

## ABSTRAK

**Bernadetha Nainggolan. NIM 7173141005. Pengaruh Penggunaan Sosial Media Dan Kreativitas Berwirausaha Terhadap Minat Berwirausaha Dimasa Pandemi Covid-19 Mahasiswa Prodi Pendidikan Ekonomi Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan.**

Masalah dalam penelitian ini adalah masih rendahnya Minat Berwirausaha Mahasiswa Dimasa Pandemi Covid-19 Prodi Pendidikan Ekonomi Stambuk 2017 Fakultas Ekonomi Universitas Negeri Medan.

Tujuan penelitian ini digunakan untuk mengetahui Pengaruh Penggunaan Sosial Media Dan Kreativitas Berwirausaha Terhadap Inat Berwirausaha Prodi Pendidikan Ekonomi Stambuk 2017 Universitas Negeri Medan.

Penelitian ini dilakukan di Program Studi Pendidikan Ekonomi Fakultas Ekonomi Universitas Negeri Medan, Jalan William Iskandar Pasar V Medan. Populasi dalam penelitian ini adalah semua mahasiswa Program Studi Pendidikan Ekonomi Stambuk 2017 yang berjumlah 113 mahasiswa. Tehnik pengambilan sampel dilakukan dengan *Random Sampling* sehingga diperoleh jumlah sampel sebanyak 88 mahasiswa. Tehnik pengumpulan data dilakukan melalui penyebaran angket kepada responden sebanyak 22 butir pertanyaan. Tehnik analisis data yang digunakan uji asumsi klasik, uji analisis regresi linear berganda, dan untuk menguji hipotesis digunakan rumus uji t (parsial), uji F, dan Koefisien Determinasi ( $R^2$ ).

Hasil penelitian menunjukkan bahwa pada (1), variabel penggunaan sosial media ( $X_1$ ) diperoleh  $t_{hitung}$  sebesar 5,109 dengan demikian  $t_{hitung} > t_{tabel}$  dimana  $5,109 > 1,1992$  dengan nilai  $Sig. 0,000 < 0,05$ . (2) variabel kreativitas berwirausaha ( $X_2$ ) diperoleh  $t_{hitung}$  sebesar 8,462 dengan demikian  $t_{hitung} > t_{tabel}$  dimana  $8,462 > 1,1992$  dengan nilai  $Sig. 0,000 < 0,05$ . (3) Secara simultan variabel penggunaan sosial media dan kreativitas berwirausaha terdapat pengaruh positif dan signifikan terhadap minat berwirausaha mahasiswa dimasa pandemi covid-19 nilai  $F_{hitung}$  sebesar  $104,07 > 3,10$  dan nilai  $Sig. 0,000 < 0,05$ . Variabel penggunaan sosial media ( $X_1$ ) dan kreativitas berwirausaha ( $X_2$ ) memberikan kontribusi pengaruh sebesar 71% terhadap minat berwirausaha mahasiswa dimasa pandemi covid-19. (4) hasil regresi linear berganda adalah  $Y = 0,637 + 0,537X_1 + 0,650X_2 + e$ . Hasil uji  $R^2$  sebesar 0,710 atau 71% sedangkan sisanya 29% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini. Dengan demikian dapat disimpulkan bahwa terdapat Pengaruh Antara Penggunaan Sosial Media Dan Kreativitas Berwirausaha Terhadap Minat Berwirausaha Dimasa Pandemi Covid-19 Mahasiswa Prodi Pendidikan Ekonomi Stambuk 2017 Fakultas Ekonnomi Universitas Negeri Medan.

**Kata kunci: Penggunaan Sosial Media, Kreativitas Berwirausaha, Dan Minat Berwirausaha Dimasa Pandemi Covid-19.**

## ABSTRACT

**Bernadetha Nainggolan.NIM 7173141005. *The Effect Of Social Media Use And Entrepreneurial Creativity On Interest In Entrepreneurship During The Covid-19 Pandemic Student Of Economic Education Study Program In 2017 Faculty Of Economic, State University Of Medan***

The problem in this research is the low of entrepreneurial in during the covid interest of 2017 faculty of Economics Education Study Program at the Faculty of economics, State University Of Medan.

The purpose of this study was to determine the effect of the use of social media and entrepreneurial creativity on entrepreneurial intention in the 2017 Economics Educations Study Program, Medan State University.

This research was conducted at the Economics Education Study Program, Faculty Of Economic, Medan State University, Jalan. William Iskandar Pasar V Medan. The population in this study were all students of the 2017 Economic Education Study Program, totaling 113 students. The sampling techniques was carried out by random sampling in order to obtain a total sample of 88 students. Data collection techniques were carried out through distributing questionnaires to respondents as many as 22 questions. The data analysis techniques use was the classical assumption test, multiple linear regression analysis, and to test the hypothesis the t test formula (partial), F test, and the coefficient of the determination ( $R^2$ ) were used.

The results showet that in (1), the variabbe of social media use ( $X_1$ ) obtainet  $t_{count}$  of 5.109, thus  $t_{count} > t_{tabel}$  where  $5.109 > 1,992$  with a value of  $Sig.0,000 < 0,05$ . (2) entrepreneurial creativity variable ( $X_2$ ) obtained  $t_{count}$  of 8.462, thus  $t_{count} > t_{tabel}$  where  $8.462 > 1,992$  with a value of  $Sig.0.000 < 0.05$ . (3) simultanneously, the variables of using social media and entrepreneurship creativity have a positive and Significant influence on student entrepreneurship interest during the covid-19 pandemic, the  $F_{count}$  value is  $104.07 > 3.10$  and the  $Sig. 0.000 < 0.05$ . The variables of social media use ( $X_1$ ) and entrepreneurial creativity ( $X_2$ ) countributed to the influence of 71% on student entrepreneurship interest during the covid-19 pandemic. (4) the result of multiple linear regression is  $Y = 0.637 + 0.537X_1 + 0.650X_2 + e$ . The result of the  $R^2$  test is 0.710 or 71% while the remaining 29% is influenced by other variables that are not included in this research model. Thus, it can be concluded that there is an influence between the use of social media and entrepreneurial creativity on interest in entrepreneurship during the covid-19 pandemic, students of the 2017 Economic Education Study Program, Faculty Of Economics, State University Of Medan.

**Keywords:** *Use Of Social Media, Entrepreneurial Creativity, and Interest In Entrepreneurship During The Covid-19 Pandemic.*