PENGARUH MEDIA SOSIAL TIKTOK DAN *SELF CONFIDENCE* TERHADAP MINAT BERWIRAUSAHA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS NEGERI JAKARTA

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Submitted 2 Januari 2025	Accepted 5 Januari 2025	Published 10 Januari 2025

ABSTRACT

This study aims to determine the effect of TikTok Social Media and Self Confidence on Entrepreneurial Interest of students of the Faculty of Economics and Business, State University of Jakarta. This study uses descriptive quantitative methods. The population in this study amounted to 968 students of the Faculty of Economics and Business, State University of Jakarta, Class of 2021. The technique for determining the sample in this study used proportional random sampling so that the sample in this study amounted to 242 students. Data were collected through questionnaires and data analysis was carried out using the help of Partial Least Square (PLS) version 4.0. The results in this study indicate that TikTok Social Media has a positive and significant effect on Entrepreneurial Interest, Self Confidence has a positive and significant effect on Entrepreneurial Interest, and TikTok Social Media and Self Confidence have a positive and significant effect on Entrepreneurial Interest.
Keyword: Social Media, Self Confidence, Entrepreneurial Interest.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Media Sosial TikTok dan Self Confidence terhadap Minat Berwirausaha mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Jakarta. Pada penelitian ini menggunakan metode kuantitatif deskriptif. Populasi pada penelitian ini berjumlah 968 mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Jakarta Angkatan 2021. Teknik dalam penentuan sampel pada penelitian ini menggunakan proportional random sampling sehingga sampel pada penelitian ini berjumlah 242 mahasiswa. Data dikumpulkan melalui kuisioner dan analisis data dilakukan dengan menggunakan bantuan Partial Least Square (PLS) versi 4.0. Hasil pada penelitian ini menunjukkan bahwa Media Sosial TikTok berpengaruh positif dan signifikan terhadap Minat Berwirausaha, Self Confidence berpengaruh positif dan signifikan terhadap Minat Berwirausaha, dan Media Sosial TikTok dan Self Confidence berpengaruh positif dan signifikan terhadap Minat Berwirausaha.
Kata kunci: Media Sosial, *Self Confidence*, Minat Berwirausaha.

INTRODUCTION

In the era of globalization, entrepreneurship is a very important issue to improve the country's economy. The progress and decline of a nation's economy is largely determined by the existence of entrepreneurs. The development of entrepreneurship in Indonesia is still very low when compared to other Asian countries. In developed countries in Europe and America, a new entrepreneur is born every ten minutes. Becoming an entrepreneur is an option to fulfill the needs of life, after completing the tasks given by parents to their children to seek knowledge, namely school and college. Zulianti & M. Nawawi, (2022)

Entrepreneurship is a major factor in economic development and is considered a source of job creation, poverty alleviation, innovation, and community development as well as economic competitiveness. However, the entrepreneurial interest of the Indonesian population is currently still relatively weak at around 3.1% compared to other countries Aieny et al., (2020). The number of entrepreneurs in Indonesia is also still relatively small. Compared to other countries, Indonesia's entrepreneurship ratio is still low, which is only 3.47% of the total population. Compare with Singapore which reached 8.76%. Malaysia and Thailand are already above 4.5%. Even in developed countries the average is 10-12%.

Cultivating entrepreneurial interest cannot be done immediately without education and training that can mobilize one's entrepreneurial spirit. If a person has a low education, then he does not have the courage to take risks. This can hinder the development of self-actualization. Entrepreneurial knowledge supports entrepreneurial values, especially for students, so that it is expected to foster a spirit of entrepreneurship. Student attitudes, motivation and interest are needed for entrepreneurial students to be able to identify business opportunities, then utilize business opportunities to create new job opportunities. Students' interest and their knowledge of entrepreneurship are expected to shape their tendency to open new businesses in the future. The results of research on the factors that influence entrepreneurial interest show that the entrepreneurial interest variable is influenced by 60.4% in total by capital, skills, place, and entrepreneurial spirit. Entrepreneurs are people who create a business that faces risks and uncertainties, aiming to make a profit and experience growth by identifying opportunities and utilizing the necessary resources. Rosmiati et al., (2019)

Indonesia is listed as the 4th largest social media user after China, India and America in 2021. More than 193 million Indonesians use various social media platforms to communicate, according to data collected by Statista, a German company engaged in consumer and marketing data statistics. A report published by computer software company Adobe said the top five social media sites we should look out for in 2022 are Instagram, YouTube, Facebook, Twitter and TikTok. Time Span and Number of Social Media Users in Indonesia in 2024 there are 139 million. The average usage time per day is 3 hours and 11 minutes, which accounts for almost half of the Internet usage time.

The number of internet users is one of the phenomena that occurs in the current digital era, especially for students, most internet users are used to access social media, one of which is TikTok, in line with that, when viewed from the data above, the average age of TikTok users is highest at 18 - 24 years, which corresponds to most of the age of students today. When viewed from the results of research on the Effect of Entrepreneurial Knowledge and Social Media on Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta in 2023, social media can change the mindset of students of the Faculty of Economics, State University of Jakarta to become an entrepreneur. To successfully become an entrepreneur, an extensive network is needed to communicate with other individuals through social media.

The continued development of social media suggests that it will continue to be a helpful medium in the entrepreneurial world. The contribution of social media to improving business performance is widely recognized. Social media allows small businesses to engage with customers and market products and services. Today there are many sites that help in selling goods and services through social media.

In this study, researchers will examine how social media tiktok and self-confidence affect student entrepreneurial interest. The use of social media can be said to be good if students use it for useful things and will be followed by the emergence of great interest or interest in entrepreneurship and good self-confidence will help students increase their interest in entrepreneurship. Through this study, researchers hope to help students to know the influence of Social Media, especially TikTok, in building entrepreneurial interest and can also increase the self-confidence of students to build entrepreneurial interest.

LITERATURE REVIEW
Entrepreneurial Interest

Interest means desire, or inclination towards something. In the scope of business, it is defined as the desire to do business. So, when someone wants to run a business, he actually has an interest in entrepreneurship. The word entrepreneurial interest is important, because it is the

initial trigger for a business. In other words, the establishment of a business because of a strong desire to do. In many literatures, interest is an internal motivation that has a strong potential for the birth of certain actions (as desired). Thus, in the context of entrepreneurship, the word interest is important. The reason is, doing business is not easy, of course with interest at least someone has the initial capital that makes it possible to run a business. In a research explained, the importance of business interest for a beginner is the most important capital. This will trigger the desire to explore the potential and knowledge of the business, thus little by little it will be realized. Furthermore, a strong desire for entrepreneurship is a common reason for someone to do business, even though in the future they will face various obstacles. However, interest becomes an attitude of courage to start realizing it. Wahyudi et al., (2021)

There are several indicators to see how much interest in entrepreneurship a person has according to Sutanto in Nurdianawati, (2021) among others: (1) Feelings of pleasure, someone who has a sense of pleasure or like towards a business activity, then he will try to study the business hard, there is no compulsion and always has a strong motivation to continue entrepreneurship. (2) Interest, Related to the impulse that encourages to tend to feel interested in entrepreneurship or can be an affective experience stimulated by entrepreneurial activity itself. Many of the young entrepreneurs are interested in doing business activities due to several factors including experience and hobbies. (3) Attention, Is the concentration or activity of the soul on observation and understanding. A person who has an interest in certain business activities will have great attention regarding the business field he is interested in, so that the interest in building his own business is also getting bigger. (4) Involvement, Is an effort to work on business activities and be able to understand things related to entrepreneurial activities, always affective and willing to be entrepreneurial and always follow developments in the field of entrepreneurship.

Social Media

According to Kotler and Keller in Tangkeallo & Tangdialla, (2021), social media is a means for consumers to share information with each other in the form of text, images, audio, and video with companies and vice versa. The role of social media is increasingly recognized in boosting business performance. The presence of social media allows small businesses to change the way they communicate with customers, market products and services and interact with customers to build good relationships.

According to Ardella in the journal Kusumadewi, (2020) social media excels in the process of delivering messages where messages are able to spread automatically, thus accelerating the persuasion process and being able to reach heterogeneous audiences. Social Media is a variety of two-way activities in various forms of exchange, collaboration and mutual acquaintance in written, visual and audiovisual forms, online social media is also called online social networking instead of online mass media, because social media has social power that greatly influences public opinion that develops in society.

Indicators The level of use of social media uses three indicators according to Kurniawan and Harti in Sahroh, (2019) namely: (1) Means of communication, the results of the study prove that it is easier for someone to communicate through a social media account and easier to socialize with many friends on social media. (2) Access, explaining that accessing social media does not require a lot of money and can utilize wifi for free. (3) Utilization, explaining that many people use social media for entertainment and find out the latest news.

Self Confidence

Self-confidence is a realistic belief in one's own abilities. Self-confidence emphasizes more on the satisfaction that a person feels towards himself, the characteristics of someone who has self-confidence, namely believing in his abilities, being independent in acting, always thinking positively, and daring to express his opinion. Pramesti, (2022)

Meanwhile, according to Bandura in Susilawaty, (2022) self-confidence is a person's belief in his ability to exercise a form of control over various developments of the person himself and events in the environment. Humans who believe that they can do something that has the potential to change events in their environment, will be more likely to act and more likely to be successful than humans who have low self-confidence.

There are 4 indicators of self confidence according to Jumalia in Rajab, (2022) : (1) Believe in one's own abilities, believe in the aspects that exist in him to be able to achieve his life goals and evaluate the events that have occurred. (2) Acting independently in making free decisions in determining actions without being influenced by others in facing various decision choices. (3) Having a positive self-concept, the ability to assess oneself to face and accept all truths not only according to oneself. (4) Dare to express opinions, namely actions to express thoughts in themselves without coercion from others.

METHOD

This research uses quantitative research that uses survey techniques. According to Creswell, quantitative research methods are methods for testing certain theories by examining the relationship between variables. Variables are usually measured with research instruments so that data consisting of numbers can be analyzed based on statistical procedures, just like qualitative researchers, anyone involved in quantitative research also needs to have assumptions to test theories deductively, prevent biases, control alternative explanations, and be able to generalize and reapply their findings.

The population studied in this study were 968 students of the Faculty of Economics and Business, State University of Jakarta. The sampling technique in this study was the Purposive Proportional Random Sampling Technique, which is a sampling technique with certain considerations so that the sample in this study was 242 students.

The results of this study use the Structural Equational Modeling Partial Least Square (SEM-PLS) method and the software used is SMART PLS ver. 4.0. In this study using SmartPLS because it has a limited number of samples, it is easier to predict the relationship between constructs, and can be used to explain whether or not there is a relationship between latent variables. The data analysis used in this study aims to determine the results of research using the Structural Equational Modeling Partial Least Square (SEM-PLS) method and the software used is Smart PLS version 4.0.

RESULTS AND DISCUSSION

Respondent Profile

The data that has been collected is taken via google form, the results of data collection will be analyzed descriptively and quantitatively, the respondents in this study were 242 students of the Faculty of Economics, State University of Jakarta, Class of 2021. Based on the gender profile, it shows that the number of female respondents is 168 people (69.4%) and the number of male respondents is 74 people (30.6%). Meanwhile, based on the study program, it shows that respondents from the Office Administration Education study program were 21 people (8.7%), respondents from the Economics Education study program were 43 people (17.8%), respondents from the Business Education study program were 21 people (8.7%), respondents from the Accounting study program were 30 people (12.4%), respondents from the Management study program were 39 people (16.1%), respondents from the Digital Business study program were 26 people (10.7%), respondents from the Digital Office Administration study program were 22 people (9.1%), respondents from the Digital Marketing study program were 20 people (8.3%) and respondents from the Public Sector Accounting study program were 20 people (8.3%) with a total of 242 respondents.

Outer Model Analysis

Analisa outer model merupakan analisis yang digunakan untuk menguji validitas konstruk dan reliabilitas instrumen. Jamicho et al., (2022) Analisa outer model dapat dilihat untuk menentukan sifat indikator terhadap variabel apakah sifatnya reflektif atau normative. Indikator dievaluasi dengan cara melihat nilai pada uji convergent validity, uji discriminant validity dan composite reliability. Pada penelitian ini dihasilkan bentuk outer model sebagai berikut:

Convergent Validity

In this study, the Convergent validity test was carried out to determine the validity of each relationship between indicators and their constructs or latent variables. In the study, a loading factor limit of 0.70 was used. An indicator can be declared to meet convergent validity and has a high level of validity when the outer loadings value is > 0.70. The results of the convergent validity test by looking at the outer loading in this study can be seen in Table 1.

Tabel 1. Outer Loading Value.

	Media Sosial TikTok (X1)	*Self Confidence* **(X2)**	**Minat Berwirausaha (Y)**
X1.1	0.898		
X1.2	0.918		
X1.3	0.928		
X1.4	0.921		
X1.5	0.925		
X1.6	0.874		
X1.7	0.889		
X2.1		0.926	
X2.10		0.910	
X2.11		0.862	
X2.2		0.902	
X2.3		0.920	
X2.4		0.881	
X2.5		0.894	
X2.6		0.889	
X2.7		0.902	
X2.8		0.918	
X2.9		0.919	
Y1			0.856
Y10			0.751
Y2			0.897
Y3			0.882
Y4			0.890
Y5			0.831
Y6			0.856

	Media Sosial TikTok (X1)	*Self Confidence* (X2)	Minat Berwirausaha (Y)
Y7			0.883
Y8			0.831
Y9			0.832

Sumber: Data Primer diolah dengan SmartPLS (2024)

Based on table 1, it can be seen that all outer loading values are > 0.7, where 0.7 is the limit of an outer loading value. So it can be concluded that all latent indicators in this study have met the validity. Then the results of the convergent validity test by looking at the AVE value in this study are as follows:

Tabel 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Media Sosial TikTok (X1)	0.824
***Self Confidence* (X2)**	0.814
Minat Berwirausaha (Y)	0.726

Sumber: Data Primer diolah dengan SmartPLS (2024)

From Table 2. it can be seen that the AVE value on the TikTok Social Media variable (X1) is 0.824, the Self Confidence variable (X2) is 0.814 and the Entrepreneurial Interest variable (Y) is 0.726. Based on these results, it shows that all variables in this study have met the requirements for the AVE value> 0.5 and it can be said that the measurement items on the variables of this study have validity in the convergent validity test.

Discriminant Validity

In this discriminant validity test, it is carried out to test the correlation value between latent variables and construct variables with the Fornell - lacker criterion value and cross loading. The requirement in the discriminant validity test is > 0.7. Cross loading can be said to be good if the latent variable has a lower value than the correlation of each latent indicator. The findings of the discriminant validity test with cross loading are as follows:

Cross Loading

Tabel 3. Discriminant Validity – Cross Loading

	X1	X2	Y
X1.1	**0.898**	0.738	0.688
X1.2	**0.918**	0.767	0.720
X1.3	**0.928**	0.744	0.735
X1.4	**0.921**	0.754	0.732
X1.5	**0.925**	0.752	0.749
X1.6	**0.874**	0.692	0.743
X1.7	**0.889**	0.783	0.758
X2.1	0.737	**0.926**	0.747
X2.10	0.756	**0.910**	0.749
X2.11	0.809	**0.862**	0.721
X2.2	0.695	**0.902**	0.703

	X1	X2	Y
X2.3	0.714	**0.920**	0.749
X2.4	0.701	**0.881**	0.734
X2.5	0.803	**0.894**	0.764
X2.6	0.724	**0.889**	0.720
X2.7	0.704	**0.902**	0.672
X2.8	0.748	**0.918**	0.690
X2.9	0.774	**0.919**	0.756
Y1	0.754	0.734	**0.856**
Y10	0.506	0.583	**0.751**
Y2	0.743	0.715	**0.897**
Y3	0.730	0.703	**0.882**
Y4	0.767	0.730	**0.890**
Y5	0.736	0.625	**0.831**
Y6	0.722	0.724	**0.856**
Y7	0.690	0.755	**0.883**
Y8	0.592	0.650	**0.831**
Y9	0.580	0.635	**0.832**

Sumber: Data Primer diolah dengan SmartPLS (2024)

From the cross loading table above, it can be concluded that in the discriminant validity test by looking at the cross loading value, this study has a variable correlation value that is greater than other variables, because the results of each variable have a value of> 0.50 which is considered sufficient so that this research can be said to be valid.

Furthermore, apart from looking at the cross loading value in the discriminant validity test, it also looks at the value of the Fornell - lacker criterion. The following are the findings on the discriminant validity test in the research results based on the fornell - lacker criterion value:

Fornell-lacker Criterion

Tabel 4. Discriminant Validity – Fornell Lacker Criterion

	Media Sosial TikTok (X1)	*Self Confidence (X2)*	**Minat Berwirausaha (Y)**
Media Sosial TikTok (X1)	**0.908**		
Self Confidence **(X2)**	0.823	**0.902**	
Minat Berwirausaha (Y)	0.807	0.808	**0.852**

Sumber: Data Primer diolah dengan SmartPLS (2024)

From table 4. it can be concluded that in the discriminant validity test with the Fornell-Lacker criterion, this study has a variable correlation value that is greater than other variables.

Heterotrait – Monotrait Ratio of Correlations (HTMT)

Tabel 5. Discriminant Validity – HTMT

	Media Sosial Tiktok (X1)	*Self Confidence* (X2)	Minat Berwirausaha (Y)
Media Sosial Tiktok (X1)			
Self Confidence **(X2)**	0.847		
Minat Berwirausaha (Y)	0.833	0.831	

Sumber: Data Primer diolah dengan SmartPLS (2024)

Based on table 5. all discriminant validity test values using heterotraid - homotraid (HTMT) are below 0.90 which indicates that all constructs are considered discriminantly valid.

Reliability Test

Reliability tests are used to show accuracy, consistency and precision in measuring constructs. To measure construct reliability, it can be seen through compsite reliability. In this study, apart from looking at compsite reliability, this study also looked at the value of Cronbach's Alpha and Average Variance Extracted (AVE). The following are the results of the reliability test in this study:

Tabel 6. Uji Reliabilitas

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Media Sosial TikTok(X1)	0.964	0.965	0.970	0.824
Self Confidence **(X2)**	0.977	0.978	0.980	0.814
Minat Berwirausaha (Y)	0.958	0.961	0.963	0.726

Sumber: Data Primer diolah dengan SmartPLS (2024)

Based on table 6 of the reliability test results, it can be concluded that each variable has a good value. On compsite reliability shows high or reliable results because for each variable it shows numbers> 0.8. Then the recommended value for Cronbach's alpha is> 0.6 so it can be seen from the table above that the value is appropriate because it has a value> 0.6 and the Average Variance Extracted (AVE) value also has a value> 0.5. Thus, the variables in this study meet the requirements that the construct can be said to be reliable.

Inner Model Analysis

Inner model or structural model analysis can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value of the path coefficient test.

R-*Square* (R²)

In testing R2 there are several categories, according to Hair (2013) the r-square category is divided into 0.75, 0.50 and 0.25 indicating a moderate and weak strong model, while according to Chin (1998) the r-square category is divided into 0.67, 0.33 and 0.19 indicating strong, moderate and weak models. The results of the calculation of R in this study are as follows:

Tabel 7. Hasil Perhitungan R-Square (R2)

	R-*Square*	R-*square adjusted*
Minat Berwirausaha (Y)	0.715	0.713

Sumber: Data Primer diolah dengan SmartPLS (2024)

Table 7. shows the R2 value for the Entrepreneurial Interest variable which is 0.715 it shows that the Entrepreneurial Interest variable affects 71.5% and the rest is influenced by other variables.

F-*Square* (F²)

In addition to assessing whether or not there is a significant relationship between variables, a researcher should also assess the magnitude of the influence between variables with Effect Size or F-square (Wong, 2013). F-square values of 0.02 as small, 0.15 as medium, and 0.35 as large. Values less than 0.02 can be ignored or considered no effect (Sarstedt et.al., 2017). So from the results in the table below, the results can be categorized as medium.

Tabel 8. Hasil Perhitungan F-square (F2)

	Media Sosial TikTok (X1)	*Self Confidence* (X2)	Minat Berwirausaha (Y)
Media Sosial TikTok (X1)			0.221
Self Confidence (X2)			0.222
Minat Berwirausaha (Y)			

Sumber: Data Primer diolah dengan SmartPLS (2024)

Q² *Predictive Relevance* (Q²)

Predictive relevance is a test conducted in showing how good the observation value produced using the blindfolding procedure is by looking at the Q square value. If the Q square value> 0 then it can be said to have a good observation value, whereas if the Q square value < 0 then it can be stated that the observation value is not good. Q-Square predictive relevance for structural models, measures how well the observed values are generated by the model and its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance. The predictive relevance results in this study are as follows:

Tabel 9. Hasil Perhitungan Q-square (Q2)

	SSO	SSE	Q² (=1-SSE/SSO)
Media Sosial TikTok (X1)	1694.000	1694.000	0.000
Self Confidence **(X2)**	2420.000	1184.266	0.511
Minat Berwirausah (Y)	2662.000	2662.000	0.000

Sumber: Data Primer diolah dengan SmartPLS (2024)

Table 9. shows that the Q2 Self Confidence value in this study is 0.511 which value> 0, it can be concluded that this study shows the Predictive Relevance model.

Variance Inflation Factor (VIF)

The collinearity test is carried out by looking at the value of the variance inflation factor (VIF) which must be less than 5.00 if there is no collinearity problem in the correlation model.

Tabel 10. Hasil Perhitungan Variance Inflation Factor (VIF)

	Media Sosial TikTok (X1)	*Self Confidence* (X2)	Minat Berwirausaha (Y)
Media Sosial TikTok (X1)			3.106
Self Confidence **(X2)**			3.106
Minat Berwirausaha (Y)			

Sumber: Data Primer diolah dengan SmartPLS (2024)

Based on the results above, it shows a value of 3.106 for both variables so that it can be concluded that the results do not occur multicollinearity.

Hypothesis Testing

In this study, to see whether a variable has a positive or negative relationship and a significant relationship to other variables, it can be seen by using the path coefficient value (T-statistic and p-values). Testing of each relationship carried out using PLS, will go through bootstrapping on the sample used for simulation use. The bootstrapping test has the aim of minimizing problems related to data abnormalities. The following are the results of the path coefficient that has been processed:

Tabel 4. 1 Path Coefficient

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Media Sosial TikTok (X1) -> Minat Berwirausaha (Y)	0.442	0.444	0.075	5.882	0.000
Self	0.443	0.441	0.076	5.802	0.000

| ***Confidence* (X2) -> Minat Berwirausaha (Y)** | | | | |

Sumber: Data Primer diolah dengan SmartPLS (2024)

Based on the table of hypothesis test results above, it can be concluded that: (1) The first hypothesis aims to examine the relationship between TikTok Social Media and Entrepreneurial Interest, based on the results of testing the first hypothesis shows the results with a t-statistic value of 5.882> 1.662, and p values of 0.000> 0.05. So it can be concluded that there is a positive and significant influence on the TikTok Social Media variable on the Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta. (2) The second hypothesis aims to examine the relationship between Self Confidence and Entrepreneurial Interest, based on the results of testing the second hypothesis shows results with a t-statistic value of 5.802> 1.662, and p values of 0.000> 0.05. So it can be concluded that there is a positive and significant influence on the Self Confidence variable on the Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta. and (3) The third hypothesis aims to examine the relationship between TikTok Social Media, Self Confidence and Entrepreneurial Interest, Based on the results of testing the third hypothesis, the results show the value of the calculated F value of 1,199,193. Based on R Square obtained R2 of 0.715 (71.5%). The number of independent variables (k) as much as 2 and the number of research samples (n) as much as 242 with a significance level a of 5% then can be obtained Fhitung and Ftabel value of 3.03. Because Fcount of 1,199,193 ≥ Ftabel of 3.03, HO is rejected, so it can be concluded that there is an influence on the variables of Social Media TikTok and Self Confidence on the Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta.

DISCUSSION

The results of the first hypothesis show that TikTok Social Media on Entrepreneurial Interest has a positive and significant effect. These results are in line with research that has been conducted by several researchers, namely Indraswati et al., (2021) which has results in its first hypothesis showing that there is a positive and significant effect of social media use on entrepreneurial interest of PGSD students, Mataram University. Furthermore, based on research (Sumerta et al., 2020) The use of social media has a positive and significant effect partially on entrepreneurial interest. This also shows that the increasing level of Social Media Use, the Entrepreneurial Interest in Management Study Program Students in Higher Education in Denpasar City will also increase.

The results of the second hypothesis show that Self Confidence on Entrepreneurial Interest has a positive and significant influence. These results are in line with research that has been conducted by several researchers, namely Septianti et al., (2023) Based on the results of the study, it can be interpreted that there is a significant influence between self-confidence on entrepreneurial interest. In line with research conducted by Dewi Sri & Haryono, (2021) entitled "The Effect of Self Confidence, Entrepreneurship Education and Economic Literacy on Entrepreneurial Interest of Undergraduate Students of Economic Education, Faculty of Economics, State University of Malang Class of 2016", which shows the results that self confidence affects student entrepreneurial interest. Furthermore, based on research Sunarmintyas & Mila Vernia, (2019) Mastery of self confidence has a significant effect on entrepreneurial interest. Good mastery of self confidence will help increase entrepreneurial interest. And based on research Pamungkas et al., (2022) The results showed that there is an effect of self-confidence on entrepreneurial interest, based on the results of the study proving that entrepreneurial interest is significantly influenced by self-confidence.

The results of the third hypothesis show that TikTok Social Media and Self Confidence on Entrepreneurial Interest have a positive and significant influence. These results are in line with research that has been conducted by several researchers, namely (Tangkeallo & Tangdialla, 2021) there is a positive and significant effect of using social media on the entrepreneurial interest of UKI Toraja economics faculty students. Students must be able to expand their communication network with others to become successful entrepreneurs by using the internet.

CONCLUSION AND RECOMMENDATION
Conclusion

Based on the results of previous research and discussion regarding the influence of TikTok Social Media and Self Confidence on Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta, it can be concluded that TikTok Social Media has a positive and significant effect on Entrepreneurial Interest of Students of the Faculty of Economics, State University of Jakarta, meaning that TikTok Social Media is proven to have a significant positive impact on entrepreneurial interest among students because it can provide a variety of information, inspiration, and opportunities to learn from various sources and experiences of young entrepreneurs through easily accessible creative content. TikTok Social Media is also able to inspire students to develop their business ideas, provide an understanding of market trends, and open opportunities for networking with fellow entrepreneurs.

Self Confidence has a positive and significant effect on the entrepreneurial interest of students of the Faculty of Economics, State University of Jakarta, this shows that the higher the level of self-confidence that students have, the more likely they are to be interested and brave enough to start a business. Self-confidence encourages students to take risks, overcome challenges, and face failures in the entrepreneurial process. Therefore, increasing student self-confidence can be a factor and key in fostering interest and enthusiasm for entrepreneurship among Faculty of Economics students.

Social Media TikTok and Self Confidence have a positive and significant effect on the entrepreneurial interest of students of the Faculty of Economics, State University of Jakarta, The use of TikTok as a social media platform provides a space for students to obtain information, inspiration, and motivation related to the entrepreneurial world. Meanwhile, a high level of self-confidence allows students to have more confidence in their ability to start and manage a business. With interesting and educational informative content from TikTok and a strong sense of self-confidence, students become more motivated to take steps towards entrepreneurship. Therefore, the use of TikTok social media and increased self-confidence can be important factors that encourage entrepreneurial interest among students, especially at the Faculty of Economics and Business, State University of Jakarta.

Recommendation

Based on the limitations of the research above, recommendations can be given for further researchers and universities so that further research is better, here are some recommendations for future researchers, Use or add other variables that can affect learning outcomes to find out the greater influence and conduct research in several universities to find out how the variables used affect other students.

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