

ABSTRAK

**HUBUNGAN KONDISI EKONOMI KELUARGA,
PEMBELAJARAN KEWIRAUSAHAAN DENGAN *PROJECT
BASED LEARNING*, INTENSITAS MENGAKSES INFORMASI
KEWIRAUSAHAAN DI MEDIA SOSIAL DENGAN MINAT
BERWIRAUSAHA**

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Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan positif: 1) kondisi ekonomi keluarga; 2) pembelajaran kewirausahaan dengan *project based learning*; 3) intensitas mengakses informasi kewirausahaan di media sosial dengan minat berwirausaha.

Penelitian ini merupakan penelitian kuantitatif yang dilaksanakan pada bulan April 2019. Populasi penelitian ini adalah seluruh mahasiswa Fakultas Ekonomi angkatan 2016 dengan jumlah 422 mahasiswa. Sampel penelitian ini sejumlah 206 mahasiswa diambil dengan teknik *Purposive Sampling*. Data dikumpulkan dengan kuesioner dan dianalisis dengan analisis deskriptif dan korelasi *spearman rank*.

Hasil penelitian menunjukkan bahwa: 1) ada hubungan antara kondisi ekonomi keluarga dengan minat berwirausaha (*spearman rank* = 0,190; nilai *Sig* (2-tailed) = 0,006); 2) ada hubungan antara pembelajaran kewirausahaan dengan *project based learning* dengan minat berwirausaha (*spearman rank* = 0,636; nilai *Sig* (2-tailed) = 0,000); 3) ada hubungan antara intensitas mengakses informasi kewirausahaan di media sosial dengan minat berwirausaha (*spearman rank* = 0,658; nilai *Sig* (2-tailed) = 0,000).

Kata Kunci: kondisi ekonomi keluarga, pembelajaran kewirausahaan, media sosial, minat berwirausaha

ABSTRACT

RELATIONSHIP BETWEEN ECONOMIC CONDITIONS OF FAMILY, ENTREPRENEURSHIP LEARNING WITH PROJECT BASED LEARNING, INTENSITY ACCESSING ENTREPRENEURSHIP INFORMATION IN SOCIAL MEDIA TO THE INTERESTS IN ENTREPRENEURSHIP

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This study aims to find out whether positive correlations between: 1) economic conditions of families; 2) entrepreneurship learning with project based learning; 3) the intensity of accessing entrepreneurial information on social media to the interest in entrepreneurship.

This research is a quantitative research in May 2019. The population of this study of the Faculty of Economics 2016 batch. The samples were 206 students taken by technique Purposive Sampling. Data were collected by using a questionnaire and analyzed by descriptive analysis and spearman rank correlation.

The results show that: 1) there is an correlation between economic conditions of family to the interest in entrepreneurship (spearman rank = 0.190; Sig (2-tailed) = 0.006); 2) there is an orrelation between entrepreneurship learning with project based learning to the interest in entrepreneurship (spearman rank = 0.636; Sig (2-tailed) = 0,000); 3) there is an correlation between the intensity of accessing entrepreneurial information on social media to the interest in entrepreneurship (spearman rank = 0.658; Sig (2-tailed) = 0,000).

Keywords: *economic conditions of family, entrepreneurial learning, social media, interest in entrepreneurship*