

## THE INFLUENCE OF SOCIAL MEDIA AND MOTIVATION ON INTEREST IN ENTREPRENEURSHIP IN STUDENTS

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**Abstract.** This study aims to analyze the influence of social media and motivation on students' interest in entrepreneurship. The development of information technology, especially social media, has had a significant impact on various aspects of life, including interest in entrepreneurship. In this study, the method used is quantitative. The variables to be tested are social media, motivation and interest in entrepreneurship. The population in this study were students of Wahid Hasyim University Semarang. The number of samples used was 35 respondents from the 2020 to 2022 batch. The observed variables included the use of social media, motivation, and interest in entrepreneurship. There was a soft focus on his study showing that social media and motivation simultaneously had a significant influence on entrepreneurial interest at the significance level of 0.000.

**Keyword:** *Social Media; Motivation; Interestin Entrepreneurshi*

### INTRODUCTION

In the increasingly advanced digital era, social media has become an inseparable part of everyday life, especially among students. Social media offers convenience and broad connectivity, enabling students to interact, share information, and be involved in communities online. However, the impact of social media on interest in entrepreneurship in students is still an interesting research topic to be explored.

Students are an important group in efforts to build entrepreneurship in a country. They are future entrepreneurs who can drive economic growth, create jobs, and contribute to innovation. Therefore, it is important to understand the factors that influence students' interest in entrepreneurship. One of the factors influencing interest in entrepreneurship is social media. Students spend a lot of time on social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. Social media is not only a source of information, but also provides access to entrepreneurial success stories, business opportunities, and communities relevant to entrepreneurship. However, the influence of social media on interest in entrepreneurship in students can be dual. On the one hand, social media can inspire and motivate students to start their own business. On the other hand, social media can also create social comparisons that lower students' motivation and self-confidence in entrepreneurship.

In addition, motivation also has a crucial role in shaping student entrepreneurship interest. Strong motivation, such as the desire to be creative, the desire to be independent, and the passion to achieve success, can be a strong driving force in starting a business. This motivation can be strengthened through an educational approach that develops entrepreneurial skills, provides an understanding of business processes, and provides appropriate support. In this context, it is important to identify and understand the influence of social media and motivation on students' interest in entrepreneurship. With a better understanding of these factors, appropriate strategies and approaches can be developed to increase interest in entrepreneurship and prepare students to become successful entrepreneurs in the future.

Based on the explanation above, the formulation of the problems contained in this study include the following:

1. Does social media have an effect on students' interest in entrepreneurship?
2. Does motivation affect students' interest in entrepreneurship?

The objectives of this research include:

The purpose of this study was to examine the influence of social media and motivation on students' interest in entrepreneurship. In this study, quantitative research methods will be used to collect data that can be measured numerically and carry out relevant statistical analysis.

## **METHOD**

This study uses a quantitative approach with the aim of investigating the influence of social media and motivation on student interest in entrepreneurship at Wahid Hasyim University Semarang in the 2020-2022 period. The research population consisted of students from the Management Economics study program at the Faculty of Economics and Business , Wahid Hasyim University, Semarang. Data samples were taken using the purposive random sampling method and the number of samples taken from each generation (2020, 2021 and 2022) was 35 people.

The research data was collected using a quantitative method. Primary data was obtained by distributing questionnaires to students enrolled in the Economics and Management study program at Wahid Hasyim University Semarang in 2020, 2021 and 2022 through the Google Form online platform. Meanwhile, secondary data was obtained through the internet and literature. The data collection technique used a questionnaire containing questions about the use of social media, motivation, entrepreneurial business knowledge, and interest in entrepreneurship. This questionnaire will be distributed to active students of the Management Economics study program for the 2020, 2021, and 2022 batches at Wahid Hasyim University, Semarang.

Data analysis in this study used an interval scale using an attitude instrument in the form of a checklist using a 5-point Likert scale, namely strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1). Furthermore, the data will be analyzed using the SPSS version 25 program. In this analysis, it will be explored how the independent variables, namely motivation for using social media (x1) and motivation (x2), affect entrepreneurial interest (y) both positively and negatively.

## **RESULTS AND DISCUSSION**

The number of respondents in this study is 30% from each class of 2020, 2021, and 2022, with a total of 35 students from the management study program at Wahid Hasyim University Semarang. To see the distribution of respondents in this study, it can be seen in the following table:

Test	Gender	Frequenc y	Percentage
1	Man	6	17%
2	Woman	29	83%

Based on the table above, there were 6 male respondents (17%) and 29 female respondents (83%). Thus, it can be concluded that the number of female students who answered the questions in this study was more than male students.

Respondents by year of class

No	yearclass	Frequenc y	Percentage
1	2020	24	69%
2	2021	10	29%
3	2022	1	2%

Based on the table above, respondents from the management economics study program at Wahid Hasyim University Semarang are divided by class year, namely 1 respondent (2%) from class 2022, 10 respondents (29%) from class 2021, and 24 respondents (69%) from class 2020. This shows that the number of respondents varies in each class year. In this study, researchers used a questionnaire with the variables social media, motivation, and interest in entrepreneurship to 35 respondents. Based on the scores obtained, the respondents were divided into 5 categories, namely:

Strongly agree	(5)
Agree	(4)
Neutral	(3)
Don't agree	(2)
Very No Agree	(1)

modelsummar y			
Model	R	Rsquare	Adjusted r square
1	.767 <sup>a</sup>	.589	.564
Std. Errorofthees timate			
.730			
A. Predictors:(constant), motivation(x2), social media(x1)			

From the appearance of the output of the SPSS model summary, the magnitude of adjusted  $r^2$  is 0.564, this means that 56.4% of the variation in income can be explained by the variation of the two independent variables social media and motivation. While the rest (100% - 56.4% = 43.6%) is explained by other reasons outside the model.

Test Statistic F						
Anova <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	25.174	2	12,587	23,634	.000 <sup>b</sup>
	residual	17,576	33	.533		
	Total	42,750	35			

A. Dependent variable: interest in entrepreneurship (y)  
 B. Predictors: (constant), motivation(x2), social media(x1)

From the Anova test or f test, the calculated f value is 23,634 with a probability of 0,000. Because the probability is much smaller than 0.05, social media and motivation affect entrepreneurial interest. Therefore, the second hypothesis in this study can be approved. The results showed that the simultaneous influence of social media and motivation on students' interest in entrepreneurship at the Faculty of Economics and Business, Wahid Hasyim University Semarang was positive and significant.

Multiple Linear Regression						
Coefficients <sup>a</sup>						
Model		Unstandardized coefficients		Standardized coefficients	Q	Sig.
		B	std. Error	Betas		
1	(constant)	-.253	.612		-.414	.682
	Social Media(x1)	.139	.135	.127	1,026	.312
	Motivation (x2)	.801	.141	.703	5,674	.000

A. Dependent variable: interest in entrepreneurship (y)

Of the two independent variables included in the social media variable regression model, it is not significant. This can be seen from the significance probability for social media of 0.312, far above 0.05. While motivation is significant at 0.05. From this it can be concluded that the variable interest in entrepreneurship is motivated by a mathematical equation:

Interest in entrepreneurship:  $-0.253 + 0.139 \text{ social media} + 0.801 \text{ motivation}$

A. The above results are expressed in the form of the equation  $\text{any} = -0.253 + 0.139x_1 + 0.801x_2 + et$ . This equation shows that the motivation variable (0.801) has a greater coefficient than the social media variable (0.139).

B. The coefficient value of the social media variable (x1) is 0.139 indicating that the social media variable has a positive effect on student interest in entrepreneurship. That is, any increase or decrease in the value of the social media variable will cause an increase or decrease of 0.139 points in interest in entrepreneurship (y) for students at the Faculty of Economics and Business, Wahid Hasyim University, Semarang.

C. The coefficient value of the motivational variable ( $x_2$ ) is 0.801 indicating that the motivational variable has a positive effect on student interest in entrepreneurship at the Faculty of Economics and Business, Wahid Hasyim University, Semarang.

D. It can be concluded that these two variables indicate that interest in entrepreneurship is more influenced by motivational variables than social media variables.

### **Conclusion**

Through in-depth analysis, it can be concluded that social media and motivation have a significant influence on the interest in entrepreneurship of Wahid Hasyim University Semarang students. There is a positive and significant influence between social media on the interest in entrepreneurship of Wahid Hasyim University Semarang students, and there is no positive and insignificant effect between motivation on interest in entrepreneurship for Wahid Hasyim University students, Semarang.

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