The Influence of Using Tiktok Application on the Establishment of Student Entrepreneurial Spirit

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Abstract: TikTok is the most popular social media in Indonesia with an average usage duration of more than 2 hours per day with a percentage of 47.4% from Indonesian population. TikTok initially only functioned as an entertainment media by displaying various short videos. However, along with its development, TikTok now opens up great opportunities for business owners to be able to expand their marketing through video advertisements. This study aims to determine the influence of using TikTok on the establishment of student Entrepreneurial Spirit of Social Science Education students. The approach used is a quantitative approach with a survey method. This study involved 162 respondents as a sample using the Proportionate Stratified Random Sampling technique. The data collection technique used in this study was a questionnaire with a Likert scale. Hypothesis testing in this study using simple linear regression analysis. The results showed a sig value. 0.008 <0.05 and obtained a t-count value of 2.685> t-table 1.975, which means that there is a positive influence between the two variables.

Introduction

The development of the creative economy cannot be separated from the young generation as a "storehouse" of innovation. Young people with their productivity and creative ideas are valuable resources that can help the government reduce the unemployment rate among the productive workforce by starting their own companies or entrepreneurship with their innovative ideas. Conflicts in the economy are endless, rising prices of clothing, food and shelter and increasing youth unemployment in Indonesia. Many large and small companies are experiencing financial constraints and are downsizing their employee structure through layoffs (PHK).

Data quoted from the Central Bureau of Statistics (BPS), until February 2023, 12% (around 958,800) of graduates were unemployed. This is out of a total unemployment rate of 7.99 million. Based on these data, higher education requires reorganization and improvement so that learning in higher education can be more meaningful and create a valuable experience. From this experience, it can change the mindset of students not only as job seekers but also to open up jobs through entrepreneurship. The more young people who are involved in entrepreneurship, the more productivity will be generated so that the impact can affect the country's economic growth.

David Mc Clelland, an expert in social psychology, stated that a country is said to be prosperous and advanced if it has many people who are entrepreneurs (Febrianurdi &

Kurniawan, 2017). Therefore, a country needs individuals who have an entrepreneurial spirit to help the country advance and prosper. Every individual must have an entrepreneurial spirit, but its development needs to be formed and trained. One of the efforts to improve one's entrepreneurial spirit is through education. This education can be developed through formal and informal learning, not just learning a book content material but can be developed practically so as to produce meaningful learning outcomes.

Entrepreneurship is one of the studies in social studies education. Not only trained to explore a social problem, social studies education emphasizes the interdisciplinary approach of social sciences and other sciences to serve as a reference for education and learning. Teodore Levit defines that entrepreneurship is a process related to creativity and innovation in understanding opportunities, organizing, and managing resources so that the opportunity is realized into a business that is able to generate profit or value for a long period of time. Levit's definition emphasizes the aspects of creativity and innovation, because with creative and innovative characters one can find opportunities (Abbas, 2018).

Entrepreneurship can increase creative and innovative abilities that are used as the basis, tips, and resources for finding opportunities for success. Having an entrepreneurial spirit means encouraging independent, creative, innovative, responsible, disciplined, and unyielding characters. One of the opportunities that can be utilized in everyday life is technological advances that can create new media. Flew (in Watie, 2016) explains that new media is an update of the old media that provides a network for loading and sending messages as well as digitization, convergence, interactivity, and development. Because new media is interactive, users can choose what information they want to receive, have power over how information is produced, and make their own decisions.

(Keller, 2016), define media as something that users use to share text, images, sound, video, and information with others. So that a definition of social media is obtained which is a tool used by people to socialize on the internet by sharing material, news, photos, and other things with other people. Judging from the definition described, social media can simply be interpreted as a place to be able to share information with other people connected by an internet network.

One form of new media is social media. There are many types of social media today with their own advantages and disadvantages. Mutia (2022) explained about a survey conducted by the Ministry of Communication and Information and Katadata Insight Center (KIC), Indonesian peoples spend a lot of time using the internet for social media, especially on WhatsApp and TikTok applications. The popularity of TikTok as a social media platform in Indonesia can be seen from the average duration of its use over time. TikTok *is* used more than 2 hours per day by 47.4% of the Indonesian population, which beats other social media apps such as Facebook and Instagram.

TikTok application is a social media and music video platform from China which was launched in September 2016 by Zhang Yiming, founder of Tuotiao (a news and information content platform in Beijing) (Mahardika et al., 2021). TikTok provides a variety of unique and interesting special effects. These features can be used by all TikTok users very easily when creating short videos. Users can create videos accompanied by various music supports from many singers around the world with dances and freestyle as desired. Indirectly, TikTok encourages user creativity to make videos as interesting and unique as possible by utilizing existing features (Batoebara, 2020).

Businesses need to constantly evolve their promotional media to keep up with trends. One of them is by utilizing promotional opportunities through social media. All groups,

especially the younger generation, cannot be separated from social networking or social media due to the increasing use of the internet and the strong demand for interaction. This relates to a promotion of goods that cannot only be done with one media. To attract consumer interest, companies must have a variety of promotional methods (Purbohastuti, 2017).

Access to social networks is one of the most important success criteria in entrepreneurship. The wider the network, the more successful the entrepreneurial activity will be. The existence of the TikTok application can be utilized as digital media to increase the entrepreneurial mentality in the younger generation such as students, therefore researchers are interested in conducting further research on how the TikTok application can influence the formation of an entrepreneurial spirit, especially in students of the Social Science Education Study Program at the University of Education Indonesia, especially since this entrepreneurial activity is also loved by students, which basically provides many benefits for them in economic needs to make a living overseas or just an entrepreneurial hobby.

Research Method

This research uses a quantitative approach with survey research methods. It is called a quantitative research method because in this study, researchers try to find out the causal correlation or the influence of an independent variable on the dependent variable, test a theory, and analyze data using statistics to test hypotheses (Sugiyono, 2008). Meanwhile, the survey method is used because this research tries to collect data from respondents using research instruments in the form of questionnaires as the main method. In line with this opinion, survey research is used to collect data or information about large populations using relatively small samples (Creswell, 2012).

The population in this study were students of the undergraduate social studies education program at the University of Indonesia class of 2019-2022, then sampling in this study was carried out using the *Proportionate Stratified Random Sampling* method, which is a method used when the population has members or elements that are not *homogeneous* and stratified proportionally. Samples were taken based on certain criteria, namely students of the UPI Social Studies Education undergraduate program with active status in the 2019-2022 generation, have/are currently taking entrepreneurship courses, and TikTok application users. Then the appropriate number of samples is obtained which can be seen in Table 1. as follows:

Table 1. Sample Data

Force	Number of Students	Sample
2019	24	$\frac{24}{272} \cdot 162 = 15$
2020	97	$\frac{97}{272} \cdot 162 = 58$
2021	76	$\frac{76}{272} \cdot 162 = 45$
2022	75	$\frac{74}{272} \cdot 162 = 44$
Total	**272**	**162**

This study has two variables consisting of independent variables (X) and dependent variables (Y). Based on the identification of variables that have been carried out, the use of TikTok application is obtained as the independent variable (X) and the entrepreneurial spirit as the dependent variable (Y). Furthermore, the data collection technique used is the survey method and literature study. Questionnaires as primary data, and literature studies as secondary data. Meanwhile, the data analysis technique used is descriptive statistics with simple linear regression analysis. Descriptive statistical tests aim to analyze data by providing an overview or descriptive of data seen from the average, maximum, minimum, and standard deviation values. (Ghozali, 2018). The steps that must be taken are the validity test and reliability test which are carried out before the questionnaire is ready to be distributed to respondents with the aim of testing the feasibility of each statement item in the questionnaire, the normality test which aims to determine whether the data being analyzed is normally distributed or not, the linearity test which aims to test whether the independent variable and the dependent variable have a linear or non-linear correlation, then test the hypothesis with simple linear regression analysis which aims to determine the effect of a variable on other variables. Researchers used the help of the SPSS for windows 24 version program.

Result and Discussion
Result

Research data from each variable is presented based on the results of calculations using the help of the SPSS for windows 24 version program. The results of data processing on the variable the use of TikTok Application (X) show that the score on variable X, namely the Use of TikTok Application with the total data (N) of 162 is in the range 53-106. Based on the data obtained during the study, which was then processed statistically, descriptive statistics were obtained consisting of a minimum score of 53, a maximum score of 106, with an average value (mean) of 79.75, and a standard deviation of 8.910. For more details can be seen in Table 2. as follows:

Table 2. X Variable Descriptive Statistics

	Value
Minimum Score	53
Maximum Score	106
Mean	79,75
Std. Deviation	8,910

Next, the researchers categorized the results of the answers to the variable the use of TikTok Application into five criteria, namely "Very High", "High", "Fair", "Low", and "Very Low". This is done to determine the level of use of TikTok application in students of the UPI Social Studies Education Study Program. The formula used to find the length of the interval class of the TikTok Application Usage variable is as follows:

$$\text{Interval} = \frac{Highest\ Score - Lowest\ Score}{Category\ Total}$$

$$= \frac{106 - 53}{5}$$

$$= 10.6 = 11 \text{ (rounded)}$$

Therefore, the results of the calculation of the interval classes that have been obtained are categorized into the frequency distribution table in Table 3. as follows:

Table 3. Frequency Distribution of Variable X

Class Interval	Category	Frequency	Percentage
53-64	Very Low	11	7%
65-76	Low	41	25%
77-88	Fair	88	55%
89-100	High	20	12%
101-112	Very High	2	1%
Total		162	100%

From the results of data processing, it can be seen that with a total of 162 data, the frequency distribution of the variable the use of TikTok Application which is in the "Very Low" category is 11 respondents with a percentage of 7%, then the "Low" category is 41 respondents with a percentage of 25%, the "Fair" category is 88 respondents with a percentage of 55%, the "High" category is 20 respondents with a percentage of 12%, and the "Very High" category is 2 respondents with a percentage of 1%. It can be concluded that the percentage of the level of the use of TikTok application in students of UPI Social Studies Education Study Program is mostly in the moderate category with a population of 55% and a frequency of 88 students.

The results of data processing on the Entrepreneurial Spirit variable (Y) show that the score on variable Y, namely the Entrepreneurial Spirit with the amount of data (N) of 162 is in the range 66-115. Based on the data obtained during the study, which was then processed statistically, descriptive statistics were obtained consisting of a minimum score of 66, a maximum score of 115, with an average value (mean) of 89.75, and a standard deviation of 9.435. For more details can be seen in Table 4. as follows:

Table 4. Descriptive Statistics of Variable Y

	Value
Minimum Score	66
Maximum Score	115
Mean	89,75
Std. Deviation	9,435

Next, the researchers categorized the answers to the Entrepreneurial Spirit variable into five criteria, namely "Very High", "High", "Fair", "Low", and "Very Low". This is done to determine the entrepreneurial spirit in students of UPI Social Studies Education Study Program. The formula used to find the length of the interval class of the Entrepreneurial Spirit variable is as follows:

$$\text{Interval} = \frac{Highest\ Score - Lowest\ Score}{Total\ Category}$$
$$= \frac{115 - 66}{5}$$
$$= 10$$

Therefore, the results of the calculation of the interval classes that have been obtained are categorized into the frequency distribution table in Table 5. as follows:

Table 5. Frequency Distribution of Variable Y

Class Interval	Category	Frequency	Percentage
66-76	Very Low	10	6%
77-87	Low	56	35%
88-98	Fair	70	43%
99-109	High	17	10%

110-115	Very High	9	6%
Total		**162**	**100%**

From the results of data processing, it can be seen that with a total of 162 data, the frequency distribution of the Entrepreneurial Spirit variable in the "Very Low" category was 10 respondents with a percentage of 10%, then the "Low" category was 56 respondents with a percentage of 35%, then the "Fair" category was 70 respondents with a percentage of 43%, then the "High" category was 17 respondents with a percentage of 10%, and the "Very High" category was 9 respondents with a percentage of 6%. It can be concluded that the percentage of forms of Entrepreneurial Spirit in students of UPI Social Studies Education Study Program is mostly in the moderate category with a population of 43% and a frequency of 70 students.

Furthermore, several stages of testing were carried out related to the research data that had been obtained, namely normality test, linearity test, and hypothesis testing with simple linear regression analysis. Based on data analysis with the help of the SPSS for windows 24 version program, it can be seen that the significance value shows the normality of the data. Decision making in the normality test is that the data can be said to be normally distributed if the significance value (Sig.) is greater than the alpha value ($\alpha = 5\%$ or 0.05), otherwise the data is said to be not normally distributed if the significance value (Sig.) is smaller than the alpha value ($\alpha = 5\%$ or 0.05). The results of the normality test in this study can be seen in Table 6. as follows:

Table 6. Normality Test with One-Sample Kolmogorov-Smirnov Test

Asymp Sig. (2-tailed)	A(α)	Description
0,200	0,05	0.200 > 0.05 Normal

In the normality test table above, the significance value (Asymp Sig.) is 0.200 so it can be concluded that this value is more than the Alpha value ($\alpha = 5\%$ or 0.05). This means that the research data is normally distributed. Furthermore, the linearity test is carried out where the decision making in this test is seen if the *Sig* value. *Deviation from* Linearity> 0.05 then there is a linear correlation between the independent variable (X) and the dependent variable (Y). But on the contrary, if the *Sig* value. *Deviation from Linearity* <0.05 then there is no linear correlation between the independent variable (X) and the dependent variable (Y). the results of the linearity test in this study can be seen in Table 7. as follows:

Table 7. Linearity Test

	Sum of Squares	df	Mean Square	F	Sig.
Defiation from Linearity	3540,451	38	93,170	1,117	0,319

Based on the table above, it can be seen that the linearity test results show a *Sig. deviation from linearity* value of 0.319, which means that this figure is more than 0.05. So it can be concluded that there is a linear correlation between the variable the use of TikTok Application (X) and Entrepreneurial Spirit (Y).

Furthermore, hypothesis testing is carried out with simple linear regression analysis which includes partial testing (t-test) and the coefficient of determination, while the hypotheses proposed in this study are as follows:

1. H0 : There is no influence between the use of TikTok application on the formation of the entrepreneurial spirit in PIPS UPI students.
2. H1: There is an influence between the use of TikTok application on the formation of the entrepreneurial spirit in PIPS UPI students.

To find out whether there is an influence between variable the use of TikTok Application (X) and the Entrepreneurial Spirit variable (Y) can be seen from the results of the linear regression coefficient in Table 8. as follows:

Table 8. Linear Regression Coefficient

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	**(Constant)**	72,217	6,571		10,991	0,000
	TikTok App Usage	0,220	0,082	0,208	2,685	0,008

a.   Dependent Variable: Entrepreneurial Spirit

The table output above shows that the value of Constant (a) is 72.217 and the value of the use of TikTok Application (b/regression coefficient) is 0.220, so the regression equation can be written:

$$Y = a + bX$$
$$Y = 72.217 + 0.220X$$

The following equation can be concluded that the constant of 72.217 means that consistent value of the entrepreneurial spirit variable is 72.217. So the regression coefficient X with a value of 0.220 states that every 1% increase in the value of using the TikTok application, the value of the entrepreneurial spirit increases by 0.220. The regression coefficient in this study is positive. While partial testing (t-Test) can be seen from the significance value (Sig.) in the table of 0.008 which means it is smaller than 0.05. In addition, it can be seen in the t column that the value is obtained t_{count} amounting to 2.685> t_{table} 1.975, so it can be concluded that variable the use of TikTok Application (X) has a positive effect on the variable Entrepreneurial Spirit (Y).

Furthermore, to find out how much the influence of variable the use of TikTok Application on the variable Entrepreneurial Spirit (Y), it can be seen in the coefficient of determination table in Table 9. as follows:

Table. 9 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,208	0,043	0,037	9,258

a.   Predictors: (Constant), Use of *TikTok* App

The table output above explains the value of the correlation/correlation (R) which is 0.208 so that it can be said that between variables of the use of TikTok Application (X) and the Entrepreneurial Spirit (Y) there is a correlation. Then from this output, the coefficient of determination (R Square) of 0.043 can be obtained so that it can be interpreted that the influence of variable the use of TikTok Application (X) on the Entrepreneurial Spirit (Y) is 4.3% while the other 95.7% is influenced by other factors not examined in this study.

Discussion

This study involves five indicators of variable the Use of TikTok Application (X) and five indicators of the Entrepreneurial Spirit (Y). For indicators of variable the Use of *TikTok* Application (X) according to Ajzen's theory (in Frisnawati, 2012) include: attention, appreciation, media orientation, duration, and frequency. While the indicators of variable the Entrepreneurial Spirit (Y) are taken from several theoretical sources, namely Manda & Madjid (2012) and Adnyana (2016) include: attitudes, subjective norms, self-efficacy, entrepreneurship education, and entrepreneurial intentions.

Based on this research, it can be seen that there is an influence of using TikTok application on the formation of an entrepreneurial spirit. *Planned of Behavior* (TBP) theory proposed by Ajzen (1991) is very relevant in research with the use of TikTok application and the formation of an entrepreneurial spirit in this student. In TBP, individual intentions to behave are influenced by attitudes, subjective norms, and behavioral control, and from the results of the study it can be concluded that students show high intensity of use, reflected in aspects of attention, appreciation, and media orientation, as well as the duration and frequency used by students while accessing TikTok application. Positive attitudes towards using TikTok application, which involve creativity, innovation, and self-expression can influence the formation of an entrepreneurial spirit. In addition, subjective norms and the influence of content obtained from this application can also play an important role in shaping the intention to create and develop something, create opportunities, and become an entrepreneur. However, there is a positive influence between the intensity of the use of TikTok application and the formation of an entrepreneurial spirit in students of UPI Social Studies Education Study Program, in line with the principles of *Planned of Behavior* theory.

Based on the data obtained from the questionnaire results and analysis using the SPSS program, this study provides an overview of the level of use of the TikTok application by students of the UPI Social Studies Education Study Program. Descriptive statistical data shows that the average use of the TikTok application by respondents reaches 79.75, with a minimum value of 53 and a maximum of 106. The standard deviation value of 8.910 indicates variation in the level of use.

From a social perspective, the use of TikTok as a communication channel can also be integrated in an entrepreneurial context. Students can be directed to use this platform as a tool to promote their products or business ideas, develop marketing skills, and build a personal brand. With an approach that integrates the use of the TikTok app, students are not only given theoretical lessons, but are also expected to develop practical skills that match the dynamics of the digital business world, preparing them for the daily challenges in an ever-evolving entrepreneurial environment.

Meanwhile, in variable Entrepreneurial Spirit (Y), descriptive statistical data shows that the average entrepreneurial spirit of UPI Social Studies Education Program students of the respondents reached 89.75, with a minimum value of 66 and a maximum of 115. The standard deviation value is 9.435 which indicates the variation in the entrepreneurial spirit of UPI Social Studies Education Program students. The results of this study provide a significant picture of the entrepreneurial spirit of UPI Social Studies Education Study Program students. From the data analysis, it was found that most students showed a high level of entrepreneurial spirit, along with the average percentage in the high category of 75%.

The phenomenon of using TikTok application can be seen as a driving factor in developing a creative and innovative attitude, which is an important aspect of entrepreneurship. The creative content on TikTok can motivate students to develop new ideas, enhance their creativity, and stimulate interest in various business opportunities. Therefore, educational institutions can capitalize on TikTok's popularity to inspire the development of entrepreneurial skills, either through improved learning materials, or through collaborations with TikTok creators that focus on entrepreneurship education. TikTok application can also play a role in shaping positive perceptions of entrepreneurship.

However, the results of this study can provide a potential integration between the world of entrepreneurship, education, and digital trends such as TikTok. A paradigm shift in entrepreneurship learning can have a positive impact on the development of students'

entrepreneurial spirit, preparing them to become innovators and leaders in an ever-changing era.

Conclusion

Based on the results of the research that has been discussed related to the influence of Using *TikTok* Application on the formation of Entrepreneurial Spirit of UPI Social Studies Education Study Program Students, then to answer the formulation of the problems that have been formulated, it can be concluded that the results of hypothesis testing to find the influence on variable the Use of TikTok Application (X) on variable the Entrepreneurial Spirit (Y) show that there is a positive significant influence of the two variables. Although the influence figure is only 4.3% and the other 95.7% is influenced by other factors not examined in this study, the effect given is positive in the sense that the higher the influence value, the value of the entrepreneurial spirit of students will increase. However, the results of this study can provide potential integration between the world of entrepreneurship, education, and digital trends such as TikTok.

Recommendation

Based on result of the research previously described, the authors can compile several recommendations that can be given to related parties, as follows:

1. Students, should be able to better utilize the use of social media, especially in TikTok application for positive activities, one of which is in the lecture process, students need to see and use the best possible opportunities including in seeing their potential in developing an entrepreneurial spirit, not only based on theory but practice in everyday life.
2. Lecturers, should be able to take advantage of technological advances in the form of using social media such as TikTok application so that it can be used in learning during lectures, especially those related to entrepreneurial skills which can become practical media for students, so that students are not only given theoretical lessons, but are also expected to develop practical skills that are in accordance with the dynamics of the digital business world.
3. Society, is expected to be able to see the positive side of using social media in the TikTok application by measuring the usefulness of TikTok in promotional media for a business.
4. The Social Studies Education Study Program at the Indonesia University of Education, should further develop lecture strategies, especially in Entrepreneurship Courses by utilizing digital trends such as the use of social media on TikTok application. By following the times that are increasingly developing, social studies education study program can see the positive side of using TikTok application. The creative content contained in TikTok application can be used to motivate students to develop new ideas, increase their creativity, and stimulate interest in various business opportunities. So that students can prepare themselves for daily challenges in an ever-evolving entrepreneurial environment.
5. Further research, it is necessary to conduct more in-depth and wiser research to find out what factors other than the use of social media on TikTok application can influence the formation of the entrepreneurial spirit of students. Given the statistical test results that show a fairly small influence number, for example, research can be carried out with a

qualitative approach in order to find out specifically and more deeply related to the title of this study.

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