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Pengaruh Pemanfaatan Jaringan Bisnis dan Media Sosial terhadap Minat Berwirausaha pada Siswa SMK Negeri 1 Amuntai

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ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh dari pemanfaatan jaringan bisnis dan media sosial terhadap minat berwirausaha di SMK Negeri 1 Amuntai. Penelitian ini mengukur pengaruh pemanfaatan jaringan bisnis dan media sosial terhadap minat berwirausaha. Jenis penelitian ini adalah Kuantitatif dengan uji t Parsial dan uji F Simultan. Penelitian ini dilakukan di SMK Negeri 1 Amuntai dengan cara pengambilan data kuisioner. Hasil Penelitian menunjukkan t parsial pada variabel pemanfaatan jaringan bisnis (X1) terhadap variabel minat berwirausaha (Y) dengan nilai signifikansi (2-tailed) $p = 0,000, < 0,05$, yang berarti terdapat pengaruh pemanfaatan jaringan bisnis terhadap minat berwirausaha siswa SMK Negeri 1 Amuntai. Hasil uji Hasil t parsial pada variabel pemanfaatan media sosial (X2) terhadap variabel minat berwirausaha (Y) mendapatkan nilai signifikansi (2-tailed) $p = 0,456, > 0,05$ yang berarti tidak terdapat pengaruh pemanfaatan media sosial terhadap minat berwirausaha siswa SMK Negeri 1 Amuntai. Kemudian secara keseluruhan hasil uji F Simultan menunjukkan angka yang signifikan antara jaringan bisnis dan media sosial terhadap minat berwirausaha dengan nilai signifikansi $p = 0,000, < 0,05$ yang berarti terdapat pengaruh yang signifikan antara jaringan bisnis (X1) dan media sosial (X2) terhadap minat berwirausaha (Y) pada siswa SMK Negeri 1 Amuntai.

Kata kunci: Jaringan Bisnis, Media Sosial, Minat Berwirausaha

The Influence Of Utilizing Business Networks And Social Media On Entrepreneurial Interest Of SMK Negeri 1 Amuntai Students

ABSTRACT

This study aims to determine the effect of the use of business networks and social media on the interest in entrepreneurship at SMK Negeri 1 Amuntai. This study measures the effect of using business networks and social media on entrepreneurial intentions. This type of research is Quantitative with Partial t test and Simultaneous F test. This research was conducted at SMK Negeri 1 Amuntai by taking questionnaire data. The results of the study show partial t on the variable business network utilization (X1) on the interest in entrepreneurship (Y) with a significance value (2-tailed) $p = 0.000, < 0.05$, which means that there is an influence on the use of business networks on the interest in entrepreneurship at SMK Negeri 1 Amuntai. Test results Partial t results on the social media utilization variable (X2) on the interest in entrepreneurship variable (Y) obtain a significance value (2-tailed) $p = 0.456, > 0.05$, which means that there is no effect of the use of social media on the interest in entrepreneurship in State Vocational High School students 1 Amuntai. Then overall the results of the Simultaneous F test show a significant number between business networks and social media on entrepreneurial interest with a significance value of $p = 0.000, < 0.05$, which means there is a significant influence between business networks (X1) and social media (X2) on interest in entrepreneurship (Y) in students of SMK Negeri 1 Amuntai.

Keyword: Business Networks, Socialmedia, Entrepreneurial Interests

INTRODUCTION

With more people looking for work but fewer positions available, Indonesia's unemployment rate continues to rise. There is a mismatch between the labor force and available jobs. Unemployment is a symptom of people not interested in taking risks and starting their own businesses. The Central Statistics Agency (BPS) reported in August 2021 that 9.10 million people in Indonesia are unemployed.

According to figures released by the Indonesian Central Bureau of Statistics, the unemployment rate in Indonesia has increased during the first quarter of 2021. Entrepreneurship is one solution to the widespread unemployment problem. Unemployment has been a chronic problem in Indonesia, but entrepreneurship offers a viable solution.

According to Rahayu and Laela(2018)To define entrepreneurship, we need to look at conditions where business actors (entrepreneurs) are responsible for the entire process of identifying new products, determining concepts and production processes, developing strategies for marketing and managing capital, and so on. The desire to become an entrepreneur is the most important quality of an entrepreneur, because the ability to become an entrepreneur does not come by itself but must be learned and developed.

When someone is really interested in something, they develop a strong emotional investment in it, often accompanied by a sense of excitement, which motivates them to pursue it on their own time.. According to Hurlock in(Kambuaya, 2015)states that interest is an experience that generates curiosity. While Slameto is in Asmani inside(Srait, 2016)says that: "Interest is a natural inclination toward a subject or activity of interest. Desire, interest, and willingness to work hard or be strong-willed to try optimally in order to make ends meet without fear of risks that will occur and the willingness to learn from failure characterizes an entrepreneur.(Rahayu & Laela, 2018).

The impact of social networks is the main driver of this interest. Rajindra and Hais research(2019)shows that Muhammadiyah University students in Palu have shown an increased interest in starting a business partly thanks to their use of social media. Network is a series of interconnected processes that operate together to carry out the main goals and support the company(S. Klerk & Saayman, 2012). Networking provides a number of advantages that are critical to a successful professional life. According to Brehm and Rahm, who emphasize social networks, social capital is a system of trust and cooperation between individuals in a community that enables them to deal with and deal with problems more effectively.(Sienatra & Tejo, 2017).

Leveraging pre-existing social media such as Instagram, Facebook and others can help build a business network. Kent(2013)define social media" are any and all

forms of media for two-way communication and feedback (Kumar, 2020) People can move from passive consumers of content to active contributors thanks to the convergence of sociology and technology that is social media.

Even though with this condition there are still many social media users who only use it as friends without using it as a way to build a business. With the growing popularity of platforms like Twitter, Instagram, Facebook and so on, it is not surprising that many new businesses are announced through these channels. Saputra's research (2019) stated that 97% of students claimed to be active users of social media.

Based on the results of observations made at SMK Negeri 1 Amuntai, that students have not optimally utilized business networks for entrepreneurship so it is necessary to optimize the potential of students.

Table 1. Recapitulation of Observations on the Use of Facebook and Instagram

No	Utilization	Frequency	%
1	Communication	25 students	24,3
2	Businessman	6 students	5,8
3	Entertainment	71 syava	68,9
Amount		102 students	100.00

Source: primary data for 2022

From the table above, it can be seen that the number of students who use social media for entrepreneurship is not too large. The number of students who use social media for entrepreneurship is only 5.8%. While a large number is found in the use of social media as mere entertainment, of course this is less positive than maximizing the functions and benefits of social media.

Analyzing from the table, there are still a small number of students, namely 6 students who have started using the network to run their business through social media. Given this, it certainly needs to be investigated further regarding the influence of business networking and social media on entrepreneurial interest at SMK Negeri 1 Amuntai.

One issue that has been addressed is the fact that social media is primarily used for hysteria while still having the ability to grow businesses. There is just a limited benefit of Jejaring business social media for conducting business. Anyhow, the objective that needs to be accomplished in this study is as follows:

1. Understanding the implications of the jejaringbisnis's use of the minat berwirausaha in SMK Negeri 1 Amuntai.
2. Understanding the impact of social media use on the number of students who are enrolled in SMK Negeri 1 Amuntai.

3. Understanding the impact of social media and journalism on the minat berwirausaha at SMK Negeri 1 Amuntai.

RESEARCH METHODS

In this research, we take a quantitative associative approach. Gaining insight through numerical analysis is the domain of quantitative knowledge. This research strategy uses numerical data analysis. This is an example of an associative study, which seeks to establish a relationship between two or more variables by investigating their interactions and identifying the influence or correlation between them, that is, between the independent and dependent variables.

SMKN 1 Amuntai became the research location. All 986 students at SMK Negeri 1 Amuntai were included in this study. The Slovin method was used to determine the sample size, and 285 samples were collected. Questionnaires were used to collect information for this study. Partial t tests and simultaneous F tests, along with the Anacova test to measure the effect of variables controlled by other variables, were used for data analysis.

RESULTS & DISCUSSION

The effect of using business networks on entrepreneurial interest is controlled by social media variables (anacova test). Anacova test results show a significance number (2-tailed) $p = 0.000$, <0.05 in the following table.

Table 2. The results of the X1 anaconova test against Y

Tests of Between-Subjects Effects					
Dependent Variable: Interest in Entrepreneurship					
Source	Type III Sum of Squares	Df	MeanSquare	F	Sig.
Corrected Model	35904,970a	34	1056,029	24,229	,000
Intercepts	2010,287	1	2010,287	46,123	,000
x1	4467,392	1	4467,392	102,497	,000
x2	8220,267	33	249,099	5,715	,000
Error	10896,364	250	43,585		
Total	2992593,000	285			
Corrected Total	46801,333	284			

a. R Squared = .767 (Adjusted R Squared = .736)

Source: primary data 2022

After controlling for social media, it was concluded that there was an influence of business networks on the interest in entrepreneurship in students of SMK Negeri 1 Amuntai.

The influence of the use of social media on the interest in entrepreneurship is controlled by the business network variable (t anacova test). Anacova test results show a significance number (2-tailed) $p = 0.000$, <0.05 in the following table.

Table 3. The results of the X1 anaconova test against Y

Tests of Between-Subjects Effects					
Dependent Variable: Interest in Entrepreneurship					
Source	Type III Sum of Squares	df	MeanSquare	F	Sig.
Corrected Model	38325,195a		912,505	26,053	,000
Intercepts	9647,096		9647,096	275,432	,000
x2	56,646		56,646	1.617	,205
x1	17264,259		421,079	12.022	,000
Error	8476,138	2	35,025		
Total	2992593,000	2			
Corrected Total	46801,333	2			

a. R Squared = .819 (Adjusted R Squared = .787)

Source: primary data 2022

After controlling for business networks, it was concluded that there was an influence of social media on the interest in entrepreneurship of students at SMK Negeri 1 Amuntai.

Effect of using business networks on entrepreneurial interest and social media on entrepreneurial interest (partial t test)

Table 4. t Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	std. Error	Betas		
1	(Constant)	31,001	3,660		8,469	0.000
	X1	1,181	0.123	0.718	9,634	0.000
	X2	,116	0.155	0.056	0.746	0.456

Source: primary data 2022

From the data presented in the table above, it can be concluded that there is a positive relationship between participation in business networks and enthusiasm for starting a business, with a significance level of t-test p-value $0.000 < 0.05$. In this study the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is denied. Thus it can be concluded that X1 (utilization of student business networks) has a significant effect on Y (students' interest in starting their own business) at SMK Negeri 1 Amuntai.

The significance value of the difference between the use of social media and an interest in entrepreneurship is $p = 0.456 > 0.05$, according to other test results. In this study, the researcher decided to accept H_0 and reject H_a , or the hypothesis that

the results would be different. It can be concluded that the interest of students at SMK Negeri 1 Amuntai to start their own business (Y) is not significantly related to the use of social media (X2).

The results of the two t-tests show that students' interest in starting their own business at SMK Negeri 1 Amuntai (Y) is influenced by the variable utilization of business networks (X1). Meanwhile, the interest in entrepreneurship at SMK Negeri 1 Amuntai (Y) is not influenced by social media variables (X2).

The Effect of Business Networks and Social Media on Entrepreneurial Interests

The results of the F test conducted at the same time revealed a statistically significant difference between business networks and social media on the level of interest in entrepreneurship, with a p-value of $0.000 < 0.05$. (table below). In this study the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected.

Table 5. Simultaneous F test results

TEST F						
Model	Sum of Squares	f	Mean Square	F	Sig.	S
on	Regression	27502,463	82	1375,1232	200,688	,000b
	Residual	19322,744		68,520		
	Total	46825,207		84		

Source: primary data for 2022

Business contacts (X1) and online communities (X2) have a significant influence on the enthusiasm of students at SMK Negeri 1 Amuntai to start their own company (Y). Determinant coefficient analysis (R square) was carried out to determine the strength of the relationship between the use of business networks (X1) and social media (X2) with an interest in entrepreneurship (Y). Here is the result of R square:

Table 6. Table R Square

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,766a	,587	,584	8.27770

Source: primary data for 2022

The results of the model summary show an R square of 0.587 which is the value of the determinant coefficient. Based on these data it can be concluded that variable Y (interest in starting a business) is influenced by variables X1 (using business networks) and X2 (using social media) simultaneously by 58.7%. While the rest is influenced by factors that are not included in the regression equation.

Correlation analysis aims to determine the relative and effective contribution of business networks (X1) and social media (X2) to the entrepreneurial mindset (Y). See the following table for the results of the correlation analysis:

Table 7. Correlation test results

Correlations		X1	X2	Y
X1	Pearson Correlation	1	,858**	,766**
	Sig. (2-tailed)		,000	,000
	N	285	285	285
X2	Pearson Correlation	,858**	1	,672**
	Sig. (2-tailed)	,000		,000
	N	285	285	285
Y	Pearson Correlation	,766**	,672**	1
	Sig. (2-tailed)	,000	,000	
	N	285	285	285

Source: primary data for 2022

The table above shows that there is a significant relationship between the two variables of business network utilization (X1) and entrepreneurial interest (Y), with a sig value (2-tailed) 0.000 0.05. Based on the data in the table above, there is also a statistically significant relationship between the variable interest in entrepreneurship (Y) and social media participation (X2).

The following is a summary table to help determine how much impact each donor has by calculating their SE and SR:

Table 8. Summary table for calculating effective contributions and relative contributions

Variable	Regression Coefficient (Beta)	(r)	Rsquare
X1	0.718	0.766	,587
X2	0.056	0.672	

Source: primary data for 2022

From the table above, it is possible to calculate the effective contribution (SE) and relative contribution (SR) of each variable to the independent variables.

Effective Contribution (SE)

Effective Contribution of business network utilization variable (X1) to interest in entrepreneurship (Y)

$$SE(X1) = 0.718 \times 0.766 \times 100\%$$

$$SE(X1) = 54.9\%$$

Effective Contribution of social media variables (X2) to interest in entrepreneurship (Y)

$$SE(X2) = 0.056 \times 0.672 \times 100\%$$

$$SE(X2) = 3.8\%$$

Total Effective Contribution (SE)

$$SE(T) = 54.9\% + 3.8\%$$

$$SE(T) = 58.7\%$$

Conclusion :

Utilization of business networks (X1) is known to have a Significant Influence (SE) of 54.9 percent on interest in starting a business (Y). Meanwhile, 3.8% can be attributed to the impact of X2, whether there is social media, on Y, the prevalence of entrepreneurial interest. So that the use of business networks (X1) has a stronger influence on entrepreneurial interest (Y) compared to the use of social media (X2). Total SE reached 58.7 percent.

Relative Contribution (SR)

Relative Contribution of business network utilization variable (X1) to interest in entrepreneurship (Y)

$$SR(X1) = 54.9\% / 58.7\%$$

$$SR(X1) = 93.7\%$$

The relative contribution of social media variables (X2) to entrepreneurial interest (Y)

$$SR(X2) = 3.7\% / 58.7\%$$

$$SR(X2) = 6.3\%$$

Total Relative Contribution

$$SR(T) = 93.7\% + 6.3\%$$

$$SR(T) = 100\%$$

The results of the calculation above show that the variable utilization of business networks (X1) contributes 93.7 percent to the interest in entrepreneurship (Y). Meanwhile, 6.3% of the total variance of interest in entrepreneurship (Y) can be associated with the variable use of social media (X2). For overall SR greater than or equal to 1.

Discussion

The results of the partial t-test support the null hypothesis that the independent variable has a positive effect on the dependent variable (utilization of business networks, X1) provided. Meanwhile, X2 (social media-related variable) has zero

effect on Y. The results of the partial t-test on the effect of business networking (X1) on entrepreneurial spirit (Y) show a significant number (2-tailed) $p = 0.000$, <0.05 , indicating that students of SMK Negeri 1 Amuntai greatly benefit from business networking.

Another partial test between the use of social media (X2) and interest in entrepreneurship (Y) shows a significance number, namely (2-tailed) $p = 0.456$, > 0.05 which indicates that there is no effect between the use of social media (X2) and interest in entrepreneurship (Y). interest in entrepreneurship (Y) among students of SMK Negeri 1 Amuntai.

There is a significant influence between business networks (X1) and social media (X2) on interest in entrepreneurship (Y) in students of SMK Negeri 1 Amuntai which is shown from the results of the F test simultaneously indicating a significant difference between business networks and social media (X2) . interest in entrepreneurship with a significance value of $p = 0.000 < 0.05$.

The results of the above research are supported by Andika Baliputra Suryawan's research(2020)with the title The Influence of Mindset, Understanding and Networking on Student Interests in Entrepreneurship in the Move Program. The results show that contact in the business world has a significant impact on a person's desire to strike out on his own.

Other research gave different results to the results of this study, namely the research of Mesiana Listiawati, Cicilia Dyah SI and Susantiningrum(2020)with the title The Effect of Entrepreneurship Learning and Utilization of Social Media on Interest in Entrepreneurship in FKIP UNS Students. The use of social media was found to have a statistically significant positive effect ($t \text{ count} = 5.033 > t \text{ table} = 1.9855$) on participants' enthusiasm to start their own business.

Meanwhile, Tio Prasetyo's research(2020)with the title Analysis of the Influence of Use of Social Media, Intrinsic Motivation, and Entrepreneurial Knowledge on Student Entrepreneurial Interests, the results support the research results obtained by the author. The results of this study indicate that the variable use of social media has no significant effect and has a positive correlation to interest in entrepreneurship.

In contrast to the findings of other researchers, the authors of this study found a statistically significant correlation between exposure to entrepreneurship education and use of social media to promote business creation(Handayani et al., 2020). Other studies have found the opposite; specifically, that there is a positive correlation between the level of motivation of individuals in their use of social media and the level of their interest in starting their own business ($r = 0.000$)(Prasetyo & Hariyani, 2020).

The results of another study which stated that social media and the family environment had an effect on interest in entrepreneurship by 46.7% also contradicted the findings of this study (Gustina et al., 2018). However, other studies have found that the use of social media has a partially positive and significant influence on a person's tendency to become an entrepreneur (Sumerta et al., 2020).

Consistent with the findings of this study, previous research found that the use of social media for business purposes can have a positive and significant impact on the desire to start a business (Fourqoniah, 2015). Business social networks were found to have an average score of 4.01 and an average score on the interest in entrepreneurship variable of 3.98, corroborating the research findings mentioned above. The significance of this agreement has led many to conclude that social media can play an important role in driving the increasing popularity of entrepreneurship (Rajindra & Kadir, 2019).

There are some inconsistencies between the findings of this study and other studies that have compared these findings; this may be due to differences in study design, sample size, or other factors. For this reason, it can be stated that entrepreneurial interest (Y) is influenced by the business network variable (X1) but not influenced by variables related to entrepreneurial interest (Y).

CONCLUSION & SUGGESTION

Students' interest in starting their own business at SMK Negeri 1 Amuntai can be boosted by establishing relationships with other entrepreneurs through the use of business networks, as indicated by the very significant results of the partial t test. As much as 54.9% of the variable interest in entrepreneurship (Y) can be associated with X1, or the use of business networks, in contrast to X2, namely the use of social media. Based on the results of the partial t test, it can be seen that the interest in entrepreneurship at SMK Negeri 1 Amuntai is not related to the use of social media (X2), which is the hypothesis being tested. This is supported by the effective contribution of variable X2 (use of social media) to variable Y (interest in entrepreneurship) of only 3.8%. The high level of significance of the simultaneous F test indicates that students at SMK Negeri 1 Amuntai are more interested in entrepreneurship after knowing the benefits of using business networks (X1) and social media (X2). This finding is supported by data showing that exposure to business networks (X1) and social media platforms (X2) has a significant impact on entrepreneurial interest (Y), with a percentage of 58.7 percent. This research has been attempted and carried out based on scientific procedures, however, it still has research limitations, namely:

1. The factors that influence entrepreneurial interest in this study only consist of 2 variables, namely business networks and social media, while there are still many factors that can influence entrepreneurial interest.
2. There are limitations to research using a questionnaire, namely that sometimes the answers given are not in accordance with the actual situation.
3. This research was only conducted at SMK Negeri 1 Amuntai as a respondent so the results of this study cannot be generalized or cannot represent all attitudes towards the use of business networks and social media towards entrepreneurial interests

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