

## IMPACT OF BUSINESS LEARNING AND SOCIAL MEDIA PROBLEMS ON BUSINEER INTERESTS IN STUDENTS OF THE UNIVERSITY OF MAKASSAR

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### **Abstract**

*The objective of this study is (1) to demonstrate that there is a significant influence of entrepreneurship learning on entrepreneurial interests of students of the Makassar State University Programme of Entrepreneurships Studies. (2) To demonstrate the significant impact of the use of social media on the entrepreneur interest of Students of the University of Makassar Programme. (3) To prove that there are significant influences of entrepreneurship learning and social media utilization on enterprise interests. This research method uses quantitative methods and instruments used in the form of angles. The population in this study amounted to 378 students of the entrepreneurship study program of Makassar State University, taking a sample of 193 students from the total population. The data analysis used in this study uses double linear regression analysis. The results of this study show that: (1) There was a significant positive influence of entrepreneurship learning on entrepreneurial interest in students of Makassar State University's entrepreneurship study program with a regression coefficient of 0.261. (2) There was an significant positive impact of social media use on enterprise interests of students of the Makassar state University's enterprise study programme with the regression factor of 0.375.*

**Keywords:** Entrepreneurship Learning, Use of Social Media, Interest in Entrepreneurship.

### **Abstrak**

Tujuan dari penelitian ini adalah (1) Untuk membuktikan terdapat pengaruh yang signifikan pembelajaran kewirausahaan terhadap minat berwirausaha Mahasiswa Program Studi Kewirausahaan Universitas Negeri Makassar. (2) Untuk membuktikan terdapat pengaruh yang signifikan pemanfaatan media sosial terhadap minat berwirausaha Mahasiswa Program Studi Kewirausahaan Universitas Negeri Makassar. (3) Untuk membuktikan terdapat pengaruh yang signifikan pembelajaran kewirausahaan dan pemanfaatan media sosial terhadap minat berwirausaha Mahasiswa Program Studi Kewirausahaan. Metode penelitian ini menggunakan metode kuantitatif dan instrument yang digunakan berupa angket. Populasi dalam penelitian ini berjumlah 378 mahasiswa program studi Kewirausahaan Universitas Negeri Makassar dengan mengambil sampel sebesar 193 mahasiswa dari jumlah keseluruhan populasi. Analisis data yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa: (1) Terdapat pengaruh positif signifikan pembelajaran kewirausahaan terhadap minat berwirausaha pada mahasiswa program studi Kewirausahaan Universitas Negeri Makassar dengan koefisien regresi sebesar 0,261. (2) Terdapat pengaruh positif signifikan pemanfaatan media sosial terhadap minat berwirausaha pada mahasiswa program studi Kewirausahaan Universitas Negeri Makassar dengan koefisien regresi sebesar 0,375. (3) Terdapat pengaruh signifikan pembelajaran kewirausahaan dan pemanfaatan media sosial terhadap minat berwirausaha pada mahasiswa program studi Kewirausahaan Universitas Negeri Makassar dengan hasil uji F sebesar  $111,174 > 3,04$ .

**Kata Kunci :** Pembelajaran Kewirausahaan, Pemanfaatan Media Sosial, Minat Berwirausaha.

### **INTRODUCTION**

Entrepreneurship has become one of the drivers of the economy because the entrepreneurial sector has the freedom to create products and be independent. (Purnawati, S. A., et al, 2021). Nowadays, in the era of the 4.0 industrial revolution, the challenge of finding jobs for college graduates is becoming more stringent and the number of jobs is not comparable to that of university graduates. The government in this case is still facing the issue of high unemployment among college graduates.

One of the supplies that can be given to solve these issues is with entrepreneurship. If a person has an interest or desire to start a business, then it can be said that the person has the ability to create a job of his own and does not rely on a business or someone else to find a job (Wardhani, P. S. N., & Nastiti, D. 2023).

In general, the role of entrepreneurship is to create prosperity, exploit wealth and employment opportunities, as well as to be the engine of economic growth of a country. (Fatimah, I., Syam, A., Rakib, M., & et al, 2020). The role of entrepreneurs is

becoming increasingly important in the development of the Indonesian economy, because development will be more effective if supported by entrepreneur who succeeds in his enterprise. (Syam, A., & Rakib, M., 2019). With more people in the business world, it will open up wider employment opportunities and can help the country boost per capita income. In this regard, Makassar State University is initiating an entrepreneurship study programme with the mission of providing guidance and developing the talents, interests, intelligence and well-being of pupils in accordance with the orientation of entrepreneurial education, management attitudes and the spirit of enterprise. It shows that the aim of the entrepreneurship study program is to produce the best graduates, who not only have good abilities and personalities but also have the ability to start a business.

The Entrepreneurship study programme is a higher education program that focuses on the development of the skills and knowledge necessary to create, manage, and develop a business (Hasan, H.A, 2020). Courses taught in this study program can cover a wide range of topics such as business management, strategic planning, marketing, market analysis, finance, business law, business ethics, innovation, creativity and communication skills. The aim of this program is to provide students with the knowledge and skills to become entrepreneurs or successful business leaders who are able to make the right decisions.

Entrepreneurship learning not only provides a theoretical foundation for the concept of entrepreneurial but also shapes the attitudes, behaviors and mindsets of an entrepreneur. (Syam, A., Rakib, M., Jufri, M., Utami, N. F., & Sudarmi, S., 2021). The objective of entrepreneurship learning in this context is to help students develop entrepreneurial spirit with equipped tools to understand the theory and practice of enterprise while following entrepreneurship learning so that students have a mentality and a way of view to grow into successful entrepreneurs that can reduce the number of unemployment in Indonesia (Firdaus, M., 2021). Therefore, college graduates are not expected to be unemployed who have to enter the job seeker line, but they can create jobs that can reduce the unemployment rate.

Another factor that affects entrepreneurial interests is the use of social media. As is the case with a study conducted by Aida Fatimah Sahroh (2018) that states that social media has a positive and significant influence on student entrepreneurial interests. In the era of the 4.0 revolution today, the role of technology has become one of the reasons to start a business (Sulchan, Moch., Maslihatin, M. Z., & Yulikah, A., 2021). Increasingly modern technological developments can easily influence public activity and interests, especially on social media. Social media has brought new advances to its users in running and facilitating all its activities. One of the advances is the ability to create entrepreneurial activity through social media.

With the advancement of technology and the Internet, many entrepreneurs start their through social media such as Instagram, WhatsApp, TikTok, Shopee, Facebook, etc. The option of turning social media into an entrepreneurial facility is perfectly appropriate. By using social networks, the capital spent will be less so that business owners can minimize the risks that will arise. There are many ways to use social media to start a business, such as using social media as a marketing and advertising strategy, as well as becoming a member of a product agent. (Suryani, T., MM, P., Nurhadi, M., Fauzi, A. A., & SS, M., 2020).

There is learning Entrepreneurship and the use of social media wisely, Students are expected to train confidence doing entrepreneurial activities in online media, can promote through Instagram, Facebook, Whatsapp and other social media (Izzati, N., 2015). Social media can make it easier for users who have an online business to use it to do business promotion because social media has a wide reach for the general public, so students can be more creative in business (Nurhadi, Z. F., 2017).

Previous research conducted by Bambang Satrionugroho in 2020 explains that entrepreneurship learning has an influence on entrepreneurial interests in STMIK students Sinar Nusantara. While social media use has an impact on enterprise interest in students Silar Nusantara STIMIK Students. Research carried out by Feni Rahmania, Kasidi and Sri Widayati in 2022 explained that the enterprise learning patterns influence the entrepreneur interests of students S1 Prodi Education Economics 2020 University of Ivet Semarang.

## **RESEARCH METHOD**

The study will examine the impact of entrepreneurship learning and the use of social media on entrepreneurial interests of students of Makassar State University's Entrepreneurships study programme. The approach used in this study is a quantitative approach where quantitatinal research has a basis in the current philosophy of positivism, which is used to study a particular population or sample, sampling randomly obtained samples, collecting data using research instruments, then statistical data analysis with the aim of testing a previously determined hypothesis. (Gunawan, I., 2022).

This type of research is correlational, because it is designed to determine the influence of independent variables (entrepreneurship learning and social media utilization) on dependent variables. Correlational research is aimed at finding out whether a relationship exists and, if there is, how close the relationship is. This correlation study also aims to compare the results of measurements between two different variables so that the degree of relationship between the variables is known. (Santoso, I., & Madiistriyatno, H., 2021).

Population is a general area that includes objects/subjects with certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2015).

The sample is part of the number and characteristics of a population. (Sugiyono, 2015). Stratified Random Sampling is a sampling technique based on how the population is divided into strata, choosing random samples of each stratum, and combining them to estimate population parameters.

The data collection technique used in this research is field research or commonly called field research using a questionnaire as its research tool. A questionnaire is a technique of gathering data by providing a question or written statement to be answered. The form of lifting that will be used in this study is a double-optional lifting. A lifting form that only needs to choose alternative answers that have been provided and considered correct by the respondents. The respondents in this study are students of the entrepreneurship study program of Makassar State University.

Research instruments are the tools that researchers use to obtain and collect data necessary for research by performing measurements. Instruments play an important role in quantitative research because the quality of the data used in research is determined by the value of the instruments used. (Nasution, H. F., 2016). In order to obtain data on entrepreneurship learning, social media use, and entrepreneurial interests, the development of instruments is carried out, such as making indicators of research instruments first based on theoretical study or review of the library that is subsequently published in a draft containing several statements.

The study uses a method of quantitative data analysis, with the main objective of analyzing the impact of entrepreneurial learning and the use of social media on entrepreneurship interests using regression analysis. Double linear regression analysis is a lineary regression that aims to analyze the magnitude of the relationship and the influence of more than two free variables on a bound variable. (Napitupulu, R. D., 2019).

## **RESULT AND DISCUSSION**

### **1. Impact of Entrepreneurship Learning on Entrepreneurial Interests in Students of the University of Negerl Makassar.**

Based on the formula of the first problem is whether there is a significant positive influence between entrepreneurship learning and entrepreneurial interests in the students of the study program of the Makassar State University. The results of this analysis were obtained by the researchers from the dissemination of a questionnaire

to 193 students of the Entrepreneurship study program of Makassar State University. From the results of the descriptive analysis stated that learning entrepreneurship at the State University of Makassar in particular the program of study Entrepreneurial enter into the high category. Then if seen from the results of the test of the data hypothesis carried out partially obtained t count of 12,800 with significance  $< 0,001$  whereas the value of the table t for  $n = 193$  was 1,972332. Based on the results already acquired can be drawn conclusion  $12,800 > 1,972332$  which means alternative hypotheses accepted, then learning entrepreneurship has a significant influence on the interests of entrepreneurial students of the program of study of enterprise of the State University of Makassar. Besides, the Entrepreneurship Learning variable ( $X_1$ ) on the questionnaire statement "I want to help reduce the unemployment rate through entrepreneurs" had the highest score where the number of respondents who voted highly agreed (SS) was 145 respondents. It is in line with what Yusanto said in Asnawi (2011), One of the solutions proposed by the government to reduce the unemployment rate is to create jobs according to the entrepreneurial model.

The results of this study are in line with Suherman's theory that the learning indicators of entrepreneurship that can stimulate entrepreneurial interest are knowledge of the foundations of enterprise, feelings filled with events that are socio-economic empathy, skills or techniques in enterprising, and practical experience. Knowledge of entrepreneurship becomes an important factor in fostering entrepreneurial interest so that entrepreneur or prospective entrepreneur can plan a business and make the right decisions in running a business or business. Learning entrepreneurship can be a provision of knowledge of a person's success especially in the era of globalization because the criteria required by the market are college graduates with extensive knowledge. The results of this study are also in line with previous research by Nina Widyawati, Aniek Widiarti and Rizal Fahmi which stated that entrepreneurship learning variables have a significant influence on entrepreneurial interests in students of FKIP Unis Tangerang (Widyavati, N., Widiarthi, A., & Fahmi, R., 2022). (Rahmania, F., Kasidi, K., & Widayati, S., 2022).

## **2. Impact of Social Media Use on Entrepreneurial Interests in Students of Makassar State University's Entrepreneurship Study Program.**

Based on the second formula of the problem is whether there is a significant positive influence between the use of social media on entrepreneurial interest in students of the study program of Entrepreneurship of Makassar State University. Research results obtained by the researchers from the dissemination of questionnaires to 193 students of the Entrepreneurship study program of Makassar State University. It is obtained from research results with descriptive analysis stating that the use of

social media at Makassar State University in particular students of the Entrepreneurship study program are in the high category. Then if seen from the results of the test of the data hypothesis carried out partially obtained t count of 13,187 with significance  $<0,001$  whereas the value of the table t for  $n=193$  was 1,972332. Based on the results already acquired can be drawn conclusion  $13.187 > 1.972332$  which means alternative hypotheses accepted, then the variable use of social media has a significant influence on the interests of entrepreneurial students of the study program of Entrepreneurship of the State University of Makassar. In addition, the questionnaire statement on the Social Media Usage Variable ( $X_2$ ) "I'm entrepreneurial to create jobs" obtained the highest score of 147 respondents. This is in line with what Rizwan Aryadi & Siti Hajati Hoesin (2022), Development will be more successful if supported by entrepreneurs who are able to create jobs.

The results of this study are supported by previous research conducted by Nina Widyawati, Aniek Widiarti and Rizal Fahmi who stated that the use of social media has a significant influence on entrepreneurial interest in FKIP students Unis Tangerang (Widyawati, N., Widiarti, A., & Fahmi, R., 2022). However, unlike previous research by Tio Prasetyo, which stated that social media use had no significant impact on entrepreneurial interests but had a positive correlation with student entrepreneurship interests. (Prasetyo, T., 2020).

### **3. Impact of Entrepreneurship Learning and Social Media Usage on Entrepreneurial Interests in Students of Makassar State University's Enterprise Studies Program.**

Based on the third formula of the problem is whether there is a significant positive influence between entrepreneurship learning and the use of social media on entrepreneurial interests in students of the program of study Entrepreneurships of Makassar State University. The calculation of the F test carried out by the researchers through the SPSS program obtained the result of 111,174 with a significant level  $<0,001$ . If analyzed then the value of F count  $> F$  table then obtains  $111,170 > 3,04$  and a significance value of  $0,001 < 0,05$ , which means alternative hypothesis, then it can be stated that the variable learning entrepreneurship and the use of social media jointly (simultaneously) influence on the interests of the students of the entrepreneurial study program of the State University of Makassar, meaning that the more optimal in applying the learning enterprise and optimum in the use social media then it is possible to influence the interest of entrepreneur. In addition, the questionnaire statement on the Entrepreneurial Interest variable (Y) "I'm entrepreneur because I want to improve the family's economy" has the highest score with a total of 157 respondents. It is reinforced by the theory that says that entrepreneurship can boost and boost the family economy. (Khamimah, W., 2021).

The basis of the thought that supports the findings is that if knowledge about entrepreneurship and the use of social media is good and correct then it will have a significant positive impact on entrepreneurial interests. This is in line with what was revealed by Safitri Andriyani (2022) with a regression coefficient of 0.163 and stated that it has proven true that entrepreneurial interests are influenced by entrepreneurship learning and the use of social media. In this era of globalization, it is necessary to have a high interest in entrepreneurship in order to compete with this rapid technological development.

## **CONCLUSION**

The conclusion based on the results of the research has been obtained as follows:

1. There is a significant positive influence between entrepreneurship learning and entrepreneurial interests of students of Makassar State University Entrepreneurships study program with a regression coefficient of 0.261. This is possible because students gain more knowledge and broad insights on the college bench related to entrepreneurship so that they are interested in entrepreneurial learning can be a supply of knowledge in enterprise in order to be able to compete in the world of work.
2. There is a significant positive influence between the use of social media on the entrepreneurial interest of students of Makassar State University's Entrepreneurship study program with a regression coefficient of 0.373. It is consistent that the maximum and optimal use of the social media by students or respondents in which they use social media in addition to the exchange of news and as a container of self-expression also as a place to acquire information related to entrepreneurship.
3. There is a significant influence between entrepreneurship learning and the use of social media on entrepreneurial interests in students of Makassar State University's enterprise study program with a determination coefficient of 0.539. This suggests that 53% of the influence of the entrepreneurial interest variable is influenced by entrepreneurship learning and social media usage variables, while the remaining 47% is affected by other factors.

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