

STUDENT MOTIVATION, CREATIVE PRODUCTS & ENTREPRENEURSHIP (PKK) SUBJECTS AND ITS INFLUENCE ON INTEREST IN ENTREPRENEURSHIP

Shilfina Fitriana ^{1*}, Beni Habibi ², Neni Hendaryati ³

¹ Pancasakti University of Tegal

² Pancasakti University of Tegal

³ Pancasakti University of Tegal

shilfinafitriana@gmail.com

Abstract

This study aims to determine the existence of (1) the influence of creative & entrepreneurial product subjects (PKK) on the interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal, (2) the effect of student motivation on interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal, and (3) The influence of Creative Products & Entrepreneurship (PKK) subjects and student motivation on interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal. This research uses quantitative methods. The population of this study were 107 students of class XII AKL SMK Negeri 2 Tegal with a total sample of 51 students. The sampling technique is proportionate random sampling. Data collection methods used are observation, interviews, documents and questionnaires. The data analysis technique used is descriptive analysis, normality test, simple linear regression, multiple linear regression, t test and f test. Data processing is done using SPSS version 26.

The results of testing the hypothesis with a significance level of 5% show that (1) the Creative Products & Entrepreneurship (PKK) subject has a positive and significant effect on interest in entrepreneurship in class XII students of Accounting and Finance at SMK Negeri 2 Tegal by 64.3% (2) Student motivation has a positive and significant effect on interest in entrepreneurship in class XII Accounting and Finance students at SMK Negeri 2 Tegal by 84.7% (3) creative & entrepreneurial product subjects (PKK) and student motivation have a positive and significant effect on interest in entrepreneurship in students class XII Accounting and Finance Institution SMK Negeri 2 Tegal by 87.7%. Based on the results of data analysis, it was concluded that creative & entrepreneurial product subjects (PKK) and student motivation had an effect on interest in entrepreneurship in class XII Accounting and Finance students at SMK Negeri 2 Tegal.

The results of this study are expected to provide information and input for institutions or schools so that they can improve creative & entrepreneurial product subjects (PKK), motivate students to become entrepreneurs, and foster students' interest in entrepreneurship. In addition, it is recommended for future researchers to further optimize the research process with a larger sample size so that the results obtained are maximized ..

Kata Kunci: Creative Products & Entrepreneurship (PKK), Student Motivation, Interest in Entrepreneurship.

1 INTRODUCTION

Developing countries have lower living standards and less developed industrial sectors, lower per capita income. One of the developing countries is Indonesia. Unemployment is one of the problems that still occurs in Indonesia. Based on data from the Central Statistics Agency, Indonesia's open unemployment rate (TPT) in August 2022 reached 5.86%, or an increase of 0.03% point compared to February 2022 TPT of 5.83% (Statistics, 2022).

The problem in Indonesia starts from the mindset of most people, that is, everyone has to work after completing their education, indirectly causing unemployment (Habibi et al., 2020: 7). There needs to be a change in people's mindset from looking for work to building jobs, to create jobs is by entrepreneurship. Entrepreneurship is very important to accelerate economic, social and business progress (Rosadi et al., 2020). To increase entrepreneurship, the Government has taken action in the world of education by including entrepreneurship.

The application of entrepreneurship learning is in SMK, 70% of vocational high schools prioritize practical learning and 30% theory. The government's efforts to improve the quality and human resources at the school level, one way to do this is to foster students' interest in entrepreneurship, which can be encouraged through the subjects offered at schools. In the revised 2013 curriculum there are subjects that prioritize cognitive aspects, soft skills and hard skills of students, namely the subject of creative products and entrepreneurship (PKK) (Khotimah et al., 2020: 358).

Student motivation can be defined as the mental state and attitudes of students that encourage activity (movement) and behavior to meet needs or encourage them to achieve certain goals (Yulianti, 2022:56). Motivation is divided into internal motivation and external motivation. Motivation for students aims to increase student enthusiasm in entrepreneurship to encourage student creativity so that they can produce business ideas that will later be able to create a new product that will reach the desired form.

The interest in entrepreneurship is a person's determination to work hard and the strong will that is owned to make ends meet as well as run a business without fear, dare to take risks and be able to learn from the failures experienced. A student who has an interest in entrepreneurship will feel interested in the knowledge and information related to that interest. The more students' interest in entrepreneurship increases, the more students' determination to implement it (J. & Zubaimari, 2018: 2).

Based on the results of initial observations (1) the low interest of students in the subject of Creative Products & Entrepreneurship (PKK). (2) The facilities in the learning process are inadequate. (3) In practical activities students make existing products without being creative and innovative, they will develop these products or issue new products. (4) There are still student scores that have not been completed. (5) Lack of student motivation in entrepreneurship. (6) Students who enter SMK are required by their families to have expertise in the world of work, resulting in a lack of student interest in entrepreneurship. (7) Students' interest in becoming entrepreneurs is still low. (8) Students do not dare to take risks in entrepreneurship. (9) Students who already have a business cannot continue their business because they have problems in running a business. (10) The majority of students prefer to work compared to entrepreneurship.

The purpose of this research is to find out and describe the influence of the Creative Products & Entrepreneurship (PKK) subject on the interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal. To find out and describe the influence of student motivation on the interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal. To find out and describe the influence of the Creative Products & Entrepreneurship (PKK) subject and student motivation on the interest in entrepreneurship in class XII AKL students at SMK Negeri 2 Tegal.

2 METHODOLOGY

Research uses a quantitative research approach. The research was conducted from 31 May to 7 June 2023. The research was conducted at SMK Negeri 2 Tegal . The population in this study were students of class XII AKL SMK Negeri 2 Tegal.

No	Class XII AKL	Amount
1	XII AKL 1	35
2	XII AKL 2	36
3	XII AKL 3	36
Amount		107

Data source: SMK Negeri 2 Tegal.

In determining the sample in this study, researchers used the Issac and Michael formula. As already explained, the population is 107 students of class XII AKL SMK Negeri 2 Tegal. Therefore, the number of samples that can be taken based on the formula is 51 students.

This study used a proportionate random sampling technique, namely

The number of students
which was used as the research sample

No	Class XII AKL	Amount	Formula	Sample
1	XII AKL 1	35	$35/107 \times 51 = 16,68$	17
2	XII AKL 2	36	$36/107 \times 51 = 17,15$	17
3	XII AKL 3	36	$36/107 \times 51 = 17,15$	17
Amount		107		51

3 RESULTS

3.1 Descriptive Analysis

3.1.1 The results of the descriptive analysis of the research acquisition of the Creative Products & Entrepreneurship Subject variable (PKK) (X1)

The results of the descriptive analysis of research acquisition of the Creative Products & Entrepreneurship Subject variable (PKK) (X1), namely, mean = 57.45, standard deviation = 4.855, range = 20, minimum value = 45, maximum value = 65, and total score total = 2930.

3.1.2 The results of the descriptive analysis of student motivation research gains (X2)

The results of the descriptive analysis of research findings on student motivation are average = 64.86 , standard deviation = 5.720, range = 20, minimum score = 50, maximum score = 70, and overall score = 3308.

3.1.3 The results of the descriptive analysis of research gains Interest in Entrepreneurship (Y)

The results of the descriptive analysis of research gains Interest in Entrepreneurship (Y) namely, average = 57.67 , standard deviation = 4.222, range = 20, minimum value = 42, maximum value = 62, and total overall score = 2941.

3.2 Normality test

The normality test results obtained a significance value (Asymp. Sig 2-tailed) 0.200 or 20%. The significance value is greater than 0.05 or 5% ($0.200 > 0.05$), then the residual data is normally distributed.

3.3 Simple Linear Regression Analysis

3.3.1 Results of simple linear regression analysis of Creative Products & Entrepreneurship (PKK) Subject variables (X1) Against Entrepreneurial Interest (Y)

The results of simple linear regression analysis of the subject variable Creative Products & Entrepreneurship (PKK) (X1) on Interest in Entrepreneurship (Y), namely the correlation coefficient value of 0.802. t_{count} value of 9.387 is greater than t_{table} 1.675 probability score Sig.t1 = 0.000 coefficient of determination score (R²) of 0.643.

3.3.2 Results of simple linear regression analysis of Student Motivation variable (X2) Against Entrepreneurial Interest (Y)

The results of simple linear regression analysis of student motivation variable (X2) on interest in entrepreneurship (Y) correlation coefficient value of 0.921, t_{count} value of 16.499 greater than t_{table} 1.675, probability score Sig.t2 = 0.000, coefficient of determination score (R2) of 0.847.

3.4 Multiple Linear Regression Analysis

The results of multiple linear regression analysis of creative & entrepreneurial product subject variables (PKK) (X1) and student motivation (X2) on entrepreneurial interest (Y) namely the coefficient of determination (R2) score of 0.877 f_{count} value of 171.376 is greater than f_{table} of 3, 19, probability score Sig. 0.000..

3.5 Hypothesis testing

The results of the research obtained hypothesis test stated that there was a positive and significant influence between the subject variables of creative & entrepreneurial products (PKK) (X1) on interest in entrepreneurship (Y). Stating that there is a positive and significant influence between the variables of student motivation (X2) on interest in entrepreneurship (Y). Stating that there is a positive and significant influence jointly between the subject variables of creative & entrepreneurial products (PKK) (X1) and student motivation (X2) on interest in entrepreneurship (Y).

4 CONCLUSION

Creative Products & Entrepreneurship Subject (PKK) (X1) has a positive and significant influence on Entrepreneurial Interest (Y) in class XII students of Accounting and Finance at SMK Negeri 2 Tegal . Student Motivation (X2) has a positive and significant influence on Entrepreneurial Interest (Y) in class XII students of Accounting and Finance at SMK Negeri 2 Tegal . Creative Products & Entrepreneurship Subject (PKK) (X1) and Student motivation (X2) together have a positive and significant influence on interest in entrepreneurship in class XII students of Accounting and Finance at SMK Negeri 2 Tegal.

THANK-YOU NOTE

All Parties that the author cannot mention one by one who have supported and assisted in the preparation of the thesis. The author realizes that this writing still has many shortcomings. Hopefully this thesis can be useful for readers and other interested parties.

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