

The Role of Information Technology in Handicraft and Entrepreneurship Subjects on the Students' Entrepreneurial Interest

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Abstract— The purpose of this study is to determine the impact of information technology on student learning practices in understanding the importance of entrepreneurship by applying social media as a learning medium and online sales as a practical tool in Handicraft and entrepreneurship subjects. The results of this study show the role of information technology in entrepreneurship develops and its impact on student interest in seeing entrepreneurial opportunities using technology as a supporting tool. This research process used quantitative descriptive research with a population of 60 students and data collection using a questionnaire. Online sales have emerged in recent years. This can be seen from the online store services that it is increasingly emerging as start-up companies. Online stores greatly affect the carrying capacity of sales for entrepreneurs in marketing their products. On the other hand, online stores can cause fraud between sellers and buyers. Therefore, every transaction made between a seller and a buyer must be meticulous by looking at the description and comments written by other users. Moreover, students can learn how to use online sales techniques using existing technology.

Keywords— Information technology, Education, entrepreneurship, E-Commerce

I. INTRODUCTION

With the rapid development of the technology world, it can help humans to create, store, communicate, and disseminate information. Information technology today is very different from the past. In its development, information media technology has existed since the writing and print media was created, then developed until now so that people can communicate and get information from a distance using a mobile phone. The progress of the world of information technology is inseparable from the world of business and education. Many people today have used the world of information technology for lifestyle. utilize information technology in the learning curriculum. Access to technology is an important first step in the digital conversion of school systems; however, for the conversion to be successful, it is critical to move the focus beyond the technology itself, to how technology enables teaching and learning.[1]

The influence of this information technology has provided convenience and smoothness in the learning media especially in Informatics, Handicraft and entrepreneurship subjects. in practice education, modern technologies have been used to develop interactive and engaging content for

learners, help in capacity building and professional development of teachers, help teachers to connect to the learners and others[2]

In handicraft learning and entrepreneurship, teachers are required to provide motivation and teaching materials to students to wish to become an entrepreneur. In this world of technology, students are expected to be able to practice sales at an affordable, flexible and can be done anywhere and anytime. This learning media aims to make students better prepared to compete with the effects of globalization in the free-market era by having more ability as an entrepreneur by having a strong and positive mentality.

A. Information Technology

IT (information technology), the existence of technology in human life can make it easy to exchange information quickly and easily. for various kinds of activities such as facilitating teacher administration. Technology supports to produce learning instruments consisting of SAP and syllabus, as well as material to facilitate practical support and provide students who can produce information systems [3]. whereas in the world of information technology it is easier for humans to carry out economic turnover. In this day and age, many companies that use businesses use bridges to buy goods, sell and send goods and money. Associated with processes and administrative management can be used to facilitate the integration of business and IT knowledge [4].

B. Benefits of information technology

In general, the benefits that can be felt from information technology have been explained in the previous discussion, which can facilitate information in terms of education, business and others. But the benefits that can be felt by the world of education and entrepreneurship include:

C. Field of education

In practice, this information technology has an impact on the world of education. This is because it has a main role as a means to be able to exchange information for both students and teachers as educators. For students, information technology can facilitate them to find information about lessons, working on the task, or for entrepreneurship in order to prepare themselves in the influence of globalization at the

present time. While for educators it is easier for them to find information on teaching materials to keep them updated

D. Field of entrepreneurship

The role of technology in this field is very fast in the field of trading business. It can be proven by the existence of e-commerce, it is easier for sellers to sell their products or services in each business. With this in mind, the government in the related department has additional handicraft and entrepreneurship subjects in the K13 curriculum. The internet as a supporter of learning or entrepreneurial learning media greatly influences students' interest in becoming young entrepreneurs. This can be seen from the contribution of young entrepreneurs who began exploring business services for products or services to support their products through the internet. The internet itself is a communication network that uses electronic media to be able to connect with each other. The internet can provide an effective and efficient system in industrial, research, commercial and application requirements [5]. so that the Internet can help entrepreneurs grow and develop their business world through online media.

One of the uses of the internet in the world of business is e-commerce. E-commerce in the current era is being loved by young businessmen, this can be seen from the many e-commerce companies that have sprung up with high sales. E-commerce is simply an activity in the use of information and communication technology in order to be able to carry out various business transaction activities digitally to be able to connect between sellers and buyers.

E-commerce can provide customer loyalty to sellers with a high level of trust. Loyalty is when customers commit to buy continuously - continuous and consistent in the future [6]. E-commerce has become an important media and tool for many business activities and provides new marketing opportunities for suppliers, producers, distributors and retailers [7]. In e-commerce, buyers do not meet in person with the seller when transacting. Along with the increase in online transactions and electronic commerce is becoming popular [8]. So trust between two parties between buyers and sellers is very emphasized in e-commerce.

Entrepreneurship is an opportunity that will create an organization to be able to use the opportunity itself. Entrepreneurship is recognized as a mindset and process [9]. Entrepreneurship is the enthusiasm for attitudes, behaviors, and abilities related to what is in products and services to make a profit. The big one. New knowledge and technology that supports superior product and service development [10].

The company uses a lot of demand by academics and leads in improving the current and future economies with social assistance, the universal attraction in entrepreneurship shows how to grow and develop in every effort made [11].

In addition to encouraging entrepreneurship, product innovation is equally important. Products that are liked by business owners must-have innovation. [12]

II. METHODS

A. Variable

- a) The general assessment of student interest in entrepreneurship online
- b) Subject matter for handicraft and entrepreneurship subjects

B. Data source

Primary data :

- a) Students who study handicraft eyes and entrepreneurship
- b) Questionnaire data about student motivation for entrepreneurship online

Secondary data :

Journal of education, entrepreneurship, internet, and e-commerce data collection technique to get the primary data used are interview techniques and surveys as follows :

1. Interview

Interviews were carried out to handicraft teaching and entrepreneurship teachers. And students who study these subjects. Information obtained from the teacher is learning material and methods such as syllabus and lesson plans. Whereas in students how to learn about the business world in the field of information technology to be able to capture opportunities

2. Survey

The survey was conducted to the location to obtain data by making a question to students as many as 20 students of class X, 20 students of class XI, and 20 students of class XII.

III. RESULTS

A. Data of the Respondents

The mapping of respondents in this study was students who were taking learning in handicraft and entrepreneurship subjects with media learning tools for selling products online through e-commerce. The number of respondents was 60 respondents. Consisting of class X, XI, XI.

B. Results of the Questionnaire

Questionnaire results on students regarding the assessment of handicraft learning and entrepreneurship are linked to information technology to become entrepreneurs with sales targets using online media:

- 1) Students who strongly agree with the historical development of IT material related to handicraft materials and entrepreneurship 31.67% (19), who agree 65% (39) people, disagree 3.33% (2) people strongly disagree 0%
- 2) Students who strongly agree with the marketplace material in the field of online product and service sales 33.33% (20) people, agree 63.33 (38) people, disagree 3.33% (2) people and strongly disagree 0%
- 3) Students who strongly agree with material knowledge about entrepreneurial spirit are seen from attitude, enthusiasm, and try to sell online and want to become young entrepreneurs 28.33% (17) people, agree 68.33% (41) people, disagree 3.33 % (2) people and strongly disagree 0%

- 4) Students who strongly agree with socio-economic materialization, to feel the impact of being young entrepreneurs with online media sales 36.67% (22) people, agree 63.33% (38) people, disagree 0% and strongly disagree with 0%.
- 5) Students who strongly agree with the material provide a way to anticipate the various risks that will occur if selling and transacting online as many as 35% (21) people, agree 58.33% (35) people, disagree 6.67% (4) people and very disagree 0%.

IV. DISCUSSION

The linear line equation model takes the form: $Y = a + bX$ with Y is the influence of information technology on students' interest in handicraft and entrepreneurship subjects to become entrepreneurs, and X is an independent variable, in this case, the material given to handicraft subjects and entrepreneurship. Whereas a and b are values that must be sought Based on the statement above, the value sought is 28.823 and the material value is 0.547 so that the regression equation is obtained

$$Y = 28,823 + 0.547X$$

In previous studies with current research, it can be seen the impact of entrepreneurial knowledge on motivation towards entrepreneurship increased by 2% by choosing to strongly agree that entrepreneurial learning can increase entrepreneurial motivation for students. To provide that motivation there needs to be an entrepreneurial mindset towards students in education that continuous [13]. The subject of craftsmanship and entrepreneurship is one of the main points in order to support it all because the learning method combines creativity, dedication and loyalty leadership

V. CONCLUSION

Based on the discussion above, it can be concluded that the influence of information technology on handicraft subjects and entrepreneurship has a relationship with students' interest and motivation to become an entrepreneur. The risk arising from online sales will affect the influence of student interest also affect the impact of students to become entrepreneurs with online sales

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