

FFECT OF SOCIAL MEDIA ON STUDENT INTEREST ENTREPRENEURSHIP

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Abstract - The purpose of this study is to know Whether there is an influence of social media with entrepreneurial Interest. This research was conducted in the economic department State University of Medan Willem Iskandar street market V Medan Estate North Sumatra with a population of 106 university students and a sample of 106 university students as Researchers took a sample of the entire population. Data collection techniques used in this study is the documentation and questionnaires. Once the Data is Obtained using multiple linear regression through SPSS program, the social media regression coefficient value is 0.759, and the regression constants $a = 14.508$. The regression coefficient indicates the direction of influence of each independent variable on the dependent variable. Using the t test Social media (X) by Comparing the tcount with $T_{Table} = 8.841 > 1.98$. It can be concluded that social media variable (X) have a significant positive effect on entrepreneurial interest (Y). After conducting this research are expected for other Researchers could be Able to examine other variables that may have Affect to the entrepreneurial interest, on the other side the university was expecting to keep support and maximize the facilities that already exist to motivating the students university to be an entrepreneur and this research is expected to add to the literature in the library and as a reference for other Researchers.

Keywords: Social Media, Entrepreneurial Interest

1. INTRODUCTION

Employment issues are one of the main problems faced by developing countries like Indonesia . The population continues to increase without being followed by the increase of jobs is always a trigger proliferation of unemployment . Unemployment in Indonesia is constantly increasing in number over time . Good job seekers who have a college degree or do not have to compete for jobs on employment is limited. Unemployment by Educational Attainment 2004 - 2013 based on data from BPS (Central Bureau of Statistics) is as following :

In that study, they have concluded that the colleges play a functional role in promoting entrepreneurship education for college regarded as the ideal institution in shaping the culture and aspirations of entrepreneurship among students. This is possible because in college the students are taught how to think and act as entrepreneurs. Students must have a high interest in opening a new business unit. Interest is the driving factor that makes a person work harder and take advantage of every opportunity available to optimize the available potential. Interest not just show up but to grow and develop in accordance with the factors that influence (Walgito, 2003: 148).

The Online Marketer ranging from junior high school, high school and even to a large Service Oriented much have to take this opportunity to supplement their income in a way to market their products through community sites, social networking, and even groups like the Blackberry. There are many advantages of the buyer, where the buyer can perform price comparisons, and can seek as much information as possible before buying, compared to if we went to the store, and just getting an explanation sober and certainly very tiring if we have to move from store A to stores more to get what we want.

After knowing the behavior of public spending began to change, the Company or the businessperson as a provider of products should take advantage of this opportunity to increase profits at the same time follow the development of internet innovation. Online shopping transactions now reaches billions of rupiah, ranging from children's toys, clothes, a car or a house until we can find on the internet.

The rapid growth of social media becomes an optimism for the perpetrators of internet marketers or commonly known as Internet Marketers. That social media internet sites are now not only per se, but more than that. Social media is now a public space. Hundreds of millions of people access every day. The industry continues even spawned innovations other new social media platforms such as

Instagram, Pinterest, LinkedIn, and Path. The rapid advancement of mobile technology and supported by the facility to access the Internet is increasingly capable, the more promising is also the industry to grow in the future. Jaya (23 April 2014) Students as young intellect were largely literate and Information Technology (IT), should be able to take advantage of this opportunity to be real. Internet is not a new thing in the eyes of today's modern student. When references or literature need to do the work of professors, can not be denied that the initial referral was looking through the internet.

Many facilities are provided by the university to support the needs of the Internet. In the major universities such as University of Medan (UNIMED), has provided hotspot area / wi-fi in each unit building, for example in libraries, lecture halls and even in the canteen was there.

Faculty of Economics, University of Medan has several Education Prodi Prodi, among others, trade system that has the mission one of which is to establish a culture of entrepreneurship. The word entrepreneur here means that the graduate student education department of commerce is not only focused on the science in the field of education, but also be able to master the science of entrepreneurship. And with the mission expected on student interest in entrepreneurship will gradually grow. Based on this, researchers interested in conducting research with the title "The Effect of Social Media Interests Against Students To Entrepreneurship".

2. METHOD

2.1. Location and Time Research

This research was conducted at the Faculty of Economics, University of Medan located at Jalan Willem Iskandar Estate market V Medan North Sumatra. The study was conducted in classes A Prodi Education trade system academic year 2015/2016.

2.2. Population and Sample

Population is the research object in which there are a number of objects that served as a source of data that is expected to provide the required data. According Sugiyono (2009: 117) of the population is "generalization region consisting of the objects/ subjects that have quality and particular characteristics specified by the researchers to learn and then drawn conclusions". The population in this study Students Stambuk 2010 Education Administration Commerce Faculty of Economics, totaling 106 people consisting of three classes, each consisting of 34 students to a class A regular and 41 students to a class B regular and 23 students for the class of extensions of 98 person. Arikunto (2010: 112) "if the subject is less than 100 people should take it all, if the subject is great or more than 100 people can be taken 10-15% or 20-25% or more". Because the subject to fewer than 100 people, the researchers will use all of the population to be sampled in this study is a class A, class B, and class trade system Stambuk Extension Education 2010 economic faculty of the State University of Medan with the number of 98 people.

2.3. Research Variables and Operational Definitions

The operational definition of each of these variables are as follows: (1) Social Media is an online media that supports social interaction and using web-based technology that transforms communication into interactive dialogue. And (2) Interest in entrepreneurship is the desire, interest and willingness of individuals through the ideas held to work hard or willed to attempt to fulfill their needs without being afraid to risk it, can accept the challenge, confident, creative and innovative, and have the ability and skills to meet the needs.

3. RESULTS AND DISCUSSION

Before social media inquiry and interest in entrepreneurship distributed to the respondents conducted trials to see and kereliabelan validity of the questionnaire. If $r_{hitung} > r_{tabel}$ at a significance level of 5% and $n = 30$, then the item is considered valid question. Vice versa if $r_{hitung} < r_{tabel}$ at a significance level of 5% and $n = 30$, then the item about invalid. From these provisions, obtained keseluruhan items about social media is a matter of valid item 18 and about 19 items Interest in entrepreneurship is a valid question.

Then to determine the effect of variable X and variable Y used the formula of Simple Linear Regression and the equation $Y = 14.508 + 0,759X$ a constant of 14.508 means that if the independent variables ie Social Media zero, then the interest in entrepreneurship students of Education Studies

Program Stambuk trade system in 2015 the Faculty of Economics State University of Medan worth 14.508. The influence of social media on entrepreneurship interest is calculated based on the regression coefficients obtained by the 0.759 means that, if social media increased by one unit then the interest in entrepreneurship students of Education Studies Program Stambuk trade system in 2015 Faculty of Economics, University of Medan will increase by 0.759 units to variable interest in entrepreneurship.

Furthermore, to determine the contribution or contribution of variable X and variable Y calculated using r^2 Determination by Karl Pearson. And it can be seen from the calculation of social media contributions or donations (Variable X) against the interest in entrepreneurship (Variable Y) is equal to 0.449 or by 44%, while 56% is influenced by other factors or other variables that are not addressed in this study.

And based on the results of hypothesis testing using t-test formula obtained t_{hitung} 8,841 dan t_{tabel} 1.98 at the significance level of 95% or $\alpha = 0.05$ $df = N - 2 = 98 - 2 = 96$. So $t_{hitung} > t_{tabel}$ or $8.841 > 1.98$ then the hypothesis which states that: "There is a positive and significant influence between the Interests of Social Media Students To Entrepreneurship" acceptable.

In the previous chapter also made clear that interest in entrepreneurship is influenced by several factors such as personality characteristics, demographics, neighborhood characteristics and technological developments. Personality characteristics such as self-efficacy and need for achievement is a significant predictor of interest in entrepreneurship, demographic factors such as age, gender, educational background and work experience person taken into account as a determinant for the interest in entrepreneurship, environmental factors such as social relationships, physical infrastructure and institutional as well as factors culture can affect interest in entrepreneurship, and the development of technology such as computers and internet media gives considerable influence in growing interest in entrepreneurship (Indarti, 2008). This suggests that this study reinforces the theory put forward by (Indarti 2008) is.

From these results, when compared with the relevant research are consistent with research conducted by Yusril Rosyid Kurniawan (2012) with the same title as that is being researched by the author of "The Effect Level Use of Social Media Entrepreneur Of Interest In Economic Education Student Surabaya State University" The results showed a significant influence between tingkat use of social media to interest in entrepreneurship with the t value of 6,494 dengan significance value 0,000. Tingkat use of social media influence by 21.1% the interest in entrepreneurship and including a lower category.

Research conducted by Felix Pratama Chianasta and Sandy Wijaya titled "The Impact of Marketing Promotion through Social Media on People's Buying Decision of Lenovo in the Internet Era: A Survey of Social Media Users in Indonesia" also shows the same result, namely the promotion through social media have positive influence

Likewise, research has been done by Anggita Yuniarizki (2012) "With the title Effectiveness Analysis of Social Media in Decision Making Purchase Chips Maicih in Student Tier 1 Institut Pertanian Bogor" provide results that social media provides a greater opportunity for manufacturers or businesses to market efforts more broadly and does not require expensive marketing costs. In line with research conducted by komsu Koranti with the title "the analysis of the influence of external and internal factors Against the interest in entrepreneurship" that social media including into external factors in fostering student interest in entrepreneurship in general a contribution of 40.8%

While the research conducted by Siti mariana (2013), entitled "The influence of attitude and social demographics to the interest for entrepreneurship at school of economics after housekeeping in Pekanbaru" provide results that donations influence exerted by social attitudes and demographics by 29.6 % which means that beyond this percentage of 71.4% was contributed by other variables that could be one of its variables are variables technological development, including social media refers to the theory (Indarti, 2008) The findings in this study indicate that there are other factors outside the social media affecting student interest in entrepreneurship. However, social media still contributing influence on the growth of student interest in entrepreneurship. more advanced technological development requires people especially the younger generation must be able to follow and keep pace with the progress made. With the use of social media trend that internet marketing process with the conventional ways that tend to require time and a relatively high cost can be minimized so as to make the passion to become young entrepreneurs become more progressive.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

Based on the results of research and discussion, it can be deduced as follows: (1) Results of Simple Linear Regression equation is $Y = 14.508 + 0,759X$, this means that if Social Media variable increases by one unit then the variable interest in entrepreneurship students of Education Studies Program Stambuk trade system in 2015 Faculty of Economics, University of Medan increased by 0.759. And when variables of social media's value is 0 then there will be a student at 14.508 interest in entrepreneurship Study Program Stambuk trade system 2015 State University of Medan. The equation shows the simple linear regression equation is positive. (2) There is a positive and significant influence between the variables of Social Media on interest in entrepreneurship Student Education Program Rules of Commerce Stambuk 2010 Faculty of Economics, University of Medan, where $t_{count} > t_{table}$ ($8.841 > 1.98$) with a significant level of $0.000 < 0.05$. (3) Contributions of Social Media on entrepreneurship interest amounted to 0.449 or 44% then the hypothesis which states: "There is a positive and significant influence of Social Media on Student Interests To Entrepreneurship" is acceptable.

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