

ABSTRAK

PERBEDAAN MINAT BERWIRAUSAHA MAHASISWA DITINJAU DARI KONDISI EKONOMI KELUARGA, PEMBELAJARAN KEWIRAUSAHAAN MENGGUNAKAN PROJECT BASED LEARNING, DAN INTENSITAS MENGAKSES INFORMASI KEWIRAUSAHAAN DI MEDIA SOSIAL

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

Penelitian ini merupakan penelitian kuantitatif yang dilaksanakan pada bulan April 2019. Dan populasi di penelitian ini seluruh mahasiswa Pendidikan Ekonomi dan Pendidikan Akuntansi Universitas Sanata Dharma yang telah mengikuti mata kuliah kewirausahaan. Sampel penelitian ini berjumlah 168 mahasiswa diambil dengan teknik *purposive sampling*. Data dikumpulkan dengan kuesioner dan dianalisis dengan analisis deskriptif dan uji t.

Hasil penelitian menunjukkan bahwa: 1) ada perbedaan minat berwirausaha mahasiswa ditinjau dari kondisi ekonomi keluarga (Uji Tprobabilitas $0,711 > 0,05$); 2) ada perbedaan minat berwirausaha mahasiswa ditinjau dari pembelajaran kewirausahaan dengan *project based learning* (Uji Tprobabilitas $0,071 > 0,05$); 3) ada perbedaan minat berwirausaha mahasiswa ditinjau dari intensitas mengakses informasi kewirausahaan di media sosial (Uji Tprobabilitas $0,053 > 0,05$).

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

ABSTRACT

**DIFFERENCES IN STUDENTS' INTERESTS IN
ENTREPRENEURSHIP AS VIEWED FROM FAMILY
ECONOMIC CONDITIONS, LEARNING OF
ENTREPRENEURSHIP USING PROJECT BASED
LEARNING, AND INTENSITY OF ACCESSING
INFORMATION IN SOCIAL MEDIA**

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This study aimed to determine whether there were differences in students' interests in terms of: 1) family economic conditions; 2) entrepreneurship learning using project based learning; and 3) the intensity of accessing entrepreneurial information on social media.

This research was a quantitative study conducted in April 2019. The population in this study were all students of Economic Education and Accounting Education at Sanata Dharma University who had attended the entrepreneurship course. The samples of this study were 168 students taken by purposive sampling technique. Data were collected by questionnaire and analyzed by descriptive and t-test.

The results showed that: 1) there were differences in student entrepreneurial interests in terms of family economic conditions (T Test Probability $0.711 > 0.05$); 2) there were differences in students' interest in entrepreneurship in terms of entrepreneurship learning using project-based learning (T Test Probability $0.071 < 0.05$); and 3) there were differences in students' entrepreneurial interest in terms of the intensity of accessing entrepreneurial information on social media (T Test Probability $0.053 > 0.05$).

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

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