



The Effect of Entrepreneurship Education on The Interpersonal Communication Ability of Students of SMA Negeri 1 Parigi

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ABSTRACT

This study's goal was to determine the overall impact of entrepreneurship education on the students at SMA Negeri 1 Parigi's interpersonal communication abilities. The issue identified by this study is that students lack interpersonal communication skills, which deters them from starting their own businesses. This research was conducted at SMA Negeri 1 Parigi. This research uses descriptive quantitative and verification methods. The data collection technique in this research is the questionnaire method as the main method using google form and supported by the documentation method. The general description of entrepreneurship education is in the low category with a percentage of 100%, and the general description of interpersonal communication is in the medium and high category, with a medium percentage of 17% and a high category of 83%. This study explains that there is an effect of entrepreneurship education on the interpersonal communication skills of SMA Negeri 1 Parigi students so that H_a is accepted and H_o is rejected. This is explained based on the results of the t test with a calculated t value of $11.17 > t$ table with a value of 1.99006, with a significance value of $0.000 < 0.05$. The results of the coefficient of determination (R^2) in this study indicate that the variable of entrepreneurship education in explaining interpersonal communication is 61%.

ARTICLE INFO

Article History:

Submitted/Received 1 March 2023

First Revised 10 March 2023

Accepted 11 March 2023

First Available online 1 April 2023

Publication Date 1 April 2022

Keyword:

Entrepreneurship
education,
Interpersonal
communication

1. INTRODUCTION

Entrepreneurial values are very important, especially in the scope of education given the current crisis situation (Syawar, 2017). Communication factor is seen as a factor essential for achieving goals organization. What Happened to the problem communication within this organization called a communication crisis (Dedi Saputra, 2020). Desired character traits in educational purposes to build an entrepreneurial spirit in schools, such as honesty, decency, courage, perseverance, loyalty, self-control, sympathy, tolerance, justice, respect for individual dignity, responsibility for the public good and others (Edhi Wasisto, 2017).

Communication is an important thing that must be owned by an entrepreneur (Mulyani, 2011). One type of communication is interpersonal communication (Rahman, 2016). Interpersonal communication is communication between communicators and communicants and effective communication because this communication is an attempt to change a person's attitude, opinion or behavior (Wijaya, 2013). One of the efforts to improve students' ability in interpersonal communication is through entrepreneurship education. Entrepreneurship education is one of the factors that can foster a desire and develop a business in students, because entrepreneurship education is an overall attitude and intention to become a successful entrepreneur (Fatoki, 2014). According to Amin Budiamin (2011) interpersonal communication is carried out at least between two people whose feedback can be known directly. That communication has a high frequency of occurrence is interpersonal communication

or interpersonal communication (Sujadi et al., 2016). Intercommunication private is very potential to run instrumental function for influence or persuade others (Kamaruzzaman, 2016). According to Basrowi (2014) Entrepreneurship education is a bridge to the success of a business, there is an assumption that the higher the entrepreneurial knowledge obtained, the higher the success of a business (Basrowi, 2014). The results or outputs in this study were to determine the effect of entrepreneurship education on the communication skills of students in SMA Negeri 1 Parigi.

2. METHOD

This study uses quantitative quantitative verification methods. Descriptive quantitative method is used to find out a variable independently (independently) without making a relationship or comparison with other variables. Descriptive quantitative research method in this study aims to determine an overview of the effect of entrepreneurship education on the interpersonal communication skills of students of SMA Negeri 1 Parigi. Verification method is used to explain a relationship between the independent variable and the dependent variable studied by collecting data, processing data, and analyzing it. The verification method in this study aims to determine the effect of entrepreneurship education on the interpersonal communication skills of students at SMA Negeri 1 Parigi. There are two sources of data used in this study, namely primary and secondary data sources. Primary data is done by distributing questionnaires to respondents using google form directly, then tabulated, processed and analyzed. Secondary data in the study took some information from a related agency,

literature studies and various journals and other research related to the topic in this study. The object of this research is SMA Negeri 1 Parigi, Pangandaran, West Java.

2.1 Interpersonal Communication

Communication Communication is a very fundamental activity in the life of every human being. (Sari & et al, 2018). One type of communication is interpersonal communication.

Interpersonal communication is communication that is carried out directly both verbally and and the reaction can be known (Wijaya, 2013). Interpersonal communication is carried out at least between two people whose feedback directly (Kamaruzzaman, 2016), Interpersonal communication is done with two people who interact with each other, after communicating, they will immediately know the feedback.

Based on the exposure according to experts, it can be concluded that interpersonal communication is a communication process of exchanging information between one person and another. Interpersonal communication can influence others which allows participants to capture their reactions directly. Interpersonal communication is important for an entrepreneur because communication skills are the forerunner to the success of a business. With entrepreneurship education, participants are expected to be able to train their communication skills, especially interpersonal communication.

According to Suranto (2011) Here are some techniques in measuring interpersonal communication skills according to, namely:

1. Openness

In measuring the indicators of openness can be done with several measures as follows:

- Starting a new relationship with another person
- Shows openness to others
- Shows trust in others

2. Empathy

In measuring empathy indicators can be done with several measures as follows:

- Shows concern for others
- Take care of other people's feelings
- Understand the wishes of others

3. Attitude of support

In measuring indicators of attitude of support can be done with several measures as follows:

- Supporting friends
- Giving respect to others
- Spontaneity

4. Positive attitude

In measuring positive attitude indicators can be done with several measures as follows:

- Respect other people's differences
- Think positively of other
- Not being suspicious

2.2 Entrepreneur Education

Learning entrepreneurship education is one of the relevant issues in the economic field. According to Saroni (2012) Entrepreneurship education is a learning process to instill an entrepreneurial spirit in students to equip themselves with a competence to become a provision in the future in the business industry or entrepreneurship (Saroni, 2012). Education is a learning process to change students' attitudes, mindsets towards choosing a career in entrepreneurship (Retno & Trisnandi, 2012). The existence of entrepreneurship education will create competent entrepreneurs and reliable entrepreneurs. So that with the formation

of reliable entrepreneurs, they can help the people of Indonesia in improving the Indonesian economy. Entrepreneurship education is a conscious effort carried out through activities in schools to prepare students to be able to play a role in various activities and be useful for the community appropriately in the future (Redja, 2012).

Based on the opinion of several experts, it can be concluded that entrepreneurship education is an educational method that can help shape the ability of students in entrepreneurship. Entrepreneurship education works on aspects of education that provide competencies for students in the field of entrepreneurship. The existence of entrepreneurship education is expected to be able to form and give birth to young entrepreneurs, and make high school

graduates able to create business opportunities.

According to Munb (2012) Here are some indicators in measuring the variables of entrepreneurship education according to , namely:

1. Curriculum
Provided by educators based on entrepreneurship education to students,
2. Quality of educators
Mastery of the material and able to convey it to students.
3. Learning
Facilities availability of facilities and infrastructure provided to convey knowledge.



Figure 2.2

3. RESULTS AND DISCUSSION

This research was conducted at SMA Negeri 1 Parigi with the number of respondents as many as 81 students of class XII. Data collection was carried out on June 24, 2022 to June 29, 2022. The method of

distribution was by distributing online questionnaires using Google Forms through the class leader and assisted by the school through the vice head of the curriculum. Description of respondent data by major and gender can be seen in the following table:

No	Characteristics	Total	Percentage
1	Study		
	Natural Sciences Major	55	67,9%
	Social Sciences Major	26	32,1%
2	Gender		
	Male	32	39,5%
	Female	49	60,5%

Table 3.1

Source: Primary data is processed (2022)

The table above shows that the majority of respondents who filled out the questionnaire came from students majoring in science, amounting to 55 respondents (67.9%), while respondents from social studies majors amounted to 26 respondents (32.1%). Gender of the majority of respondents are female, amounting to 49 respondents (39.5%), and male respondents amounting to 32 respondents (60.5%).

The theory to measure the education variable in this study is using the theory of Minub (2012) for the entrepreneurial education variable, and Suranto (2011) for the interpersonal communication variable, showing a relationship between these variables. Good interpersonal communication requires a good training or education. Entrepreneurship education is the foundation or basis for starting a business. This study is also in accordance with what was stated by (Retno & Trisnadi 2012) that entrepreneurship education is a learning process to change students' attitudes, mindsets towards choosing a career in entrepreneurship. Changing the mindset of students are able to form good communication so that students' interpersonal communication skills are increasing.

Entrepreneurship education has a positive influence in the process of training a student's ability to improve interpersonal communication skills. Interpersonal communication will bring students to start creating a business opportunity and be able to.

4. CONCLUSION

1. The general description of entrepreneurship education falls into the medium and high categories, because the average value shows a percentage of 67% > 95.33. Then the general description of interpersonal communication variables is in the high

category with an average value showing a percentage of 83% with an interval class > 110.

2. There is a positive influence between the variables of entrepreneurship education on interpersonal communication variables. It is known by the results of the t test which shows that there is a positive relationship and a significant influence between Entrepreneurs in Education (X) on the Interpersonal Communication (Y) ability of the students of SMA Negeri 1 Parigi. This means that H_a is accepted and H_o is rejected.

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