

THE INFLUENCE OF SOCIAL MEDIA AND ENTREPRENEURSHIP KNOWLEDGE ON INTEREST IN ENTREPRENEURSHIP THROUGH BUSINESS MOTIVATION OF STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS HASANUDDIN UNIVERSITY MAKASSAR

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ABSTRACT

This study aims to determine the effect of social media and entrepreneurial knowledge on interest in entrepreneurship through business motivation in students of the Faculty of Economics and Business at Hasanuddin University. This research was conducted at the Faculty of Economics and Business at Hasanuddin University by taking information from students in 2018 using a questionnaire, with a total sample of 200 students. The data were analyzed using a quantitative approach and processed using the SPSS version 22 application. The results of this study indicate that social media has a significant effect on business motivation for economic and business faculty students, in contrast to entrepreneurial knowledge which has no significant effect on economic and business faculty students. Then the influence of social media, entrepreneurial knowledge and business motivation have a positive effect on business interest in economics and business faculty students. Then based on the results of the intervening the influence of social media and business knowledge has a significant effect on business interest through business motivation. This shows that students of the Faculty of Economics and Business at the Indonesian Muslim University have a high enthusiasm for entrepreneurship.

Keywords: social media; entrepreneurial knowledge; entrepreneurial motivation; business interest.

A. INTRODUCTION

A country is said to be growing well or poorly, it can be seen through macroeconomic variables that are used as a measure of economic performance. One indicator to measure the rate of economic growth is the unemployment rate. Unemployment is not a new thing in Indonesia, especially in the era of globalization where the level of competition to find work is increasingly competitive, while the available job opportunities are increasingly limited. Along with the increase in population and the changing era of industrialization, new problems also arise in it. In facing the era of globalization, it is not only needed the readiness of human resources who are ready to work, but also must be able to prepare and open jobs so as to reduce the number of unemployed (Inanna et al., 2019).

Unemployment is a major problem, especially in developing countries such as Indonesia with a high population growth rate. The high number of population growth in Indonesia, in fact, is not balanced with the growth in job opportunities or the availability of jobs in the community. There are eight indicators that are the cause of the high number of unemployed in Indonesia, including (1) There is an imbalance between work and the number of workers that increases every year, (2) Advances in technology, (3) The number of criteria for job

seekers that do not match the company's demands, (4) There are problems in skills and education, (5) The poverty rate, (6) There are layoffs (Termination of Employment), (7) Lack of equal distribution of job vacancies in several regions, (8) There is competition in the era of the global market.

The phenomenon of reduced employment opportunities is caused by an imbalance between the number of workers and employment. Then, the quality or quality of the workforce is also relatively low. The increasing number of unemployment has become one of the social problems that need a solution. This condition can be reduced if we try to create jobs. The problem of unemployment, especially at the student level, can certainly be minimized by directing students to entrepreneurship. Students of one of the intellectual classes in the community should be the pioneers in developing the entrepreneurial spirit. According to Alma (2011:6) states that with the provision of the highest education obtained in college and the idealism formed, university graduates are expected to be able to develop themselves into entrepreneurs, not the other way around. However, for this reason, all young people who have creativity and knowledge that have been obtained in the world of education, should have the mentality for entrepreneurship rather than relying on job hunting with millions of unemployed who are also looking for work.

Based on these conditions, one alternative to be able to solve the problem of unemployment in Indonesia is to foster an entrepreneurial spirit in students. Interest plays a very important role in life and has a great impact on attitudes and behavior. Someone who is interested in an activity will pay attention to that activity consistently with pleasure. Interest is not only expressed in an interest or statement that someone is interested in an activity, but can also be expressed through active participation in the activity. Interest in entrepreneurship is not simply owned, but can be nurtured and developed. Instilling entrepreneurial interest in students, of course, many factors can influence the interest in entrepreneurship. According to Sampurna (2015) that interest in entrepreneurship is a person's sense of interest and desire to open a business by daring to take risks in various opportunities. Interest in entrepreneurship needs to be grown to prepare students to be able to compete in the face of competition in the world of work. Students are expected to become educated young entrepreneurs who are able to start their own businesses independently, so that they can be used as the foundation of community expectations in opening employment opportunities.

The students are expected to become educated young entrepreneurs who are able to start their own businesses, so that they can be used as the foundation of community expectations in opening new jobs. Students must have confidence in themselves to do this, besides that a supportive family environment will create strong motivation for students who will do entrepreneurship. Because the family environment has a major role in influencing the development of children's behavior. In the family environment, children get attention, affection, encouragement, guidance, role models, and the fulfillment of economic needs from parents so that children can develop all their potential for future development. Seeing this condition, of course, a solution is needed to solve the problem. Where one of them is a student who is required to be able to think creatively to become an *entrepreneur*. Basically, an increase in population will affect population growth and consequently make the number of the labor force higher every year. So as to overcome the imbalance between the number of jobs and the number of unemployed undergraduate graduates to encourage and foster student interest in entrepreneurship.

Entrepreneurship is always related to individual factors, because in pursuing the world of entrepreneurship is not as easy as imagined. It takes a special knowledge possessed by business owners about entrepreneurship to navigate the competition between other entrepreneurs, uncertain situations, the necessity to establish good relationships with many people as business relations (Hanifati, 2017).

Based on the description of the background presented, the authors are interested in raising the topic of research with the title "The Influence of Social Media and Entrepreneurship Knowledge on Interest in Entrepreneurship through Business Motivation in Economics and Business Students, Hasanuddin University Makassar"

B. LITERATURE REVIEW

Marketing Management Marketing

Management is the process of analyzing, planning, organizing and managing programs that include the conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve company goals. Suparyanto & Rosad (2015:1)

2. Social Media

Kotler and Keller (2012: 568), Explain that social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa. The role of social media is increasingly recognized in boosting business performance. social media allows small businesses to change the way they communicate with customers.

3. Knowledge of Entrepreneurship

Cahyani (2018) defines entrepreneurial knowledge as everything that is known about all forms of information in one's memory and understanding of entrepreneurship activities. According to Mustofa in Hendrawan, JS, and Sirine, H (2017: 299) that entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action, so that it can create ideas or opportunities and can be put to good use.

4. Interest in Entrepreneurship

Fuad'i & Fadli (2009: 93), explains that Interest in entrepreneurship is an interest, desire and availability of a person through ideas and innovations that are owned to work hard to meet their needs without fear of the risks that will occur, can accept challenges , confident, creative, and innovative and have the ability to meet their needs.

5. Business Motivation

Hamalik (2004: 161), reveals that business motivation is to encourage behavior and influence and change behavior. Motivation also serves to influence the interest in entrepreneurship. Adequate entrepreneurial motivation will encourage active behavior in entrepreneurship.

6. Research Hypothesis A

Hypothesis is a provisional assumption that is considered to be most likely to be the correct answer. From the other side, it can also be said that the hypothesis in this study is a temporary answer.

1. H1: Social media has a positive and significant effect on business motivation
2. H2: Knowledge of entrepreneurship has a positive and significant effect on motivation business
3. H3: Social media has a positive and significant effect on interest in entrepreneurship
4. H4 : Knowledge of entrepreneurship has a positive and significant effect on interest in entrepreneurship
5. H5: Business motivation has a positive and significant effect on interest in entrepreneurship
6. H6: Social media has a positive and significant effect on interest in entrepreneurship with motivation as an intervening variable
7. H7: Knowledge of entrepreneurship has a positive and significant effect on interest in entrepreneurship with motivation as an intervening variable

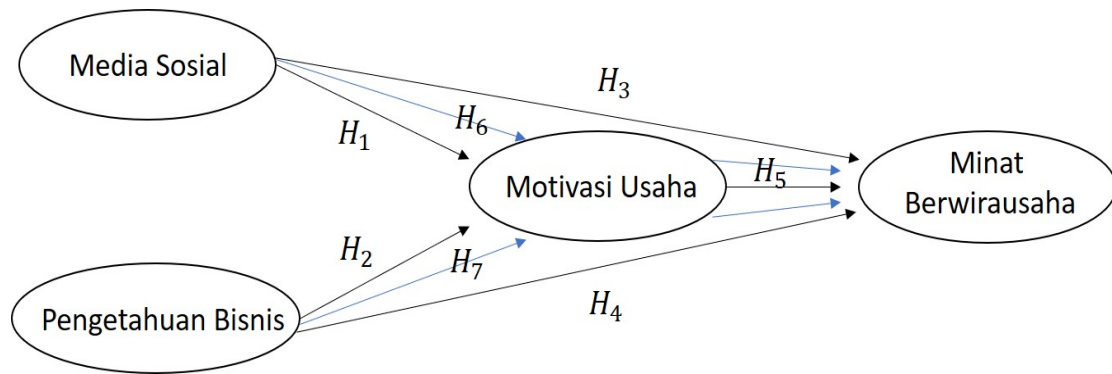


Figure 1. Conceptual Framework

C. RESEARCH METHODS

1. Design and Location

Research This study aims to test the hypothesis that explains the effect of the independent variable on the dependent so that this type of research is hypothesis testing. Research hypotheses were developed based on theories related to the research topic and then tested based on appropriate analytical techniques.

The nature of this research is correlation which aims to find important variables related to the problem in research. Before measuring the strength of the relationship and influence between the independent variable and the dependent variable, each variable is defined and measured based on its proxies. The research environment is a real environment with the unit of analysis being the students of the Faculty of Economics and Business, Hasanuddin University, Makassar.

2. Population and Sample

This research was conducted at the Faculty of Economics and Business, Hasanuddin University Makassar. The research time was carried out approximately 1 month from March 2020. This time was used to obtain data and information from the objects in this study until the time to process sample data in the preparation of research results

3. Characteristics of respondents

The respondents in this study were students of the economics and business faculty of Hasanuddin University in 2018, and the sample was 200 employees. The characteristics observed in this study include gender and gender. The descriptions of the respondents are presented as follows:

Table 1. Characteristics of respondents by gender

No	Description	Frequency	Percentage (%)
1	Man	70	35 %
2	Woman	130	65 %
Total		200	100,0

Table 2. Characteristics of respondents by major

No	Major	Frequency	Percentage (%)
1	Economics	55	27,5 %
2	Management	75	37,50 %
3	Accountancy	70	35 %
Total		200	100,0

4. Test Research Instruments

a. Validity test

The questionnaire can be said to be valid if all indicators have a calculated r value $>$ r table. The value of r table is 0.138.

Table 3. Validity test results

Variable	Item	r-count	r-table	Description
Social media (X1)	X1.1	0.682	0.138	Valid
	X1.2	0.761	0.138	Valid
	X1.3	0.720	0.138	Valid
	X1.4	0.820	0.138	Valid
	X1.5	0.770	0.138	Valid
	X1.6	0.761	0.138	Valid
	X1.7	0.798	0.138	Valid
	X1.8	0.691	0.138	Valid
	X1.9	0.775	0.138	Valid
	X1.10	0.730	0.138	Valid
	X1.11	0.672	0.138	Valid
	X1.12	0.632	0.138	Valid
Entrepreneurial knowledge (X2)	X2.1	0.294	0.138	Valid
	X2.2	0.447	0.138	Valid
	X2.3	0.487	0.138	Valid
	X2.4	0.542	0.138	Valid
	X2.5	0.543	0.138	Valid
	X2.6	0.368	0.138	Valid
	X2.7	0.531	0.138	Valid
	X2.8	0.516	0.138	Valid
	X2.9	0.419	0.138	Valid
	X2.10	0.372	0.138	Valid
	Y1.1	0.191	0.138	Valid
	Y1.2	0.325	0.138	Valid
	Y1.3	0.339	0.138	Valid
	Y1.4	0.636	0.138	Valid
	Y1.5	0.518	0.138	Valid
	Y1.6	0.651	0.138	Valid
	Y1.7	0.624	0.138	Valid
	Y1.8	0.461	0.138	Valid
Motivasi Usaha (Y2)	Y2.1	0.444	0.138	Valid
	Y2.2	0.469	0.138	Valid
	Y2.3	0.578	0.138	Valid
	Y2.4	0.616	0.138	Valid
	Y2.5	0.612	0.138	Valid
	Y2.6	0.509	0.138	Valid
	Y2.7	0.560	0.138	Valid
	Y2.8	0.354	0.138	Valid
	Y2.9	0.430	0.138	Valid
	Y.10	0.148	0.138	Valid

b. Reliability test

Reliability is measured by the value of Cronbach's Alpha (α), where the variable is said to be reliable if it gives a value of $>$ 0.60.

Table 4. Reliability test results

Variable	Standard Alpha coefficient	Cronbach's Alpha	Information
Social Media (X1)	0.60	0.867	Reliable
Entrepreneurial knowledge (X2)	0.60	0.780	Reliable
Interest in entrepreneurship (Y1)	0.60	0.762	Reliable
Business Motivation (Y2)	0.60	0.800	Reliable

c. Normality test

It is said to have passed the normality test if the significance value of the Kolmogorov-Smirnov test is greater than 0.05.

Table 5. Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.77368161
Most Extreme Differences	Absolute	.047
	Positive	.042
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200

d. Path analysis

- Path analysis model I

Table 6. Path analysis results I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.560	2.474		6.290	.000
	SOCIAL MEDIA	.438	.033	.680	13.135	.000
	KNOWLEDGE	.085	.053	.083	1.606	.110

a. Dependent Variable: BUSINESS MOTIVATION

In table 6 above, it is known that the t-count value of the variable X1 = 13,135, X2 = 1,606 and the t-table is 1,971. The significance value of the variable X1 = 0.000 and the variable X2 = 0.110 is smaller than 0.05. Thus, it can be concluded that the regression model 1 of the Social Media variable has a positive and significant effect on business motivation and entrepreneurial knowledge has a negative and insignificant effect on business motivation.

- Test the path coefficient model I

Table 7. Path coefficient

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.489	.484	2.840

Table 7 obtained the value of the correlation coefficient (R) of 0.489. This shows that the influence of social media and entrepreneurial knowledge on business motivation is 48.9% while the remaining 51.1% is a contribution from other variables not included in the study. Meanwhile, the value of e1 is obtained by the formula $e1 = (1 - 0.484) = 0.516$. Thus, the path diagram of the structural model I is obtained as follows:

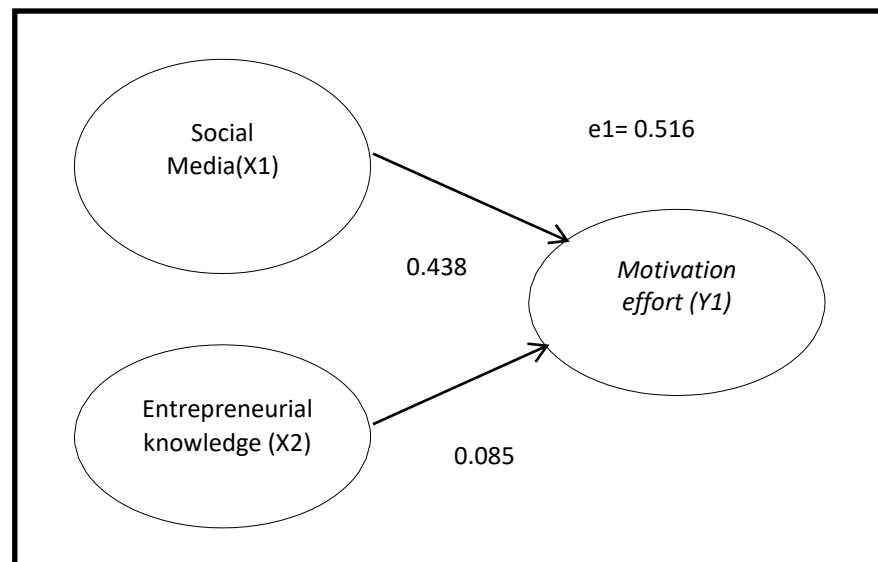


Figure 1. I . path model diagram

Based on Figure 1 above, it can be seen that the variables of the influence of social media and entrepreneurship knowledge on business motivation. The meaning of the above diagram can be explained as follows:

- Analysis of the influence of X1 (Social Media) on Y2 (Business Motivation): it is known that the direct effect of X1 (Social Media) on Y1 (Business Motivation) is 0.438
- Analysis of the influence of X2 (knowledge of entrepreneurship) on (Business Motivation) it is known that the direct effect given by X2 (knowledge of entrepreneurship) on (Business Motivation) is 0.085
- Path analysis model II

Table 8. Results of path analysis II

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.574	1.899		4.516	.000
	SOCIAL MEDIA	.246	.032	.517	7.703	.000
	KNOWLEDGE	.174	.037	.230	4.657	.000
	BUSINESS MOTIVATION	.136	.050	.183	2.719	.007

a. Dependent Variable: BUSINESS INTEREST

Based on table 8 from the results of data processing, the following regression equation is obtained:

$$Y = 0.246 X1 - 0.174 X2 + 0.136 Y1 + 0.399 e2...$$

In table 8 above, it is known that the t-count value of the variable $X1 = 7.703$, $X2 = -4.657$, $Y1 = 2.719$. and t-table is 1,971. The significance value of $X1 = 0.000$, $X2 = 0.000$ and $Y1 = 0.007$ is smaller than 0.05. Thus it can be concluded that the regression model II, namely variable $X1$ has a positive and significant effect on $Y2$, variable $X2$ has a positive and significant effect on $Y2$, while $Y1$ has a positive and significant effect on $Y2$.

- Model II path coefficient test

Table 9. Path coefficient II

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.538	1.989

Table 9 obtained the value of the correlation coefficient (R) of 0.545. This shows that the effect of $X1$, $X2$ and $Y1$ on $Y2$ is 54.5% while the remaining 45.5% is a contribution from other variables not included in the study. Meanwhile, the value of $e2$ is obtained by the formula $e1 = (1 - 0.545) = 0.455$. Thus, the path diagram of the structural model II is obtained as follows:

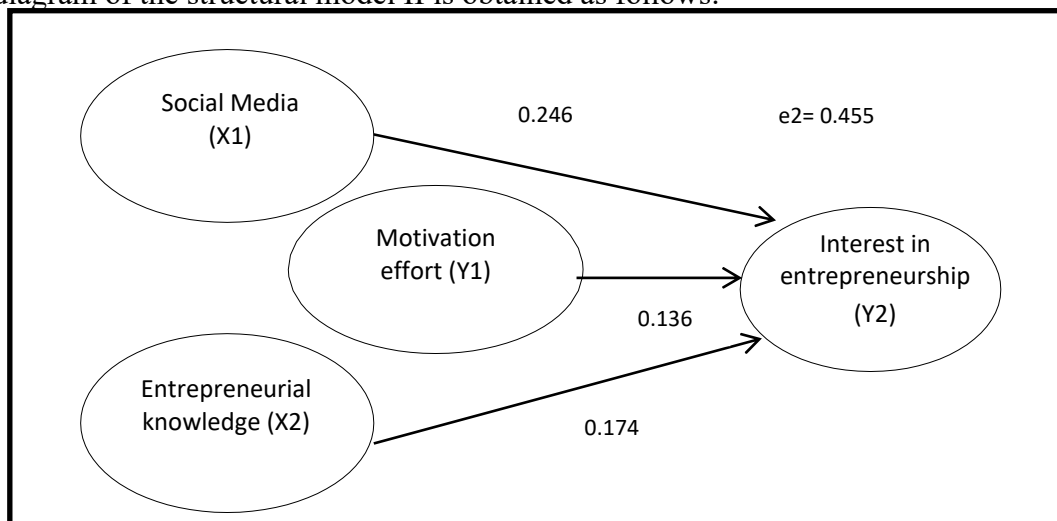


Figure 2 Diagram of the path model II

Based on Figure 2 above, it can be seen the effect of the variables X1, X2 and Y1 on Y2. The meaning of the above diagram can be explained as follows:

- Analysis of the influence of X1 (Social Media) on Y2 (Entrepreneurial Interests): it is known that the direct effect given by X1 (Social Media) on Y2 (Entrepreneurial Interests) is 0.246.
- Analysis of the influence of X2 (business knowledge) on Y2 (Entrepreneurial interest): it is known that the direct effect given by X1 (business knowledge) on Y2 (Entrepreneurial interest) is 0.174.
- Analysis of the influence of Y1 (business motivation) on Y2 (entrepreneurial interest): it is known that the direct effect given by Y1 (business motivation) on Y2 (entrepreneurial interest) is 0.136.

e. Sobel Test

To test the significance of the indirect effect of the independent variable X1 (Social Media) to the dependent variable Y2 (interest in entrepreneurship) through the intervening variable (business motivation), the Sobel test was carried out with the following results:

Table 10. Sobel test of indirect effect I

<i>Social media– business motivation – entrepreneurial interest</i>			
A	B	Sa	Sb
0.438	0.136	0.033	0.050

Based on the calculation results above, the value of tcount = 2.65739 is greater than the value of t table = 1.97190, it can be concluded that there is a mediation effect. This shows that social media indirectly through entrepreneurship motivation has an effect on business interest

Table 11. Sobel test of indirect effect II

<i>Entrepreneurial knowledge – business motivation – interest in entrepreneurship</i>			
A	B	Sa	Sb
0.085	0.136	0.053	0.050

Based on the calculation results above, the value of t count = 6.78667 is greater than the value of t table = 1.97867, it can be concluded that there is a mediation effect. This shows that business knowledge indirectly through business motivation has a significant effect on business interest

f. Uji Hipotesis (uji t)

Hypothesis Code	Information	Direct influence	Indirect influence	t count	Sign.	Information
H1	The influence of social media on business motivation	0.438	-	13.135	0.000	+/significant
H2	The effect of entrepreneurial knowledge on business	0.085	-	1.606	0.110	-/significant

	motivation					
H3	Effect of social media on business interest	0.246	-	7.703	0.000	+/signifikan
H4	The influence of entrepreneurial knowledge on business interest	0.174	-	4.657	0.000	+/signifikan
H5	The effect of business motivation on business interest	0.136	-	2.719	0.007	+/significant
H6	The influence of social media on interest in entrepreneurship through business motivation	0.088	0.059	2,657	0.000	Partially mediate
H7	The influence of entrepreneurial knowledge on entrepreneurial interest through business motivation	0,085	0.011	6,786	0.000	Partially mediate

D. DISCUSSION

a. Social Media Influence on business motivation.

The results of the analysis in this study indicate that social media positive and significant effect on business motivation. It can be explained that social media greatly affects the students of the Faculty of Economics and Business, Hasanuddin University which causes an increase in business motivation. This research is said to be significant, meaning that the hypothesis is convincing so that it can be accepted, valid and generalized to the population. Scientifically, communication can increase the business motivation of students of the Faculty of Economics and Business, Hasanuddin University. So that the X1 variable has a significant effect on the Y1 variable.

This is because students of the Faculty of Economics and Business, Hasanuddin University use social media to participate in finding opportunities in entrepreneurship,

and also social media provides positive communication in finding business opportunities, especially in the era of covid-19 which has a very impact so that students must take advantage of this. social media as a medium for seeking business opportunities. To grow students to study social media as a means of knowledge is not an easy thing but requires a process. This is because many factors can influence social media on business motivation, for example financial factors.

The theory that supports this research is the role theory put forward by (Kaplan & Haenlein, 2010) suggesting that social media is an internet-based application service that allows consumers to share their opinions, thoughts, social media is used to disseminate information that makes friends or followers become curious. Nowadays many websites that sell goods and services through social media, one of which is using the Instagram

Based on the findings, by researchers in line with a previous study by Siti Laela (2018), entitled influence of Interests entrepreneurship, Use of Social Media on Student Entrepreneurship STIE IPWIJA Cikeas Campus in Bogor in the 2017/2018 academic year even semester. The research results show that Social Media positive and significant effect on business motivation.

b. Entrepreneurial knowledge on organizational commitment

The results of the analysis in this study indicate that entrepreneurial knowledge has a negative and insignificant effect on business motivation. This means that the basic knowledge of business in the economics faculty of Hasanuddin University is not fully understood. If they do not know knowledge about business with a high level, they are left continuously without learning about business aspects, it will cause students not to want to have a business.

Lack of knowledge so that students are not motivated to open a business, because students of the economics faculty do not have experience so they are still afraid to start a business. starting a business . The problems that are often faced by students include: lack of ideas and business opportunities, because they are encouraged to always be successful in running a business. People who are not entrepreneurship accompanied by practice and theory will reduce the motivational power of students in channeling creativity and turning it into opportunities.

Successful entrepreneurs are generally those who have competencies, namely having knowledge, skills, and individual qualities which include attitudes, motivations, personal values, and behaviors needed to carry out work activities (Suryana 2003: 16).

c. The influence of social media on business interest

The results of the analysis in this study indicate that social media positive and significant effect on student interest in the business of the Faculty of Economics and Business, Hasanuddin University. This leads to the acceptance of the third hypothesis. This research is said to be significant, meaning that the hypothesis is convincing so that it can be accepted. This means that social media makes it easier for students to find information about entrepreneurship. However, the lower the student access to social media, the lower the student's business interest.

The first factor that influences business interest is social media. Because the advantage of social media is to build personal branding, it doesn't know tricks or pseudo popularity, because the audience will decide. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media. Social media offers a more individual form of communication. Through social media, marketers can find out the habits of their consumers and engage in personal interactions and build deeper interests.

Based on the results of this study, it supports the previous research conducted by Farida Kohar (2020) entitled the influence of social media and knowledge of the business

interests of state SMK students 1. Based on the analysis of data obtained by social media positive and significant effect on the business interests of SMK Negeri 1 students.

d. Effect of entrepreneurial knowledge on business interest

Based on the results of research analysis shows that entrepreneurial knowledge has a positive and significant effect on business interests of students of the Faculty of Economics and Business, Hasanuddin University, causing the acceptance of the fourth hypothesis. This research is said to be significant, meaning that the hypothesis is convincing so that it can be accepted. This means that the higher the entrepreneurial knowledge experienced by students of the Faculty of Economics and Business at Hasanuddin University, it will increase business interest. Conversely, the lower the level of entrepreneurial knowledge, the business interest will increase.

Academic knowledge and entrepreneurial knowledge is absolutely necessary. With the existing knowledge a person can be creative and innovate, because by having knowledge someone will have the material to develop thinking skills. The results of the learning process he experienced were processed and processed in the cognitive domain in the form of memory and understanding of how to do business so that it gave rise to the courage to take risks rationally and logically in handling a business. Thus the entrepreneurial knowledge that has been obtained can be a way to introduce the concept of entrepreneurship, especially for students.

Based on the results of this study, it supports the previous research conducted by Suratno (2020) entitled the influence of entrepreneurial knowledge on student entrepreneurship interest. Based on data analysis, entrepreneurial knowledge has a positive and significant effect on business demand

e. The influence of business motivation on interest in entrepreneurship

Based on the results of hypothesis testing, it can be explained that business motivation has a positive and significant effect on interest in entrepreneurship. This can be proven from the significantly smaller value and the calculated T value is greater than the t table. Business motivation has a positive and significant influence on entrepreneurial interest, meaning that the higher the business motivation, the higher the business interest. This means that the business motivation of students will lead to an increase in interest in starting a business and is supported by opinions. According to Fuad'i & Fadli (2009: 93), entrepreneurial interest is an interest, desire and availability of a person through ideas and innovations that are owned to work. hard to meet their needs without fear of the risks that will occur, can accept challenges, are confident, creative, and innovative and have the ability to meet their needs.

The findings in this study indicate the effect of business motivation on interest in entrepreneurship. A strong desire for entrepreneurship will arise a desire to achieve the best results. The problem pattern of students from the Faculty of Economics and Business at Hasanuddin University is that they do not study the strategies for bookkeeping in business in advance. According to Suryana (2014: 84) motivation is related to encouragement or enthusiasm to move forward. Motivation resides in humans that are not visible from the outside. Motivation can also be interpreted as a person's perseverance in an effort to achieve a goal.

Based on the findings of this study, it is in accordance with research conducted by Fanny Paramitasari (2016) with the title the influence of entrepreneurial motivation, entrepreneurial knowledge on interest in entrepreneurship. The results of the study indicate that business motivation has a positive and significant influence on entrepreneurial interest.

f. Social Media Influence on the interest in entrepreneurship through business motivation.

The results show that business motivation as an intervening variable has a significant effect based on the Sobel test that has been carried out. Based on the calculation results, the calculated t value is greater than the t table value, it can be concluded that there is a mediation effect. This shows that indirectly social media through business motivation affects the interest in entrepreneurship.

The findings in this study are in line with previous research which states that knowing the importance of social media as a means of information will increase business motivation which results in increased interest in entrepreneurship among students. The occurrence of high business motivation has resulted in individual interest in opening their own business with the willingness to handle and face business risks. Interest in entrepreneurship need is grown by learners to prepare for the world of work is increasingly narrow chances of future

Based on the results of the analysis conducted by researchers in accordance with the opinion of a previous study by ismiyanto Nugroho (2020) entitled the influence of social media on the interest of the business with an intervening variable entrepreneurial motivation. The research results show that social media positive effect on business interest through entrepreneurial motivation.

g. The effect of entrepreneurial knowledge on business interest through business motivation.

Based on the results of the Sobel test calculation, the t-count value is greater than the t-table value, it can be concluded that there is a mediating effect. This shows that entrepreneurship knowledge indirectly through business motivation has an effect on business interest. study planning in advance to apply that knowledge in business so that it makes a new innovation where previous plans have failed

Kuntowicaksono (2012: 49), found explained that pengetahuan entrepreneurship is one of the important aspects in entrepreneurship because of the presence of adequate knowledge or sufficient, someone will be able to manage the business well. Entrepreneurial knowledge includes several components, namely: resource and financial preparation, marketing and sales skills, ideas about something new or different and opportunity discovery, business planning, team building, new business creation, risk management, legal issues, and organizational management.

The research conducted by the researcher is in line with the previous research by Rafika Fitriana Putri, entitled the effect of knowledge on business interest with motivation as an intervening variable in the city of Palembang. The results of the study stated that the indirect effect of knowledge on interest in entrepreneurship through entrepreneurial motivation variables had a greater influence, but both directly and indirectly the influence of knowledge had a positive and significant influence on interest in entrepreneurship.

CONCLUSION

The results of this study indicate that social media has a significant effect on business motivation for students of the economics and business faculty, in contrast to entrepreneurial knowledge which has no significant effect on students of the economics and business faculty. Then the influence of social media, entrepreneurial knowledge and business motivation have a positive effect on business interest in economics and business faculty students. Then based on the results of the intervening, the influence of social media and business knowledge has a significant effect on business interest through business motivation

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