



## Influence of Social Media on Students' Business Interest at a Young Age

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### ARTIKEL INFO

#### *Artikel History:*

Menerima: 10 Mei 2023

Diterima: 21 Mei 2023

Tersedia Online: 31 Mei 2023

#### ***Kata kunci:***

Media Sosial, Motivasi, Minat Berwirausaha

### ABSTRAK

Tujuan dari penelitian ini adalah untuk menentukan dan menganalisis dampak media sosial terhadap minat bisnis siswa di usia muda. Data primer dikumpulkan melalui survei menggunakan kuesioner yang didistribusikan kepada sampel 40 responden. Data yang terkumpul kemudian dianalisis menggunakan perangkat lunak SPSS. Hasilnya menunjukkan bahwa hipotesis nol ( $H_0$ ) diterima. Hal ini menunjukkan bahwa memang ada pengaruh media sosial terhadap minat bisnis siswa di usia muda. Secara lebih spesifik, data tersebut mengungkapkan bahwa media sosial menyumbang 75,7% dari pengaruh yang diamati terhadap minat bisnis siswa selama tahun-tahun awal mereka. Temuan ini memberikan wawasan tentang peran penting yang dimainkan media sosial dalam membentuk minat kewirausahaan siswa muda.

#### *Artikel History:*

Received: 10 May 2023

Accepted: 21 May 2023

Available Online: 31 May 2023

#### ***Keywords:***

Social Media, Motivation, Entrepreneurial Interest

The objective of this study is to determine and analyze the impact of social media on the business interest of students at a young age. Primary data was collected through surveys using questionnaires distributed to a sample of 40 respondents. The gathered data was then subjected to analysis using SPSS software. The results indicated that the null hypothesis ( $H_0$ ) was accepted. This suggests that there is indeed an influence of social media on the business interest of students at a young age. In more specific terms, the data revealed that social media accounts for 75.7% of the observed influence on students' business interest during their early years. These findings provide insights into the significant role that social media plays in shaping the entrepreneurial interests of young students.

## 1. PENDAHULUAN

The internet is one of the many advances in technology that is developing very quickly. With the internet, it can make communication easier and also facilitate certain interests. And currently we are very dependent on internet technology. The internet network functions as a global computer network, facilitating the connection of computers worldwide. This enables the instant and global exchange of diverse information. In recent years, the number of internet users has steadily increased, surpassing 2 billion people or 34.3 percent of the global population by mid-2012. Users engage with the internet for specific purposes.

Indonesia has experienced a rapid surge in internet use and development, with the internet becoming a swiftly growing trend. As of December 2011, the total number of internet users in Indonesia reached 55 million, constituting approximately 22.1 percent of the country's population. This indicates a remarkable growth of over 1,000 percent in the last decade, given that the number of users was only 2 million in 2010. Due to the widespread internet usage from the past year until now, numerous entrepreneurs are venturing into showcasing their businesses on various social media platforms, including blogs, Instagram, Twitter, Facebook, and YouTube. The prevalence of social media opens up avenues for the dynamic growth of electronic marketing, a novel phenomenon in the marketing landscape. This trend presents a promising opportunity for business owners to proactively navigate disruptions in their business operations through effective utilization of social media.

Nowadays, social media can increase public awareness of a brand or product. By presenting media to promote online through social media, people can more easily recognize the existence of the products we have. Social media also offers the convenience of being able to implement online marketing strategies, such as creating content or advertisements, using attractive product photos, and others. Another benefit is that with social media, entrepreneurs can interact with customers indirectly. Through social media, entrepreneurs can maintain good relations with customers by attracting their attention to make comments, making invitations for other social media users to provide ideas for our products and provide reviews about our products (Rizkyansyah, 2022).

It remains evident that many individuals still opt for traditional methods when initiating a business or entrepreneurial venture. This is largely attributed to a lack of fluency or familiarity with social media marketing among certain individuals. However, as technology continues to advance and facilitate easier task execution, one pivotal breakthrough lies in internet-based marketing. Marketing through internet channels proves cost-effective, involving primarily the connection costs to the Internet Service Provider (ISP) as part of its services. Internet marketing leverages the capability of fostering unlimited communication relationships between individuals, with distance posing no hindrance.

A noteworthy trend is the increasing use of social media by students. Platforms like Instagram, TikTok, Facebook, and WhatsApp serve as viable spaces for promotional activities. Recognizing the substantial potential that social media holds for entrepreneurship, students are encouraged to harness this opportunity for business initiation and growth. Capital, which has been a burden for the majority of students, can be slightly reduced in marketing through social media. That is because doing business activities through the internet, especially social media, only requires small capital. In fact, this business occupies the level of business without capital. Because students no longer need to spend money to build a shop, do not need to fill the shop with goods to be traded, do not need to pay employees, do not need to take care of business licenses because this business is a home business. Website creation can also use free facilities available on the internet.

Even though it is now easy to start a business in this sophisticated era, there are still many students who do not take advantage of social media to start a business because not all can

understand in utilizing social media with good activity opportunities. In addition, it is related to the mentality of students where not all have the courage to appear on social media to promote their products for fear of getting bad ratings so that this causes a lack of courage in students to utilize social media to start a business. Based on the above background, the researcher is interested in conducting research on "The influence of social media on students' business interest at a young age."

## 2. LITERATURE REVIEW

### Social Media

According to Irwansyah & Sirait (2021) social media is a platform that functions as a means of sharing information and can bring together a group of people who have something in common. Furthermore, Basalamah (2021) said that social media plays a major role in advancing business performance. Social media is a part that has a relationship with entrepreneurial practices. Social media is a platform that offers entrepreneurs a means of developing a business or trademark (Park, 2017). Another opinion was expressed by Dewi (2019) who said that social media is a technological tool that can be utilized to help develop marketing and can help increase long-term sales. The ease of transactions offered by social media is expected to be a supporting factor in entrepreneurship (Nurhayati, 2020).

Based on the above understanding, it can also be concluded that social media is a medium used as a communication tool, and a means to find current or current information and can also be a place to establish working relationships that are carried out online. So the existence of this social media, anyone can have an opportunity in business development efforts and share all information to introduce their products that can be seen easily, quickly and without any restrictions to the whole world.

### Motivation

According to Rajesh et al. (2017) motivation focuses on a person's attitude. This attitude will be able to influence a person in taking an action or even exceeding standards to help him achieve goals. Furthermore, Maryani et al. (2018) argue that entrepreneurial motivation is a factor that has a big role behind the success of one's business. Another opinion put forward by Ardiyanti & Mora (2019) business motivation is an encouragement for someone to do business with enthusiasm, innovation and high creativity, and dare to face all risks in order to make a profit. According to Ardiyanti & Mora (2019), the main factor that can motivate women in entrepreneurship is not having a job. People who do not have a job are more likely to carry out entrepreneurial activities than people who are already working. Women are driven to venture into entrepreneurship for various reasons, including a desire for economic independence. The aspiration to contribute to meeting family needs is another significant motivation, with entrepreneurship seen as a means to provide financial support. Some women choose entrepreneurship as a way to optimize their spaces and free time effectively, creating a flexible and independent work environment.

Additionally, certain hobbies or skills that women possess can serve as a foundation for starting and developing a business. This intrinsic motivation arises from the passion and proficiency they have in particular areas. Moreover, the success stories of other entrepreneurs, especially women, can be a powerful motivating factor, inspiring individuals to embark on their entrepreneurial journeys. Based on the above understanding, it can be concluded that doing a business activity is a positive encouragement that is used as the basis of strength for a person to move his heart to do business activities. Motivation to do business activities is very important for efforts to develop personal abilities to achieve business goals.

### Entrepreneurial Interest

Peter F. Drucker, as cited in Kasmir (2011; 20), defines entrepreneurship as the capacity to innovate and bring forth something novel and distinct. This definition suggests that an entrepreneur is an individual with the capability to generate creations that stand out from others or introduce something different from existing norms. On the other hand, David E. Rye, as quoted by Sudaryono (2010; 34), characterizes an entrepreneur as someone who orchestrates and leads the establishment of new enterprises. Entrepreneurial individuals, according to Rye, must possess the courage to undertake the risks inherent in the initiation of business ventures.

The word entrepreneur is often used together with the word entrepreneurship. In some sources it can be found that the meaning of entrepreneurship is the same as entrepreneurship, both in its delivery appear to differ from the meaning of entrepreneurship and entrepreneurship. It can be seen and concluded that the meaning of entrepreneurship is a number of things or preventions related to the creation of activities or businesses and business activities on the basis of individual will. Entrepreneurs are a group of individuals who have entrepreneurial or entrepreneurial traits that usually have the courage to take a risk, especially in fixing a business that is undertaken by standing firm on one's own abilities.

### 3. RESEARCH METHODOLOGY

A population refers to a wide-ranging classification that includes individuals or objects identified by distinct qualities and characteristics set by researchers. This classification is established to conduct studies and derive conclusions. The focus of this research is on hypothesis testing, aiming to elucidate whether social media influences the business interests of young students. The data collection method employed involves distributing questionnaires to a selected group of respondents.

The target population for this study comprises individuals aged between 18 and 30 years. The research adopts random sampling techniques, wherein respondents are chosen in a non-restricted manner, without adherence to a predetermined rule. This approach enhances the diversity and inclusivity of the sample, allowing for a more comprehensive exploration of the research hypothesis.

This study uses primary data, namely data obtained from surveys conducted through questionnaires distributed to respondents. The questionnaire used is a choice type with a scale that is given a score (value) for each category: 1 (strongly disagree); 2 (disagree); 3 (neutral); 4 (agree), and; 5 (strongly agree). The dependent variable is the factor that is impacted by changes in the independent variable. In this study, the dependent variable is identified as the Student Business Interest at a Young Age. Independent variables are factors that have an impact on the dependent variable. In the context of this study, the independent variable utilized is Social Media.

### 4. RESULTS AND DISCUSSION

#### Questionnaire Return Rate

Respondents in this study who met the sample criteria were 40 respondents. The questionnaire was distributed 40 times to respondents or donors through the Google Forms link.

Table 1. Data

Description	amount	Percentage
Questionnaires sent	40	100%
Returned questionnaires	40	100%

Unreturned questionnaires	0	0%
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According to the provided table, it depicts the response rate of distributed questionnaires among 40 respondents. It can be seen that the questionnaires sent by the respondents were 40 or 100%, then the questionnaires returned from the respondents were 40 or 100% response rate and the questionnaires that were not returned were 0 or 0%. So the data processed were 40 respondents.

### Respondent Characteristics

Respondents in this study are Indonesian citizens. The number of respondents used was 40 respondents. The characteristics of the respondents that the author obtained included name, gender, age, latest education level, current job, and origin of institution (university). Information regarding the characteristics of respondents needs to be included to obtain additional knowledge for the smooth running of the research. To outline the attributes of the mentioned respondents, the following data is presented:

### Characteristics Based on Gender

The gender characteristics of respondents can be grouped into two groups, namely male and female groups, for more details, it is presented in the form of a table below:

Table 2. Data Characteristics Based on Gender

No.	Gender	Frequency of Respondents	Percentage (%)
1.	male	17	42,5%
2.	female	23	57,5%
<b>Total</b>		<b>40</b>	<b>100%</b>

From the provided table, it can be inferred that out of the total respondents, 17 individuals, constituting 42.5%, were male, while 23 individuals, comprising 57.5%, were female. Thus, it can be deduced that female respondents predominate in this study.

### Characteristics of Respondents by Age

Table 3. Data Characteristics Based on Age

No.	Age	Frequency of Respondents	Percentage (%)
1.	18 - 20 tahun	29	72,5 %
2.	21 – 30 tahun	11	27,5 %
<b>Total</b>		<b>40</b>	<b>100%</b>

According to the provided table, the breakdown of respondents based on age reveals that 29 individuals, accounting for 72.5%, fall within the 18-20 age range, while 11 respondents, constituting 27.5%, belong to the 21-30 age category. Consequently, it can be inferred that the prevailing age group among the respondents is 18-20 years.

### Characteristics of Respondents Based on Last Level of Education

Table 4. Data Characteristics Based on level of Education

No.	Last Education Level	Frequency of Respondents	Percentage (%)
1.	SD/SMP	0	0
2.	SMA/SMK	34	85%
3.	Diploma	1	2,5%
4.	Sarjana (S1)	4	10%
5.	Pascasarjana (S2)	1	2,5%
<b>Total</b>		<b>40</b>	<b>100%</b>

Without the specific table data, I cannot provide a detailed paraphrase. If you could share the information from the table related to the education level of respondents, I would be happy to help paraphrase that specific content for you. Respondents with the latest high school / vocational high school education were 34 people or 85%, Diploma as many as 1 person or 2.5%, Bachelor (S1) as many as 4 people or 10%, Postgraduate (S2) as many as 1 person or 2.5%, while those with the last education SD / SMP there were no respondents. This shows that respondents whose last education is SMA / SMK are the most dominant.

#### Characteristics of Respondents Based on Current Employment

Table 5. Respondents Based on Current Employment

No.	Current occupation	Frequency of Respondents	Percentage (%)
1.	Students	38	95%
2.	Employee	1	2,5%
3.	Freelance	1	2,5%
<b>Total</b>		<b>40</b>	<b>100%</b>

Based on the table above, the results of the characteristics of respondents based on current employment are obtained. Respondents who came from among students were 38 people or 95%, employees as many as 1 person or 2.5%, freelance as many as 1 person or 2.5%. This shows that respondents who come from students dominate.

#### Characteristics of Respondents Based on Origin of Institution (University)

Table 6. Respondents Based on Origin of Institution (University)

No.	Originating Institution (University)	Frequency of Respondents	Percentage (%)
1.	Universitas Negeri Medan	24	60%



2.	UMSU	3	7,5%
3.	Universitas Sumatera Utara	2	5%
4.	Universitas Pertamina	2	5%
5.	PTKI Medan	1	2,5%
6.	UINSU	1	2,5%
7.	Universitas Harapan	1	2,5%
8.	Universitas Syiah Kuala	1	2,5%
9.	Universitas Pancabudi	1	2,5%
10.	Universitas Malikussaleh	1	2,5%
11.	Universitas Teuku Umar	1	2,5%
12.	STAI Sumatera Medan	1	2,5%
13.	Tidak kuliah	1	2,5%
<b>Total</b>		<b>40</b>	<b>100%</b>

Based on the table above, the results of the characteristics of respondents based on the origin of the institution (university) are obtained. From this table it can be concluded that the respondents who dominate are respondents from Medan State University.

### Validity and Reliability Test

A study will be said to be valid if it meets the validity and reliability test standards. So to test the validity and reliability, the author uses analysis with SPSS 26 software following the test results: The validity test is conducted to evaluate the precision of a questionnaire instrument. As per Sugiyono (2017: 178), this examination assesses the consistency between factual data observed in the collected research and the validity of individual items, establishing correlations among them. In this research, the validity test includes a comparison between the calculated  $r$  value and the  $r$  table value.

To derive the  $r$  table value, it is imperative to determine the degree of freedom ( $df$ ), calculated as  $n-2$ , where  $n$  represents the number of samples. The outcomes of the validity test for the variable of social media influence are outlined in the subsequent table. This comparison assists in gauging the level of accuracy and reliability of the research instrument in measuring the intended constructs.

#### *Item-Total Statistics*

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3	27,93	16,225	,314	,834

X4	28,08	14,533	,656	,793
X5	27,88	16,574	,395	,824
X7	27,83	15,840	,509	,812
X8	28,85	12,797	,716	,779
X9	28,38	14,343	,683	,789
X10	28,08	14,276	,710	,786
X11	28,75	12,192	,562	,820

Based on the data obtained, the magnitude of the df value can be calculated:  $40 - 2$  or  $df = 38$  with alpha 0.05 (5%) obtained a table r value of 0.3120. The question item is declared valid if the value of  $r_{count} > r_{table}$ .

Statement Item	R Count	R Table	Description
X3	0,314	0,312	Valid
X4	0,656	0,312	Valid
X5	0,395	0,312	Valid
X7	0,509	0,312	Valid
X8	0,716	0,312	Valid
X9	0,683	0,312	Valid
X10	0,710	0,312	Valid
X11	0,562	0,3120	Valid

Based on the comparison between the value of r count with r table, it can be concluded that all items for the variable influence of social media (X) are valid.

### Reability Test

The reliability test is utilized to evaluate if a questionnaire functions as a dependable indicator of a variable. A questionnaire is considered reliable when an individual's responses to statements exhibit consistency or stability over time. In this investigation, the reliability test employs the Cronbach's Alpha statistical test for each instrument within a variable. A variable is regarded as reliable if it produces a Cronbach's Alpha value exceeding 0.6.

The results of the reliability test in this study are outlined as follows. These results help ascertain the internal consistency and dependability of the instruments used to measure the variables under consideration. A Cronbach's Alpha value above the threshold indicates a higher level of reliability for the variable in question.



**Reliability Statistics**

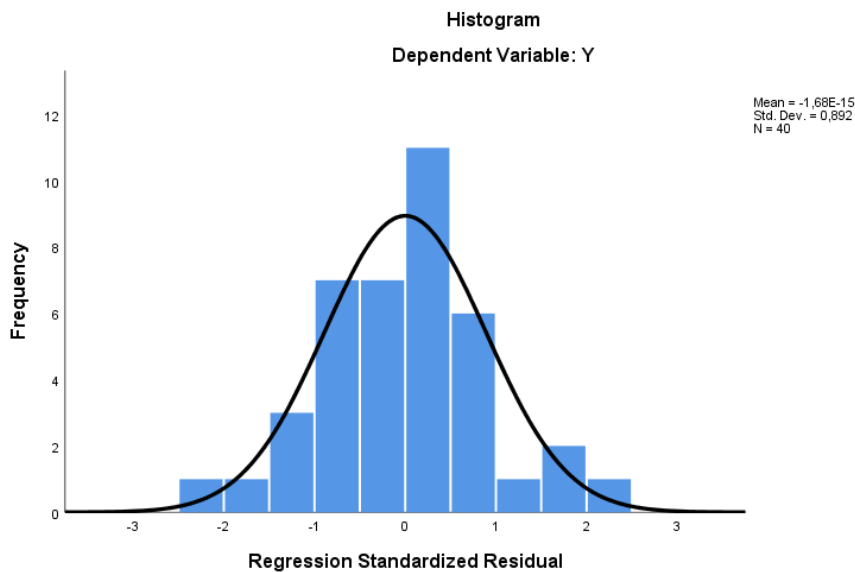
Cronbach's Alpha	N of Items
,826	8

From the tests that have been carried out, the results are obtained as in the data above. The data obtained has undergone several item removals in order to obtain the largest Cronbach's Alpha, which is 0.826, so that the data can be said to be reliable because the Cronbach's Alpha value is > 0.6 by obtaining several items from each variable. The data can already be used for regression testing.

The regression equation model still needs to be tested to fulfil the BLUE (Best Linear Unbiased Estimator) criteria. The requirements of the BLUE criteria are Normality, Multicollinearity, and Heteroscedasticity.

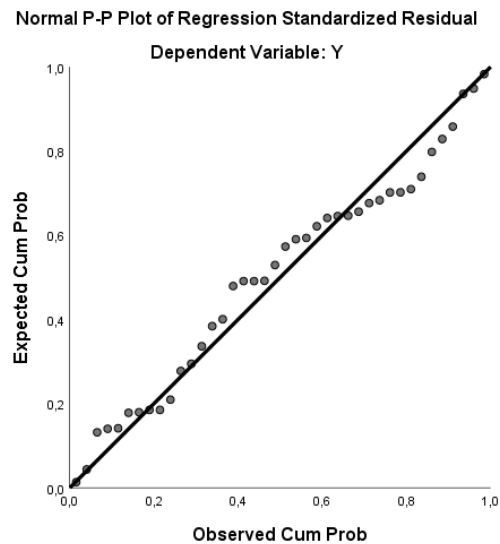
The objective is to assess whether, in a regression model, both the dependent and independent variables exhibit a normal distribution. A desirable regression model is characterized by data distributions that are either normal or close to normal. Normal data displays a bell-shaped pattern without a pronounced tilt in any specific direction. The normality of data can be examined using a Normal Probability Plot.

In this analysis, a Normal Probability Plot helps determine if the data conforms to a normal distribution. If the data originates from a normal population, the data points will cluster around a straight line passing through 0 and will not exhibit a discernible pattern. This method aids in evaluating the normality of the data distribution, contributing to the assessment of the regression model's quality.

**Histogram**

The results in the normality test of the histogram resulted in the shape of the curves rising, so it can be said that the pattern is normally distributed.

**a. P-Plot**



### Interpretation:

The results in the P-Plot normality test produce a diagonal line, so it can be said that the pattern is normally distributed.

#### b. One-Sample Kolmogorov-Smirnov Test

##### *One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,39317016
Most Extreme Differences	Absolute	,102
	Positive	,093
	Negative	-,102
Test Statistic		,102
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

### Interpretation:

If the Asymp. Sig. value is greater than 0.05, it can be concluded that the residuals spread normally and vice versa. From the results of the Kolmogorov smirnov method normality test, the result is 0.200, which means that it is normally distributed.

### Multicollinearity Test

The goal is to examine whether the regression model identifies a correlation among the independent variables.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-2,103	,733		-2,870	,007		
X3	,385	,108	,353	3,574	,001	,805	1,242
X4	,049	,147	,044	,332	,742	,452	2,210
X5	,248	,161	,168	1,542	,133	,662	1,511
X7	,390	,140	,291	2,791	,009	,723	1,383
X8	-,078	,116	-,094	-,676	,504	,405	2,469
X9	,096	,152	,087	,631	,533	,415	2,409
X10	,307	,143	,274	2,144	,040	,481	2,079
X11	,104	,088	,161	1,174	,249	,416	2,403

a. Dependent Variable: Y

Condition:

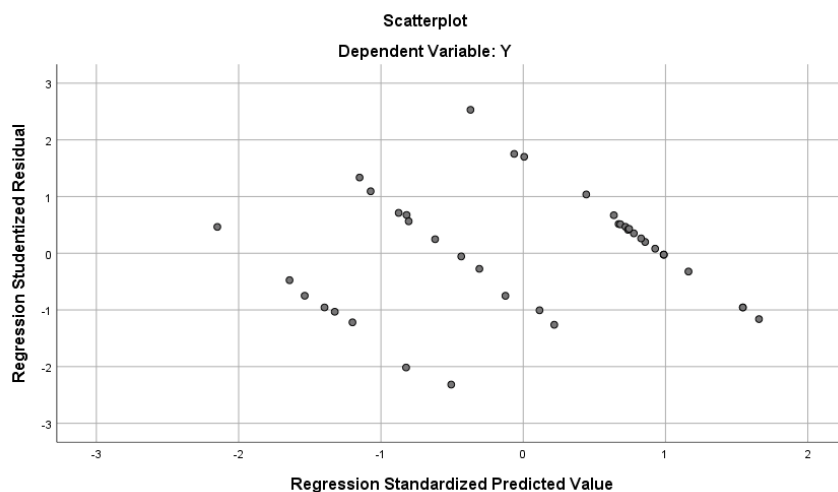
1. If the Tolerance value > 0.10 means there is no multicollinearity.
2. If the VIF value is < 10.00, it means there is no multicollinearity.

Interpretation:

The multicollinearity test results for the tolerance value of 0.416 and the VIF value of 2.403, both of which indicate no multicollinearity.

### Heteroscedasticity Test

The objective is to assess whether there is an inequality of variance among the residuals from one observation to another in the regression model.



Interpretation:

The results of the heteroscedasticity test of the scatterplot graph show that the points spread randomly and are scattered both above and below at 0 on the Y axis. This means that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

### Multiple Regression Analysis

Multiple regression analysis aims to determine whether or not there is an influence of 2 or more independent variables (X) on the dependent variable (Y).

### Hypothesis Formulation

$H_0$  = There is an influence of social media (X) on the interest in doing business of students at a young age (Y)

$H_1$  = There is no influence of social media (X) on the interest in doing business of students at a young age (Y)

### Basis for Decision Making

1. If the sig value  $< 0.05$  then there is a simultaneous influence of variable X on variable Y.
2. If the sig value  $> 0.05$  then there is no simultaneous influence of variable X on variable Y.

### Hypothesis Testing

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18,746	8	2,343	12,049	,000 <sup>b</sup>
Residual	6,029	31	,194		
Total	24,775	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X11, X5, X3, X7, X9, X10, X4, X8

Based on the output above, it is known that the significance value for the effect of variable X simultaneously on variable Y is  $0.000 < 0.05$  so it can be concluded that  $H_0$  is accepted, which means that there is an influence of social media (X) on students' business interest at a young age (Y). The Coefficient of determination serves to determine what percentage of the influence given by variable X simultaneously on variable Y. Interpretation: Based on the output above, the R Square value is 0.757. This implies that the effect of variable X simultaneously on variable Y is 75.7%.

## 5. CONCLUSION

This research is a study conducted to determine whether there is an Influence of Social Media on Student Business Interest at a Young Age. The hypotheses contained in this study are:

H0 = There is an Influence of Social Media on Student Business Interest at a Young Age

H1 = There is no influence of social media on the business interests of students at a young age

The data collection method employed in this study involves distributing questionnaires to a targeted group of respondents. The population under investigation comprises individuals aged between 18 and 30 years. Random sampling techniques were applied, ensuring that respondents were selected in a non-restricted manner without adhering to a specific rule. Primary data, derived from surveys conducted through the distribution of questionnaires, is utilized in this study. The sample size for this study consists of 40 individuals, encompassing 17 men and 23 women. This approach aims to gather diverse perspectives within the defined age range and ensures a representative sample for the research analysis. The results of the respondents' answers from the questionnaire were then tested using SPSS software. After testing, it was found that H0 was accepted, which means that there is an influence of social media on students' interest in doing business at a young age. In more detail, social media has an effect of 75.7% on students' business interest at a young age.

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