

Motivation and Use of Social Media to Increase Student Entrepreneurial Interest

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ABSTRACT

This study aims to find out the learning of entrepreneurship in shaping the potential interest in entrepreneurship in students. This research is a qualitative research using a qualitative descriptive method. The data collection used is by observing, interviewing, and documentation. While in analyzing the data, the researcher uses descriptive qualitative analysis techniques. While checking or checking the validity of the data using triangulation techniques. The sample in this study were 3 classes in odd semester 2019/2020 students. Based on the results of the researchers' initial observations with several students in 3 classes of Industrial Engineering Study Program, Indraprasta University PGRI Jakarta, information was obtained that they said they had not been able to apply the Entrepreneurial Spirit in everyday life. The results of the evaluation carried out at the beginning during the research in the learning process in class, the theoretical learning method alone still does not attract students' interest in learning so that they become interested in addition to the theory of applying entrepreneurial application learning methods in the practice of making products. The results of the study show that entrepreneurship learning is carried out in addition to theory, namely the practical application of how to make a product by involving students

INTRODUCTION

The development trend of the current digitalization era makes it possible and makes it easier for all people to get information quickly. With the rapid development of all technology application networks, especially in the business economic sector, this sector is the most popular. (Darussalam & Suprpto, 2020: 5). Why? Because in general opportunities and opportunities like this can be profitable. According to the 2018 Global Entrepreneurship Index, the number of entrepreneurs in developed countries has reached 14 percent, while in Indonesia it has only reached 3.1 percent and is still smaller than other ASEAN countries such as Singapore, Malaysia, Thailand and the Philippines. Most students in Indonesia are more likely to look for job vacancies after finishing college than opening their own business. If you don't get a job, there is a waiting period to find the job you want. Therefore, being a businessman from an early age is a smart way for successful people. And there are still many students in Indonesia who are still reluctant to do business. In fact, doing business since college is a creative and smart way to prepare yourself after graduating from college. Therefore, in entrepreneurship in higher education, digital technology learning collaboration is indispensable in introducing and motivating a student's interest in entrepreneurship and using social media facilities (Darussalam, & Suparpto, 2020).

In response to this, universities are taking part in encouraging the younger generation, especially students, to become entrepreneurs in this era of the industrial revolution 4.0. Based on the 2018 report by the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia only reached 54.68 percent of the total population, while internet users conducting transaction activities in electronic commerce (e-commerce) were only 63.5 percent (Ministry of Trade. go.id 2019).

METHODOLOGY

The design in this study is qualitative research, here it requires the researcher's theoretical sensitivity. Theoretical sensitivity refers to scientific quality for the researcher personally. The quality in question is an awareness of the complexity of the meaning of data and its function for qualitative research. Everyone can do research, but the level of theoretical sensitivity is relatively different, between researchers and others depending on their background, breadth of knowledge and experience. The concept of the researcher's thinking is influenced by his background knowledge and experience in research, whether related or not to a particular field. As time goes by, theoretical sensitivity can be developed through various experiences that the researcher goes through during the research process. The data collection technique used was direct observation at research locations or field research by seeking and obtaining interview results from students majoring in Industrial Engineering. The method used is observation and interviews. Observation, directly observing the units that have to do with the object of research. Interviews are a question and answer process in research that takes place orally. The object of the research was conducted on Indraprasta PGRI Jakarta students, odd semester 2019/2020. The research was conducted over a period of three months, from October to December 2019.

RESULTS AND DISCUSSIONS

Forming a student entrepreneurial spirit through entrepreneurship learning in the odd semester of 2019/2020, students have learned in theory and practice that they have made many handicrafts such as tissue boxes made from used cardboard base materials beautified with flannel cloth. From the results of interviews with students regarding the learning outcomes of entrepreneurship, it can be concluded that students have received well the subject matter of entrepreneurship in schools. In addition, students can also make handicrafts such as tissue boxes, pencil boxes, bouquets, key chains, and others. With the application of using online media, how to make the results of these products can be quickly obtained and applied.

Based on the interview results, information was obtained from odd semester 2019/2020 students related to entrepreneurship learning at the Industrial Engineering Study Program, Indraprasta University PGRI Jakarta. The formation of an entrepreneurial attitude in students is by directly engaging in business which is considered the most appropriate method in cultivating an entrepreneurial attitude in students. The formation of the entrepreneurial spirit of students through entrepreneurship learning in theory and practice is that they can already make handicrafts such as tissue boxes made from used cardboard base materials beautified with flannel cloth, decorative lights from used goods and so on (Alifah.et.al. 2019).

Based on the results of observations and interviews conducted in the field, from what was initially still temporary and after the research was carried out, several conditions that actually occurred were obtained as follows: (1) students had received material according to the lesson plans; (2) students follow the process of learning activities properly; (3) already understand entrepreneurial material such as handicraft materials, processing of regional specialties and other materials are still in the learning process. (4) students have attended several practices held in class by lecturers, and are already able to make handicrafts such as boxes tissues, pencil cases, bouquets, bags made from recycled materials and many others; (5) Entrepreneurship lectures are equipped with an entrepreneurship incubator container.

CONCLUSIONS AND RECOMMENDATIONS

Entrepreneurship learning in tertiary institutions besides being given material on entrepreneurial theory is also equipped with practice on how to make a product. From here, courage will be formed, growing ideas, creativity and innovation from students in entrepreneurship. Students need motivation and a strong desire to become a reliable entrepreneur. Social media can be a tool for opening a business while increasing student business interest. Lecturers and educational observers can create a program that uses social media as a connecting medium between producers and consumers.

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FURTHER STUDY

This research can be developed in the future on other variables. besides that the results of the research can provide input to entrepreneurship education practitioners.

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