

The Effect of using Social Media to Entrepreneurial Interest in Airlangga University Students : Case in Management Students at Faculty of Economic and Business.

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ABSTRACT-- *The presence of the internet has given in a revolutionary change in the way of everyday life and human activity. Through the internet, everyone can access to the globalized world to obtain various information they need in all her daily needs. Amid rampant internet users from year to year, more businesses that have been pioneered through social media. The purpose of this research is to find out the influence of social media usage to entrepreneurial interest in Management student at Faculty of Economic and Business Airlangga University. This research uses a quantitative approach. The population in this research is university students of Economic and Business faculty. The sample are 160 respondents conducted by purposive sampling technique. The data was collected by questionnaires. Statistic descriptive was used to analyze the data. The results showed a significant degree of influence between the use of social media to the entrepreneurial interest with value of tcount as 6,494 and the signification of value are 0,000. The using of social media gives influence of 21.1% on the entrepreneurial interest and this includes the low category.*

Keyword- Social Media , Entrepreneurial Interest

1. INTRODUCTION

In the current era of digitalization, maybe anything can be linked to the internet. Starting from playing, learning, reading, following the latest news, socializing, and selling products can be through the internet. So it can be concluded that almost all of our daily activities cannot be separated from internet usage.

Internet is one of the advancements in the field of communication technology that has grown so rapidly. Internet can provide easy communication and facilitate certain interests. It's no secret that we now rely heavily on technology called internet. The internet network is a computer network capable of connecting computers around the world, so that information in various types and in various forms can be communicated between parts of the world instantly and globally (Kartajaya, 2008)

The presence of the internet has provided a revolutionary change to everyday human ways of life and activities. Through the internet, everyone can access to the global world to obtain various information that they need.

In recent years, The latest is in mid-2018, where the number of internet users worldwide has reached 4 billion

more people or 56 percent of the total population in the world. They use the internet for certain purposes (www.internetworldstats.com).

In Indonesia, the use of the internet has increased so rapidly. The internet is becoming a trend that is developing very fast. The total internet users in Indonesia reached 143 million as of June 2018 or around 53.5 percent of Indonesia's population. That means the growth of internet users has grown by more than 1,000 percent in the past 18 years, where in 2000 there were only 2 million users.

Meanwhile, Indonesia ranks the top in the world for the intensity of internet browsing through mobile devices, which is 633 pages per month for everyone. Indonesia also entered as the highest mobile device user, which is 76 percent of the total population. Even in terms of age, more and more internet users in Indonesia are young people. Starting from the age of 15-20 years and 10-14 years it increases significantly until mid-2018 (www.kominfo.go.id).

Based on data from (internetworldstats.com), the number of social media users in Indonesia is also high. At least 104 million *Facebook* users were recorded, 35 million *Instagram* users and 63 million *Twitter* users. This makes Indonesia the third largest Twitter user under the United States and India.

The role of social media is increasingly recognized in boosting business or brand performance. The effectiveness of utilization depends on how the brand owner uses it. *Tokopedia*, *Alibaba*, *Levi's* and *Apple* are a series of successful global brands driven by the social media. Especially *Apple*, the company founded by Steve Jobs, can be said to have been born, grown and grew up by social media. In Indonesia, *Pocari Sweat*, *Nutrisari*, *Acer*, *XL* and *Maichih's spicy chips snack* business also managed to boost their business through social media.

The rise of internet users from year to year, more and more businesses have been pioneered through social media. This certainly provides an opportunity for electronic marketing (as a new phenomenon in the marketing world) to grow dynamically. This can be used as a good opportunity for entrepreneurs going forward to explore the potential of entrepreneurship through social media.

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Until now most people still use conventional methods to start a business. Because some people still do not understand or have not adapted to marketing through social media. But with the increasing number of internet users from year to year, it is not impossible in the future that social media marketing will be equal to entrepreneurs who still use conventional ways to start a business.

With the advancement of technology that helps humans to carry out activities more easily, one of the breakthroughs that might be used is internet marketing. Internet marketing provides a low cost because it only costs connection to Internet Service. With the internet, the communication links between humans can be unlimited, even distance problems doesn't matter.

Rustam Sandegi (2012) in his book entitled "Step by Step Selling Whatever Your Skills on the Internet" states that distribution through the internet can attract more buyers. There is no limit to time and place.

Students as young intellectuals who are mostly literate in Information and Technology (IT), should be able to take advantage of this opportunity. Lots of facilities provided by the university to support the need for the internet. In major universities such as Universitas Airlangga (UNAIR), there are available area / wi-fi hotspots in each building unit, for example in classrooms, libraries and canteens.

Bambang Sad Kurnianto and Sulistya Ika Putra (2012) in the research related to developing entrepreneurship interests for students argued that one way to grow interest in entrepreneurship could be started from college. In the study they concluded that universities play a functional role in promoting entrepreneurship education because higher education is considered an ideal institution in shaping entrepreneurial culture and aspirations among students. This is possible because in universities, students are taught how to think and behave as entrepreneurs.

Airlangga University is one of the universities that provides students with entrepreneurship. Especially the Management majors at the Faculty of Economics and Business who have entrepreneurship courses. A number of activities have been carried out in this course, namely about studying entrepreneurial theories and practices.

From the background above, the author is interested in taking the title "The Effect Using Social Media to Entrepreneurial Interest in Management Students of the Faculty of Economics and Business, Airlangga University."

2. LITERATURE REVIEW

2.1 Social Media

Hermawan Kartajaya (2008) explains that social media is a blend of sociology and technology that transforms monologues (one to many) into dialogues (many to many) and information democracy that turn people from content readers into content publishers. Social media has become very popular because it gives people the opportunity to connect in the online world in the form of personal, political and business activities.

Andreas Kaplan and Michael Haenlein define "social media as an internet-based group of applications built on the foundations of ideology and Web 2.0 technology and that

enable the creation and exchange of user-generated content." (Kaplan and Haenlein, 2010; 59-68).

According to Antony Mayfield (2008; 4-5), social media is about being ordinary people that share ideas and collaborate to create, think, debate, find people who can be good friends, partners and build a community.

2.2 Entrepreneurial Interest

Peter F. Drucker in Kasmir (2011; 20) said that entrepreneurship is the ability to create something new and different. The definition contains that an entrepreneur is a person who has the ability to create something new, different from others. Or able to create something different from what was already before.

Meanwhile, according to David E. Rye quoted by Sudaryono (2010; 34), entrepreneurship is a person who organizes and directs new businesses. Entrepreneurs must take risks that are related to the business start-up process.

Tarmudji (2006) states that interest is a feeling of being interested or related to something or activity without anyone asking / telling.

Riyanti (2003; 21) also explains that interest is a source of motivation that encourages someone to do what they want to do if someone is free to choose.

In the Entrepreneur's Handbook, quoted by Wirasasmita (Suryana, 2003; 55), there are several reasons for growing interest in becoming entrepreneurs ; (a) Financial reasons (b) Social reasons, obtaining prestige / status to be known and respected by many people (c) Service reasons. In order to be able to open jobs and help improve the economy of the community. (d) Reasons for self-fulfillment. To be able to become a boss, achieve something desired, avoid dependence on others, become more productive.

Thomas W. Zimmerer (2008; 34) states that there are 8 factors that drive the growth of entrepreneurial interest ; (a) Opinion that entrepreneurship is a hero. (b) Entrepreneurship education. (c) Economic and population factors. (d) Shift from the industrial economy to the service economy. (e) Technological progress. (f) Free lifestyle. (g) E-Commerce and The World Wide Web. (h) The opening of international business opportunities.

Mutia Maharani (2012) in her research on social media influence factors on competitive advantage gave the conclusion that social media can provide competitive advantage by increasing bargaining positions with customers.

Entrepreneurial activity is very important because it can help reduce the number of unemployed and can improve the economy in a country. Therefore, entrepreneurial activities need to be applied in educational institutions such as universities. This is in line with research from Bambang Sad Kurnianto and Sulistya Ika Putra conducted in 2012. They concluded that one way to develop interest in entrepreneurship can be started from college. Higher education plays a functional role in promoting entrepreneurship education because higher education is considered an ideal institution in shaping entrepreneurial culture and aspirations among students.

3. RESEARCH METHODS

The study was conducted with a quantitative approach. This research was conducted at the Faculty of Economics and Business, Airlangga University, Surabaya. The target population in this study were all 2015 Management students in which there were 4 vocational courses, including Financial Management, Marketing Management, Human Resource Management and Operations Management, totaling 475 students.

The characteristics of the population targeted by this study are students who have social media accounts and have obtained entrepreneurial courses both theory and practice.

Because the population in this study amounted to 475 students, according to Sugiyono (2010: 87), the samples taken in this study were 160 respondents with a level of error of 10%.

The sampling technique in this study is the nonprobability sampling method, the reason being used is the method because the researcher does not provide the same opportunity / opportunity for each element or member of the population to be selected as a sample.

Data collection techniques were carried out using questionnaires given to respondents and documentation.

4. RESULT AND DECISION

Based on research questionnaires that have been distributed to Management students, it can be seen that most of the respondents in this study were dominated by ; Marketing Management 53 respondents or (33.1%), Financial Management 44 respondents or (27.5%), Humans Resource Management 32 respondents or (20%) and Operations Management 31 respondents or (19.4%).

While the majority of respondents in this study averaged 21-22 years old, amounting to 103 respondents or 64.4%. While respondents aged 19-20 years were 33 respondents or 20.6% and 22 respondents (13.8%) aged 23-24 years. The remaining 2 respondents (1.2%) are between 25-26 years old.

Viewed from gender, the majority of respondents in this study were dominated by respondents who were female, 115 respondents or 71.9% and male, 45 respondents or 28.1%.

Based on the type of social media that is most often used, it can be seen that the majority of respondents were 92 students (57.5%) most often using Instagram accounts. Facebook users by 31 respondents (19.4%), Twitter by 29 respondents or 18.1%. And other social media application users are 8 respondents or 5%.

Based on the time of social media usage per day, 77 respondents (48.1%) who have social media accounts use it for 1-3 hours per day, 66 respondents who use it for 4-6 hours per day. While 13 respondents (8.1%) used for 7-9 hours per day and those who used above 9 hours per day were known as 4 respondents (2.5%).

The results of the validity test for this research instrument used a questionnaire that had previously been tested on 20 respondents and the results were valid, therefore the questionnaire could be distributed to 160 respondents.

Based on the results of this study, it is known that the use of social media has a significant effect to entrepreneurial interest in Management students of the Faculty of Economics and Business, Airlangga University with a magnitude of influence of 21.1%.

Social media itself has three important indicators which include communication, access and utilization. In the results of this study it is known that the means of communication means that the majority of respondents (87.5%) agree that they often communicate through social media accounts and 79.4% of respondents have many friends to socialize on social media.

Meanwhile for access indicators, 68.8% of respondents stated that accessing social media did not require a lot of money. They can be connected anywhere and anytime. 78.1% of respondents admitted that they would access their social media accounts every day. With advanced and modern technological advancements nowadays where social media features are now available on mobile phones (smartphones), it make easier for anyone to access them.

And for the utilization indicator, 79.4% of respondents still use their social media accounts for entertainment facilities or just to entertain themselves. Furthermore, the majority of respondents (81.8%) stated that they used social media accounts to find out the latest news. They say that it's faster to find out the latest news through social media such as Instagram and Twitter than reading newspapers or watching television. And the last 50% of respondents have promoted their merchandise or selling, although the percentage level is the lowest but at least, half of the respondents have tried to use social media for something productive.

From the characteristics of respondents based on the type of social media used, Instagram ranks first with 92 users or equal to 57.5% of respondents, followed by Facebook 19.4% and Twitter users 18.1%. These social media users spend an average of 1-6 hours per day. This can be interpreted that the students of the Faculty of Economics and Business, Airlangga University are active users of social media.

Table 1. Characteristics of Respondents Based on the Most Frequently Used Social Media Types

Type of Social Media	Total	Percentage
Instagram	92	57,5 %
Facebook	31	19,4 %
Twitter	29	18,1 %
Kaskus	4	2,5 %
Linkedin	4	2,5 %
Total	160	100 %

So, it is very unfortunate if students only use it for something that is not productive. There are so many opportunities to learn to use social media accounts to start a business. In major bookstores such as Gramedia and Toga Mas, there are also many guidebooks on tips or ways to start a business through social media accounts.

The results of this study also show that the Management students of the Faculty of Economics and Business, Airlangga University were very interested in becoming an

entrepreneur. This is evidenced from the



measurement of interest in entrepreneurship which consists of three indicators ; cognitive, affective, psychomotor.

On the cognitive indicators, the average student who answers strongly and agrees is 79%. So it can be concluded that the majority of students have the desire and knowledge to become entrepreneurs. They are challenged to seek deeper information about entrepreneurship.

For affective indicators consisting of three item statements, the average student who agreed and strongly agreed was 82%. So it can be concluded that the majority of students are interested in becoming entrepreneurs, they state that it is more like building their own business than working for someone else.

And for psychomotor indicators consisting of five statement items, the average student who agreed and strongly agreed was 81%. It can be concluded that the majority of students have tried actively in seeking insight to entrepreneurial activities such as attending entrepreneurial seminars and practicing entrepreneurship.

The results of the research are in line with the research conducted by Bambang Sad Kurnianto and Sulistya Ika Putra (2012). They stated that universities play a functional role in promoting entrepreneurship education because higher education is considered an ideal institution in shaping entrepreneurial culture and aspirations among students. This is possible because in Faculty of Economics and Business, Airlangga University, the students are always taught how to think and behave as entrepreneurs.

5. CONCLUSION

Based on the results of data analysis and discussion results of the research that the conclusions of this study ; There is an influence using social media to entrepreneurial interest in students of Management Department, Faculty of Economics and Business, Airlangga University.

Based on the results of this study, we can be recommended ; (1) From this research, it is expected that students can better utilize the free wifi available in the university so that additional costs are no longer a burden for most students. (2) Students can be wiser in using their social media accounts. When using social media, the students can reach 1 to 6 hours, it is expected to be used for something more productive. (3) Researchers approve Entrepreneurship courses at the Faculty of Economics and Business to further introduce the concept of E-Marketing (electronic marketing) or marketing through electronic media such as through internet or social media facilities, so students can access further to find out about the entrepreneurial world with various methods including utilizing social media as a supporting tool for business.

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