

ABSTRAK

**KONTRIBUSI PARTISIPASI MAHASISWA DALAM PROGRAM  
KREATIVITAS MAHASISWA KEWIRAUSAHAAN, STATUS SOSIAL  
EKONOMI ORANG TUA, AKSES MEDIA MASSA TERHADAP MINAT  
BERWIRAUSAHA MAHASISWA UNIVERSITAS SANATA DHARMA  
YOGYAKARTA.**

Maike Arisanti  
Universitas Sanata Dharma  
2015

Penelitian ini bertujuan untuk menguji kontribusi Partisipasi Mahasiswa dalam Program Kreativitas Mahasiswa - Kewirausahaan, Status Sosial Ekonomi Orang Tua, dan Akses Media Massa terhadap Minat Berwirausaha mahasiswa Universitas Sanata Dharma. Jenis penelitian ini merupakan penelitian eksplanatif yang dilaksanakan di Universitas Sanata Dharma. Waktu penelitian dilakukan pada Maret 2013 - April 2013. Populasi dalam penelitian ini adalah semua mahasiswa Universitas Santa Dharma yang telah mengikuti Program Kreativitas Kewirausahaan.

Teknik pengambilan sampel menggunakan *accidental sampling*. Sampel yang digunakan sebanyak 100 responden. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Data dianalisis menggunakan *Regresi Linier Berganda*. Hasil pengujian menunjukkan bahwa: (1) partisipasi mahasiswa dalam Program Kreativitas Mahasiswa Kewirausahaan memiliki kontribusi terhadap minat berwirausaha sebesar 35,52%, (2) status sosial ekonomi orang tua memiliki kontribusi terhadap minat berwirausaha sebesar 11,79%, dan akses media massa memiliki kontribusi terhadap minat berwirausaha sebesar 10,59%.

Kata Kunci: partisipasi mahasiswa dalam program kreativitas mahasiswa kewirausahaan, status sosial ekonomi orang tua, akses media massa, *regresi linier berganda*.

**ABSTRACT**

**CONTRIBUTION OF STUDENT PARTICIPATION IN STUDENT CREATIVITY PROGRAM OF ENTREPRENEURSHIP, PARENTS SOCIO AND ECONOMIC STATUS, MASS MEDIA ACCESS TOWARDS THE INTEREST OF SANATA DHARMA UNIVERSITY STUDENTS IN YOGYAKARTA.**

Maike Arisanti

Sanata Dharma University

This study aims to examine the contribution of student participation in student creativity program - entrepreneurship, socio and economic status of parents, and mass media access toward the interest of Sanata Dharma University. This research is an explanatory research conducted at the University of Sanata Dharma. The research was conducted from March to April 2013. The population in this study were all students of the University of Santa Dharma who had followed Creativity Entrepreneurship Program.

The sampling technique was accidental sampling. The samples were 100 respondents. Data were collected by using a questionnaire that had been tested for their validity and reliability. Data were analyzed by using multiple linear regression. Results show that: (1) the participation of students in the Entrepreneurship Student Creativity Program has contributed 35.52% to the interest in entrepreneurship (2) socio and economic status of parents have contributed 11.79% to the interest in entrepreneurship. and mass media access have contributed 10.59% to the interest in entrepreneurship.

Keywords: student participation entrepreneurship, student creativity program, parents socio and economic status, mass media access, *multiple linear regression*.