



**UTILIZATION OF SOCIAL MEDIA AND ENTREPRENEUR KNOWLEDGE
ON ENTREPRENEUR INTEREST STUDENT OF STIE PEMUDA SURABAYA**

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ABSTRACT

This study aims to analyze the influence of the use of social media and entrepreneurial knowledge on the entrepreneurial interest of STIE Pemuda students both partially and simultaneously. This research is a descriptive quantitative research. The sample used was 100 students who had taken entrepreneurship courses. The data analysis method uses multiple linear regression analysis techniques.

The results showed that partially the use of social media and entrepreneurial knowledge had a positive and significant effect on the entrepreneurial interest of STIE Pemuda Surabaya students. Simultaneously that the use of social media and entrepreneurial knowledge has a positive and significant effect on the entrepreneurial interest of STIE Pemuda Surabaya students

Keywords: social media utilization, entrepreneurial knowledge, entrepreneurial interest

I. INTRODUCTION

One big problem that is still faced by Indonesia today is the high level of unemployment. Although there are many versions of the data, the high level of unemployment is indisputable. It is ironic that Indonesia, which is rich in natural resources and human resources, turns out that many of its residents are unemployed, which impacts the large number of poor people. Moreover, contributors to unemployment also come from educated graduates of tertiary institutions. Various data show that instilling the spirit of entrepreneurship since I was in college or studying entrepreneurship since college is an attempt of universities in order to help prepare graduates to enter the world of work and entrepreneurship. The effort of higher education in helping to reduce unemployment is by changing the mindset of students to have an entrepreneurial spirit. therefore all universities with various majors or fields of science are currently required to provide entrepreneurship courses to foster interest in entrepreneurship.

Researchers have observed several students, but in reality there are still many students who have a low interest in entrepreneurship because they do not have the will to be creative and active. This happens because of the lack of utilizing existing social media. Most social media use is only for entertainment. Social media provides a breakthrough to change the mindset of the entrepreneurial student environment to reduce the risk of failure and make it easier to market wider products without very high costs. To be a successful entrepreneur, students must be able to broaden their networks to better communicate with others (Anisa et al., 2020) by using the internet. Because the role of social media is increasingly being recognized in boosting performance in the

Business world. Amid the rise of social media users from year to year, more and more businesses have been released through social media. Whether it's through Blogs, Twitter, Instagram, Kaskus, Facebook and even Whatshaap or other marketplaces. this in particular provides an opportunity for electronic marketing (as a phenomenon in the marketing world) to grow dynamically. This can be used as a good opportunity for entrepreneurs in the future to explore the potential of entrepreneurship through social media. Especially now that there is social media that facilitates everyone to connect with each other. Selling or promoting goods can also cut costs that are not too large. According to Kurnianto & Putra (2012) in the research he had done related to growing interest in entrepreneurship for students argued that one way to foster entrepreneurial interest could be started from college. In the study they concluded that universities play a functional role in promoting entrepreneurship education because universities are considered as ideal institutions in shaping the culture and aspirations of entrepreneurship among students. This is possible because in college, students are taught how to think and behave as entrepreneurs An individual's interest in entrepreneurship is also influenced by knowledge about entrepreneurship itself. An entrepreneur will not succeed if he does not have the knowledge, abilities and will. There is a will but without the ability and knowledge will not make the entrepreneur become successful, on the contrary having knowledge and ability without being based on a strong will will not lead the entrepreneur to success. Knowledge research conducted by (Didin, burhanuddin, 2018) shows that entrepreneurial knowledge. Knowledge is an entrepreneur will not succeed if you do not get the knowledge, abilities and will. There is a will but without the ability and knowledge will not make the entrepreneur succeed.

Added by Alma (2011) that "a person's entrepreneurial talent will grow and develop thanks to knowledge" From the description above it can be seen that to foster entrepreneurial interest also requires entrepreneurial knowledge, because with sufficient knowledge they will be able to run their business properly. The same attempt was made by STIE Youth to improve the mastery of knowledge for STIE Youth Students in growing student entrepreneurial interest as well as providing facilities in the form of laboratories and providing knowledge by holding entrepreneurial seminars with speakers from various cities. It also always holds an entrepreneurial bazaar at the end of the entrepreneurship course meeting.

According to Kertajaya in his book *New Wave marketing* (2008) explains that in the current digital age world the development of internet technology has changed consumer behavior and at the same time opened new opportunities and according to him further explained that the birth of the Internet, made everyone without except as long as you have internet access have the same opportunity to be successful. Because the business world is no longer monopolized by companies with strong capital. According to Andreas Kaplan and Michael Haenlein defines "social media as an internet-based group of applications that are built on the foundation of ideology and Web 2.0 technology and that allow the creation and exchange of content created by its users. " (Arifin, 2017).

Thus, the objectives in this study include: (a) Analyzing the utilization of social media and entrepreneurial knowledge on the entrepreneurial interest of STIE Youth students partially: (b) Analyzing the utilization of social media and entrepreneurial knowledge on the entrepreneurial interest of STIE Youth students simultaneously.

II. RESEARCH METHODOLOGY

The approach of this research is a descriptive quantitative approach by describing multiple linear regression, so there are independent variables and dependent variables. The independent variables in this study are social media and knowledge while the dependent variable is entrepreneurial interest. The population in this study were all students of STIE Pemuda by using a sample that is purposive sampling where the sample is taken on the condition that students have taken entrepreneurship courses. So with this sample used as many as 100 students who meet the requirements to be used as a sample. Data collection methods used in this study were observation, documentation and questionnaire.

III. RESEARCH AND DISCUSSION

Based on the significance test that has been done, the regression equation model can be written in the form of multiple linear regression equations as follows: $Y = 18.111 + 0.087X_1 + 0.118X_2 + e_i$. Based on the first hypothesis test, the value of t-count on the variable utilization of social media (X_1) of 2,073 is greater than t-table 1.66 and a significant value of 0.39 is smaller than 0.05. This means that the use of social media (X_1) partially affects the interest in entrepreneurship (Y). The use of social media increases the interest in entrepreneurship. The results of this study are based on the understanding of social media is the phase of change regarding how people find, read and share news, information and content to others according to Kartajaya (2008). The measurement of the level of use of social media here uses three dimensions that are adopted from journals, which are Communication Facilities, Accessibility, Utilization conducted by Mutia Maharani and Risvan (2012).

Based on the second hypothesis test, the value of t - count on the knowledge variable (X_2) of 3.045 is greater than 1.66 and a significant value of 0.042 is smaller than 0.05. It means that entrepreneurial knowledge (X_2) partially has a significant effect on entrepreneurial interest (Y). The results of this study are based on the understanding according to Lo Choi Tung (2011) that entrepreneurship knowledge is the process of transmitting entrepreneurial knowledge and skills to students to help them utilize business opportunities. This states that entrepreneurship education is able to equip students with a variety of entrepreneurial competencies that are expected to provide great benefits in all aspects of life. This opinion is strengthened by Mohammad Saroni (2012: 45) who explains that entrepreneurship education is an educational program that works on entrepreneurial aspects as part of entrepreneurship most important in equipping students' competence.

IV. CONCLUSION

Based on the results of the study, it can be concluded that: 1) the use of social media has a positive and significant influence on the entrepreneurial interest of STIE Pemuda Strabaya students. This means that if students take maximum advantage of social media, students' interest in entrepreneurship through social media will be high. 2) entrepreneurial knowledge has a positive and significant influence on the entrepreneurial interest of STIE Pemuda Surabaya students. This means that if a student uses his knowledge to do entrepreneurship, it will succeed. 3) the use of social media and entrepreneurial knowledge on the entrepreneurial interest of STIE Pemuda Surabaya students is significant. This illustrates that the two independent variables have a role to increase good entrepreneurial interest for students of STIE Pemuda Surabaya.

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