

**THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE,  
ROLE MODEL, AND THE USE OF SOCIAL MEDIA  
TOWARD INTERESTS TO BE YOUNG ENTREPRENEURS**

**PENGARUH PENGETAHUAN KEWIRAUSAHAAN, ROLE MODEL,  
DAN PEMANFAATAN MEDIA SOSIAL TERHADAP MINAT  
MENJADI WIRAUSAHA MUDA**

**Solikhah**

*Accounting Education Study Program Yogyakarta State University*

[solikhah.2015@student.uny.ac.id](mailto:solikhah.2015@student.uny.ac.id)

**Dhyah Setyorini, M.Si., Ak., CA.**

*Lecturer in Accounting Education Study Program Yogyakarta State University*

[dhyahsetyorini@yahoo.co.id](mailto:dhyahsetyorini@yahoo.co.id)

**Abstract: The Influence of Entrepreneurial Knowledge, Role Model, and The Use of Social Media towards Interests to be Young Entrepreneur.** The aims of this research is to find out the influence of Entrepreneurial Knowledge, Role Model, and The Use of Social Media towards Interest to be Young Entrepreneur at Accounting Education Students Faculty of Economics Yogyakarta State University 2016 grade. This research is population research where consists of 68 students from Accounting Education study program at FE UNY 2016 grade. Researcher used questionnaire and score documentation of Entrepreneurship subjects to collect data. The data analysis technique used multiple linear regression. The three variables have positive effect toward Interest to be Young Entrepreneur. The Entrepreneurial Knowledge variable gives coefficient value of 2,981. The Role Model variable gives coefficient value of 1,531. The Use of Social Media variable gives coefficient value of 0,204. The result of this research is the more positive The Entrepreneurial Knowledge, Role Model, and The Use of Social Media variable, the more positive the Interest to be Young Entrepreneur at Accounting Education Students Faculty of Economics Yogyakarta State University 2016 grade.

**Keywords:** Entrepreneurial Knowledge, Role Model, The Use of Social Media, Entrepreneur, Student

**Abstrak: Pengaruh Pengetahuan Kewirausahaan, Role Model, dan Pemanfaatan Media Sosial terhadap Minat Menjadi Wirausaha Muda.** Tujuan penelitian ini adalah untuk mengetahui pengaruh pengetahuan kewirausahaan, role model, dan pemanfaatan media sosial terhadap Minat menjadi Wirausaha Muda pada mahasiswa Pendidikan Akuntansi FE UNY Angkatan 2016. Penelitian ini adalah penelitian populasi di mana terdiri dari 68 mahasiswa dari program studi Pendidikan Akuntansi FE UNY angkatan 2016. Peneliti menggunakan kuesioner dan dokumentasi nilai mata kuliah Kewirausahaan untuk mengumpulkan data. Teknik analisis data pada penelitian ini menggunakan regresi linier ganda. Ketiga variabel memiliki pengaruh positif terhadap variabel Minat menjadi Wirausaha Muda. Variabel Pengetahuan Kewirausahaan memberikan nilai koefisien 2,981. Variabel role model memberikan nilai koefisien 1,531. Variabel Media Sosial memberikan nilai koefisien 0,204. Hasil dari penelitian ini adalah semakin positif variabel Pengetahuan Kewirausahaan, Role Model, dan Pemanfaatan Media Sosial, semakin positif pula variabel Minat Menjadi Wirausaha Muda pada Mahasiswa Pendidikan Akuntansi Fakultas Ekonomi Universitas Negeri Yogyakarta angkatan 2016.

**Kata kunci:** Pengetahuan Kewirausahaan, Role Model, Pemanfaatan Media Sosial, Pengusaha, Mahasiswa

## INTRODUCTION

The Central Statistics Agency (BPS) reported labor conditions in Indonesia nature last year, unemployment was reduced by 50 thousand people, in line with the TPT, which fell to 5.01% in February 2019 (BPS, May 6, 2019). Even though the unemployment rate has decreased, seen from the level of education, diploma graduates (up 8.5%) and universities (up 25%) more and more are not working.

To anticipate unemployment, students as agents of change must change their mindsets. Students should be directed to open up jobs instead of looking for jobs. One way to open employment is to become an entrepreneur. Understanding entrepreneurship according to Buchari Alma (2013: 22) is a person who breaks down the existing economic system by introducing new goods and services, by creating new forms of organization or processing new raw materials. Meanwhile, young entrepreneurs become an alternative to solve economic problems.

Based on the survey results, the interest to become young entrepreneurs has emerged. However, 60% of respondents said they would prefer to work as a State Civil Apparatus (ASN) rather than entrepreneur. At essentially the student in Accounting Education courses created to be educators as a teacher or lecturer in

Accounting. This is consistent with the profile of graduates of the Faculty of Economics Yogyakarta State University from Accounting Education Study Program (S1). However, in real life, job vacancies to become educators in the field of Accounting are not in accordance by the number of graduates from each university. Therefore, researchers argue that entrepreneurs can be an alternative in overcoming these career problems.

This research was conducted based on three factors that influence entrepreneurial interest according to Bygrave (2011) (personal, environmental, and sociological) with modification. On personal factors, this study will look at respondents' entrepreneurial knowledge. On the environmental factor, the researcher sees from the perspective of the benefits of social media by respondents where the younger generation is very closely related to this, while for sociological factors, the researcher wants to know the role of the role model of the respondent in the growing interest in becoming young entrepreneurs.

Personal factors in the form of entrepreneurial knowledge will increase interest in becoming entrepreneurs (Galih Noviantoro, 2017). Students can obtain this entrepreneurial knowledge in various ways: through the entrepreneurship

courses listed in the curriculum, through discussions with other young entrepreneurs and entrepreneurship seminars. In general, entrepreneurial knowledge includes the notion of entrepreneurship, the characteristics that must be possessed by an entrepreneur, and other basic knowledge about entrepreneurship.

On environmental factors, this study looks at the influence of the use of social media on the interests of becoming young entrepreneurs. The environment of the young generation is now synonymous with the use of social media. However, the young generation does not use social media optimally yet. Through social media, the young age can share their experiences and news with others. The ease of accessing the internet makes young people more creative and up to date with the latest information. Similarly, in the world of entrepreneurship, there are many entrepreneurs use social media as a promotional media for the products they sell (Jagongo & Kinyua, 2013: 213).

In sociological factor, researchers see the role models in the field of entrepreneurship owned by respondents. A role model is someone with its uniqueness and that is used as a role model by others in undergoing an activity. Students can obtain a role model through family environments, friends or other public figures. Someone who has a role model will do and think like

figure who became their role model (Fred L. Fry and Howard Van Auken, 2003: 5).

The pre-research survey shows that the respondent is currently taking an Entrepreneurship course as a means of increasing entrepreneurial knowledge. Also, respondents were very active in using social media. This social media can expand relations and as a promotional media. Finally, students have role models that can be role models in making decisions. Because of that, researcher interested in researching the influence of entrepreneurial knowledge, role model and the use of social media toward interest to be young entrepreneurs at Accounting Education Students Faculty of Economics, Yogyakarta State University 2016 grade.

## **LITERATURE REVIEW**

### **1. Interest to be Young Entrepreneurs**

According to Slameto (2003: 180) in Winarsih (2014:4), interest is a feeling of prefer ability and a sense of interest in a thing or activity, without anyone asking. Someone who has interest inactivity will do the activity with pleasure. The stronger the desire for a person to do something, the stronger the intention or motivation to display a behavior (Jogiyanto, 2007:29). Then, Kasmir (2011:19) states that an entrepreneur is someone who has a brave soul to take

risks to run a business in a variety of opportunities that exist. While the definition of young is those who are in 17<sup>th</sup> until 25<sup>th</sup> age range.

An interest in becoming a young entrepreneur is a strong desire accompanied by actions in running a business. This interest is based on self-will (not coercion) and dares to take risks for the decisions that have been chosen. Those who already have an interest in becoming young entrepreneurs will be motivated to always work and innovate and be able to seize opportunities.

Factors that can encourage interest in entrepreneurship according to Bygrave in Buchari (2011: 11) include:

- 1) Personal factors, concerning aspects of personality:
  - a) There is dissatisfaction with one's work
  - b) There is a termination of employment, no other work
  - c) Impulse due to age
  - d) Courage bears the risk
  - e) High commitment/interest in business
- 2) Environmental factors, concerning the relationship with the physical environment:
  - a) There is competition in the living world

- b) There are resources that can be utilized such as capital, savings, inheritance, buildings and strategic locations
  - c) Take a business training course or business incubator
  - d) Government policy, ease of business location, credit facilities, and business guidance
- 3) Sociological factors, concerning relationships with family and so on:
    - a) There are relationships or relationships for other people
    - b) There is a team that can be invited to work together in business
    - c) There is encouragement from parents to open a business
    - d) The existence of family assistance in various facilities
    - e) Previous business experience.

This study uses indicators as described by Zimmerer, Scarborough & Wilson (2008:11) and Winkel (2004:212). The indicators include not being dependent on others, helping the social environment and feeling like being an entrepreneur. The indicator is used to measure the variables of interest in becoming young entrepreneurs in this study.

## 2. Entrepreneurial Knowledge

According to Sidi Gazalba (Salam, 2005:5), knowledge is what is known or the work of knowing, and there is some knowledge possessed by humans, namely (1) ordinary knowledge, (2) scientific knowledge, (3) philosophical knowledge, (4) religious knowledge.

Entrepreneurship is an adventurer, risk-taker, contractor, entrepreneur (a person who undertakes a particular job, and the creator who sells his creations) (Hendro, 2011:29).

According to Lambing & Kuehl (Hendro, 2011: 30), entrepreneurship is a creative endeavor that builds a value from what does not yet exist into being and can be enjoyed by many people. It can be concluded that entrepreneurship is a business or activity carried out by someone consciously to create, change or add value to an item or service by hoping to gain profits and be prepared to bear the risks.

Entrepreneurial knowledge is the ability of humans in terms of remembering, studying and applying information in the brain, so that the brain can encourage the body to do entrepreneurial activities. Entrepreneurial knowledge can be obtained from entrepreneurship or craft

subjects. Entrepreneurship or craft subjects can be theoretical and direct practice in the field by selling products. Entrepreneurship subjects that are carried out attractively and fun will increase interest in becoming young entrepreneurs in students.

Students who are interested in opening a new business will often ask questions and learn about business with others who have already opened a business. That way, entrepreneurial knowledge is based on the material delivered by lecturers in tertiary institutions coupled with discussions with entrepreneurs to open ideas for business. Indicators to measure entrepreneurial knowledge in this study were obtained through score documentation of Entrepreneurship Subject from 68 students at Accounting Education Faculty of Economic Yogyakarta State University 2016 grade.

## 3. Role Model

A role model is someone who has the character and characteristics of each of them that stand out. An idol is a role model adopted by those who idolize him. Therefore, the role model is someone who is chosen as a role model in making decisions or acting because they have similar views or unique characteristics. This role model will influence students

in their teens to do something, such as dress style, lifestyle, and others.

They will inspire and influence someone in the decision-making process. Both in making educational, career, and other lifestyle decisions. People who have role models will observe and imitate what their role models do.

Indicator to measure the role model variable are seen from the respondent's ownership of role model in the field of entrepreneur. Students whose have entrepreneurship's role model will have a wide access in learning entrepreneurship. With these experience, students can decide themselves want to be entrepreneur or not for their career.

#### 4. The Use of Social Media

Social media is a new phenomenon that has changed how the business environment operates. Businesses can get access to previously unavailable resources. Social media helps entrepreneurs to improve their progress, collaborate with other parties and improve relationships with customers and suppliers. It is important for business owners and marketers to understand how social media works as a communication and marketing tool and how they significantly grow their

business. (Ambrose Jangongo, 2013). The use of social media is the process or activities carried out by someone with a media that can be used to share information, share ideas, be creative, think, debate, find new friends with an online application that can be used via a smartphone.



Information:

Y = Interests to be Young Entrepreneur

X1 = Entrepreneurial Knowledge

X2 = Role model

X3 = The Use of Social Media

### RESEARCH METHOD

This research is an ex post facto research. According to Suharsimi Arikunto (2013:17), study of ex post facto is researched the events that have occurred. This research used quantitative approach because the research data are in the form of numbers and the analysis uses statistics.

This research is a comparative causal study because this study aims to examine the events that have occurred and then trace back through the data to find factors that precede or are thought to be causes for the events under study (Wagiran, 2013: 134). This

study aims to look for the influence of independent variables on the dependent variable, namely the influence of entrepreneurial knowledge, role models, and the use of social media toward interests to be young entrepreneurs.

This research carried out in the Accounting Education study program at the Faculty of Economics, Yogyakarta State University. The research carried out from April to May 2019. researchers took the population of all students at Accounting Education Study Program Faculty of Economics Yogyakarta State University 2016 grade who took an Entrepreneur Subjects in even semester at 2019. Respondent consist of 68 students. All respondents were taken for research. Therefore, this study is a population study. The three independent variables that we examined are entrepreneurial knowledge (X1), role models (X2), and the use of social media (X3). Meanwhile, the dependent variable that we examined is the interest to be young entrepreneurs (Y).

Data collection techniques are the methods used or taken and the tools used by researchers in gathering data (Deni Darmawan, 2014). The techniques used for data collection are in the form of a questionnaire and score documentations of Entrepreneurship Subjects. The data obtained by researchers are primary data that

researchers obtained from direct respondents. Questionnaires were given to obtain data directly from respondents by answering written questions about role models, the use of social media, and the interest to be young entrepreneurs at accounting education students Faculty of Economics Yogyakarta State University 2016 grade. While the data of entrepreneurial knowledge variable were obtained from score documentation of Entrepreneurship Subject.

According to Sugiyono (2014:121), valid means that the instrument can be used to measure what should be measured. In this study the validity test was performed using the product moment correlation technique proposed by Karl Pearson. There is one invalid statements for Interest to be Young Entrepreneurs variable, namely number 6. The statement items used are number 1, 2, 3, 4, 5, 7, 8, and 9. Meanwhile, the Use of Social Media variable contained 2 invalid statement items namely numbers 1 and 2. The statement items used are numbers 3, 4, 5, 6, 7, 8, 9, and 10.

Reliable instrument is the instrument which, when used several times to measure the same object will generate the same data (Sugiyono, 2014:121). Interest to be Young Entrepreneur variable are reliable enough with Alpha Cronbach's Value of 0,501. While the Use of Social Media variable has Alpha Cronbach's Value of 0,504. This

research used linearity test, multicollinearity test, and heteroscedasticity test as prerequisite test. Then, researcher used multiple linear regression to test the hypothesis.

## RESEARCH RESULT AND DISCUSSION

### 1. Interest to be Young Entrepreneur at Accounting Education Students Faculty of Economic Yogyakarta State University 2016 Grade Variables

This variable has the highest value of 27 and the lowest value of 16; a mean value of 21,04; median value is 21; mode value of 22; and the value of the standard deviation obtained by 2,076. Based on the calculation of categorizing the tendency data of Interest to be Young Entrepreneurs, the high category is at frequency 3 with a percentage of 4 %, the medium category is at frequency 65 with a percentage of 96 %, and the low category is at frequency 0 with a percentage of 0%. These results indicate the respondents' assessment of the Interest to be Young Entrepreneur variable is medium.

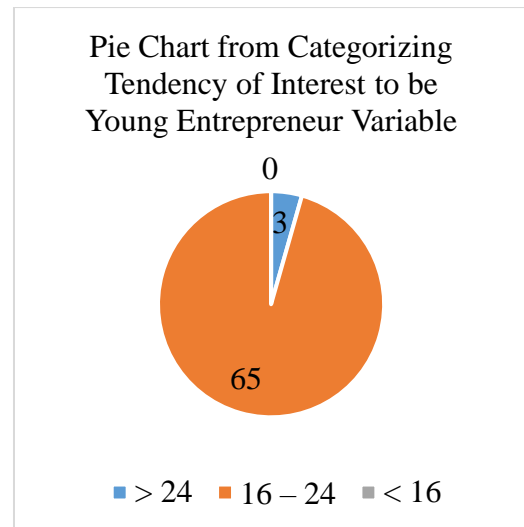


Figure 1. Pie Chart from Categorizing Tendency of Interest to be Young Entrepreneur Variable

### 2. Entrepreneurial Knowledge Variable

The Entrepreneurial Knowledge variable at the Accounting Education Student Faculty of Economic Yogyakarta State University 2016 grade has the highest value of 4,00 and the lowest value is 3,33; the mean value is 3,81; median value is 3,67; mode value is 3,67; and the standard deviation standard is 0,19. Based on the calculation of categorizing the trend of Entrepreneurial Knowledge data, the high category is at frequency 65 with a percentage of 96%, medium category is at frequency 3 with a percentage of 4%, and the low category is at frequency 0 with a percentage of 0%. These results indicate the respondents' assessment of the Entrepreneurial Knowledge variable is high.



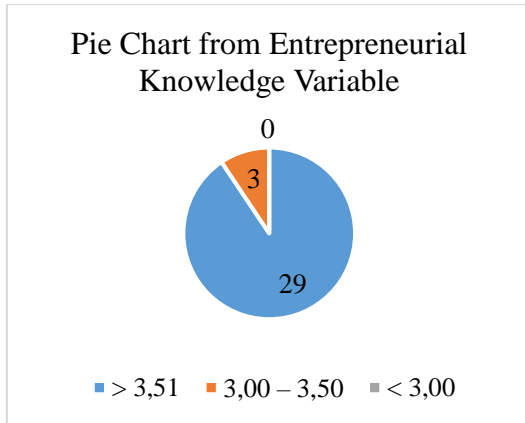


Figure 2. Pie Chart from Entrepreneurial Knowledge Variable

### 3. Role Model

Data of role model variable were obtained from the distribution of questionnaires with 68 students. In this questionnaires, researcher used variable dummy to collect data. Respondent only answer 'yes' if they have role model in entrepreneur field and answer 'no' if they have not. Researcher gave score 1 for 'yes' answer and score 0 for 'no' answer.

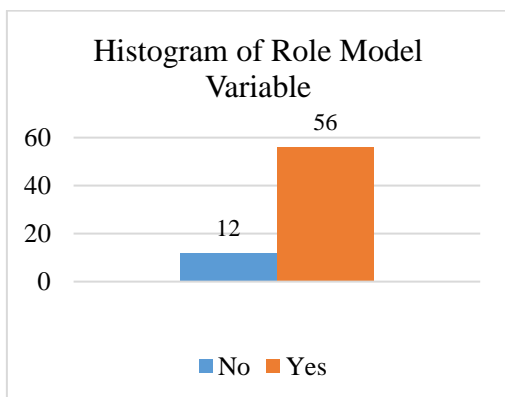


Figure 3. Histogram Frequency Distributions of Role Model Variable at Accounting Education Students Faculty of

Based on the data table and histogram, it shows that the largest frequency is located at respondent who have role model in entrepreneur field amount 56 people or 82%. The lowest frequency value is located at respondent who have not role model in entrepreneur field amount 12 people or 18%. These results indicate respondents' ratings of the role model variables are in high level.

### 4. The Use of Social Media

This variable has the highest score of 27 and the lowest value is 14; mean value is 20,15; median value is 20; mode value is 20; and the standard deviation is 2,69. Based on the calculation of categorizing the tendency of The Use of Social Media variable data, the high category is at frequency 62 with a percentage of 91 %, the medium category is at frequency 6 with a percentage of 9%, and the low category is at frequency 0 with a percentage of 0 %. These results indicate the respondents' assessment from the Use of Social Media variable is high.

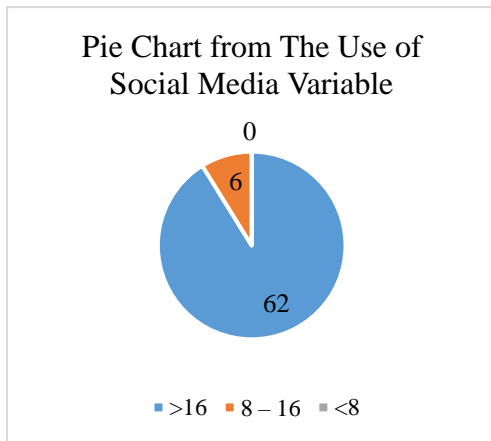


Figure 4. Pie Chart for the Tendency Category from The Use of Social Media Variable

The hypothesis of this study was tested using multiple linear regression analysis.

Table 1. Summary of Hypothesis Regression Results

Information	Regression Coefficient	T count	Sig.
A constant	4,246	0,846	0,401
X1	2,981	2,437	0,018
X2	1,531	2,477	0,016
X3	0,204	2,363	0,021
<i>R Square</i>	= 0,201		
<i>F Hitung</i>	= 5,376		
<i>Sig F</i>	= 0,002		
<i>Adjusted R<sup>2</sup></i>	= 0,449		

Source: Primary Data Processed, 2019

The results of this study support the hypothesis stating that there is a positive influence of Entrepreneurial Knowledge, Role Model, and The Use of Social Media towards Interest to be Young Entrepreneurs at Accounting Education Students Faculty of Economics Yogyakarta State University 2016 grade. The hypothesis testing analysis show that the calculated F value is 5,376, significance value is 0,002, and  $R^2$  of 0,201.

The regression coefficient for the independent variable Entrepreneurial Knowledge (X1) is positive, indicating there is relationship between Entrepreneurial Knowledge (X1) and Interest to be Young Entrepreneurs (Y). The regression coefficient of the variable Entrepreneurial Knowledge (X1) of 2,981 implies that for each addition of Entrepreneurial Knowledge (X1) of one unit will cause an increase in Interest to be Young Entrepreneurs (Y) by 2,981, assuming Role Model (X2) and The Use of Social Media (X3) are permanent.

The regression coefficient for the Role Model (X2) variable is positive, indicating a direct and significant relationship between the Role Model (X2) and the Interest in Becoming Young Entrepreneurs (Y). Role Model (X2) variable regression coefficient of 1,531 implies that for each increase in Role Model (X2) of one unit will cause an increase in Interest to be Young Entrepreneurs (Y) of 1,531, assuming Entrepreneurial Knowledge (X1) and The Use of Social Media (X3) are permanent.

The regression coefficient for the Use of Social Media (X3) variable is positive, indicating a direct relationship between The Use of Social Media (X3) and Interest to be Young Entrepreneurs (Y). The regression coefficient of the variable The Use of Social Media (X3) of 0,204 implies that for each

increase in value of The Use of Social Media (X3) by one unit will cause an increase in Interest to be Young Entrepreneur (Y) of 0.204 with the assumption of Entrepreneurial Knowledge (X1) and Role Model (X2) fixed. Thus the research hypothesis is accepted because the three variables have significant value that positive and calculated F value of 5,376, significance value of 0,002 is less than 0.05 and Adjusted R<sup>2</sup> is 0.449.

## CONCLUSION AND SUGGESTION

Based on the results of the research discussed in the previous chapter, it can be concluded that there is a positive influence on Entrepreneurial Knowledge, Role Model, and The Use of Social Media towards the Interest to be Young Entrepreneur in at Accounting Education Student Faculty of Economics Yogyakarta State University 2016 grade. This is evidenced from the results of multiple linear regression that calculated F value of 5,376 with significance value is 0,002 and R<sup>2</sup> is 0,201. The Entrepreneurial Knowledge variable gave a coefficient value of 2,981, the Role Model variable gave a coefficient value of 1,531, and The Use of Social Media variable gave a coefficient value of 0,204 which all gave positive value. It can be concluded that the more positive Entrepreneurial Knowledge, Role

Model, and The Use of Social Media will further increase the Interest to be Young Entrepreneurs at Accounting Education Students Faculty of Economics Yogyakarta State University 2016 grade.

Based on the discussion and conclusion of the research above, some suggestions can be given as follows:

1. For Students at Accounting Education Study Programs
  - a. Based on the research data, the lowest score on the variable Interest to be Young Entrepreneurs is in the statement "I refuse to be an entrepreneur because there are many risks to be faced." It means that students already have preparedness in facing any risk in entrepreneurship. This needs to be maintained and enhanced because entrepreneurship is full of uncertainties.
  - b. Based on the research data, the lowest score on the variable The Use of Social Media is in the statement number 1, "Accessing social media too much will make me loose much time." It means that many students can not manage their time well when accessing social media. Researcher suggest the student can use their time well when accessing social media.
2. For Further Research

Further research should add other factors outside this study that can explain the dependent variable, Interest to be Young Entrepreneurs in Accounting Education Students Faculty of Economics Yogyakarta State University 2016 grade such as opportunities, personality, capital availability and so on.

## REFERENCES

- Alma, Buchari. (2013). *Kewirausahaan*. Bandung: Alfabeta.
- Arikunto, Suharsimi. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Budiyati, Y., Yani, T.E., & Universari, N. (2012). Minat Mahasiswa Menjadi Wirausaha (Studi Mahasiswa Fakultas Ekonomi Universitas Semarang). *Jurnal DINAMIKA SOSBUD*, 14(1), 89 – 101.
- Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19 Edisi ke 5*. Semarang: Badang Penerbit Universitas Diponegoro.
- Hadi, Sutrisno. (2004). *Analisis Regresi*. Yogyakarta: Andi Offset.
- Jangongo, Ambrose & Kinyua, Catherine. (2013). The Social Media and Entrepreneurship Growth. *International Journal of Humanities and Social Science*, 3, 213 – 227.
- Lorz, Michael. (2011). The Impact of Entrepreneurship Education on Entrepreneurial Intention. *Disertasi*. Germany: University of St. Gallen, School of Management, Economics, Law, Social Sciences and International Affairs.
- Noviantoro, G. (2017). Pengaruh Pengetahuan Kewirausahaan, Motivasi Berwirausaha dan Lingkungan Keluarga Terhadap Minat Berwirausaha pada Mahasiswa Akuntansi Fakultas Ekonomi Universitas Negeri Yogyakarta. *Skripsi*. Yogyakarta: UNY.
- Nurhadifah, S.N. (2018). Pengaruh Kepribadian, Lingkungan Keluarga, dan Teman Sebaya terhadap Minat Berwirausaha Mahasiswa Program Studi Pendidikan Akuntansi Fakultas Ekonomi Universitas Negeri Yogyakarta. *Skripsi*. Yogyakarta: UNY.
- Ojeleye, Yinka Calvin, dkk. (2018). Impact of Social Media on Entrepreneurship Development among Users in Zamfara State. *Journal of Economics & Finance*, 2, 303 – 323.
- Pusat Bahasa Departemen Pendidikan Nasional. (2006). *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Setiawan, D. (26 Maret 2018). 630.000 orang Sarjana Masih Menganggur. [www.pikiran-rakyat.com](http://www.pikiran-rakyat.com). Diakses pada Rabu, 30 Januari 2019 pukul 10:36 WIB.
- Sicca, S.P. (07 Mei 2018). BPS: Pengangguran Lulusan Universitas Naik 1,13 Persen. *Tirto.id*. Diakses pada hari Rabu, 30 Januari 2019 pukul 10:24 WIB.
- Slameto. (2013). *Belajar dan Faktor-faktor yang Memengaruhinya*. Jakarta: Rineka Cipta.
- Sugiyono. (2014). *Statistika untuk Penelitian*. Bandung: Alfabeta.

Wagiran. (2013). *Metodologi Penelitian Pendidikan: Teori dan Implementasi*. Yogyakarta: Deepublish.

Wijatno, Serian. (2009). *Pengantar Entrepreneurship*. Jakarta: Kompas Gramedia.