

PENGARUH PENDIDIKAN KEWIRAUSAHAAN DAN *DIGITAL LITERACY* TERHADAP MINAT BERWIRAUSAHA PADA MAHASISWA TINGKAT AKHIR PROGRAM STUDI MANAJEMEN UNIVERSITAS JENDERAL ACHMAD YANI YOGYAKARTA

Muhammad Djaka Darmawan Ardi Nugraha¹, Wina Driyan Pradana²

INTISARI

Latar Belakang : Sebagai upaya menekan tingkat pengangguran di Indonesia, perlu penanaman sikap kewirausahaan khususnya bagi kalangan mahasiswa. Menjadi seorang entrepreneur merupakan alternatif karir yang dapat dipilih mahasiswa setelah lulus kuliah selain menjadi pegawai negeri maupun karyawan swasta.

Tujuan Penelitian : Penelitian ini bertujuan untuk : (1) Menganalisis apakah pendidikan kewirausahaan dan *digital literacy* berpengaruh terhadap *self-efficacy* (2) Menganalisis apakah *self-efficacy* berpengaruh terhadap minat berwirausaha (3) Menganalisis apakah *self-efficacy* mampu memediasi antara pendidikan kewirausahaan dan *digital literacy* terhadap minat berwirausaha.

Metode Penelitian : Penelitian ini bersifat *explanatory research* dengan pendekatan kuantitatif. Pengambilan sampel menggunakan teknik *non-probability sampling* melalui purposive sampling dan diperoleh responden sebanyak 108 responden.

Hasil : Pendidikan kewirausahaan berpengaruh positif dan signifikan terhadap *self-efficacy*. *Digital literacy* berpengaruh negatif dan signifikan terhadap *self-efficacy*. *Self-efficacy* berpengaruh positif dan signifikan terhadap minat berwirausaha. *Self-efficacy* mampu memediasi hubungan antara pendidikan kewirausahaan dan *digital literacy* terhadap minat berwirausaha.

Kesimpulan : Penerapan pendidikan kewirausahaan dan *digital literacy* yang dilakukan secara formal maupun non-formal, mampu membentuk minat mahasiswa untuk berwirausaha.

Kata kunci : *Pendidikan Kewirausahaan, Digital Literacy, Minat Berwirausaha*

¹Muhammad Djaka Darmawan (S-1) Universitas Jenderal Achmad Yani Yogyakarta

²Wina Driyan Pradana Universitas Jenderal Achmad Yani Yogyakarta

**THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION AND
DIGITAL LITERACY ON ENTREPRENEURSHIP INTERESTS AMONG
FINAL-YEAR STUDENTS OF THE MANAGEMENT STUDY PROGRAM
AT GENERAL ACHMAD YANI UNIVERSITY OF YOGYAKARTA**

Muhammad Djaka Darmawan Ardi Nugraha¹, Wina Driyan Pradana²

ABSTRACT

Background : To reduce unemployment in Indonesia, it's necessary to cultivate an entrepreneurial mindset, especially among university students. Becoming an entrepreneur is an alternative career choice for students after graduation, in addition to civil service or private sector employment.

Objective : This study aims to: (1) Analyze whether entrepreneurship education and digital literacy have an influence on self-efficacy (2) Analyze whether self-efficacy has an influence on interest in entrepreneurship (3) Analyze whether self-efficacy is able to mediate between entrepreneurship education and digital literacy on interest in entrepreneurship.

Method : This research is explanatory with a quantitative approach. and data collection was conducted by distributing questionnaires to respondents. Sampling was conducted using a non-probability sampling technique through purposive sampling, resulting in a total of 108 respondents.

Result : Entrepreneurship education has a positive and significant effect on self-efficacy. Digital literacy has a negative and significant effect on self-efficacy. Self-efficacy has a positive and significant effect on entrepreneurial interest. Self-efficacy mediates the relationship between entrepreneurship education and digital literacy on entrepreneurial interest.

Conclusion : The implementation of entrepreneurship and digital literacy education, both formally and informally, can shape students' interest in entrepreneurship.

Keywords : *Entrepreneurship Education, Digital Literacy, Entrepreneurship Interest*

¹Muhammad Djaka Darmawan (S-1) General Achmad Yani University of Yogyakarta

²Wina Driyan Pradana (S-1) General Achmad Yani University of Yogyakarta