

ABSTRAK

Muhammad Farid Adnan NIM: 7163341028 Pengaruh Resiliensi dan Penggunaan Media Sosial terhadap Minat Berwirausaha Di Masa Transisi Covid-19 Mahasiswa Pendidikan Ekonomi Stambuk 2020 Fakultas Ekonomi Universitas Negeri Medan

Isu kajian tersebut antara lain meningkatnya angka pengangguran akibat pandemi Covid-19, jumlah wirausaha yang sedikit, kurangnya minat berwirausaha, dan kurangnya pemanfaatan media sosial untuk berwirausaha. Selain itu, mahasiswa Pendidikan Ekonomi Stambuk 2020 Fakultas Ekonomi Universitas Negeri Medan kurang resilien.

Penelitian dilakukan Penelitian ini dilakukan di Fakultas Ekonomi Universitas Negeri Medan yang beralamat di Jalan Willem Iskandar Pasar V Medan 20221, Sumatera Utara. populasi seluruh mahasiswa aktif Program Studi Pendidikan Ekonomi stambuk 2020 sebanyak tiga kelas dengan total 77 orang. jumlah sampel dari populasi berpatokan pada Proporsi atau tabel *Isaac* dan *Michael* 64 sampel Teknik pengambilan sampling yaitu, *Proporsional Random Sampling* dengan teknik undian. Teknik pengumpulan data berupa pertanyaan kuesioner, dengan jumlah pernyataan sebanyak 43 Pernyataan, adapun pengujian penelitian dilakukan uji Validitas dan uji Reliabilitas, lalu untuk uji asumsi klasik dilakukan uji normalitas dan uji multikolinearitas, pengujian hipotesis dilakukan dengan Regresi linear berganda uji-f, uji-t, dan koefisien determinasi.

Diketahui nilai korelasi berganda sebesar 0,920. Hal ini menunjukkan bahwa kedua variabel tersebut saling berkorelasi secara positif dan memiliki hubungan yang kuat terhadap minat berwirausaha pada mahasiswa Program Studi Pendidikan Ekonomi Stambuk 2020.

nilai koefisien determinasi (R-square) diperoleh sebesar 0,847. Nilai ini mengindikasikan bahwa 84,7% variasi dalam minat berwirausaha dapat dijelaskan oleh variabel Resiliensi dan Penggunaan Media Sosial dalam model regresi linear berganda. Sisanya, sebesar 15,3%, mungkin dipengaruhi oleh faktor-faktor lain yang tidak dimasukkan dalam model ini. Nilai Adjusted R Square sebesar 0,842 maka berkesimpulan bahwa sumbangan pengaruh variabel independen terhadap variabel dependen secara simultan (bersama-sama) sebesar 84,2%. Uji F-test atau uji simultan, ditemukan bahwa nilai F hitung sebesar 168.258, yang lebih besar daripada nilai F tabel sebesar 3.15 dengan derajat kebebasan (df) untuk pembilang/variabel (k) = 61 dan tingkat signifikansi 5%. Selain itu, nilai signifikansi yang diperoleh sebesar 0.001 juga lebih kecil daripada tingkat signifikansi yang ditetapkan (0.05). Hasil uji hipotesis t-test menunjukkan bahwa variabel Resiliensi memiliki pengaruh positif dan signifikan terhadap Minat Berwirausaha, nilai t hitung sebesar 17.984, yang lebih besar dari t tabel sebesar 1,999, dengan nilai signifikansi sebesar 0,001. Selain itu, variabel Penggunaan Media Sosial juga memiliki pengaruh yang positif dan signifikan terhadap Minat Berwirausaha Mahasiswa Program Studi Pendidikan Ekonomi Stambuk 2020 di

Fakultas Ekonomi Universitas Negeri Medan. Hal ini ditunjukkan oleh nilai t hitung sebesar 2.918, yang jauh lebih besar dari t tabel sebesar 1,999, dengan nilai signifikansi sebesar 0,005.

Kata Kunci: Resiliensi, Media Sosial, Berwirausaha

ABSTRACT

Muhammad Farid Adnan NIM: 7163341028 The Effect of Resilience and Use of Social Media on Entrepreneurial Interests During the Covid-19 Transition Period Stambuk Economics Education Students 2020 Faculty of Economics, Medan State University

The problem in this research is the increasing unemployment rate due to the Covid-19 pandemic, as well as the small number of entrepreneurs and the lack of interest in entrepreneurship and the lack of use of social media for entrepreneurship, then the low level of resilience in Stambuk 2020 Economics Education students, Faculty of Economics, Medan State University

Research conducted This research was conducted at the Faculty of Economics, State University of Medan which is located at Jalan Willem Iskandar Pasar V Medan 20221 North Sumatra. The population of all active students of the Economics Education Study Program in 2020 is three batches with a total of 77 people. the number of samples from the population is based on the proportions or tables of Isaac and Michael 64 samples. The sampling technique is proportional random sampling with a lottery technique. The data collection technique was in the form of questionnaire questions, with a total of 43 statements, while research testing was carried out by Validity and Reliability tests, then for the classical assumption test the normality test and multicollinearity test were carried out, the hypothesis test was carried out by multiple linear regression f-test, t-test, and the coefficient of determination.

It is known that the multiple correlation value is 0.920. This shows that the two variables are positively correlated with each other and have a strong relationship to interest in entrepreneurship among students of the Stambuk 2020 Economics Education Study Program. the value of the coefficient of determination (R-square) was obtained at 0.847. This value indicates that 84.7% of the variation in entrepreneurial interest can be explained by the variables Resilience and Use of Social Media in the multiple linear regression model. The remaining 15.3% may be influenced by other factors not included in this model. Adjusted R Square value of 0.842 concludes that the contribution of the independent variable to the dependent variable simultaneously (together) is 84.2%.

In the F-test or simultaneous test, it was found that the calculated F value was 168,258, which was greater than the table F value of 3.15 with degrees of freedom (df) for the numerator/variable (k) = 61 and a significance level of 5%. In addition, the significance value obtained of 0.001 is also lower than the specified level of significance (0.05).

The results of the t-test hypothesis test show that the Resilience variable has a positive and significant influence on Entrepreneurial Interest, the calculated t value is 17,984, which is greater than t table of 1.999, with a significance value of 0.001. In addition, the variable Use of Social Media also has a positive and significant influence on the Entrepreneurial Interests of Students of the Stambuk 2020 Economics Education Study Program at the Faculty of Economics, Medan State University. This is indicated by the t-count value of 2.918, which is far greater than the t-table of 1.999, with a significance value of 0.005.

Keywords: Resilience, Social Media, Entrepreneurship

