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The Influence Of Business Interest And Social Media On Student Entrepreneurship

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Abstract

This research aims to find out and analyze the influence of business interest and social media on entrepreneurship in Management Study Program students at Bandar Lampung University. This research used a population of 168 Bandar Lampung University students, and the sample taken from this research was 25% of the 168 students so that 42 students were determined as the research sample, however, to make the research easier the researcher determined 50 students as research in order to get more answers. varies. In collecting data sources, researchers use primary data sources, namely questionnaires that will be distributed to respondents, then the results of the research will be tested using multiple linear analysis, coefficient of determination test, t test and F test. Based on the research results, business interest and social media are both partial and second ANOVA have a significant effect on entrepreneurship among Economics and Business Students class of 2020 at Bandar Lampung University.

Keywords: Business Interest, Social Media, and Entrepreneurship.

INTRODUCTION

The high unemployment rate is an empirical phenomenon that occurs in Indonesia and provides valuable lessons about the need for every individual to have creativity, knowledge and skills. Entrepreneurship enables a person to create jobs for themselves and others. Entrepreneurship is one of the important players in the modern economy. Success in developing the economy is based on the entrepreneurial spirit and abilities themselves. The entrepreneurial spirit is the spirit of independence to find a source of

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income by opening a business or channeling one's creativity and then turning it into a place to earn income (Salsabila & Rohman, 2023).

Entrepreneurship is one of the things that is very important for a country. Entrepreneurship can grow the economy and community welfare. Catatan baru Kementerian Perencanaan Pembangunan Nasional (2019)The number of entrepreneurs in Indonesia is 3.1% of Indonesia's population of 266.91 million people. Indonesia is still lagging behind other countries such as Malaysia 5%, Thailand 4.5%, Singapore 7%, America and Japan more than 10% soaring far. The number of entrepreneurs in Indonesia is still low due to many reasons. The chairman of the National Economic and Industrial Committee (KEIN) is one of the reasons why the number of Indonesian entrepreneurs is small, namely that young Indonesians still have a consumerist, not productive, mindset. National prosperity can be seen through entrepreneurship in the startup sector. In Indonesia, it has been proven that the growth of technology startups produces a "*multiplier effect*" on MSME businesses as a positive thing for economic growth in Indonesia, where the majority of businesses are MSMEs. Startups provide benefits not only to consumers but also to creators and sellers (Indonesia Digital Creatif Industry Society, 2019). So entrepreneurship becomes important for the economy of a country. College graduates tend to be job seekers who suit their abilities and skills, only a few are entrepreneurs. Therefore, students are the main target in developing interest in entrepreneurship in Indonesia.

According to Rahmadi & Heryanto (2017)entrepreneurial interest, it is the subject's inner tendency to be interested in creating a business and then organizing, managing, bearing risks and developing the business he creates. An interest in entrepreneurship will make someone more active in seeking and exploiting business opportunities by optimizing their potential. Entrepreneurial interest is an individual's desire, interest and willingness to work hard to fulfill their life needs without fear of risks. Interests play an important role in students' lives and have a big impact on attitudes and behavior. Students who have an interest in something tend to be attached to their interest without any coercion. A person is said to have a high interest in entrepreneurship, which can be seen from various aspects of personality such as a person's character, attitude and behavior. According to Suryana (2018)the characteristics of entrepreneurship, it has six important components, namely self-confidence, results-oriented, courage to take risks, leadership, originality and future-oriented.

Another factor that can also influence interest in entrepreneurship is social media. Nowadays, the presence of the internet has brought major changes to the way of life and

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daily human activities. The rapid growth of social media now is because everyone can have their own media and produce a positive impact with the emergence of business opportunities. Social media can be used as a promotional media, sales media, consumer search media and so on. With social media, the cost of renting a place or location and distance restrictions or the shape of the shop are not a problem in paying the business. This makes choosing social media as a place to sell one of the business solutions which is a very big business target (Gustina et al., 2022).

Nowadays, social media can be said to have become a necessity for everyone in various parts of the world. The large amount of information and functions provided by social media makes social media a primary thing in facing the current flow of globalization. Social media itself comes from two syllables, namely media and social. Media can be interpreted as a means or communication tool that can be used by everyone. Meanwhile, the meaning of the word social comes from the word " *socius* " which is Latin which means to grow, develop in life together (Kurnia et al., 2018). Social media provides a breakthrough in changing students' mindsets so that entrepreneurship can reduce the risk of failure and make it easier to market products more widely without huge costs. By expanding your network to communicate with others using the internet, the usefulness of social media is increasingly being recognized in starting a business venture. Which is promoted via *Facebook, Whatsapp, Instagram, Tiktok* and other social media. This can be used as a good opportunity for future entrepreneurs to explore entrepreneurial potential through social media.

In connection with this, Bandar Lampung University as a university which in fact is a university has a vision, namely to become a university that excels in *entrepreneurship synergy.* This shows that Bandar Lampung University is a tertiary institution that has implemented entrepreneurship education for students. The Department of Management, Faculty of Business Economics, is one of the departments that has implemented entrepreneurship education. Entrepreneurship education has been included in the curriculum and has become an elective course for students majoring in economics and business. Entrepreneurship (business) courses are taken in semester 2 to semester 7. The courses taken are Business Communication and Negotiation in semester 2, Business Ethics and Indonesian Business and Economics in semester 3, Business Law in semester 4, Business Feasibility Study in semester 5, Business Process Engineering II in semester 6, and *Entrepreneurship (incubator class)* in semester 7. Entrepreneurship education in the form of theory is given in class for provision before students become entrepreneurs,

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while in practice entrepreneurship is through activities of setting up small companies that are managed by students according to their groups.

Based on observations and interviews with some students, only a few students tried entrepreneurship after taking entrepreneurship courses. Meanwhile, others have the desire to become entrepreneurs and still others are still hesitant about becoming entrepreneurs, because they are faced with the risk of not succeeding. If students know the benefits of entrepreneurship, namely they can create jobs for other people and generate large incomes from employees.

LITERATURE REVIEW

Business Interests

According to Hartono, (Widjaja et al., 2022)"entrepreneurial interest is an individual's concentration on entrepreneurial work and is happy to carry out work-related activities that rely on the ability to bear risks, make decisions in accordance with existing opportunities." The awareness of someone who has interest and enjoyment in a business will be seen in the activities of studying, understanding, and also being involved in that business. Activities that are accompanied or followed by interest are likely to progress and be successful, because these activities are carried out with a feeling of pleasure and also without any coercion. Interest in entrepreneurship can be seen from a person's willingness to start entrepreneurship or open a business, this can be seen from indicators of interest in entrepreneurship. The limitations of this research using indicators according to opinion Suryana (2018), these indicators include:

1. Feel interested in entrepreneurship

   This entrepreneurial activity will have its own appeal for everyone. If someone does something according to their conscience, the person will become more interested in something, so they can get maximum results.
2. Desire to become an entrepreneur

   This desire will arise by itself without any coercion from other parties. However, things that influence a person's desire to become an entrepreneur will arise from extrinsic or intrinsic factors.
3. Have confidence in entrepreneurship

   The confidence a person has will be the key to success for him in running a business. Because this belief will become a suggestion, if the belief leads to a positive direction it will produce something good, and vice versa.

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Social media

Social media is a sophisticated communication tool that is carried out without meeting in person but using communication technology that uses the internet. This social media has lots of facilities that we need for communication, it saves time and can be used without distance limits anywhere (Oustin & Habiburahman, 2023). According to Constantinides, Dewi (2019)"Social media is an information technology which, with the development of the current era, is currently booming with the existence of social media." Meanwhile, according to Tresnawati & Prasetyo (2022)"Social Media is a new marketing industry, the facility to be able to communicate in one direction is balanced and supported by traditional marketing media such as television, radio and newspapers, which can be connected and have two directions by giving permission. to everyone if they want to spread the word and participate in online conversations." Social media has several dimensions that influence each other, according to Nasrullah (2020)social media there are several indicators that support and influence social media, these indicators are related to each other, the following are social media indicators, namely:

1. *Participation & Engagement*
2. *Openness*
3. *Conversation*
2. *Community*
3. *connectedness*

Entrepreneurship

According to Habiburahman (2018), entrepreneurship is an important thing in economic development. If Indonesia wants to be developed like other countries, it must develop entrepreneurial development from now on. Whether it's starting from the education system from an early age to university and it must enable them to see that there are business opportunities that are profitable for them and also society. According to Alma Andriana & Fourqoniah (2020), an entrepreneur is a person who has a productive personality, namely an individual who is mature both physically and psychologically. According to Wibowo Dalam, an entrepreneur Utami & Sitorus (2024)is a person who is skilled at taking advantage of opportunities in developing his business with the aim of improving his life. Meanwhile, what is meant by entrepreneurship is a person's willingness and ability to face various risks by taking the initiative to create and do new things through the use of a combination of various resources with the aim of providing the best service to all stakeholders and gaining profits as a consequence (Sanchaya Hendrawan & Sirine,

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2017). Entrepreneurship is defined as someone who creates a new business by taking risks and uncertainties in order to achieve profit and growth by identifying opportunities and combining the necessary resources to establish it. According to Kuratko (2017)entrepreneurship indicators, they include:

1. Knowledge

   Knowledge is information obtained by someone through learning or experience. Knowledge is information that a person has, especially in a specific field.

2. Skills

   Skills are a person's ability to use reason and thought to change or create something that has more value to produce work. Skills are *the* ability to be able to carry out physical and mental tasks.

3. Attitude

   A feeling (happy-displeased, like-dislike) or it can also be called a reaction to an object or stimulus that comes from outside.

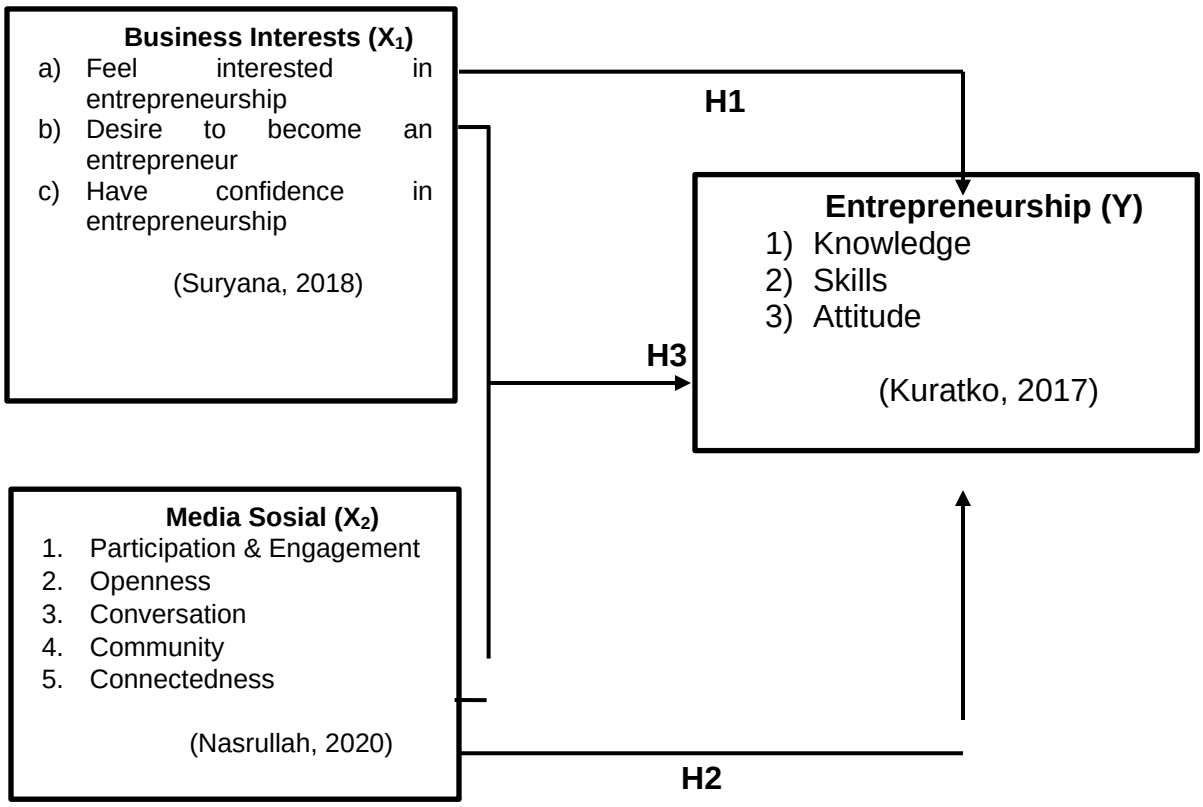


Figure 1. Conceptual Framework

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Hypothesis

According to Sugiyono (2018), a hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question. It is said to be temporary because the answer given is only based on theory. Hypotheses are formulated on the basis of a framework which is a temporary answer to the problem being formulated. Based on the background of the problem and problems, the hypothesis that can be put forward is as follows *:*

1. H1: Business Interest has a positive effect on Entrepreneurship in the Bandar Lampung University management study program.
2. H2: Social Media has a positive effect on Entrepreneurship in the Bandar Lampung University management study program.
3. H3: Business Interest and Social Media together have a positive effect on Entrepreneurship in the Bandar Lampung University management study program.

RESEARCH METHODS

Research Design

This research design is a descriptive research design. Descriptive research method is a procedure or way of solving problems by describing or depicting phenomena, circumstances, events or something that is taking place at the moment based on facts that appear as they really are. This research explains the causal relationship between variables through hypothesis testing (Aditya Nalendra, 2021).

Population

Population is the totality of all possible values, both the results of counting and measurements. Quantitative and qualitative rather than certain characteristics regarding a complete and clear set of objects. Another definition says that a population is a group of subjects, whether people, symptoms, test scores, objects or events (Ghozali, 2018). In line with the above understanding, it was determined that the population of this research was Bandar Lampung University Management Study Program students class of 2020, totaling 168 students.

Sample

According to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. Meanwhile, the definition of population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined

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by the researcher to be studied and then conclusions drawn. The sampling technique in this research is non-probability, namely *convenience sampling.* According to Sugiyono (2018), *Convenience sampling* is a sample determination method by selecting samples freely as the researcher wishes. Sampling for research according to Arikunto (2018), if the subjects are less than 100 people, all of them should be taken, if the subjects are large or more than 100 people, 10-15% or 20-25% or more can be taken. So the sample taken from this research was 25% of 168 students, so 42 students were determined as the research sample, however, to make the research easier, the researcher determined 50 students as research to get more varied answers.

RESEARCH METHODS

Quantitative Data Analysis

Quantitative analysis is analysis used for data in the form of numbers that can be measured or calculated. The purpose of this analysis is to find out how much influence a variable or other variables have quantitatively. This analysis uses calculations through statistical methods and to make data analysis easier, this research uses *SPSS 25 software.* The tests carried out are validity test, reliability test, multiple linear test, coefficient of determination test, t test and F test.

RESEARCH RESULTS AND DATA ANALYSIS

Validity Test

The validity test is used to test the extent to which the accuracy of the measuring instrument can reveal the concept of the symptom/event being measured. Questionnaire items are declared valid if the calculated r value is > r table (0.278).

Table 1. Validity Test Results

Question	r Value Calculate X1	r Value Calculate X2	r Value Calculate Y	Table r value	Conclusion
Statement 1	0.811	0.836	0.761	0.278	Valid
Statement 2	0.766	0.815	0.900	0.278	Valid
Statement 3	0.836	0.713	0.718	0.278	Valid
Statement 4	0.815	0.902	0.884	0.278	Valid
Statement 5	0.838	0.842	0.831	0.278	Valid
Statement 6	0.814	0.909	0.814	0.278	Valid

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Statement 7	0.707	0.744	0.797	0.278	Valid
Statement 8	0.901	0.852	0.905	0.278	Valid
Statement 9	0.813	0.894	0.777	0.278	Valid
Statement 10	0.844	0.892	0.829	0.278	Valid

Source: data processed with SPSS25, 2024.

From the statistical test results above, it was found that there were 10 question items that had r calculated > r table = 0.278 so that all question items were valid.

Reliability Test

This research must carry out a reliability test to measure whether or not the questionnaire in the research is consistent or not, which is used to measure the influence of variable X on variable (Sudaryono, 2021)Y. Before carrying out reliability testing, there must be a basis for decision making, namely an alpha of 0.60. A variable is considered reliable if the value of the variable is greater than >0.60, if it is smaller then the variable under study cannot be said to be reliable. Therefore, the following are the results of the reliability test in this research.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Realibility
Business Interests	0.943	Reliable
Social media	0.952	Reliable
Entrepreneurship	0.946	Reliable

Source: data processed with SPSS25, 2024.

From the results of the reliability test above, the alpha value was >0.60, so this research questionnaire was declared reliable. This means that the measuring instrument used in this research already has the ability to provide consistent measurement results in measuring the same symptoms.

Descriptive Analysis

To measure variables, an instrument of 30 questions is used which represents various indicators, where each question has a score of 1 – 5. To be able to find out the answer criteria from the total question score.

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Table 3. Statement Items for Variables

No.	Statement X1	Statement X2	Y Statement
1	I was motivated to become an entrepreneur because I saw people who were successful in entrepreneurship	There is freedom for me to express my opinions on social media business accounts	There is freedom for me to express my opinions on social media business accounts
2	I am interested in entrepreneurship because there are many challenges that will be faced	There is active participation from me to join in the content presented through social media business accounts	There is active participation from me to join in the content presented through social media business accounts
3	I am interested in entrepreneurship because it can increase my adrenaline	There is transparent information regarding all products presented on social media business accounts	There is transparent information regarding all products presented on social media business accounts
4	I was interested in entrepreneurship because of support from my parents	I can see various comments from other users on social media business accounts	I can see various comments from other users on social media business accounts
5	I am interested in becoming an entrepreneur because I am free to do work	Ease of engaging in two-way conversations on social media	Ease of engaging in two-way conversations on social media
6	I am interested in becoming an entrepreneur because I can create jobs for other people	There is a live chat feature where I can ask questions both ways	There is a live chat feature where I can ask questions both ways
7	I am interested in becoming an entrepreneur because I want to use the knowledge I got from college	There is a gathering place or community for people who are interested in the same product on social media	There is a gathering place or community for people who are interested in the same product on social media
8	I am an entrepreneur for a better future.	Social media has a community of audiences who may share the same values and goals	Social media has a community of audiences who may share the same values and goals
9	I will definitely be successful with entrepreneurship	There are links or links from social media that are connected to the official website and e-commerce where the product is purchased	There are links or links from social media that are connected to the official website and e-commerce where the product is purchased

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10	I am sure I will get an income that matches my target	The convenience provided by Instagram social media to connect with other social media	The convenience provided by Instagram social media to connect with other social media

Source: Processed primary data, 2024.

Based on the variable respondent answer criteria, a recapitalization of the total score and answer criteria is obtained using the following formula:

Table 4. Distribution of Research Variable Data

No.	Score	Category	X1		X2		Y	
1	42 – 50	Very good	16	32%	6	12%	14	28%
2	34 – 41	Good	19	38%	26	52%	15	30%
3	26 – 33	Neutral	7	14%	9	18%	11	22%
4	18 – 25	Not good	7	14%	8	16%	9	18%
5	10 – 17	Very Not Good	1	2%	1	2%	1	2%
Amount			50	100%	50	100%	50	100%

Source: Processed primary data, 2024.

1. Based on the table above, of the 50 research respondents, the largest number of respondents said "Good" was 19 people (38%). It can be concluded that the majority of students who are interested in business activities will arouse students' interest in entrepreneurship. With attention, students who are interested in an object (entrepreneurship) will automatically pay attention to that object.
2. Based on the table above, of the 50 research respondents, the largest number of respondents said "Good" was 26 people (52%). In this way, students who can use social media optimally can be followed by the emergence of a great interest in entrepreneurship.
3. Based on the table above, of the 50 research respondents, the largest number of respondents said "Good" was 15 people (30%). Thus, students who have good entrepreneurship, such as being able to prepare *a business plan,* knowing the theory of entrepreneurship, knowing the preparation of financial reports in business, can be followed by the emergence of interest in good entrepreneurship.

Based on the results of respondents' answers to the questionnaire for all variables obtained, the descriptive statistical results can be explained as follows:

Table 5. Descriptive Analysis of Business Interest

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Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	50	1	5	3.80	1,050
X1_2	50	1	5	3.46	1,014
X1_3	50	1	5	3.68	1,019
X1_4	50	1	5	3.70	,839
X1_5	50	1	5	3.80	,857
X1_6	50	1	5	3.62	,945
X1_7	50	1	5	3.50	,886
X1_8	50	1	5	3.62	1,028
X1_9	50	1	5	3.52	,995
X1_10	50	1	5	3.70	,953
Valid N (listwise)	50				

Source: Data Processed by *SPSS25,* 2024.

Based on the table above, it can be explained that the average value of respondents' answers to all question items regarding the business interest variable is 3.64 or equivalent to the " *Good* " criterion. This shows that there is good business interest at Bandar Lampung University.

Table 6. Descriptive Analysis of Social Media

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	50	1	5	3.48	,677
X2_2	50	1	5	3.28	,927
X2_3	50	1	5	3.36	,898
X2_4	50	1	5	3.34	,961
X2_5	50	1	5	3.46	,813
X2_6	50	1	5	3.44	,972

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X2_7	50	1	5	3.42	,859
X2_8	50	1	5	3.34	,982
X2_9	50	1	5	3.62	,753
X2_10	50	1	5	3.44	,972
Valid N (listwise)	50				

Source: Data Processed by *SPSS25,* 2024.

Based on the table above, it can be explained that the average value of respondents' answers to all question items regarding social media variables is 3.48 or equivalent to the " *Good* " criterion. This shows that the existence of good social media at Bandar Lampung University.

Table 7. Descriptive Analysis of Entrepreneurship

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y_1	50	1	5	3.56	1,053
Y_2	50	1	5	3.46	1,054
Y_3	50	1	5	3.40	,948
Y_4	50	1	5	3.64	1,120
Y_5	50	1	5	3.64	,985
Y_6	50	1	5	3.24	1,135
Y_7	50	1	5	3.76	,981
Y_8	50	1	5	3.58	1,090
Y_9	50	1	5	3.66	,798
Y_10	50	1	5	3.78	1,183
Valid N (listwise)	50				

Source: Data Processed by *SPSS25,* 2024.

Based on the table above, it can be explained that the average value of respondents' answers to all question items regarding entrepreneurship variables is 3.57 with the criteria " *Good* ". This shows that the existence of good social media at Bandar Lampung University.

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Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,933	4,665		,843	.403
	Business Interests	,543	.134	,497	4,054	,000
	Social media	,352	.141	,306	2,495	.016
a. Dependent Variable: Entrepreneurship						

Source: Data Processed by *SPSS25,* 2024.

Interpretation

$Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + e_t$

$Y = 3.933 + 0.543X1 + 0.352X2 + e_t$

Interpretation:

1. The Constant value (a) of 3.933 means that if you don't pay attention to business interests and social media then entrepreneurship will only be 3.933.
2. The regression coefficient X_1 is 0.543. This shows that the contribution of business interest to entrepreneurship is 0.543, or if business interest increases assuming other variables remain constant, then entrepreneurship will increase. If business interest (X_1) is increased by 1% assuming social media (X_2) is considered constant, then entrepreneurship will increase by 5.43%.
3. The regression coefficient X_2 is 0.352. This shows that the contribution of social media to entrepreneurship is 0.352, or if social media increases assuming other variables remain constant, then entrepreneurship will increase. If social media (X_2) is increased by 1% assuming Business Interest (X_1) is considered constant, then entrepreneurship will increase by 3.52%.
4. Based on the information above, it can be concluded that the regression coefficient value of business interest (X_1) is greater than the social media regression coefficient (X_2). This shows that the contribution of the business interest variable is higher or

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dominant compared to social media in increasing entrepreneurship among students from the 2020 Faculty of Economics and Business at Bandar Lampung University.

Coefficient of Determination

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 [a]	,509	,488	6.103
a. Predictors: (Constant), Social Media, Business Interest				

Source: Data processed with SPSS 25, 2024.

The table above shows the close influence of the variables of business interest and social media on entrepreneurship. The calculation results obtained *R* = 0.714 and the coefficient of determination was R^2 = 0.509 or 50.9%. The large coefficient of determination means that 50.9% of the change in the entrepreneurial variable is influenced by business interest and social media, the remaining 49.1% is influenced by other factors that the author did not examine.

Partial Hypothesis Test or t Test

Partial hypothesis testing can be carried out to determine the influence of each independent variable on the dependent variable, if the sig value <0.05 then the proposed hypothesis is accepted or Ho is rejected and Ha is accepted.

Table 10. Partial Hypothesis Test or t Test

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,933	4,665		,843	.403
	Business Interests	,543	.134	,497	4,054	,000
	Social media	,352	.141	,306	2,495	.016
a. Dependent Variable: Entrepreneurship						

Source: Data Processed by *SPSS25,* 2024.

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1. Based on the hypothesis test above, the *calculated t* variable for business interest is 4,054 which is greater than *the t table,* namely 2.010 with a significance level of 0.000 because the probability is much smaller than 0.05, so business interest has an effect on entrepreneurship, meaning that H $_0$ is rejected and H $_1$ is accepted. Thus the first hypothesis "interest in business has a positive and significant effect on entrepreneurship among Economics and Business Students class of 2020 at Bandar Lampung University" is accepted.
2. Based on the hypothesis test above, it can be seen that the *calculated t* variable for business interest is 2,495 which is greater than *the t table,* namely 2.010 with a significance level of 0.016 because the probability is much smaller than 0.05, so social media has an effect on entrepreneurship, meaning H $_0$ is rejected and H $_1$ is accepted. Thus the second hypothesis "social media has a positive and significant effect on entrepreneurship among Economics and Business Students class of 2020 at Bandar Lampung University" is accepted.

Anova Hypothesis Test or F Test

Table 11. Simultaneous Hypothesis Test or F Test

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1815.622	2	907.811	24,375	,000 [b]
	Residual	1750.458	47	37,244		
	Total	3566.080	49			
a. Dependent Variable: Entrepreneurship						
b. Predictors: (Constant), Social Media, Business Interest						

Source: data processed by *SPSS25,* 2024.

From the ANOVA test or F test, the F count is 24,375 with a significance level of 0.000 because the probability is much smaller than 0.05, so business interest and social media together influence entrepreneurship, meaning Ho is rejected and Ha is accepted. Thus the third hypothesis: "business interest and social media together have a significant effect on entrepreneurship among Economics and Business Students class of 2020 at Bandar Lampung University " can be accepted.

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CONCLUSION

Based on the results of data analysis, findings from the analysis were found which will be described as follows:

1. Interest in business has a positive and significant effect on entrepreneurship among Economics and Business students class of 2020 at Bandar Lampung University.
2. Social media has a positive and significant effect on entrepreneurship among Economics and Business students class of 2020 at Bandar Lampung University.
3. Business interest and social media together have a significant influence on entrepreneurship among Economics and Business students class of 2020 at Bandar Lampung University.

Suggestion

Based on the results of descriptive and quantitative data analysis, there are several things that need to be recommended to economics and business students class of 2020 at Bandar Lampung University in order to increase entrepreneurship from the current situation, including:

1. The implementation of entrepreneurship education should receive serious attention from the government and educational institutions regarding teaching methods, curriculum, lecturer competency and length of study time so that it can stimulate students' interest in entrepreneurship.
2. There is a need to develop learning methods so that they can create more creative entrepreneurship learning so that they can attract students' interest in entrepreneurship, for example *learning by doing,* demonstrating good and correct entrepreneurial methods by giving students entrepreneurship practice.
3. There needs to be facilities or facilities and infrastructure from the campus that can support students in promoting products and developing their businesses.

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