
The Effect of Using Social Media, Entrepreneurship Education in Increasing Student Entrepreneurial Intentions

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ABSTRACT

Entrepreneurship is considered as one of the effective solutions in efforts to reduce the high unemployment rate in Indonesia. This study aims to examine the effect of social media, entrepreneurship education and academic support on entrepreneurial intensity. This research was conducted on Islamic Criminal Law 4A students at the Negri Islamic University of North Sumatra to complete the Entrepreneurship semester final exam assignment. The type of research in this research is quantitative. The managerial implications of the research results suggest educational institutions to consider entrepreneurship education and academic support as important enough factors to encourage student interest in entrepreneurship. In the educational process, the problem of cultivating enthusiasm for carrying out the process of entrepreneurial activity is important. An educator must be innovative in relation to growing interest in participating in entrepreneurial activities. In entrepreneurial activity, interest plays an important role so that this aspect must appear before other aspects grow. Each teacher is expected to be able to provide inserts of this content when carrying out the education and learning process.

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INTRODUCTION

Students as part of the younger generation, of course, are very familiar with activities that use the internet, including social media. There are even people who spend more time every day interacting on social media. With the development of technology, all aspects of human life become easier. Especially with regard to the development of the internet and cyberspace, making regional or country boundaries even more transparent, because everyone can get information and communicate directly with other parties around the world at the same time. Including the development of internet-based social media, such as Facebook, WhatsApp, Instagram, YouTube and others. This study aims to determine the extent to which the use of social media, and the role of entrepreneurship education and academic support in increasing student entrepreneurial interest,

(Suharti & Sirine, 2012) states the need for universities or colleges to implement entrepreneurship learning models with a combination of theory and practice in order to foster an entrepreneurial spirit in students. The form of entrepreneurship training and education can be started from material for making business plans to the stage of business implementation. The design of entrepreneurship courses can equip students before they realize their business (Sahban et al., 2016) or at least have an understanding of the basics of entrepreneurship, entrepreneurial concept design, and strategies for overcoming obstacles and problems in entrepreneurship (Draycott & Rae, 2011). Students often have obstacles to becoming an entrepreneur, such as fear of starting a business, fear of failure when starting a business, and lack of confidence.

The importance of entrepreneurship can update the education system to support more creative and innovative individuals (Hatab, 2014). Entrepreneurship education according to Tung (2011) is a cognitive and psychomotor teaching and learning process in the field of entrepreneurship carried

out by students with the aim of providing benefits to see an opportunity in entrepreneurship. Research by Devi & Hadi (2018) and Aryaningtyas & Palupiningtyas (2017) explained that there is a significant positive relationship between two variables, namely entrepreneurship education and entrepreneurial intentions. However, research by Pratana & Margunani (2019) and Mahendra et al. (2017) explained that education and entrepreneurial intentions have no significant relationship between the two.

Attitude towards entrepreneurship is defined as a person's mindset regarding the interest or desire that exists within the individual to engage in entrepreneurial behavior (Niljinda et al., 2019). Attitude Towards Entrepreneurship is not directly owned by someone from birth, attitude is obtained from learning, direction, and also experience. Positive Attitude Towards Entrepreneurship is built by a positive mindset as well. when someone has this attitude it will make him more determined and successful in entrepreneurship.

Self efficacy based on Anggraeni & Nurcaya (2016) is a person's belief in his personal ability to carry out and manage a business, and confidence that by doing this business he will succeed in entrepreneurship. Self Efficacy can positively and significantly affect entrepreneurial intentions (Mugiyatun & Khafid, 2020). Someone who has confidence in their abilities will make someone more persistent and determined to achieve success. Conversely, someone who is not sure of their abilities will become an obstacle for themselves to achieve the desired goals. Self-efficacy can affect the mindset, feelings, ambitions, and behavior of each individual (Zulkosky, 2009). Therefore self-efficacy is an important factor from within to stimulate readiness in entrepreneurship. Previous research put forward by Sudjarwo et al. (2019) and Apiatun & Prajanti (2019) that self-efficacy can be a significant mediation between entrepreneurship education and entrepreneurial intentions. Through self-efficacy, entrepreneurship education has a positive and significant relationship to entrepreneurial intentions.

So with the Entrepreneurship Course providing provisions to students to become entrepreneurs through providing entrepreneurship education such as entrepreneurship courses, it is hoped that students will have a great entrepreneurial mentality and be able to build a high sense of entrepreneurship so that the career goals of students are to become entrepreneurs after completing college.

METHODS

This study aims to reveal the role of entrepreneurship education to foster interest in entrepreneurship in UINSU 4A Islamic Criminal Law Students. Furthermore, the meaning of what happened is explored to reveal the values in the learning of entrepreneurship education given to them. This research is included in the type of quantitative research. Quantitative research method is a method of collecting and processing data. Data is collected using valid and reliable measurement tools, quantified and analyzed. The data collection technique used is a questionnaire or questionnaire. This research was conducted using a survey method which is usually carried out to take a generalization from observations that are not in-depth, but the generalizations made can be more accurate if a representative sample is used (Unaradjan, 2019). This study aims to analyze each independent variable consisting of the influence of the use of social media (X1) and the family environment (X2) both simultaneously and partially in influencing the dependent variable, namely interest in entrepreneurship (Y). The research constellation can be seen in Figure 1 below:

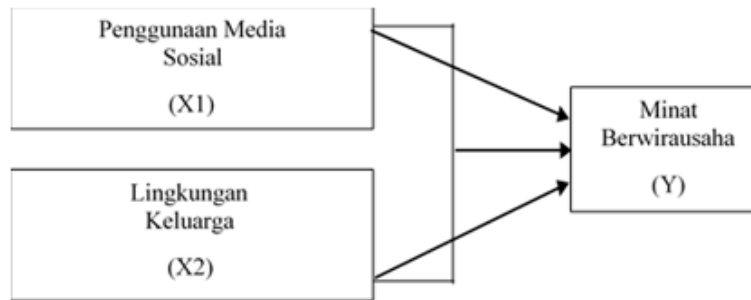


Figure 1. The research constellation

RESULTS AND DISCUSSION

Social media

There are several factors that can influence interest in entrepreneurship, namely the use of social media. According to Hootsuite in January 2020, it is estimated that internet users in Indonesia have reached 175.4 million people and social media users have reached 160 million users with a penetration of 59% spread throughout the region. The number of social media users in Indonesia increased by 12 million (8.1 percent) between April 2019 and January 2020. The development of the internet has affected various sectors, one of which is economic development. In the past, various trade transactions that were previously only carried out face-to-face and in several other ways such as sending posts or telephones, can now be carried out via the internet with the easiest and most efficient access. Transactions over the internet are known as e-commerce.

Some of the results of previous studies on the factors that influence entrepreneurial interest show differences in results or research gaps. The results of the study (Komang Sumerta et al., 2020) the use of social media has a positive and partially significant effect on interest in entrepreneurship. The results of the study (Kumara, 2020) state that social media has a significantly positive effect on entrepreneurship. The results of the study (Suratno et al., 2020) reveal that social media has a positive and significant influence on interest in entrepreneurship. Meanwhile, research conducted (Kurniawan & Harti, 2013) states that the use of social media has a very low level of influence on entrepreneurial interest. Research results (Hariyani & Wibowo, The Effect of Entrepreneurship Education on Entrepreneurial Intentions

Entrepreneurship Education

Entrepreneurship education is a learning process to gain knowledge, attitudes and skills that are used to develop one's own skills in entrepreneurial creativity. Entrepreneurship education can be carried out in both formal and non-formal education. Formally, Higher Education seeks to develop entrepreneurship skills in their students through entrepreneurship courses. Meanwhile, non-formal entrepreneurship education can be implemented in a tertiary institution through various training programs, entrepreneurship seminars and through entrepreneurship organizations. In this study it is used as a variable that is thought to influence entrepreneurial intentions. So the second hypothesis put forward in this study is that entrepreneurship education has a positive and significant effect on entrepreneurial intentions.

In this study, entrepreneurship education is an external factor that can be the background of personal traits. Entrepreneurship education carried out through the learning process can influence attitudes towards behavior where this attitude towards behavior is one of the three main factors that influence intention in the theory of planned behavior. Therefore, with good entrepreneurship education, a person will have a good attitude towards entrepreneurship. The effect of entrepreneurship education on entrepreneurial intentions can also be explained by Bloom's

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taxonomy theory. This theory explains that the educational process undertaken by a person can develop self-knowledge including the knowledge, skills and attitudes needed by a person for entrepreneurship.

Entrepreneurship education is a process in which a person is taught to be independent, able to read business opportunities and have an entrepreneurial spirit which can later be used as a weapon to destroy unemployment, poverty and improve people's welfare (Gloria Patri Cendyta, 2019). Likewise (Wijaya, 2017) argues that, entrepreneurship education includes understanding the concept of entrepreneurship, entrepreneurship, entrepreneurial characteristics, and competencies that must be possessed from textbooks, slides, films, success stories, and other books. According to Budiarti (2012) and Bukirom et al (2014) to measure variables of entrepreneurship education can be done with several indicators, namely growing the desire for entrepreneurship, increasing knowledge and insight in the field of entrepreneurship, growing awareness of business opportunities.

According to Suryana, interest in entrepreneurship is a psychological symptom to focus attention on doing and doing something for entrepreneurs with a feeling of pleasure because it brings benefits to themselves and others. Wasty Soemanto said that: "The only struggle or way to realize human beings who have entrepreneurial morals, attitudes, and skills is with education". Through education or learning will foster an interest in behaving as what is learned. Entrepreneurship education will also foster an interest in entrepreneurship for students. The process of education and learning is oriented to provide the maximum provision of knowledge for students so that aspects of intelligence and intelligence or intellect become the main work. However, it turns out that this is the biggest mistake in the process of education and learning in this country.

Entrepreneurship education allows for the process of cooperation of many parties involved in the process. In the end, the education and learning process provides plus conditions for students. Students are not only intellectually capable, but also have the ability to carry out life activities. They can face life only with the provision of entrepreneurial skills given in the process of education and learning as well as training in the educational environment.

Entrepreneurial Interest

Entrepreneurial interest is a tendency of the heart from within individuals who have the courage and desire to create a field of business through creative, innovative ideas then plan, organize, manage, take risks and develop the business they create to achieve goals, and be able to see the opportunities that exist and able to manage it by working hard, high enthusiasm because entrepreneurial interest must look ahead in the potential of starting a business (Haq, 2019). Entrepreneurial interest can be measured by several indicators, namely self-esteem, self-challenge, desire to be a leader, innovation, leadership, flexibility and profit.

According to Hisrich Peters in Suryana and Bayu (2013) that, "interest in entrepreneurship is a process that uses time and activities accompanied by capital and risk to be able to improve skills in creating something new, innovative and interesting so as to create business opportunities. So it can be concluded that interest in entrepreneurship is an interest in one's self towards entrepreneurial activities and the desire to be involved in entrepreneurial activities. Entrepreneurial interest arises because it is preceded by some knowledge and information about entrepreneurship and then proceeds to a participating activity to gain experience which in turn arises the desire to carry out these activities. Entrepreneurial interest that occurs in a person does not appear suddenly, but can be fostered and developed.

CONCLUSION

The conclusion that I got from this simple survey and research is that it is true that the variable use of social media as the main promotional media has a very large influence and has high effectiveness and efficiency towards orientation in the field of entrepreneurship. Here we can conclude that the use of social media as the main medium for promoting and enlarging business fields has a large and high influence on orientation in the field of entrepreneurship. The results of this study also support research conducted by (Harianti et al., 2020) which shows that entrepreneurship education (learning methods) is considered to be able to help in increasing motivation, competence, and entrepreneurial intentions. The research results also support research (Wiyanto, 2017) indicating that academic support has a significant influence on student intentions to become entrepreneurs. This research is expected to provide knowledge or information on how to encourage student entrepreneurial intentions through entrepreneurship education and academic support.

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