

The Role of Tiktok Social Media in Increasing Students Interest Entrepreneurship

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Submission:	Revision:	Acceptance:	Available Online:
10-07-2024	16-07-2024	22-07-2024	25-07-2024

Abstract - The aim of this research is to determine the role of TikTok social media in increasing students' interest in entrepreneurship. The problem is that many students are not very good at entrepreneurship, judging from their many needs; therefore, students who want to start a business should be able to do so by taking advantage of existing online innovation and entertainment, because now everyone can definitely access and even have a virtual entertainment account that can be used to share data in the form of photos and recordings. TikTok is an online entertainment service that is generally popular among millennials for doing business. This research method used a quantitative approach. The population in this study was students at UIN North Sumatra, with a total of 100 respondents using a purposive test. Information collection methods use questionnaires, and data analysis techniques use e-views and multiple linear regressions. The test results show that the dependent variable TikTok web-based entertainment (X), more or less and at the same time has a significant effect on the independent factor Business Interest (Y), this tends to be reasonable that the TikTok virtual entertainment variable influences interest in business ventures. The collateral coefficient (R Square), and it means that every 1% increase in TikTok web-based entertainment increases business interest by 41.3%. Meanwhile, the impact of recognizing traditional assumptions shows that the model conditions do not suffer from the adverse effects of multicollinearity problems, do not contain heteroscedasticity, and show normal conditions.

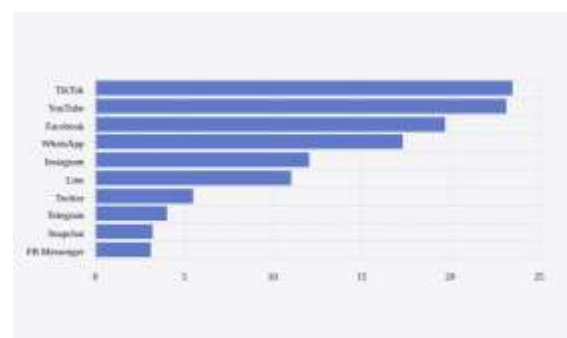
Keywords: Social media , Students interest , Entrepreneurship

1. Introduction

As innovation develops, trading activities have now entered the "online shop" era, making it easier for people to search for or buy labor and products. In addition, many conveniences are provided to producers to promote and sell their products through social media. Social media should be a natural thing for us; perhaps even now, we are very dependent on social media (Arif, 2022). However, for individual needs, work experience and education are linked to online entertainment. Therefore, virtual entertainment clients will continue to develop consistently, according to the needs of web-based entertainment. This development usually makes a person's lifestyle continue to develop and encourages consumer behavior (Muhammad Irwan Padli Nasution, 2020).

Based on a Populix study of 1,563 Indonesian respondents, only 80 % had ever shopped via web-based entertainment. From this meeting, most shopped through the Tiktok Shop. This statement is worth seeing from the graph of web clients who invest their energy in virtual entertainment, as shown in the following image. (Katadata.co.id, 2020).

Based on Figure 1, web users around the world spend an average of 23.5 hours every month using TikTok. This time span is the largest or generally the most intense among Visiting Platforms other than web-based platforms. Meanwhile, fewer respondents shop via WhatsApp, Facebook, Instagram, or other social media applications, as seen in the graph.

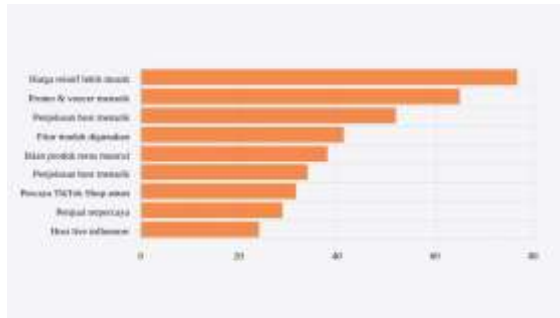


Source: databoks.katadata.co.id

Figure 1. Internet Users Visiting Social Media Platforms

A computerized study from Telkomsel, tSurvey.id, revealed various reasons why buyers in Indonesia choose TikTok shops for shopping

compared to other stages. As a result, most of the items sold in TikTok shops have slightly cheaper prices and many restrictions. "Respondents decided to shop on TikTok because the average cost was cheap, namely 76.75%," as quoted from the tSurvei.id overview results. (Katadata.co.id, 2020).



Source: databoks.katadata.co.id

Figure 2. Reasons Consumers Choose TikTok Shop

Based on Figure 2, apart from cheap prices for goods, there are attractive promotions and vouchers at the TikTok Shop, which are the reasons why buyers decide to shop online using this feature. Various respondents said that the interesting clarification from the presenter was their explanation of shopping at the TikTok Shop. There were also respondents who were interested in shopping at the TikTok Shop because the ingredients were not difficult to use. Another explanation is that, because item notifications continue to appear on the landing page, the host understands the item strangely when it goes live, believes that TikTok is safe, and believes that the TikTok dealer is reliable. Based on this report, the majority (48 %) of the respondents shop online because they are driven by necessity. There are also respondents who are motivated to shop online because of promotions such as cashbacks, free delivery of goods, and feeling proud (Nasution, 2020).

With the development of innovation and the web, many businesses are starting organizations through social media such as Instagram, WhatsApp, TikTok, Shopee, and Facebook. The decision to make online entertainment a gathering place for business ventures was appropriate. By using online entertainment, less capital will be spent, so entrepreneurs can limit the dangers that will occur. There are many ways that online entertainment can be utilized to start a business, such as involving web-based media as a market and limited time methodology, as well as being important for a product specialist (Veronika, 2021).

Information pioneering is another element that greatly influences interest in business ventures. This is reinforced by research led by (Manao, 2021) which reveals that the higher a person's information about a business, the higher their profits in business ventures. Information pioneering is the understanding of how to carry out work, starting from within a

person to maintain a business well (Nasution RS, 2024).

Innovative information is important for businesspersons or someone who is just starting a business. At UIN North Sumatra, most of the respondents were students in semesters 4-10 who had taken business courses, so they tended to argue that they had understood and obtained information about business ventures. Based on field facts, there are students who use the TikTok application to sell, such as selling hijabs and skincare, they say that selling on TikTok can make quite a profit, selling is done live or even creating video content. However, another fact is that business courses are not widely used by students. This can be seen from the information obtained; out of 100 respondents, there are several students who have new organizations or organizations. This indicates that researchers have not fully implemented the hypotheses obtained in the field.

The use of web-based media and contemporary information is an external factor that can support students' business excellence. This assertion is strengthened by previous research by Miranda Sartika (32022), entitled *The Role of Social Media in Helping Students Become Entrepreneurs*. The research results show that social media really helps students sell, but there are also obstacles, such as selling goods that are less popular. Furthermore, Septiana (Athia Septiana, 2021) entitled *The Role of Social Media in Student Business Development*, shows that there is an important relationship between the use of social media and the entrepreneurial interest of executive concentration program students. Social media are very useful if they are used wisely and positively. There is also other research from Rizky Ahmadi (2022), the results of the research explain that apart from positive impacts, there are negative impacts on TikTok social media apart from entrepreneurship, namely fraud and bad videos.

Looking at the picture of the problems above and the impact of exploration in the past, the aim of this research is to determine the role of TikTok social media in increasing interest in entrepreneurship. Student .

The Theory of Planned Behavior (TPB) is very suitable when used to explain various behaviors in the field of entrepreneurship. The theory of actual behavior , or Theory of Planned Behavior is an extension of the Theory of Reasoned Action (TRA).

The positive impact of short-term risk-taking preferences on entrepreneurial interest tends to be in addition to the impact of subjective norms, attitudes, and perceived behavioral control, which are part of the Theory.

According to (Sugiyono, 2018), role is a mentality or series of normal behaviors of an individual seen from his social position, both formal and casual. A role is a series of behaviors that are normal or associated with someone who has a certain situation in a social environment.

Social media is a medium that exists in an organization with clients who can connect, share work endlessly, or what is usually known as happiness. Web-based entertainment can also be interpreted as a way to share data in the form of text, video, images and sound with each other which also takes advantage of online entertainment.

Social media is a web-based medium that allows clients to collaborate and introduce themselves, either in person or on hold, with many people. Web-based entertainment is a medium for web innovation and online media (Rachmawati 2020). TikTok social media is one of the social media that is often accessed or utilized by young people today. Apart from being a means of entertainment, TikTok can also be used for business ventures, which are usually called TikTok shop members (Veronika, 2021). TikTok was originally known as douyin, and it means short vibrato videos, or informal community and music video stage. There are several advantages of TikTok, the first of which is that it resembles a running studio (you can change the recording effectively using the channels and effects that can be utilized). The next advantage is that it is easy to use (designed to be used by various groups, so it is very easy to use).

The third advantage of TikTok is that it is known to the media with client growth, reaching 25 million clients between October 2019 and 2020. TikTok calculations work based on substance diagrams, not based on social graphs. There are several factors that influence TikTok calculations, namely TikTok content, hashtags, difficulty of use and channels, as well as good shooting and lighting. In general, TikTok is an application that involves all levels of society by sharing recordings or photos accompanied by music and other channels so that the content appears interesting to watch. TikTok is also a place to divert imagination and thinking in creating content so that it can produce very good content. TikTok has many highlights in it, one of the current elements of TikTok is the TikTok Shop.

TikTok Shop is a place to shop and sell goods online like other web-based businesses and commercial centers. Even so, TikTok offers a cheaper price range. Then TikTok Shop offers interesting and unexpected promos, very large limits, and free shipping throughout Indonesia. Therefore, starting a start-up business that can turn into a successful and promising business and a source of extra money is usually a good thing for students.

Based on the description above, it is realized that the presence of TikTok Shop media is very helpful and provides extraordinary benefits and convenience. In this case, correspondence and data can be accessed properly so that students' profits in business also increase from the data they obtain (Khamimah, 2021).

Business is an advantage, a person's desire and willingness to try to fulfill their life needs through

thought and progress, not afraid of dangers that may arise, and able to meet demands, confidence, imagination, and creativity with the ability to do so (Maha, 2020). A business is a unique process for earning extra pay. This abundance is caused by people taking enormous financial, individual, and professional risks to provide incentives for certain labor and products (Sunarji, 2019). Accordance to (Kemendiknas, 2010), teaching business ventures must be able to change students' points of view. A mentality that continually focuses on working for others is one that focuses on recruiting individuals. In this way, business entrepreneurship education can be taught by instructing students to shape a person's personality and behavior in business, empowering them to be free in their profession, or vice versa. Pioneering information is very important for a businessman or someone who is just starting a business (Atika, 2022). Business is a person's skill and readiness to gamble with money management and sacrifice time, capital and energy in starting a useful business (Rachmawati, 2020).

Interest is basically a recognition of the existence of a relationship between oneself and something outside of oneself, because interest is a sensation of being attracted or connected to something or a movement without any one asking. In a business venture, of course you want interest in starting a business so that it can be carried out well. According to Santoso (Sumerta, 2020) interest in business ventures is a person's desire to fulfill life's demands to advance in business or start another business. The overall meaning of entrepreneurial interest is the desire to establish one's own organization, which is constantly persuaded by the hope of monetary gain (Isnaini Harahap, 2018). Interest in business is not natural; perhaps it creates and develops by relying on the components that influence it. A business visionary plays a major role in increasing finances through development, employment, and progress (Aqwa Naseer Daulay, 2019). The business world, in which business people are involved, supports the progress of useful fields. The more business visionaries a country has, the higher its monetary development (Khamimah, 2021).

Based on the assessment above, it is realized that interest in business ventures is an individual advantage in doing business by paying close attention to the open doors around them and thinking about facing the challenges that may occur in maintaining a business. Another element that greatly influences interest in business is entrepreneurial information (Veronika, K., Yohana, C., & Fidhyallah, N. F, 2021).

2. Research Methods

The approach used in this research is quantitative through descriptive data analysis. The researcher took the research location at UIN North Sumatra. The research was carried out for 3 months starting from observation to producing data results

and research conclusions. The population in this research is users of *e-commerce*, social media and *marketplaces* and have made online purchases among UIN North Sumatra students class 2018 - 2023, Based on sipandai.uinsu.ac.id, the number of students at the State Islamic University of North Sumatra class 2018 - 2023 registered in odd and even semesters is 30,735 people. The sampling technique used purposive sampling, there is a formula called the Slovin formula which is used to determine the sample size. The Slovin formula with an error rate of 10%, will be explained below for each department based on the number of students from the 2018 - 2022 class registered at the State Islamic University of North Sumatra:

$$n = \frac{N}{1 + e^2} \quad (1)$$

Where :

n = Number of Samples

N = Number of Population
 e = Margin of Error r

$$n = \frac{30,735}{1 + 30,735(0.1)^2}$$

$$n = \frac{30,735}{1 + 307,35}$$

$$n = \frac{30,735}{308,35}$$

$$n = 96,8$$

This calculation produces 99.89 which is rounded to 100 respondents.

The data analysis technique used is primary data, namely the results of a questionnaire where the researcher provides alternative questions or written statements to respondents in an online questionnaire and secondary data resulting from reading, studying and understanding books such as library studies, and other sources such as previous research.

Table. 1 Operational Definition of Variables

No	Variable	Variable Definition	Indicator
1	Tiktok Social Media (X)	One of the most popular social media platforms throughout the world which is equipped with various interesting features in it.	1. Having interesting and entertaining information can encourage people to view, follow or even buy a product. 2. There is interaction between consumers and sellers.
2	Interest in Entrepreneurship (Y)	The tendency of the subject's heart to be interested in creating a business which then organizes, regulates, bears risks and develops the business he creates.	1. strong will 2. strong belief in one's own strength; 3. honest and responsible attitude; 4. physical and mental endurance; 5. perseverance and tenacity 6. creative thinking

Data analysis methods in this research include instrument testing, which consists of validity and reliability tests, classical assumption tests, coefficient of determination tests, simple linear regression analysis, hypothesis testing and descriptive statistical analysis, namely, presenting data about the respondent's character such as semester level, and type. sex. Then, we ranked the results of the respondents' questionnaires regarding the intensity of visiting TikTok. Statistical analyses were performed using SPSS version 26 for Windows.

The survey was distributed to 100 respondents who were students in the UIN North Sumatra class 2018-2023. The initial segments of a poll are questions related to survey information. Questions on respondents' own information included semester level, orientation, and ability to visit TikTok.

In Figure 3. of the 100 complete respondents, in semester 4 as many as 24% were respondents, in semester 6 as many as 26%, in semester 8 as many as 26% were respondents and in semester 10 as many as 24% were respondents.

In Figure 4, of the 100 respondents, 70 people (70%) were women and more than 30 people (30%) were men. The chart shows that the online

entertainment role of TikTok is very attractive to female students compared to college students to expand their advantages in business.

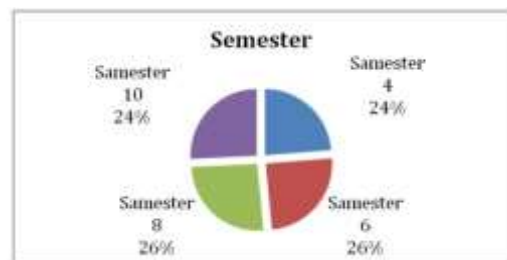


Figure 3. Semester Level

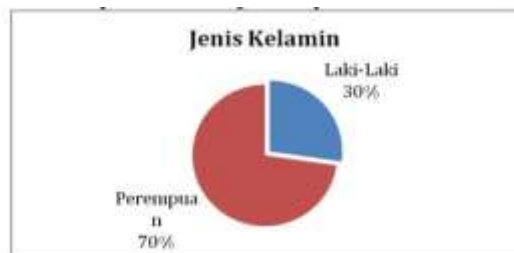


Figure 4. Gender

In figure 5, of the absolute number of 100 respondents, there were 80% of respondents who said

they often visited TikTok web-based entertainment, 16% of respondents said they often visited TikTok online entertainment, 4% of respondents said they rarely visited TikTok virtual entertainment.



Figure 5. Intensity of Visiting TikTok

3. Result and Discussion

After the data is tested, the validity test results are obtained in table 1. The table 1 shows that the value of rcount is greater than rtable; therefore, it can be reasoned that the information contained in this information is valid.

Table 2, it can be seen that the Cronbach's Alpha incentives for the rush purchase variable and favorite place to shop online are between 0.81 to 1.00, so it tends to be reasonable that this variable is very reliable.

Based on the table 3, it can be seen that the value of Asymp. signature . (2-followed) $0.200 > 0.05$ it can be said that the information being tried is usually circulating.

Table 2. Validity Test

Variable	Question Items	R count	R table	Information
TikTok Social Media (X)	Question X.1	0.775	0.197	Valid
	Question X.2	0.861	0.197	Valid
	Question X.3	0.810	0.197	Valid
	Question X.4	0.761	0.197	Valid
	Question X.5	0.849	0.197	Valid
	Question X.6	0.842	0.197	Valid
	Question X.7	0.738	0.197	Valid
	Question X.8	0.732	0.197	Valid
	Question X.9	0.704	0.197	Valid
	Question X.10	0.863	0.197	Valid
Interest in Entrepreneurship (Y)	Question Y.1	0.719	0.197	Valid
	Question Y.2	0.737	0.197	Valid
	Question Y.3	0.704	0.197	Valid
	Question Y.4	0.839	0.197	Valid
	Question Y.5	0.763	0.197	Valid
	Question X.6	0.839	0.197	Valid
	Question X.7	0.758	0.197	Valid
	Question X.8	0.720	0.197	Valid
	Question X.9	0.742	0.197	Valid
	Question X.10	0.748	0.197	Valid

Table 2. Reliability Test

Variable	Number of Questions	Croncbanh's Alpha	Information
TikTok Social Media (X)	10	0.935	Reliable
Interest in Entrepreneurship (Y)	10	0.916	Reliable

Table 3. Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	4.14757866
Most Extreme Differences	Absolute	.152
	Positive	.148
	Negative	-.152
Statistical Tests		.152
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 4. Multicollinearity Test Results

Coefficients ^a		Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics	
Model		B	Beta	t	Sig.	Toleranc e	VIF
1	(Constant)	17,492		5,264	,000		
	TikTok Social Media	,606	,643	8,308	,000	1,000	1,000

a. Dependent Variable: Interest in Entrepreneurship

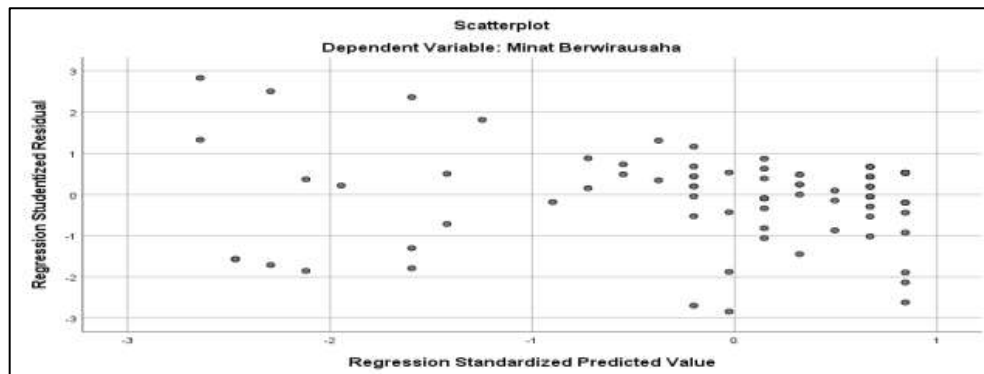


Figure 6. Heteroscedacity Test Results

Table 5. Simple Linear Regression Calculation Results

Coefficients ^a		Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics	
Model		B	Beta	Q	Sig.	Toleranc e	VIF
1	(Constant)	17,492		5,264	,000		
	TikTok Social Media	,606	,643	8,308	,000	1,000	1,000

a. Dependent Variable: Interest in Entrepreneurship

Based on the table 4, it can be seen that each independent factor has a resistance value of more than 0.10 and a VIF value below 10,000. Therefore, it can be reasoned that there is no multicollinearity between the independent factors.

From Figure 6, it can be seen that the Scatterplot diagram shows clearly that the points are spread out and do not provide a reasonable example. So it makes perfect sense if heteroscedasticity does not occur.

Based on the table 5, it is known that the assessment values for the limitations of the relapse condition model are as follows:

$$\text{Interest in Entrepreneurship} = 17,492 + 0.606 + e$$

The constant in the above situation is 17,492 indicating that there is TikTok web-based entertainment work (X), against business interest (Y) which is 17,492. The relapse coefficient for the TikTok web-based entertainment work variable (X) is positive, showing a figure of 0.606. This means that every 1% increase in TikTok online entertainment activities will increase business interest by 0.606..

Looking at the table 6, the results of the half-

way test (t-test) were carried out to see whether each independent factor used in this exploration was audited for the performance of TikTok virtual entertainment (X) against business interest (Y). The t table value is obtained with $k = 2$, $n = 100$ and $df = nk (100-2)$ so that $t \text{ table} = 1.984$. The incentive determined in the TikTok Virtual Entertainment variable (X) is 8.308 with a Sig level. 0.000, with a value of $t_{\text{count}} (8.308) > t_{\text{table}} (1.984)$ and with a Sig level. $(0.000) < (0.05)$, then it can be reasoned that the TikTok Web-Based Entertainment variable (X) has an impact on students' entrepreneurial interest (Y). So this exploration justifies the speculation (H_a is acknowledged and H_0 is rejected).

From the information in the table 7, the results in the main table show an R Square value of 0.413, which indicates a simultaneous match between the TikTok Virtual Entertainment variable (X) and Pioneer Interest (Y). The remaining 41.3% is 58.7%, influenced by various factors not included in this model, such as selling place variables, other social media, and the goods being sold.

Table 6. Partial Test Results (t Test)

Coefficients ^a		Unstandardized Coefficients				Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	Q	Sig.	Tolerance	VIF	
1	(Constant)	17,492	3,323		5,264	,000			
	TikTok Social Media	,606	.073	,643	8,308	,000	1,000	1,000	

a. Dependent Variable: Interest in Entrepreneurship

Table 7. Coefficient of Determination Test (R2)

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.643 ^a	,413	,407		4,169

a. Predictors: (Constant), Tiktok Social Media

b. Dependent Variable: Interest in Entrepreneurship

The discussion in this exam aims to understand the consequences of exploration with the aim of the exam, especially the TikTok Web-Based Entertainment Assignment in Expanding Students' Entrepreneurial Interests. The exploration results show that the TikTok Web-Based Entertainment variable (X) influences Innovative Interest (Y). This can be seen from the t-calculated incentive value for the TikTok Web-Based Entertainment variable (X), which is 8.308 with a Sig level. 0.000, with a value of tcount (8.308) > ttable (1.984) and with a Sig level. (0.000) < (0.05), it can be concluded that the TikTok Online Entertainment variable (X) influences students' entrepreneurial interest (Y). So this examination strengthens the speculation that Ha is recognized and H0 is rejected. This means that for every 1% increase, TikTok Online Entertainment (X) will increase Innovative Interest (Y) by 41.3%.

The results of this exploration are in accordance with research by Maria Gustina, Ati Sumiati, and Mardi (Maria Gustina, 2021) which shows that the use of web-based entertainment and family climate has an impact on interest in business, while the rest is influenced by different factors. Uninvestigated variables. Considering the consequences of this research, it can be assumed that the utilization of virtual entertainment and family climate simultaneously have an impact on pioneer interest. (Damayanti, 2022).

Tests carried out by Nur Fauziah, Puji Isyanto, Dini Yani showed the influence of advanced promotional content and electronic verbal exchange on purchasing interest, so it is recommended for manufacturers to increase the formation of attractive substances according to the goods offered to get positive feedback from customers, because This will attract buyers' buying interest. (Nur Fauziah, 2023).

With the development of innovation and the web, many businesses are starting organizations through virtual entertainment, such as Instagram, WhatsApp, TikTok, Shopee, and Facebook. The

decision to make online entertainment a gathering place for business ventures is very appropriate. By using online entertainment, less capital will be spent so that entrepreneurs can limit the dangers that will occur. There are many ways in which online entertainment can be utilized to start a business; for example, by involving web-based entertainment as a niche market and technique, as well as being important for a product specialist.

4. Conclusion

Considering the results of the exploration and discussion that have been carried out in this research to determine the role of TikTok virtual entertainment in increasing students' entrepreneurial interest, the analysts assume that TikTok online entertainment (X) to some extent and at the same time has an impact on entrepreneurial interest (Y). This can be seen from the t-calculated incentive value for the TikTok Web-Based Entertainment variable (X), which is 8.308 with a Sig level. 0.000, with a value of tcount (8.308) > ttable (1.984) and with a Sig level. (0.000) < (0.05), so it can be assumed that the TikTok Business Media variable influences Entrepreneurial Interest. So this examination strengthens the speculation that Ha is recognized and H0 is rejected. This means that for every 1% increase in TikTok Social Media (X), it will increase Entrepreneurial Interest (Y) by 41.3% . Business people such as students who start organizations through virtual entertainment such as Instagram, WhatsApp, TikTok, Shopee, Facebook, etc. The decision to make online entertainment a gathering place to start a business venture is very appropriate .

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