

Pengaruh Representasi Kewirausahaan di Media Sosial terhadap Intensi Berwirausaha Generasi Milenial dan Z di Indonesia = Effect of Perceived Representation of Entrepreneurship in Social Media on Entrepreneurial Intention among Millennials and Generation Z in Indonesia

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Abstrak

Berbagai penelitian sebelumnya telah banyak membahas pengaruh media terhadap intensi berwirausaha. Namun belum banyak yang membahas secara spesifik, peran media sosial dalam mendorong intensi tersebut terutama pada kalangan Generasi Milenial dan Z. Penelitian ini dilakukan untuk menganalisis peran sosial media terutama dalam merepresentasikan kewirausahaan dengan memperlihatkan keahlian dan legitimasi sosial, serta hubungannya dengan intensi berwirausaha. Selain itu, variabel theory of planned behavior (attitude, subjective norms dan entrepreneurial self-efficacy) turut diikutsertakan sebagai variabel mediasi. Penelitian ini dilakukan pada 222 responden Milenial dan Z di Indonesia, dengan metode partial least square equation modelling. Seperti pada penelitian sebelumnya, penelitian ini menemukan bahwa terdapat hubungan tidak langsung terkait representasi media sosial dengan intensi berwirausaha, terutama dimediasi dengan sikap dan persetujuan lingkungan sosial individu terhadap kewirausahaan. Terkait dengan hal tersebut, penelitian ini memberikan beberapa implikasi manajerial dalam mendorong intensi berwirausaha melalui media sosial, terutama dengan meningkatkan sikap individu terhadap kewirausahaan.

.....Several previous studies have discussed the effect of the representation of entrepreneurship in the media towards entrepreneurial intention. However, there are not many studies specifically discuss the effect of social media in encouraging this intention, especially among Millennials and Generation Z. This study is conducted to analyze the role of social media, especially in representing entrepreneurship through demonstrating skills and social legitimacy and its relationship to entrepreneurial intention. Besides that, this study also involves the theory of planned behavior variables namely attitude, subjective norms, and entrepreneurial self-efficacy as mediating variables. This study is conducted among 222 Millennials and Generation Z participants in Indonesia, using the partial least square equation modeling method. Similar to the previous study, it is found that there is an indirect relationship of entrepreneurship representation in social media on entrepreneurial intention, specifically mediated by an individual's attitude and subjective norms towards entrepreneurship. On this matter, the study offers several managerial implications on encouraging entrepreneurial intention in social media, mainly to promote individual's attitude toward entrepreneurship.