

The Effect Of Learning Digital Marketing On Students To Increase Interest In Entrepreneurship

Akhirman Akhirman¹, Iranita Iranita², Kiki Wulandari³

{akhirman@umrah.ac.id¹, iranita@umrah.ac.id, kikiwulandari@umrah.ac.id}

Faculty of Economics and Maritime Business- Raja Ali Haji Maritime University, Indonesia

Abstract: Many businesses in today's society require that employees be able to respond to changes quickly, so schools are teaching students about entrepreneurship so they can be able to start their own businesses and meet the needs of society. This research is looking into how well different types of learning help students become interested in starting their own businesses. The study used questionnaires to ask students about their experiences and found that many students don't start their businesses because they're afraid of making mistakes, and that classroom teaching about business and entrepreneurship isn't really catching their attention. It's important to specifically encourage students to learn more about entrepreneurship, so they have the support they need to start their own businesses.

Keyword: Digital Marketing; Interest in Entrepreneurship

1. Introduction

Different types of learning exercises beyond tertiary establishments, including leading temporary jobs/work rehearses in industry or different work environments, carrying out local area administration projects in towns, showing in instructive units, partaking in understudy trades, directing exploration, leading enterprising exercises, making studies/free ventures, and following philanthropic projects. This large number of exercises should be completed with the direction of the speaker. As is known to fabricate financial specialist with imaginative groundbreaking thoughts and developments¹. Learning exercises can be completed as business venture, both those that have been or have not been specified in that frame of mind of the review program^{5 6}

Many people in the world of education worry that many of their graduates are not ready to work in business. This is especially true for people who have studied at a university. Notes from a number of Iduka stating that the graduates were unprepared, due to several common factors, namely:

¹ Iranita; Lia Suprihartini; Kiki Wulandari, (2021), Buku Ajar: Pengantar Bisnis Menumbuhkan Jiwa Entrepreneur, Umrshpress, ISBN. 786025603754.tanjungpinang

- 1) Needing to adapt for several months
- 2) Unwanted business processes in iduka only as pilot / trial materials
- 3) Training time that interfered with the running of business processes
- 4) Become an unproductive financing burden ²

As stated by [9] There is something you can do to be an entrepreneur. You can learn things and use skills to create your own business. Entrepreneurial learning over the last twenty years has undergone major developments in most industrialized countries ³[10-27] In addition, groups that there are four kinds of entrepreneurship learning programs. It started with “Entrepreneurial Awareness Education”, “Education for Start-Up” “Education for Entrepreneurial Dynamism”, and “You can keep learning and growing as an entrepreneur by taking continuing education courses.. As Liñán ⁴ points out that there are four types of entrepreneurship learning programs [²⁸⁻³²].

Along with the various types of entrepreneurial learning, from the existing research there are four lines, including (i) focusing on the role of entrepreneurship programs in individuals and society, (ii) Entrepreneurship programs are organized in a way so that everyone can learn from and work together with each other, for example Multimedia learning is a way to use different types of media to help you learn. Curriculum development is a process of creating materials that can be used in a multimedia learning environment., (iii) When you are looking at entrepreneurship learning programs, you may want to consider what content is covered and how it is delivered. This can help you make sure that you are getting the most out of your learning experience.; and (iv) When you are a part of a entrepreneurship program, you should focus on what is best for the individual participants ¹⁰

Many people think that pursuing business interests is a good way to develop a business and make it bigger. Tendency to a risk-averse mindset and trying to find financial security is often an obstacle to the development of entrepreneurial interest. Business interest in this situation is characterized as an individual's readiness to behave as an entrepreneur, take part in entrepreneurial learning, become a businessman or look for a new business ^{5 6}. Some factors that can influence a person's interest in entrepreneurship include the circumstances of their

² European Commission. (2015). Entrepreneurship education: a road to success. A compilation of evidence on the impact of entrepreneurship education strategies and measures. In Belgium, European Commission (Vol. 115).

³ Fayolle, Alain and Benoit Gailly. 2015. “The Impact of Entrepreneurship Education on Entrepreneurial Attitudes and Intention: Hysteresis and Persistence.” *Journal of Small Business Management* 53(1):75–93,

⁴ Liñán, F. (2004). Intention-based models of entrepreneurship education. *Piccola Impresa / Small Business*, 2004(3), 11–35

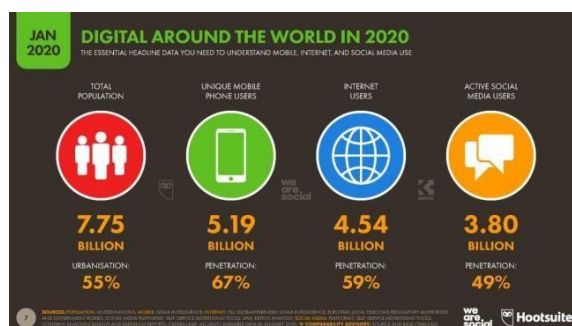
⁵ Mcstay, D. (2008). An investigation of undergraduate student self-employment intention and the impact of entrepreneurship education and previous entrepreneurial experience Presented By [School of Business University The Australia].

⁶ Dohse, D., & Walter, S. G. (2010). The role of entrepreneurship education and regional Context in forming entrepreneurial intentions (Working Paper Present at Document de Treball de IIEB).

family, friends, school, and others. This is according to the results of research by a scientist who found that the need for achievement, adequacy factor self, and the status of tools such as capital accessibility, network, and access to information are the main factors that influence student interest in entrepreneurship.

The Internet has helped us to connect with others around the world in a way that was never possible before. It's now possible to connect with people from all over the world, no matter where they are. This factor makes all companies try to use the internet as a penetration material for company activities in marketing their products and services.

Indonesia is one of the most active countries in social media, according to the results of the We Are Social research in January 2020 on the hootsuite.com page, currently Indonesia has 7.750 billion people with internet users in Indonesia reaching 4.540 billion, There are a lot of social media users out there. About 3.8 billion of them are actively using social media. In addition to meeting information needs, currently social media is widely used as a medium for driving the economy for entrepreneurs⁷. The most popular social media include Facebook, Twitter, Instagram, Youtube.



Source: Hootsuite.com

Fig 1. Internet Users in Indonesia 2021

The increasing ability of web users in Indonesia from one year to another is an opportunity to take full advantage of technology. According to a report from the Ministry of Communication and Information, there are now 202.6 million people using the internet in Indonesia. In addition, the increasing purchasing power of the people along with the increase in the income per capita of the people in this country also affects the progress of digital business

2. Literature Review

There are a few things that influence business decisions. One of these is your character, which

⁷ Wibowo, B. S., & Haryokusumo, D. (2020). Peluang Revolusi Industri 4.0 Bidang Pemasaran: Pemanfaatan Aplikasi E-commerce, Sosial Media Instagram dan Digital Marketing terhadap keputusan Instant Online Buying Konsumen Generasi Millennial. *CAPITAL: Jurnal Ekonomi dan Manajemen*, 3(2), 86-99.

is based on how you think and feel. Another is your environment, which includes people you know and things around you. Finally, business decisions are influenced by the kind of training that colleges provide their students. Suhartini, 2011 states the elements that impact the interest in business venture are as per the following: 1) Characteristic variables, are factors that emerge because of the impact of excitement from the actual singular like pay, confidence, sensations of joy (Hartono, 2005), training (Sutanto, 2002) . Outward factors, will be factors that influence people because of the impact of outside upgrades, to be specific the family climate, local area climate and open doors. Shrubbery's examination (2010) reasoned that Interest in entrepreneurship in startups is influenced by: pull motive and push motive. Increasing entrepreneurial learning through learning has been proven to be able to build student excellence in business ventures by learning digital marketing in real terms. Students perceive it as a readiness to discover their true capacity and generate energy to pursue a business field. This is likewise in accordance with the discoveries of past examination⁸. Interest in business is progressively accepted to be a wellspring of enterprising development and pioneering development in a country. Indeed, even the proceeded with effect of the improvement of interest in business will be a wellspring of financial development and local area government assistance.

In the mean time, there isn't sufficient involvement with different nations, which since the beginning were keen on turning into a business person. The propensity of a gamble opposed mindset and attempting to find monetary security is many times an obstruction to the development of interest in business venture. Pioneering interest for this situation is characterized as a singular's readiness to show enterprising way of behaving, take part in pioneering exercises, become a business person, or fabricate another business ^{9; 10; 11 12}

Digital marketing is a kind of marketing that uses the internet. It's a way to connect with people and businesses all over the world, and it can help them to sell their products. The Internet has changed the way of marketing and created a new paradigm in connecting producers and consumers. The scope of marketing can be practiced on the Internet starting from the product or service being prepared, promoted, purchased and distributed and served. Digital marketing is a way of marketing your business through the internet and search engines. It's based on the idea that the internet provides a new, different way to reach your customers. The internet grew in popularity in 2001, 2006, and 2007. This made it easier for

⁸ Darmawan, I., & Soetjipto, B. E. (2016). The implementation of project-based learning to improve entrepreneurial intention and entrepreneurship learning outcome of economics education students. *OSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 10. Ver. VII (October. 2016), PP 98-102

⁹ Dohse, D., & Walter, S. G. (2010). The role of entrepreneurship education and regional Context in forming entrepreneurial intentions (Working Paper Present at Document de Treball de IIEB).

¹⁰ Farouk, A., Ikram, A., & Sami, B. (2014). The Influence of Individual Factors on the Entrepreneurial Intention. *International Journal of Managing Value and Supply Chains*, 5(4), 47– 57.

¹¹ Hattab, H. W. (2014). Impact of Entrepreneurship Education on Entrepreneurial Intentions of University Students in Egypt. *Journal of Entrepreneurship*, 23(1), 1–18.

¹² Khalifa, A. H., & Dhiaf, M. M. (2016). The Impact of Entrepreneurship Education on Entrepreneurial Intention: The UAE Context. *Polish Journal of Management Studies*, 14(1), 119–128

people to connect with each other through social media.¹³

2.1 Entrepreneurial Interest

Interest in entrepreneurship is a feeling of pleasure or enjoyment in something, as well as a strong desire to learn more about it. Entrepreneurs are people who are creative and innovative, and they develop ideas and gather resources to find opportunities and improvement in life. From this understanding, People who are interested in entrepreneurship have a desire to learn more about business ventures, and they often feel a sense of pleasure when they are involved in them. This interest is sustained over time, and it can be helped by participating in business ventures yourself or by learning about them from other sources.

The peculiarity of the extremely fast development of the new company shows that there is a high enterprising interest in beginning a new company. Kabir et al. (2017) made sense of that aim is serious areas of strength for an in the eagerness of a person to turn into a business visionary. In light of ¹⁴ and ¹⁵enterprising aim is characterized as the outlook of people to accomplish specific business targets in view of previous encounters, activities, and concerns. ¹⁶ and ¹⁷give a clarification that interest in business venture as a psychological direction for people incorporates expectations and wants that impact the decision to turn into a business person. The study found that Pakistani professionals are less interested in digital marketing tools and concepts than professionals in other countries. The study found that advanced advertising can have some advantages, but it's not perfect. People who are interested in starting their own businesses have a strong desire to take risks and work hard, as well as the willingness to learn from failure. It can be said that interest in entrepreneurship is a tendency in the heart of the subject, and it develops based on the factors that influence it. Therefore, it is not something that is brought from birth, but develops according to the things that influence it.

3. Research Methods

3.1 Research Design

¹³ Khan, F., & Siddiqui, K. (2013). The Importance of Digital Marketing: An Exploratory Study to Find The Perception and Effectiveness of Digital Marketing amongst The Marketing Professionals in Pakistan. *Journal of Information Systems and Operations Management*.

¹⁴ Joseph, T. (2011). *Apps Spirit of Digital Marketing 3.0*. Jakarta: PT Elex Media Komputindo.

¹⁵ Noor, Y. M., Hong, L. M., Zakaria, A. N. B. I., Nik Mud, N. N. B., & Yunoh, M. N. M. (2019). The factors influencing small medium enterprise (SMEs) success in Kelantan. *International Journal of Innovation, Creativity and Change*, 6(3), 55–64

¹⁶ Dwivedi, Nathani and N, G., 2019. Influence of technology entrepreneurship on entrepreneurial intentions: A cross country analysis. Paper presented at Proceedings of 10th International Conference on Digital

¹⁷ Ismail, M., Ibrahim, A. F., Yaacob, M. R., Ibrahim, A. H., Zakaria, M. N., Razak, R. C., Yusoff, M.N.K., Guan, T.T., & Kamaruddin, A. N. (2018). Determine entrepreneurial characteristics using mobile android game freezer. *International Journal of Interactive Mobile Technologies (iJIM)*, 12(1), hal pp. 141-150

In this study, researchers used a survey to collect data. They selected respondents by using a non-probability sampling design, which means they targeted students who had attended entrepreneurship learning. The questionnaire was designed to filter respondents' perceptions of entrepreneurship learning, so the research team selected 90 students from the Raja Ali Haji Maritime University Faculty of Economics as their study participants.

3.2 Analysis Method

The regression analysis will help us to understand how different digital marketing variables influence entrepreneurial interest.

$$Y = a + bX \quad (1)$$

If the value of the 'significant' test statistic is less than 0.05, it means that the variable X (which is being tested for an effect on the variable Y) does not appear to have an effect on Y. If the value of the 'significant' test statistic is greater than 0.05, it means that the variable X does have an effect on Y.

4. Results And Discussion

4.1 Validity Test Results

The test was done to see if the results were different from what was predicted by using a table of known values for how often different things happen when samples are small. In this study, 90 people were studied. The results showed that the results were close to what was predicted, with a difference of only 0.2061. This study uses valid data.

Table.2 Validation Test Results

VariabelX	VariableY	Nilai r	Sig. (2-tailed)	Description
Digital Marketing	Interest In Entrepreneurship	0,2061	0,000	Valid

4.2 Reliability Test Results

To make a questionnaire reliable, you need a tool that can tell you if people's answers to the questions on the questionnaire are consistent from time to time. A questionnaire that is reliable is one that has a high Cronbach's Alpha value (which is a measure of reliability). This means that the data from the questionnaire is accurate and reliable.

4.3 Descriptive Test Results

From the above, it shows that UMRAH students are quite able to understand entrepreneurship learning which is calculated from a sample of 90 people, students in the high category are 3 respondents (3%), understanding the medium category are 81 respondents (90%) and the low category is 6 respondents. (7%). The tendency to understand entrepreneurship is in the "medium" category, which is explained by the table below

Table.3. Category Distribution of Entrepreneurship Score

No	Score	Frequency	category
1	>72	3	High
2	72<x<96	81	medium
3	< 96	6	low
		90	100

Table.4 Descriptive Test Results

Descriptive Test	Digital Marketing	Interest In Entrepreneurship
Mean	32.8889	68.3556
Std.Deviation	3.50103	6.55197
Variance	12.257	42.928
Sum Description	2960.00	6152.00

Table.5 Descriptive Test Results

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1800.695	1	1800.695	78.449	.000(a)
	Residual	2019.927	88	22.954		
	Total	3820.622	89			

The F value confirms that there is a significant influence of digital marketing on the entrepreneurial interest variable. This means that, statistically speaking, the two variables are related. Based on this information, a regression model can be used to predict the digital marketing variable.

Table.6 The Results Of Simple Regression Coefficient Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	26.100	4.797		5.441	.000
	DM	1.285	.145	.687	8.857	.000

Source: data processed, 2022

Based on the information, it can be seen that there are many things that can happen the regression coefficient for the X variable is 1.285, with a constant of 26.100. This means that, based on the data, the X variable predicts the amount of the other variable (in this case, the Y variable) by 1.285

$$Y = 26,100 + 1,285 (X)$$

If described in more detail, then: The value 26,100 is a constant value in this equation. The constant value means that the entrepreneurial interest is worth 26.100 if the variable regression coefficient is 0 or omitted. If described in more detail, then: The value 26,100 is a constant value in this equation. The constant value means that the interest in entrepreneurship is worth 26.100 if the variable regression coefficient is 0 or not used. The digital marketing regression coefficient on entrepreneurial interest is 1.285, meaning that if it is assumed that if digital marketing increases, entrepreneurial interest will increase by 1.285. Thus digital marketing provides a positive contribution of 1,285 assuming the independent variable is constant.

The table above shows the results of a regression analysis and a hypothesis test. The regression analysis found that buying digital marketing services (X) had a significant effect on how interested people are in starting their own businesses (Y). The hypothesis test found that Ho is rejected and Ha is accepted, which means that buying digital marketing services (X) has a significant effect on how interested people are in starting their own businesses (Y).

Table.7 Correlation Coefficient Analysis Results

		Digital Marketing	MINAT
DM	Pearson Correlation	1	.687(**)
	Sig. (2-tailed)		.000
	N	90	90
MINAT	Pearson Correlation	.687(**)	1
	Sig. (2-tailed)	.000	
	N	90	90

Source: data processed, 2022

The correlation between interest in entrepreneurship and digital marketing is 0.687, which

means that the two are very closely related.

Table.8 The Results Of The Analysis Of The Coefficient Of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.687(a)	.471	.465	4.79100

a Predictors: (Constant), DM

The table above shows that there is a strong correlation between digital marketing and interest in starting your own business. This means that 47.10% of the variance in this interest can be explained by digital marketing. However, other factors are also influencing this interest, which were not examined in this study.

5. Conclusions

The results of the initial survey conducted by researchers, obtained information that most students who have moderate interest in entrepreneurship, this proves that there is a desire for entrepreneurship or business, but resources that should have potential are still in a position that does not take much risk, cannot determine steps. looking forward to doing business and can't yet imagine what to do. One of the steps to foster interest in entrepreneurship among students is to provide knowledge that not only teaches entrepreneurship in theory in class, but also provides learning in the form of projects that can provide insight into how a business can run smoothly and sustainably.

Entrepreneurship is an important skill, and it can be learned in school. However, if a school doesn't focus specifically on entrepreneurship, the students may not be able to learn the skills they need to be successful in this field. The German government decided that it's important to teach entrepreneurship in schools, and they created a curriculum framework to make this happen. This framework requires all vocational schools to provide students with information about entrepreneurship, so that they can make informed decisions about their career and future.¹⁸

Besides that research [23] shows that professionals in Pakistan are more skeptical of digital marketing tools and concepts. They don't completely grasp the advantages of computerized advertising concerning development and cost viability. Finally, there are limitations in understanding entrepreneurship.

From this research, it seems that the students at the Faculty of Economics at UMRAH are well-informed about digital marketing. This has an effect on their interest in starting their own businesses, as they will now be better equipped to understand how digital marketing works and how it can be used to market products. The study found that entrepreneurship

¹⁸ Anabel Fernández-Mesa and Joaquín Alegre (2015) Entrepreneurial orientation and export intensity: Examining the interplay of organizational learning and innovation, Journal International Business review, vol.4 no 1 February 2015, Pages 148-156

classes didn't contribute very much to student interest in starting their own businesses. Some learning strategies and offices should be specially designed to help students who are interested in entrepreneurship flourish.

6. Suggestion

In connection with the above, the following are inputs that can be given, students must build self-confidence that being a businessman is a protected job and train their abilities through support in attending courses, preparing business-themed exercises, students must improve relationships with young business people or by joining associations related to the field of business, students try to enter the business world and try to start a business. For speakers / resource persons responsible for business school courses, in providing information to students, they can expand students' courage by providing inspiration as meeting productive business visionaries, as well as providing assignments in the field by meeting effective business people. The review program must add credits for business courses and provide business training according to the change of mechanical events. For additional examinations, further exploration is directed towards leading further tests on the various factors that are remembered to influence business interest beyond this examination.

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