

ABSTRAK

HUBUNGAN KONDISI EKONOMI KELUARGA, PEMBELAJARAN KEWIRAUSAHAAN DENGAN *PROJECT BASED LEARNING*, DAN INTENSITAS MENGAKSES INFORMASI KEWIRAUSAHAAN DI MEDIA SOSIAL DENGAN MINAT BERWIRAUSAHA MAHASISWA PENDIDIKAN EKONOMI DAN PENDIDIKAN AKUNTANSI UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk mengetahui hubungan positif: 1) kondisi ekonomi keluarga; 2) pembelajaran kewirausahaan dengan *project based learning*; 3) intensitas mengakses informasi kewirausahaan di media sosial dengan minat berwirausaha mahasiswa Pendidikan Ekonomi dan Pendidikan Akuntansi Universitas Sanata Dharma. Penelitian ini adalah penelitian korelasional yang dilaksanakan bulan April 2019. Populasi ini adalah seluruh mahasiswa Pendidikan Ekonomi dan Pendidikan Akuntansi Universitas Sanata Dharma. Sampel penelitian ini berjumlah 168 mahasiswa diambil dengan teknik *purposive sampling*. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan analisis korelasi *product moment pearson* dan *spearman rank*.

Hasil penelitian ini menunjukkan bahwa: 1) tidak ada hubungan positif dan tidak signifikan antara kondisi ekonomi keluarga dengan minat berwirausaha mahasiswa (*spearman rank*=0,055; nilai Sig (2-tailed)=0,475); 2) ada hubungan positif dan signifikan antara pembelajaran kewirausahaan dengan *project based learning* dengan minat berwirausaha mahasiswa (*spearman rank*=0,522; nilai Sig (2-tailed)=0,000); 3) ada hubungan positif dan signifikan antara intensitas mengakses informasi kewirausahaan di media sosial dengan minat berwirausaha mahasiswa (*spearman rank*=0,555 nilai Sig (2-tailed)=0,000).

Kata Kunci: kondisi ekonomi, pembelajaran kewirausahaan dengan *project based learning*, intensitas mengakses informasi kewirausahaan di media sosial, dan minat berwirausaha

ABSTRACT

RELATIONSHIP BETWEEN FAMILY ECONOMIC CONDITION, LEARNING ENTREPRENEURSHIP AND PROJECT BASED LEARNING, AND INTENSITY OF ACCESSING ENTREPRENEURSHIP INFORMATION IN SOCIAL MEDIA AND INTEREST OF ENTREPRENEURSHIP OF ECONOMIC EDUCATION AND ACCOUNTING EDUCATION STUDENTS, SANATA DHARMA

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This study aims to find out positive relationships between: 1) family economic conditions; 2) learning entrepreneurship using project based learning; 3) the intensity of accessing entrepreneurial information on social media and the interest entrepreneurship of students economic and accounting education Departement Sanata Dharma University. This type of research is a correlational research in April 2019. The population of this study were all students of Economic Education and Accounting Education of Sanata Dharma University. The samples of this study were 168 students who had participated in entrepreneurship education courses. The samples were taken by purposive sampling. Data were collected by using a questionnaire and analyzed by descriptive analysis and pearson product moment correlation and spearman rank.

The results of this study indicate that: 1) there is not any positive and significant relationship between family economic conditions and interest of student entrepreneurship (spearman rank = 0.055; Sig (2-tailed) = 0.475); 2) there is a positive and significant relationship between entrepreneurship learning using project based learning and student entrepreneurship interests (spearman rank = 0.522; Sig (2-tailed) = 0,000); 3) there is a positive and significant relationship between the intensity of accessing entrepreneurial information on social media and interest in entrepreneurship (product moment pearson = 0.555; Sig (2-tailed) = 0,000).

Keywords: *economic conditions, entrepreneurial learning, project based learning, intensity of accessing entrepreneurial information on social media, and interest in entrepreneurship*