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# The Political Cognition of Young Entrepreneurs

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**Abstract**

This study is motivated by the increasing involvement of youth in entrepreneurship and politics, reflecting a complex relationship between economic agency and political participation. However, research specifically examining youth political cognition within entrepreneurial contexts, particularly after experiences of political failure, remains limited. This study aims to analyze how youth political cognition is formed in entrepreneurial contexts, identify the factors influencing youth engagement in entrepreneurship and politics, and explore how young individuals interpret the relationship between these domains. A qualitative approach with a phenomenological design was employed to examine lived experience. The research participant was a young entrepreneur with prior political involvement, selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation, and analyzed using the Miles and Huberman model, comprising data condensation, data display, and conclusion drawing. The findings reveal that youth political cognition is constructed through an integrated process involving perception, memory, information processing, thinking, problem-solving, and metacognition. Politics is interpreted as both an opportunity and a risk within entrepreneurial activity, while past political experience serves as a basis for decision-making supported by critical and


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adaptive thinking. The study also finds that political involvement influences business dynamics, generating both positive and negative impacts. The study concludes that political cognition plays a significant role in shaping young entrepreneurs' capacity to adapt, make strategic decisions, and develop entrepreneurial ventures within complex socio-political environments. Its contribution lies in integrating political cognition and entrepreneurship perspectives while offering practical insights for youth and policymakers in developing adaptive strategies and supportive policy frameworks.

**Keywords**: Political Cognition; Youth Entrepreneurship; Political Participation; Political Failure; Decision-Making.

## INTRODUCTION

The socio-political transformation of Indonesia in the post-reform era has produced significant changes in the patterns of youth engagement in public life, particularly in the domains of politics and entrepreneurship. This transformation reflects a shift in which young people are no longer positioned as passive participants but as strategic actors capable of managing various forms of resources within increasingly competitive social arenas (Gaventa, 2012). Such developments indicate that youth engagement is not linear but rather multidimensional, adaptive, and shaped by broader structural and socio-political dynamics (Castells, 2010). The increasing level of political awareness among Indonesian youth represents a critical indicator of contemporary democratic development. A majority of young individuals believe that political participation can directly influence public policy outcomes (Katadata Insight Center, 2023). Youth participation in electoral processes has also shown a notable increase in recent years (GoodStats, 2024). However, despite this growing awareness, the willingness to actively engage as political actors in electoral competition remains relatively low.

This condition highlights a significant gap between political awareness and actual political participation among youth. It suggests that although young individuals possess a relatively high level of political cognition, this awareness does not necessarily translate into concrete political action. This discrepancy also reflects the presence of rational and strategic considerations that shape youth decisions regarding political involvement. At the same time, youth entrepreneurship in Indonesia has demonstrated a positive trend, although it still faces substantial limitations. The proportion of young entrepreneurs

remains relatively small compared to the total entrepreneurial population (BPS, 2023). The entrepreneurial ratio among youth is still considered low when compared to other countries in Southeast Asia (Kemenko PMK, 2021). Nevertheless, the strong entrepreneurial aspirations among young individuals indicate significant untapped potential for future development (World Economic Forum, 2019).

These phenomena indicate a complex relationship between political orientation and entrepreneurial engagement among youth. Young people no longer perceive politics and entrepreneurship as separate domains but rather as interconnected components of broader life strategies. In this context, entrepreneurial activities can function as instruments for building social networks and strengthening political positioning. This study argues that such phenomena must be examined through the lens of political cognition as a central analytical framework. Political cognition refers to the mental processes through which individuals understand, evaluate, and interpret political realities (Neundorf & Smets, 2017). These cognitive processes play a crucial role in shaping strategic decision-making in social life. For young individuals, political cognition becomes the foundation for determining their engagement in both political and entrepreneurial activities.

In practice, youth increasingly demonstrate a tendency to integrate economic and political activities within their everyday lives. This phenomenon reflects the process of capital conversion, in which economic, social, and political capital are interconnected and mutually reinforcing (Bourdieu, 1986). Such integration indicates that economic activities are not merely tools for generating profit but also instruments for constructing social influence and political power. This condition further illustrates that economic and political practices are deeply intertwined in contemporary social life (Auyero & Joseph, 2021). Early adulthood represents a critical stage in identity formation and life orientation development. Individuals in this phase experience psychosocial challenges related to identity construction and social relationships (Erikson, 1968). The concept of emerging adulthood emphasizes that individuals undergo intensive identity exploration across multiple life domains during this period (Arnett, 2000). At this stage, young people begin to integrate personal values with broader social and professional aspirations.

Previous studies have demonstrated that entrepreneurship is influenced by both individual characteristics and environmental factors. Entrepreneurs are generally characterized by innovation, risk-taking behavior, and adaptability to change (Sumaryanto,

2019). Entrepreneurial mindset is shaped by environmental, educational, and experiential factors (Anggiani, 2018). Experience plays a crucial role in developing adaptive capabilities in entrepreneurial contexts (Nene, 2011). In addition, social networks and support systems significantly contribute to entrepreneurial success (Alam et al., 2011). On the other hand, political studies emphasize that political behavior is the result of interactions between individuals and social systems. Politics is understood as a collective process through which societies determine their direction and goals (Heywood, 2013). It is also conceptualized as a means of achieving the common good within a political community (Aristotle, 1995). Political activities involve decision-making processes that affect public life (Budiardjo, 2008). Political behavior is influenced by various social and psychological factors that shape individual orientations (Surbakti, 1992). Furthermore, political engagement is closely related to the pursuit and maintenance of power (Pureklolon, 2020).

However, existing research tends to treat entrepreneurship and politics as separate domains rather than examining their interconnection. The research gap in this study lies in the limited attention given to the integrative relationship between political cognition and entrepreneurship, particularly within the context of youth subjective experiences following political failure. This limitation highlights the need for a more comprehensive approach that captures the cognitive dimensions of these phenomena. Political failure represents a significant yet underexplored aspect in existing literature. Failure should not be understood solely as an outcome but as a reflective process that reshapes individual understanding and future orientation (Faisah, 2024). Through this reflective process, individuals reconstruct their life strategies based on past experiences. This dynamic illustrates the role of adaptive cognition in responding to changing circumstances.

This study adopts an integrative theoretical framework to address the identified gap. Bourdieu's theory of capital is used to explain the transformation and conversion of various forms of capital within social practices (Bourdieu, 1986). Post-materialist theory provides insight into the shifting values of younger generations toward self-actualization and social influence (Inglehart & Welzel, 2005). Framing theory is employed to understand how individuals construct meaning and interpret political realities in ways that influence their strategic actions (Chong & Druckman, 2007). The novelty of this research lies in its focus on the cognitive reconstruction processes of young entrepreneurs who have experienced political failure, a perspective that remains underexplored in previous studies. This study emphasizes meaning-making processes rather than focusing solely on success or

failure outcomes. It provides a deeper understanding of how individuals redefine their identities, strategies, and social positions.

This study aims to explore how youth political cognition is formed and evolves within the context of lived experiences. It also seeks to identify the factors influencing youth engagement in both entrepreneurship and politics. Furthermore, it examines how young individuals interpret the relationship between these two domains in their everyday lives. The findings of this study are expected to contribute to the advancement of political psychology and entrepreneurship studies, particularly in understanding the intersection between cognition, experience, and social practice among youth.

## METHODS

This study employs a qualitative research approach with a phenomenological design to explore and understand the lived experiences of individuals regarding political cognition within the context of entrepreneurship. The qualitative approach is selected because it allows for an in-depth exploration of meanings, perceptions, and subjective experiences that cannot be captured through quantitative measurement. The phenomenological perspective is particularly suitable for this study as it focuses on uncovering the essence of individual experiences and how these experiences are interpreted and internalized by participants. The research design centers on examining the political cognition of young entrepreneurs through their lived experiences and personal interpretations. The study utilizes several key indicators derived from cognitive theory, including perception, memory, information processing, thinking, problem solving, and metacognition. These indicators serve as analytical dimensions to understand how individuals perceive, interpret, and respond to the relationship between political engagement and entrepreneurial activities. Furthermore, these indicators guide the development of interview questions and the analytical framework, ensuring alignment between the research objectives and data interpretation.

The participants in this study consist of one primary subject and several supporting informants. The main subject is a young entrepreneur who has organizational experience and has been involved in political activities. The informants are individuals who have close relationships with the subject and possess relevant knowledge about the subject's experiences. These informants provide complementary perspectives to strengthen the

validity of the primary data. The study employs purposive sampling, which involves selecting participants based on specific criteria relevant to the research objectives. The use of a single subject is consistent with the phenomenological approach, which prioritizes depth of understanding over the number of participants. The researcher serves as the primary instrument in this qualitative study, playing a central role in data collection and analysis. Additional instruments include an interview guide designed based on the research indicators to ensure systematic and focused data collection. Data collection techniques include in-depth interviews, observation, and documentation. Interviews are conducted directly with the subject and informants to gather detailed information regarding their experiences, perceptions, and interpretations. Observations are conducted to support and validate interview findings through direct examination of behaviors and contexts. Documentation is carried out using recording devices to ensure data accuracy and facilitate the analysis process.

The research procedure consists of three main stages: preparation, data collection, and report writing. The preparation stage involves identifying the research phenomenon, reviewing relevant literature, determining the research topic, and conducting preliminary data collection. The data collection stage involves conducting interviews, observations, and documentation in a systematic and iterative manner to obtain comprehensive data. The final stage involves compiling the research report based on the analyzed data and in accordance with academic writing standards. Data analysis in this study follows the model proposed by Miles and Huberman, which consists of data condensation, data display, and conclusion drawing and verification. Data condensation involves selecting, focusing, simplifying, and organizing the collected data. Data display is conducted through structured narrative presentations to facilitate understanding of the findings. The final stage involves drawing and verifying conclusions, which is carried out continuously throughout the research process.

To ensure data validity, this study employs triangulation techniques, including source triangulation, method triangulation, and time triangulation. Source triangulation involves comparing data obtained from the subject and informants. Method triangulation involves comparing findings from interviews, observations, and documentation. Time triangulation involves collecting data at different times to ensure consistency and reliability.

This research was conducted in 2025 over a period of several months, covering the stages of preparation, data collection, analysis, and report writing. The duration allowed for an in-depth exploration of the research phenomenon and ensured the comprehensiveness of the findings

## RESULTS

### Subject Overview Study

Identity Subject

**Table 1. Identity Subject**

| | Subject |
|---|---|
| Name | MHD. IK, S.Psi., CH, C.Ht |
| Age | 30 years |
| Gender | Man |
| Ethnic group | Minang |
| Religion | Islam |
| Status | Marry |
| Work | Entrepreneur |
| Education | Bachelor of Psychology |
| What order do you come in your family | 3 |
| Number of siblings | 3 |

*source: Compiled by the researcher (2026)*

a. Interview Data

The interview was conducted in-depth, one-on-one, by phone with the subject via WhatsApp.

b. Subject Background

Subject in study This is a young man who is an entrepreneur in the field culinary, especially manage cafe business. Apart from being perpetrator business, the subject also has involvement in activity politics, so that own experience direct in face dynamics between the business world and conditions politics. In carrying out his efforts, subject has through various phase, start from pioneering business, experience failure, until capable develop return his efforts. The subject has also experience conditions in which the business must stop temporary consequence involvement in activity politics, as well as face various challenge like decline amount consumers influenced by affiliation politics. From the side experience economics, subject participate feel impact policy government, especially during

the COVID-19 pandemic, where restrictions activity public cause decline turnover business. In addition, changes policy like system taxation also becomes challenge alone in management business. In management business, subject No Work individually, but rather involving the closest people like employees, families, and partners in the process of taking decision and settlement problem. This is show that subject own approach collaborative in operate business. The subject is also active in search and utilize information, good through social media, environment around, as well as relationships held, including relation with party government. Experience and information the become base in form method thinking and decision making decision subject in entrepreneurship. From a personal perspective, the subject show existence ability reflection self (metacognition), where it is look at business as a continuous learning process. The subject also has orientation For Keep going learn, improve ability communication, as well as develop business strategies in order to survive and thrive in the midst dynamics economics and politics.

In the section This served results findings research obtained through the interview process deep with subject. Data that has been collected Then analyzed and categorized based on aspects cognitive that becomes focus in study this, namely perception, memory, processing information, thinking, solving problems, and metacognition. Presentation findings done in a way systematic with refers to the indicator question research, so that can describe in a way comprehensive How cognitive youth politics in entrepreneurship formed and plays a role in face dynamics economy as well as condition politics. Every findings presented No only in the form of description of the results data interview, but also strengthened with interpretation researchers For understand the meaning behind experience and views subject. With thus, the part This expected capable give clear picture regarding the cognitive processes experienced subject in operate business in the middle context social and political issues that continue develop.

**Perception**

Based on results interview, obtained findings that subject own sufficient perception complex about connection between condition political with activity entrepreneurship. Subject look at that politics and business are two things that are interconnected related and unrelated can separated in practice.

This matter expressed by the subject as following:

*"If according to brother matter That will always sustainable … that is for sure That profitable for the business world … but There is where is the negative too? consumer We become A little limited …"* (Lines 15–30)

Statement the show that subject understand existence reciprocal relationship between politics and business. Politics is perceived as factors that can give benefits, but also cause impact negative in segmentation consumers.

In addition, involvement political influence perception public and loyalty consumers. Regarding policy government, subject own perceptions dualistic. Subject explain that some policies help business, for example licensing that become more easy, but there are also difficulties especially in tax system. Subject also evaluate political stability as relatively stable but dynamic, where even there is only a little movement, it still can influence business development and make people become more aware. Statement the show that subject look at stability political as something dynamic, where changes small still can give impact to development business, especially in matter trust and acceptance public.

More continue, in interpret entrepreneurship, subject own an unrelated view only aspect-oriented economic, but also contain mark religious. Subject describe entrepreneurship like the Prophet Muhammad and as a form of worship. Statement the show that subject interpret businessman as activities that have spiritual dimension. This is be one of motivating factors subject for still operate business although face various challenge economics and politics. However thus, the subject also realizes that condition economy that is not stable impact direct to business carried out. Subject state that income business can experience fluctuations, so that required ability for adapt and look for strategies so that the business still walk.

In addition, in look at the role of youth in devvelopment economy through entrepreneurship, subject give positive assesment, however still critical. Subject explain that today's youth are brave to open business and take stepsm but sometimes do not think about loss. Statement the show that subject appreciate the courage of youth in entrepreneurship as form contribution to development economy. However, the subject also assessed that some young people still not enough in consider risk, so that potential face failure in business.

In a way overall, perception subject to connection politics and entrepreneurship show existence broad and realistic understanding, where the subject capable see various interrelaated aspects related as well as the impact to business being run. Based on the above findings, can concluded that perception subject own characteristics as dualistic, influenced by experience direct, consider aspect social, contain mark religious, and reflective to role of youth. With thus, the perception subject in study this show level mature and comprehensive understanding to connection between politics and entrepreneurship, which are formed from experience, environment social, as well as involvement direct in second field the.

**Memory**

Based on results interview, found that subject own various stored experiences in memory and role important in form method think as well as taking decision in operate effort. Deep memory context This No only in the form of experience personal, but also includes related experiences with policy government, conditions economy, as well as involvement in activity politics.

One of the experience most remembered by the subject is impact policy government during the COVID-19 pandemic, where restrictions activity public give influence direct to operational the business being run, especially in reduction of customers which impact on business although still road. Experience the show that subject own strong memory related intervention policy government that has an impact direct to income business, where restrictions the cause decline amount consumers, so that influence turnover obtained.

In addition, the subject also remembers related experiences with involvement in activity politics that impact behavior consumers, where when subject join with party, people who do not support become not come. Statement the show that experience political no only impact on aspect socially, but also direct influence sustainability business, especially in matter amount customer. However thus, the subject also remembers how he capable overcome condition the with a certain strategy, namely with create room more effort inclusive and open, so that consumer young people can be embraced and they come again. Experience this show that memory subject no only containing incident negative, but also includes the adaptation process and solutions implemented for overcome problems faced.

More furthermore, the subject also stated that past experiences own influence to method himself in take decision business moment this, where past experiences become base to map and take the right decision. Statement the show that memory functioning as base in the process of taking decision, where experience previously used as reference for determine more steps precise and strategic. In terms of source memory, subject get information and learning from various sources, such as social media, environment around, and relationships held, including families who have connection with party government. This matter show that memory subject no only formed from experience directly, but also from experience no direct through the learning process social.

In addition, the subject also expressed most memorable experience at a time give impact emotional and loss in his business, namely when face related situations with activity politics, where there is someone coming confess team but no pay, which become experience that is not forgotten. Experience the show that memory involving loss financial and disappointment emotional tend more strong stored in memory subject, and this then become learning important in operate future endeavors.

In a way overall, memory subject reflect accumulation diverse experiences, both of a personal nature positive and negative, which then become base in form method thinking and strategy in entrepreneurship. Based on the above findings, can concluded that aspect memory on the subject own characteristics as experiential memory based experience direct, selective and meaningful where memorable experiences is experience that has impact significant both economy and emotional, as base taking decision where memory used as reference in determine strategies and steps business, characteristic adaptive where subject capable process past experiences become learning for face situation similar in the future, and influenced by the environment social where memory no only originate from experience personal but also from interaction social and relationships that are owned. With thus, memory in study this play a role as mechanism important cognitive in form pattern think, strategy, and taking decision subject in entrepreneurship in the middle dynamics politics and economics.

**Processing Information (Information Processing)**

Based on results interview, found that subject own ability processing sufficient information complex and adaptive in operate business in the middle dynamics economics

and politics. Processing information in context This covers How subject obtain, sort, evaluate, until use information as base in taking decision business. At the stage beginning, subject show that every information obtained no direct accepted so only, but through the selection process moreover before, where information sorted based on which is profitable and which is not, and only relevant information will be used. Statement the show that subject carry out the screening process information based on mark benefits, while those that are not relevant will ignored.

In addition, the subject also showed high awareness to potential distortion information in the digital era this, especially in era AI where information can be manipulated, so subject must intelligent manage information. This matter show that subject own awareness critical to possibility existence manipulation information, so that no easy trust circulating information. In the evaluation process information, subject do verification through various way, such as learn return information and involve other parties, as well as do cross-check again before take decision. Statement the show that processing information done in a way systematic and not only depend on one source.

In use information, subject take advantage of it for determine business strategy, such as follow viral moment but still must be able to survive and not only follow trend, and also utilize information for create contextual promotional strategy based on certain momentum. This matter show that information no only used for survive, but also to develop business through innovative strategies. In a way overall, processing process information that is done subject includes reception information from various source, filtering information based on benefit, verification through cross-check and discussion, utilization information in business strategy, and adjust strategy accordingly condition. Based on findings said, can concluded that ability processing information subject show characteristics as selective to information, critical to source information, systematic in verification, strategic in use information, and adaptive to change. With thus, processing information on the subject reflect ability mature cognitive in face complexity information in the digital era, as well as become factor important in success taking decision business.

Based on results interview, found that the thinking process subject in operate business influenced by various factors, such as condition economy, dynamics politics, past experiences, as well consideration rational related risk and benefit. Thinking process this seen in how subject consider decision, assess risks, as well as determine choice best in an

unavoidable situation certain. In facing the condition changing economics and politics, subject tend behave adaptive however still be careful, where subject follow current but not blindly, and still do consideration before take decision so as not to harm business. Statement the show that subject no behave passive in follow change, but rather still do consideration before take decision.

In take decision important, subject consider aspect advantages and disadvantages as base main, where every decision analyzed based on possibility the results that will be obtained, good profit and loss. This matter show that the thinking process subject nature rational. In assessing risk business, subject do analysis moreover formerly before take decision, with study market conditions and possibility risks that will happen. Statement the show that subject own pattern analytical thinking, and also tried for minimize risk through thorough preparation and planning.

In addition, the subject also stated that condition political participate influence method think in operate business, because politics also present in life everyday and influence interaction with consumers, so method think also changed. More further, past experiences also become part important in the thinking process subject, where experience previously used as reference in determine more steps right in the present. In a way overall, the thinking process subject in entrepreneurship reflect existence combination between thinking rational, experience practical, as well as ability adaptation to change environment.

Based on the above findings, can concluded that aspect thinking on the subject own characteristics as rational and analytical, risk-oriented, adaptive to change, influenced by past experiences, and integrated with context socio-political. With thus, the thinking process subject in study this show level maturity sufficient cognitive high, which is marked with ability in analyze situation, considering various possibility, as well as take decision in a way rational and adaptive in context entrepreneurship.

**Solution Problem Solving**

Based on results interview, found that subject face various problem in operate related business with condition economy, policy government, as well as involvement in activity politics. Problems the No only impact on aspects operational business, but also on stability income and relationships with consumers.

One of problems faced subject related with change policy government which has an impact on increasing cost or business capital, where when policy change, capital become increase and this enough bother because business already feels stable but policy changed. Statement the show that change policy government can influence stability business, especially in aspect financial conditions, and this demand subject for capable adapt with changes that occur.

In addition, the subject also faces related issues with involvement in politics, which has an impact on the number of consumers, where when show identity political such as put banner party, consumers can be reduced although not too drastically. This matter show that identity political can influence preference consumers, so that become challenge alone for perpetrator businesses involved in activity politics. In facing the problem said, the subject no finish it in a way individual, but rather involving the closest people in the search process solution, such as employees, parents, and wives who also contributed ideas. Statement the show that subject use approach collaborative in solution problem, where discussion with other parties allow subject for get various corner view as well as alternative more solutions diverse.

In addition, the subject also faces internal problems in business, such as existence employees who do not honest. This show that problems faced no only originate from factor external, but also from internal organizational factors business. In evaluating success solutions that have been taken, subject use a holistic approach systematic, namely through recording finance or bookkeeping, where bookkeeping must clear and routinely corrected so that can know capital and profits. Statement the show that subject use concrete and measurable indicators in evaluate success solution through analysis finance, so that can be known whether strategy implemented give positive results or no.

In a number of situation, the subject also does changes in business strategy as form solution to problems faced, especially those related with condition politics and markets. This show that subject own flexibility in adjust business strategy in accordance with existing conditions. In a way overall, the process of solving problems that occur subject reflect existence ability in identify problem, looking for solution, involving party others, and evaluate results from solutions that have been applied.

Based on the above findings, can concluded that aspect solution problems with the subject own characteristics as responsive to change where subject capable respond change

policies and market conditions that influence business, collaborative where problem solving done with involving other people such as employees, families, and partners, flexible in strategy where subject willing change business strategy in accordance with conditions faced, based on systematic evaluation where success solution measured through bookkeeping and analysis finance, and covers internal and external factors where problems faced no only originate from environment outside but also from in business that alone. With thus, the ability solution problem subject show level good adaptation in face various challenge business, whether sourced from policy government, dynamics politics, as well as internal business factors, and capabilities this be one of factor important in guard sustainability and development business in the middle conditions that are not uncertain.

**Metacognition**

Based on results interview, found that subject own ability sufficient metacognition Good in operate effort. Metacognition in context This refers to the ability subject For aware of, evaluate, and reflect on the thinking process as well as actions that have been done in entrepreneurship. In assessing ability self, subject look at that operate business is a continuous learning process, where success and failure become part from evaluation self, and when succeed it is good, but when fail subject do introspection self again. Statement the show that subject own awareness good self-awareness, where every results obtained made into as material reflection for repair self.

In addition, the subject also active do reflection to experiences that have been passed in operate business, where subject gain many experiences such as meeting new people and facing things not unexpected. This matter show that subject capable take lesson from various experiences, both planned or not unexpected, as part from the learning process in entrepreneurship. In evaluating the business strategy that has been executed, subject use concrete indicators, namely change turnover business, where if turnover increases it means the strategy is right, and if down subject will think again and learn again. Statement the show that subject own monitoring capabilities for results of the strategies implemented, and evaluation done in a way sustainable with using real data as base evaluation.

More further, the subject also shows existence awareness will importance development self in operate business, where subject must continue learn to organize what

is lived and maintain communication with relationship. Statement the show that subject own orientation towards improvement ability self, good in aspect managerial, communication, and development network business. In addition, the subject also emphasized the importance of the learning process as key in develop business, where learning becomes the main thing and if want to study there will always be a way. This matter show that subject own pattern growth mindset, where the ability can keep going improved through a continuous learning process.

In a way overall, metacognition subject reflected from his abilities in understand self yourself, evaluate experience, as well as plan development self for the future business. Based on the above findings, can concluded that aspect metacognition in the subject own characteristics as own awareness good self, do reflection to every experience, continuous monitoring and evaluation, development oriented self-improvement, and own pattern think growth mindset. With thus, metacognition subject in study this show level maturity high cognitive level, where the subject no only capable operate business, but also in a aware evaluate and develop himself for reach greater success good in the future.

## DISCUSSION

The findings of this study provide a comprehensive understanding of how youth political cognition is constructed and transformed within the context of entrepreneurship, particularly among individuals who have experienced failure in political contestation. The results indicate that political cognition is not a static or isolated phenomenon but rather a dynamic and adaptive process shaped by continuous interactions between perception, memory, information processing, thinking, problem-solving, and metacognition. These interconnected dimensions collectively form a cognitive framework through which individuals interpret their experiences, evaluate opportunities and risks, and make strategic decisions in both political and entrepreneurial domains. In addressing the central research question regarding how political cognition is formed among young entrepreneurs who have experienced political failure, the findings suggest that such cognition emerges through a reflective and reconstructive process. Political failure does not merely function as an endpoint but acts as a critical turning point that reshapes the individual's cognitive orientation. Rather than disengaging entirely from socio-political dynamics, the subject demonstrates an adaptive shift in perspective, where political experience is reinterpreted as

a resource that informs entrepreneurial strategies. This indicates that failure contributes to the development of more nuanced, pragmatic, and context-sensitive cognitive structures.

With regard to the first question concerning the factors influencing youth involvement in entrepreneurship and politics, the findings reveal that such involvement is shaped by a combination of internal and external factors that interact in complex ways. Internally, cognitive capacities such as critical thinking, risk perception, and reflective awareness play a crucial role in determining how individuals engage with both domains. The subject demonstrates a high level of cognitive maturity, characterized by the ability to evaluate risks, process information critically, and adapt strategies based on changing conditions. Externally, social environment, economic conditions, policy frameworks, and digital information flows significantly influence participation. The presence of supportive networks, such as family and peers, facilitates entrepreneurial engagement, while political exposure and organizational experience contribute to the development of political awareness. However, structural uncertainties, including inconsistent policies and market instability, create constraints that shape the individual's decision to prioritize entrepreneurship over direct political involvement. These findings suggest that youth engagement is not solely driven by motivation but is also contingent upon structural opportunities and constraints that interact with cognitive processes.

In relation to the second question concerning how young entrepreneurs construct their understanding of entrepreneurship and politics, the findings indicate that such understanding is developed through a continuous process of cognitive construction grounded in lived experience. Entrepreneurship is not perceived merely as an economic activity but as a strategic space that allows for autonomy, resilience, and adaptive growth. At the same time, politics is interpreted not only as a formal institutional domain but as a broader system of power relations that influence market conditions, regulations, and social dynamics. The subject constructs a relational understanding of these domains, recognizing that political dynamics can both enable and constrain entrepreneurial activities. This understanding is shaped through the integration of memory and information processing, where past experiences are continuously re-evaluated in light of new information. The subject's ability to critically assess information, particularly in the context of digital media, plays a significant role in refining this understanding. As a result, the cognitive framework that emerges is not fixed but evolves through ongoing reflection and interaction with the environment.

Addressing the third question concerning how youth interpret the relationship between politics and entrepreneurship in the context of post-political failure, the findings demonstrate that this relationship is understood in a dualistic and strategic manner. On one hand, political involvement is perceived as a potential resource that can provide access to networks, information, and opportunities that support business development. On the other hand, it is also recognized as a potential risk factor that may lead to reputational challenges, market segmentation, and loss of consumer trust. This dual perception reflects a sophisticated level of cognitive appraisal, where individuals weigh the benefits and risks of political engagement in relation to their entrepreneurial goals. Following political failure, the subject does not reject politics entirely but instead repositions it within a broader strategic framework. Entrepreneurship becomes a more stable and controllable domain through which the individual can rebuild economic and social capital, while political engagement is approached more cautiously and selectively. This indicates that political failure leads to a reconfiguration of priorities rather than a complete disengagement, highlighting the adaptive nature of political cognition.

In responding to the fourth question regarding the challenges faced by youth in choosing between entrepreneurship and political involvement, the findings reveal that these challenges are multifaceted and interconnected. One of the primary challenges is the tension between economic stability and political ambition. Entrepreneurship requires consistent focus, resource management, and risk mitigation, while political engagement often involves uncertainty, competition, and long-term investment without immediate returns. This creates a dilemma for young individuals who must balance short-term economic needs with long-term political aspirations. Additionally, the influence of political affiliation on consumer behavior presents a significant challenge, as it can lead to polarization and affect business sustainability. The subject's experience indicates that overt political involvement may alienate certain customer segments, thereby impacting revenue and brand perception. Another challenge lies in navigating the complex information environment, where misinformation and biased narratives can distort decision-making processes. Although the subject demonstrates strong information processing skills, the risk of exposure to unreliable information remains a persistent concern. Furthermore, the lack of institutional support and clear policy direction creates additional uncertainty, making it difficult for young individuals to fully commit to political pathways.

Beyond these specific findings, the study highlights the importance of metacognition as a critical mechanism that enables individuals to navigate these challenges effectively. The subject demonstrates a high level of self-awareness and reflective capacity, which allows for continuous evaluation and adjustment of strategies. This metacognitive ability plays a central role in transforming experiences, including failure, into learning opportunities that contribute to long-term development. It also facilitates the integration of cognitive processes, ensuring that perception, memory, and information processing are aligned with strategic goals. When compared with existing theoretical frameworks, the findings not only support but also extend current understandings of political cognition and entrepreneurship. The constructive nature of perception aligns with established cognitive theories, while the role of memory and experience reinforces models of experiential learning. However, this study contributes a novel perspective by situating these cognitive processes within the intersection of political and economic domains, particularly in the context of failure. This integration highlights the need to reconsider traditional boundaries between political behavior and economic activity, suggesting that they are deeply interconnected in shaping youth trajectories.

The implications of these findings are significant both theoretically and practically. Theoretically, the study contributes to the development of an integrative framework that combines political cognition and entrepreneurship, emphasizing the role of cognitive processes in navigating complex socio-economic environments. Practically, the findings underscore the importance of developing cognitive competencies such as critical thinking, information literacy, and reflective awareness among young entrepreneurs. These competencies are essential for managing uncertainty, making informed decisions, and sustaining business performance in dynamic contexts. For policymakers, the study highlights the need to create supportive environments that reduce structural barriers and provide clearer pathways for youth engagement in both entrepreneurship and politics. Despite its contributions, the study is not without limitations. The use of a single subject limits the generalizability of the findings, as the experiences and cognitive processes observed may not fully represent broader youth populations. The reliance on qualitative data also introduces potential subjectivity, although this is inherent in phenomenological research. Additionally, the specific socio-political context in which the study is conducted may influence the findings, suggesting that further research is needed to explore similar phenomena in different contexts.

In conclusion, this study demonstrates that youth political cognition in entrepreneurship is a complex, adaptive, and continuously evolving process shaped by the interaction of cognitive, social, and structural factors. Political failure emerges as a critical moment that triggers cognitive reconstruction, enabling individuals to redefine their strategies and reposition themselves within both political and economic domains. By explicitly addressing the factors influencing engagement, the construction of understanding, the interpretation of political–economic relationships, and the challenges faced by youth, this study provides a comprehensive answer to the research questions and contributes to a deeper understanding of how young individuals navigate the intersection of politics and entrepreneurship in contemporary society.

## CONCLUSION

Based on the findings of this study, it can be concluded that youth political cognition in entrepreneurship is formed through a complex, dynamic, and integrated process involving six key dimensions: perception, memory, information processing, thinking, problem-solving, and metacognition. These dimensions do not operate independently but interact to form an adaptive cognitive system that enables young individuals to respond strategically to socio-political and economic dynamics. The findings indicate that youth do not perceive political conditions passively; rather, they actively interpret, evaluate, and utilize political contexts as both opportunities and challenges in entrepreneurial activities. Politics is perceived in a dualistic manner, functioning as a source of access and networks while simultaneously posing risks that may affect business sustainability. This perception is constructed through lived experiences, which are stored in memory and subsequently used as a reference in decision-making processes.

Decision-making among young entrepreneurs is not immediate but involves a structured process of information processing characterized by selectivity and critical evaluation. Individuals demonstrate the ability to filter, verify, and assess information before applying it in practice, reflecting a strong level of information literacy, particularly in navigating complex digital environments. Furthermore, the thinking process is characterized by rationality and adaptability, allowing youth to assess risks, opportunities, and contextual factors in a comprehensive manner. This is complemented by a systematic

and collaborative approach to problem-solving, where decision-making is not solely individual but involves interaction with others and is supported by data-based evaluation.

At a higher level, metacognition functions as a reflective mechanism that enables individuals to monitor, evaluate, and continuously improve their strategies. This capacity reflects a strong level of cognitive awareness, which plays a crucial role in sustaining and developing entrepreneurial activities. Overall, this study highlights that political cognition plays a significant role in shaping youth capacity to adapt, make decisions, and develop entrepreneurial ventures within complex socio-political and economic environments. The primary contribution of this study lies in integrating political cognition with entrepreneurship, demonstrating that cognitive processes are not only relevant in political participation but also in economic activities. Based on these findings, several recommendations can be proposed. For young entrepreneurs, it is essential to enhance critical thinking, information processing, and self-reflection skills to remain adaptive in changing environments. For policymakers, there is a need to establish stable, transparent, and consistent policies that support youth entrepreneurship. For future researchers, it is recommended to expand the scope of research by involving a larger number of participants or employing different methodological approaches to achieve more comprehensive insights.

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