also critical, analytical, and reflective thinking skills. This situation creates a need for service providers capable of producing valid, reliable test instruments that are in line with curriculum developments. Thus, the test preparation industry and literacy services are no longer merely complementary, but have become a crucial part of improving the quality of education.

Furthermore, advances in digital technology have transformed the language testing paradigm, making it more practical, faster, and data-driven. Online testing platforms, assessment automation, and learning analytics enable more efficient and measurable evaluation processes (Silalahi et al., 2021). This technology has also increased the demand for human resources with strong digital literacy skills, capable of not only creating questions but also designing interactive assessment experiences. This strengthens the position of literacy services, including editing, educational content writing, and digital module development, as increasingly relevant and competitive business opportunities.

With the development of the digital ecosystem in education, collaboration between educators, technology developers, and educational entrepreneurs is becoming increasingly important. Business activities in the fields of examinations/tests and literacy are no longer solely oriented towards product provision, but also towards creating added value through innovation and quality service. In the context of Indonesian language and literature education, this opportunity can be maximized through the development of competency-based test instruments, the provision of integrated literacy services, and the use of technologies such as artificial intelligence and big data analysis to predict learning outcomes (Yahya, 2024). Therefore, this study is important for understanding the entrepreneurial potential in the field of language evaluation and describing the direction of the development of the digital literacy ecosystem in Indonesia.

METHOD

The research method used in this study is descriptive qualitative, with the aim of providing an in-depth understanding of the development of exams/tests and literacy services as a form of entrepreneurship in language education in Indonesia. The research data sources consist of two types: primary data and secondary data. Primary data comes from interviews with educators, test preparation service providers, digital literacy practitioners, and business actors in the field of manuscript editing. Secondary data is obtained from official government documents, education policy reports, scientific articles, reference books, and online publications relevant to the topics of exams, digital literacy, and educational entrepreneurship.

Data collection techniques included a literature review, preliminary observations on platforms providing online exams and literacy services, and semi-structured interviews with several key informants. The literature review was used to identify key concepts in exams, digital literacy, and education business development. Observations were conducted to understand how exam and manuscript editing services operate in a digital context. Meanwhile, interviews aimed to explore the perspectives of business actors and educators regarding opportunities, challenges, and market needs in this field (Moleong, 2012).

The collected data was then analyzed using content analysis. The analysis phase included data reduction, categorization, interpretation, and compilation of findings (Miles, M.B, Huberman, A.M, dan Saldana, 2014). Data reduction was performed by selecting relevant information, while categorization was used to group data into themes such as exam needs, literacy competencies, business opportunities, development strategies, and technology utilization. Interpretation was conducted by linking field findings to existing theories and concepts. The results of this analysis served as the basis for formulating a comprehensive overview of the potential of exams/tests and literacy services as entrepreneurial fields in language education in Indonesia.

DISCUSSION

Understanding Exams/Tests and Literacy Services in Indonesia

According to the Minister of Education and Culture Regulation Number 23 of 2016, an exam is an activity that measures and assesses student competencies in order to monitor and evaluate the achievement of graduate competency standards. Tests are a form of evaluation instrument used to measure students' cognitive,

affective, and psychomotor abilities regarding learning material. In the context of Indonesian language learning, tests include various forms, such as reading comprehension, writing, speaking, and listening. With the development of technology, exams are now not only conducted in writing, but also computer-based (Computer-Based Tests/CBT) and online (online tests).

Beyond exams/tests, literacy is the ability to read and write. However, as time goes by, it has become the ability to acquire, use, and create information that is beneficial to everyone. Literacy also plays a role in developing knowledge, self-potential, and participation. Essentially, literacy is a basic skill encompassing the ability to read and understand written texts, and to write to convey ideas or information through written form. Beyond that, literacy also encompasses the ability to solve problems based on information obtained from various sources.

Besides broadening one's horizons and improving one's understanding of information, literacy can also foster positive personality traits. Through literacy, individuals can understand diverse perspectives. Literacy teaches individuals not only to receive information but also to better analyze what they learn. The importance of literacy is becoming increasingly urgent amidst the advancement of technology in almost every aspect of life.

Literacy development in students is an ongoing process that begins at an early age and continues to develop, from learning to read to analyzing texts. Books are a primary source of literacy learning for students, but many reading platforms now offer access to more information and broader learning opportunities, such as e-books, e-libraries, Google Classroom, and others. These applications help students become more proficient in literacy using technology.

Literacy is crucial in the workplace because it encompasses more than just reading and writing. It develops as a person's ability to use relevant information to address increasingly complex job demands. As a worker, not only is basic literacy required, but it also encompasses literacy when dealing with large amounts of data, enabling effective decision-making.

In the social sphere, literacy refers to a person's ability to understand information from various forms of knowledge that develop as they engage in social, cultural, economic, and political life, as well as their ability to actively participate and interact wisely within their social environment. In the critical and social literacy stage,

a person begins to think reflectively about the information they receive, assessing the veracity of news or social issues.

Literacy is the heart of education. UNESCO states that literacy is a tangible skill, especially the cognitive ability to read and write, regardless of who or how it is acquired (Khairiyati, 2024). In the world of education, literacy is closely related to the learning process, as it is one of the main keys to understanding all learning materials in schools. According to Danim (2010), students, like humans in general, have basic characteristics: the ability to develop, reason abstractly, use language and communication, engage in introspection, reflection, and problem-solving.

Business Opportunities in the Field of Exams/Tests and Literacy Services in Indonesia

Examinations are not only academic but also have significant economic value. Some business opportunities in the field of examinations/tests and literacy services include:

1. Question preparation services and digital question banks: Teachers or academics can offer question creation services aligned with the national curriculum, for both elementary and tertiary education.
2. Exam tutoring and training (Try Out). Tutoring businesses that focus on preparing for school exams, the National Assessment, the UTBK (Competency Test), and university entrance exams have a broad market.
3. Online Exam Application Development. The digital era has enabled the emergence of educational startups that provide online exam platforms. These applications help schools administer tests more efficiently and cost-effectively.
4. Publication of Indonesian Language Practice Books. Practice books and exam guides are always needed by students at all levels of education.
5. Educational Evaluation Consultants. Education professionals can offer consulting services in developing evaluation instruments and analyzing exam results in schools.

Digital Literacy Services

Entrepreneurial development lies in the ability to serve more clients without having to proportionally increase personal work time. In entrepreneurship, pricing is calculated not only by cost and time but also by the value provided to clients, such

as improving argument structure, flow, and writing style, which require a deep understanding of the script's context (the highest value). As a digital literacy service, excellence must be built on the intelligent use of technology. Its entrepreneurial impact can outperform competitors who rely solely on AI and conventional freelancers.

Manuscript Editing Services

Manuscript editing services play a key role in education, ensuring that all academic documents, from undergraduate theses and scientific journals to curriculum materials, are presented with the appropriate level of clarity and language accuracy. The benefits are felt in the quality of learning and research; edited manuscripts, such as those for grammatical errors, vocabulary errors, and other issues, can enhance the clarity of information. The editor's role is to act as a quality assurance officer, upholding scientific standards. The impact is significant; publishing error-free academic papers enhances the credibility of authors, accelerates acceptance in reputable journals, and improves the quality of literacy and scholarship in education. Even in the professional sector, manuscript editing services serve as a strategic communication tool, ensuring all business communications are free from linguistic errors. In society, manuscript editing services play a vital role in maintaining the clarity of public information and media, ensuring that news, articles, and public service guides are easily accessible, understandable, and accurate for the general public from various backgrounds. The benefit is that the recipient does not experience incorrect information (misinformation) caused by grammatical errors or unclear sentences, so that the recipient is ambiguous in absorbing the information circulating.

Business Development Strategy in the Field of Examinations/Tests and Literacy in Indonesia

In order for the examination/testing business to develop sustainably, several strategies can be implemented, including:

1. Product Innovation. Develop competency-based, adaptive, and contextual tests tailored to the characteristics of Indonesian students.

2. Utilization of Digital Technology. Integrate technology into exam administration, such as the use of AI for automatic correction, learning outcome analysis, and adaptive learning.
3. Collaboration with Educational Institutions. Establish partnerships with schools, universities, and the government to expand business reach.
4. Improve Human Resources Quality. Involve experts in educational evaluation, language, and information technology to produce valid and reliable test products.
5. Educational Marketing. Utilize social media and digital platforms to educate the market and introduce innovative products/services.

In order for businesses in the literacy services sector to develop sustainably, several strategies can be implemented, including:

1. Marketing strategies for manuscript editing services in the context of digital entrepreneurship should focus on building authority, leveraging niche specialization, and optimizing digital channels to reach a highly specific target market: those in need of high-quality digital literacy but lacking the time or expertise to provide it.
2. Marketing should go beyond traditional advertising, emphasizing educational content such as blogs on writing tips, PUEBI/EBI grammar guides, or case studies of successful manuscripts that have been published after undergoing editing.
3. Marketing development should strategically utilize digital channels to reach different market segments. For the academic segment, marketing can be intensified through partnerships with university language centers, targeted advertising, or hosting free webinars on international journal writing formats. Meanwhile, for the business segment, the marketing focus shifts to copyediting and proofreading services for marketing content, with an emphasis on how editing services can increase brand credibility and sales conversions.
4. Marketing strategies must ensure a clear competitive advantage related to technological integrity. In an era where many rely on free AI tools, promotions must emphasize that the service is a hybrid editing service, combining the speed and consistency of advanced AI tools with the deep editing and human touch of understanding context, nuance, and structure of complex arguments. With this strategy, copyediting services transform from a commodity into a high-value-

added service, enabling entrepreneurs to establish value-based pricing and achieve business scalability.

Literacy services are crucial for improving a person's skills, insight, and quality of life. Literacy services can be defined as various activities, programs, or services that help individuals develop literacy skills, such as reading and writing training, digital courses, financial counseling, or mobile library programs. Literacy can hone basic skills such as reading, writing, and arithmetic. It improves understanding of information and texts, and fosters logical and critical thinking skills in addressing various problems.

Literacy services can improve access to knowledge. Literacy programs make it easier for individuals to find, evaluate, and utilize information from various sources, both print and digital. This helps prevent individuals from easily believing false information. Furthermore, it is beneficial in promoting independence and economic growth, enabling individuals to manage their finances, utilize technology for small and medium enterprises (MSMEs), and access new job opportunities, such as online businesses.

The Impact of Literacy

The impact of inadequate literacy development and use can have detrimental effects across all areas of life. In the education sector, low literacy directly leads to academic failure, with students struggling to understand course materials, failing to analyze exam questions, and being unable to produce written work. In the employment sector, skills shortages hinder workers from understanding complex work instructions, processing data, and adapting to technology.

This results in low productivity, high operational errors, and career decline, thus limiting one's competitiveness in economic growth. Meanwhile, in society, low literacy creates vulnerability to the spread of misinformation and propaganda, resulting in increased social distrust, and difficulties in accessing public services or managing their personal finances effectively, ultimately increasing social inequality and a lower quality of life.

CONCLUSION

Exams primarily serve as learning evaluation tools, but in the modern context, they also serve as a strategic business sector in education. Business opportunities in the exam/test sector include question preparation services, tutoring, digital application development, exercise book publishing, and educational evaluation consulting. Advances in information technology are expanding business potential in this sector, particularly through digital innovations such as computer-based exams and automated learning outcome analysis systems.

In Indonesian language and literature education, tests play a crucial role in assessing students' literacy and communication competencies, making entrepreneurial potential in this field highly relevant and competitive. With the right development strategy—including innovation, collaboration, and improving the quality of human resources—this business sector can contribute to improving the quality of national education and an education-based creative economy.

The Indonesian examination system has evolved from being a mere tool for assessing learning outcomes to becoming part of the national education quality management system. Now, examinations not only measure learning outcomes but also serve as a tool for mapping abilities, a basis for policy-making, and a source of potential business and educational innovation.

In Indonesian language and literature education, tests play a crucial role in assessing students' literacy and communication competencies, making entrepreneurial potential in this highly relevant and competitive field. With the right development strategy—including innovation, collaboration, and improving the quality of human resources—this business sector can contribute to improving the quality of national education and an education-based creative economy.

Entrepreneurship in the literary editing service sector plays a crucial and strategic role in today's digital ecosystem. Key findings confirm that the success and sustainability of this business model depend not only on mastery of grammar but also on the entrepreneur's ability to integrate digital literacy technology and adopt a scalable business model.

For educators, it is crucial to continue innovating in the design and implementation of exams to meet 21st-century needs, including the integration of digital technology and competency-based approaches. For educational entrepreneurs, opportunities in the evaluation sector should be exploited by developing creative products such as online testing applications, interactive question

banks, and test result analytics. It is recommended that governments and educational institutions provide regulatory support, funding, and training to enable businesses in the field of educational evaluation to develop professionally and sustainably. For master's degree students in education, mastery of evaluation concepts, learning technology, and entrepreneurial management is crucial for building a productive career in language and literature education.

The development of exams and tests in Indonesia should not only focus on results, but also on developing students' character, creativity, and critical thinking skills. Literacy plays a crucial role in real life. Literacy services enable individuals to apply literacy wisely in their lives, whether in education, work, or social life.

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