

ABSTRACT

In today's rapidly evolving creative industries, the role of "designpreneurs"—designers equipped with entrepreneurial competencies has become increasingly essential. This study examines the essential skills required to prepare future-ready designpreneur students and evaluates the alignment between academic training and industry expectations. Using a quantitative approach, data were collected through a survey involving final-year students, teachers, and industry professionals in Indonesia. A total of 28 design-related skills were assessed across five categories: Conceptual Design, Entrepreneurial, Project Management, Software, and Technical Design. The findings reveal shared recognition of certain core competencies, significant gaps remain—particularly in entrepreneurial and project management areas, which were rated significantly higher by industry respondents. These insights suggest that current curricula may not fully address the dynamic and hybrid skill sets demanded in today's creative economy. This study offers recommendations for bridging these gaps, supporting the development of industry-relevant and future-oriented design education programs.

Keywords: *Creative entrepreneurship, design education, design skills, skills gap, Indonesia, designpreneur*