



Analysis of Social Media Use of Entrepreneurship Economic Education Interest

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Article Info	Abstract
<p>Article History Received: April 2023 Revised: May 2023 Published: June 2023</p> <p>Keywords: Entrepreneurship, social media, students</p> <p>Doi: http://dx.doi.org/10.23960/E3J/v6i1.15-21</p>	<p>This study aims to find out how useful the presence of social media is on student interest in entrepreneurship. This research is a type of quantitative research. The method used is descriptive verification method with an ex post facto approach. Sampling was carried out using the cluster sampling method which used a saturated sample with a total sample of 68 students of Economics Education at the University of Lampung. The results of the findings of this study are expected to contribute to economic science related to the usefulness of social media for students, especially in the field of entrepreneurship.</p>

INTRODUCTION

Poverty is still a problem in Indonesia. One of the causes of poverty is unemployment. Unemployment is a condition where a person belonging to the workforce wants to get a job but has not been able to get it (Sukirno, 2011). The following is open unemployment data for 2017-2022:

Table 1. Number Unemployment Open According to His education Year 2017-2022

No.	Education Highest Which completed	2017	2018	2019	2020	2021	2022
		February	February	February	February	February	February
1	No/not yet Once school	92,331	43,740	36,422	35,761	20,461	24,852
2	No/not yet finished Elementary School	546,897	452,326	443,495	346,778	342,734	437,819
3	Elementary School	1,292,234	975,661	965,641	1,006,744	1,219,494	1,230,914
4	Junior High School	1,281,240	1,265,421	1,235,199	1,251,352	1,515,089	1,460,221
5	High School General/High School	1,552,894	1,672,601	1,690,527	1,748,834	2,305,093	2,251,558
6	High School Vocational/Vocational School	1,383,022	1,445,340	1,397,281	1,443,522	2,089,137	1,876,661
7	Academy/Diploma	249,705	304,744	274,377	267,583	254,457	235,359
8	University	606,939	803,624	855,854	824,912	999,543	884,769
	Total	7,005,262	6,963,457	6,898,796	6,925,486	8,746,008	8,402,153

Source: BPS (2022)

On Table 1 can seen that graduate of University Still become contributor number unemployment in Indonesia. Although the figure is not as high as other graduates, however if no quick anticipated can become burden for country. Matter This can bother economy Indonesia in the future. increasing unemployment in Indonesia show amount Indonesia's population who do not have income also increased. In Sadono Sukirno's book (2011), said that "Wrong One factor important Which determine prosperity something public is level income. Besides that mentioned Also that "Unemployment reduce income society, and it reduces level that prosperity they achieved".

In addition to the absence of prosperity achieved by individuals, unemployment also creates individual justify all method For fulfil need the primer. For they Which think positive, unemployment can raises idea For try method new in get income is like running a business, but for those who think negatively it will direct they to follow crime. Matter the can increase follow crime and reduce the sense of security for the people of Indonesia. If the state of unemployment in a country is very bad, political and social disturbances always prevail and have bad effects to well-being public and prospect

development economy in period long (Sukirno, 2011). From the description above it can be seen that the problem of unemployment is a problem Which very dangerous effect Good for economy Indonesia nor for security Indonesia. See magnitude effect bad Which will happen with exists enhancement unemployment in Indonesia, the government and educational institutions did not remain silent, one of the steps they did to start reducing the unemployment rate in Indonesia, namely by changing the mindset or mindset of prospective graduates in Indonesia. Lampung University as one of the universities in Bandar Lampung, has thousands of graduates every year. The high number of University graduates Lampung, can add amount unemployment open if graduates No Ready Work. Program Studies Economic Education is Wrong one study program which exists in Faculty Teacher Training and Education Unila. One of the objectives of the study program is to produce graduate of Which professional, integrity, and empower competitive tall as well as soul entrepreneurship.

Based on the observations of researchers, not all prospective economic educators graduated from FKIP Unila have an entrepreneurial spirit. The majority of them are still thinking about applying for jobs rather than starting their own business. In addition, their entrepreneurial spirit is still very minimal very. Along development technology Which the more fast, development media social even become wider and more diverse. Social media is translated as a means for consumers to share information text, picture, audio and videos with One The same other And with company And on the contrary (Pristio, 2020). Media social can have an impact Good and bad for users.

Overview References

a. Interest Entrepreneurship

Interest is a preference for and a sense of connection to something or activity, without There is Which ordered. On basically interest is reception will something connection between himself with something outside himself. The stronger or closer the relationship, the greater interest. Made Dharmawati (2016), in his book explains that entrepreneurship is equivalent say from entrepreneurship in Language English, interhmer in Language German, ondernemen in Dutch. While in Indonesia it is given the name entrepreneurship. According to Peggy A Lambing and Charles Kuehl (1999), entrepreneurship is a creative endeavor build something value from Which Not yet there be there and Can enjoyed by person Lots.

Cashmere in the book title *Entrepreneurship* (2013), state that in a manner simple meaning entrepreneur (entrepreneur) is person Which spirited brave take risk to open a business on various occasions. Having the courage to take risks means having a mentality independent and dare to start a business, without being overwhelmed by fear or anxiety even if it is deep uncertain condition. Entrepreneurial activities can be carried out alone or in groups. Managed Alone It means si businessman own capital Money And ability direct plunge manage his efforts. Temporary That, If managed person other, is si businessman Enough deposit a number Money and the management of its business is handed over to another party. Entrepreneurship can be run by someone or group of people. In other words, a person both personally and in association with people other can operate activity business or open business. kindly personal It means open companies with their own initiative and capital. Meanwhile, in groups is together two person or more with method each deposit capital in form Money or his expertise. In Kasmir's book (Kasmir, 2013), several advantages are mentioned obtained by entrepreneurship that is:

1. increasing price self
2. Obtain income For self Alone
3. Idea And motivation Which arise For proceed more big
4. Future Which more bright And No depends to people other.

From definition interest and entrepreneurship so, interest entrepreneurship according to Yanto (1996), is the ability to dare to meet the needs of life and solve problems life problems, promote business or create a business with the power that is in yourself Alone. Entrepreneurial interest is the desire, interest and willingness to work hard or strong-willed to be independent or try to make ends meet without feeling afraid with the risks that will occur, and always learn from the failures experienced, which can be measured through:

1. Own soul entrepreneurship
2. Can take risk
3. Creative and innovative

4. Discipline and work hard
5. Oriented to period front
6. Own flavor want to know
7. Honest and independent

b. Media Social

Social media is often also referred to as social networking. Social media is an application on device soft Which displays visual And audio. Type media social Which known by public very diverse. According to research results by 'We Are Social' among the many types of social media the, media social Which interested person Indonesia moment This among them YouTube, Facebook, Instagram, and Twitter. According to Rahayu and Laela (2018), explaining that social media is means as a place to share certain information in the form of text, audio, pictures and videos. According to Chandra (2021), explaining that social media is something social tools that people use to carry out social processes virtually. From several the expert opinion above, it can be concluded that social media is a place that can used by users for obtain information and do process social.

Function media social according to Chandra (2021), is as following:

1. Expand reach interaction social man
2. Simplify deployment and transformation information to more lots audience
3. Simplify in build personal branding, obtain popularity, and explore ability in each individual.

Furthermore indicator media social is:

1. Allocation time in access
2. Intensity in access
3. Type media social which accessed
4. Knowledge entrepreneurship in media social

METHODS

A. Type Study

Study This use type study quantitative, because data Which obtained form number and analysis using statistics. The method used in this research is method descriptive verification with ex post facto approach . Descriptive research is one way study with describe as well as interpret something object study in accordance with the facts are there, without exaggeration. While the verification shows the effect between variable free (X) to variable bound (Y). Data Which collected in study This based on existing data at the research site so that it uses an ex post facto approach and survey. Surveys are used for data obtained from certain natural places (no artificial) as well as, researchers carry out treatments in data collection, for example with questionnaires, interview, and observation (Sugiyono, 2014).

Population Which used is whole student Education Economy University Lampung class of 2018 and 2019 as many as 150 people. The sampling technique uses the technique cluster sampling and produce a research sample of 68 people. Then this research using two types of variables, namely the independent variable (Independent Variable), namely Usefulness Social Media (X 1) and the dependent variable (Dependent Variable), namely Interest in Entrepreneurship (Y). Technique collection data Which used researcher is observation and questionnaire. Observation done for observing how the pattern of behavior of using social media in Economics Education students Lampung University. Furthermore, the questionnaire is used as the main research instrument for can get data about factor- factor from behavior consumptive student education economy University Lampung.

B. Analysis Data

Data analysis is a way of understanding the data that has been collected and then carried out grouping data so that become something part Which easy understood. Suite technique analysis the data used in this study are: 1) Preparation of Research Proposal, 2) Preparation Implementation Study, 3) Tabulation And analysis data, 4) Implementation data results analysis with that theory existed previously.

RESULTS AND DISCUSSION

A. result

Study This done For obtain data related How interest entrepreneurship student Education Economy as candidate educator with presence media social. In line with research purposes, the researchers distributed questionnaires to respondents to be able to obtain the required data. Based on the results of distributing questionnaires to 68 respondents, then data is obtained results research as follows:

Table 2. Results Spread Questionnaire Use Media Social For Student

No.	Question	Results Questionnaire		Percentage	
		Yes	No		
1.	You use media social	30	0	100%	0%
2.	Follow join in group SME in social media	21	9	70%	30%
3.	Interested access account Which display advertisement his efforts in media social	21	9	70%	30%
4.	Utilise media social for look for know around development business world	26	4	86.7%	13.3%
5.	Learn entrepreneurship from online friends Which have experienced	23	7	76.7%	23.3%

Table 3. Results Spread Questionnaire Benefit Media Social For Student

No	Question	Results Questionnaire		Percentage	
		Yes	No		
1.	Media social give motivation and inspiration for open a business	29	1	96.7%	3.3%
2.	Get benefit from use social media	30	0	100%	0%
3.	Social media intrigued me to open a business	25	5	83.3%	16.7%
4.	There is media social give you inspiration for entrepreneurship	27	10	90%	10%
5.	I Already own business in media social	22	8	73.3%	26.7%

B. Discussion

1. Use of social media by aspiring economic educators

Based on analysis data Which done is known that media social in era Now Already become a vessel in seeking information or just to communicate with individual other. Matter This showed with 100% respondent say that Already use media social For look for know information Which related with entrepreneurship. Phenomenon the in line with theory Which disclosed by Suratno, et al (2020), stated that social media is a place to interact with people other without space and time constraints. In today's era social media is not just seen as a space for communication only, but social media has become a place where someone can search for whatever they want to look for, one of them is searching information regarding business opportunities. This is in line with research conducted by Sari, et al (2021), which shows the results that the use of social media has an effect which is positive and significant to the interest in entrepreneurship, where the use of social media Which tall can increase interest student For try entrepreneurship. However only 70% respondent Which Already join to in community candidate entrepreneur. Even though with social media the opportunity to join in Entrepreneurial communities that have the potential to provide insight and knowledge related to entrepreneurship.

The results of research by Ervani Ardhana (2019), show the results that the role of the entrepreneurial community is very influential in providing motivation for students to carry out entrepreneurial activities. In addition, according to Rajindra and Kadir (2019), explain that network social own influence Which very tall in increase the growth of interest in entrepreneurship among students. Then data the Also showing that There is 70% respondent own interest For access accounts that display their business advertisements on social media. It cannot be denied that Display advertisements that appear on social media often attract the attention of media users social network to access the ad. Changing advertising from conventional to based advertisement digital Which more interesting very influential in increase interest entrepreneurship student. This is in line with the results of research conducted by (Istiqomah, 2021), Which showing that exists advertisement digital influential in a manner significant in increase interest in entrepreneurship. This happens because of the existence of various kinds advertisement Which come on stage in media social cause student easy

For know various type information promotion product nor training entrepreneurship. Then Setyaningsih And Sukardi (2020), explain that promotion digital is media Which most effective and popular in disseminating information, especially related information training entrepreneurship.

Even there is 86.7% respondent own curiosity Which tall to development world business through social media. Matter This in line with theory Which put forward by Irwansyah And Sirait (2021), Which explain that media social bulk facilitate users to share information, especially information related to science entrepreneurship. However matter the not enough supported with will respondent For each other share knowledge with friends through online media. This shows that student interest or interest in entrepreneurship is good enough but necessary improved return with utilise presence media social in life.

2. The usefulness of social media in increasing student entrepreneurial interest

Based on Table 4, obtained that 96.7% respondent say that presence media social give motivation And inspiration For open business. Matter This in line with theory Which put forward by (Prasetio, 2020), explain that motivation give influence Which positive And significant to interest entrepreneurship. Motivation entrepreneurship Can obtained And accessed through impressions media social with very hopefully And affordable. With exists media social, student Can get motivation entrepreneurship from various figure entrepreneur success. Then as much 100% respondent say that has get benefit from media social. Matter This in line with theory Which put forward by (Rajindra & Kadir, 2019), Which explain that media social provide benefits to facilitate the delivery of information especially related to with ideas business new Which in accordance with development era. Presence media give benefit Which very Lots for student in find ideas new in build business. With renewal Which very up to date cause student with easy know trend What Which currently popular so that capable create idea and new innovations.

Furthermore data the Also showing that 83.3% respondent confess that with With social media, they are interested in opening a business. This is because of the media Social media greatly facilitates the process of building a business, starting from finding ideas business, develop product, And Finally produce product And promote product to consumers.

In line with the results of research conducted by (Rahayu & Leala, 2018), which states that the higher the use of social media, the higher Also interest student in entrepreneurship. Matter the happen Because 90% respondent confess get inspiration For entrepreneurship from media social. Matter This in line with research conducted by Satrionugroho & Tomo (2020), which says that utilization media social in look for idea business very influential in increase entrepreneurial interest. However, only 73.3% of respondents were able to realize ideas and idea For open business with utilise media social. Presence idea And idea in self student influenced by curiosity to object Which interested him. Matter This showing that with presence media social capable awaken Spirit businessman student. the cause lack of interest Entrepreneurship is caused by the tendency to use social media which is still minimal For used in access information related knowledge entrepreneurship. Data shows that students use social media to seek entertainment by using Instagram. Social media engages its users to each other share content in the form of a message, picture, audio, until videos (Cania & Heryani, 2020).

Students use social media mostly just to share stories and stories give each other feedback, but not yet directed to develop himself for open a business. This is in line with the theory expressed by (Cania & Heryani, 2020), states that Instagram is one of the applications used for marketing a wide range of products that are owned by focusing on appearance picture as well as video in its features.

CONCLUSIONS

Media social in era now already no only become a receptacle in look for information or simply to communicate with other individuals. But social media in today's era has become place access all information which there is wrong only one for look for know information which related with entrepreneurship. Matter this showed with there is 70% respondent own interest to access accounts that display their business advertisements on social media, and 86.7% have curiosity which tall to development world business. Presence media social Also increase motivation and inspiration to open a business. Social media is considered capable of facilitating the process of building a business, starting from find idea business, develop product, and finally produce product and promote products to

consumers. Social media is also a place for entrepreneurs to market product so that able to improve product sales there is.

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