International Journal of Economics, Business and Accounting Research (IJEBAR)
Peer Reviewed – International Journal
Vol-5, Issue-4, 2021 (IJEBAR)
E-ISSN: 2614-1280 P-ISSN 2622-4771
https://jurnal.stie-aas.ac.id/index.php/IJEBAR

THE RELATIONSHIP BETWEEN ENTREPRENEURIAL MOTIVATION AND ADVERSITY INTELLIGENCE FOR MASS COMMUNICATION STUDENTS

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Abstract: *Total workforce in February 2021 was 139.81 million people, an increase of 1.59 million people compared to August 2020. The working population was 131.06 million people, an increase of 2.61 million people from August 2020. Employment fields that experienced a percentage increase The largest sector is the Provision of Accommodation and Food and Drink (0.34 percentage points). The percentage of underemployed decreased by 1.48 percentage points, while the percentage of part-time workers increased by 1.13 percentage points compared to August 2020. There are 19.10 million people (9.30 percent of the working age population) affected by Covid-19. Consists of unemployment due to Covid-19 (1.62 million people), Non-Work Force due to Covid-19 (0.65 million people), temporarily not working due to Covid-19 (1.11 million people), and residents workers who experienced a reduction in working hours due to Covid-19 (15.72 million people). Based on these data, this study aims to determine the relationship between Entrepreneurial Motivation and Adversity Intelligence for Vocational Students in the final semester of the Mass Communication study program in their readiness to face the challenges of the world of work. Collecting data through the distribution of questionnaires. The results of the analysis show that the contribution of Entrepreneurial Motivation with Adversity Intelligence is 11% while the other 89% is explained by other factors.*

Keywords: *adversity intelligence, vocational students, mass communication*

1. Introduction

Unemployment is a phenomenon that occurs in all developing countries, including Indonesia. According to Indayani & Hartono (2020). The high unemployment rate is a fundamental problem in employment in Indonesia. This is due to the increase in the number of new workers, which is far greater than the increase in employment opportunities. This means that the available job opportunities do not meet the level of labor in Indonesia. This results in a high unemployment rate. Meanwhile, according to Rambe, Prihanto, & Hardiani (2019) Unemployment occurs because the growth of the labor force is higher than the growth of existing jobs. Unemployment is one of the important indicators in the field of employment, where the unemployment rate can measure the extent to which the labor force is able to be absorbed by existing jobs. The limited number of jobs available today has increased the number of unemployed. According to data from the Directorate of Population and Employment Statistics (2021), the number of the workforce in February 2021 was 139.81 million people, an increase of 1.59 million people compared to August 2020. In line with the increase in the number of the

workforce, the Labor Force Participation Rate (TPAK) also increased by 0.31 percent points. The February 2021 Open Unemployment Rate (TPT) was 6.26 percent, down 0.81 percentage point compared to August 2020. The working population was 131.06 million people, an increase of 2.61 million people from August 2020. the largest percentage increase was in the Accommodation and Food and Drink Provision Sector (0.34 percentage point). Meanwhile, the sector that experienced the biggest decline was the Transportation and Warehousing Sector (0.30 percentage point). A total of 78.14 million people (59.62 percent) worked in informal activities, down 0.85 percentage point compared to August 2020. The percentage of underemployed decreased by 1.48 percentage points, while the percentage of part-time workers increased by 1.13 percentage points. compared to August 2020.

The increasing unemployment makes Indonesia's current situation will get worse, this will get worse if this situation is not addressed immediately, besides that the increase in fuel prices accompanied by rising prices of basic necessities cannot be denied, this is what will encourage students in particular Vocational students who are still in college and graduates can find their own income with the knowledge and skills they already have, namely entrepreneurship. Entrepreneurship is a rational choice given its independent nature, so it does not depend on the availability of existing job opportunities (Bardazzi, 2019).

Vocational education at the higher education level is education that prepares students to have jobs with certain applied skills, in the Indonesian National Qualifications Framework (KKNI) it is explained that the framework of competency qualification levels that can juxtapose, equalize and integrate between fields of education, and areas of job training and work experience in accordance with the structure of work in various sectors. KKNI is the main reference in determining the competence of graduates of academic education, vocational education and professional education (Jumadin, S, & Dewi, 2020).

This study was conducted with the aim of testing and the relationship between Entrepreneurial Motivation and Adversity Intelligence in Mass Communication Students. The Adversity Intelligence variable is expected to have a positive and significant relationship to the entrepreneurial intention variable. This research is expected to provide input for higher vocational education in general and the Indonusa Surakarta Polytechnic Mass Communication Study Program in particular to continue to hone and pay attention to the entrepreneurial spirit possessed by students.

2. Research Method

Population and Research Sample

The population of this research is the odd semester students of the 2019/2020 Mass Communication Study Program. In this study, the researcher uses a purposive sampling technique, namely the technique of taking research subjects by determining in advance the characteristics or characteristics of the subject being researched, in purposive sampling, the selection of a group of subjects is based on certain characteristics or traits that are considered to have closely related to previously known population traits or traits (Maharani & Bernard, 2018). The characteristics of this research subject are:

1. Subjects for odd semester students in the 2019/2020 Mass Communication Study Program
2. Have participated in a competency test try out.

3. Aged between 19-24 years with consideration at that age is a transition period to adulthood. The basis of the selection in question is the transition from higher education to the world of work. The number of research samples is 80 students.

Method of collecting data

This study uses primary data collected using a questionnaire regarding Entrepreneurial Motivation with Adversity Intelligence. Primary data was obtained by giving a questionnaire directly to the research sample. The questionnaire consists of 4 scales with a Likert scale that describes student perceptions ranging from strongly disagree to strongly agree with a score of 1 to 4.

Data analysis method

In the analysis of research data used statistical methods. All statistical calculations were carried out using the statistical program SPSS version 11. The analytical tool used was the correlation between variables and the Product moment person correlation. Bivariate Correlation Analysis (Product-Moment Person Correlation) (Kumar, 2021) or a simple correlation which is often referred to as the product-moment person correlation, is useful for generating a pair correlation matrix between 2 variables. The closeness of the relationship between one variable and another, commonly referred to as the correlation coefficient is marked with "r". The degree of closeness of the relationship (correlation coefficient) moves from 0 to 1. If r is close to 1 (eg 0.95) it can be said that there is a very close relationship. Conversely, if it is close to 0 (eg 0.10), it can be said to have a very low relationship. The correlation coefficient has a value of –1 to +1. The value of -1 indicates that there is a perfect inverse relationship between the two variables. While the +1 relationship indicates a positive perfect relationship (Magdalena & Suhatman, 2020).

3. Results and Discussion

3.1. Results

Validity and Reliability Test

The primary data collected was selected and then tested for validity by calculating the correlation between variables, namely the Pearson Product moment correlation. According to Ono (2020) validity shows the accuracy and accuracy of the measuring instrument in carrying out its measuring function. The magnitude of the validity for the entrepreneurial intention scale is between rbt = -0.0323 to 0.5909 and the adversity intelligence scale is between rbt = 0.1051 to 0.6287. Based on the results of the validity, it is known that for the entrepreneurial intention scale there are 6 items, namely items 2, 9,20,28,28,29,30, while for the adversity intelligence scale there are 7 items, namely items 1,3,4,11, 24,34,39 because it has r less than 0.3. For reliability testing using Cronbach's alpha to show the extent to which a tool can be trusted to measure an object, the alpha coefficient that is getting closer to 1 means that the questions in the coefficient are more reliable. A factor is declared reliable if the Alpha coefficient is greater than 0.7 (Yusup, 2018). The magnitude of the reliability of the entrepreneurial intention scale with Alpha = 0.8637, and the reliability of the adversity intelligence scale with Alpha = 0.9117. Thus the scale of entrepreneurial intention and the scale of adversity intelligence is reliable because Alpha is greater than 0.7 (> 0.7).

Table 1. Hypothetical Data and Empirical Data

Primary	Mortgage Data			SD	Empirical Data			SD
	Xmax	Xmin	Mean		Xmax	Xmin	Mean	
Adversity intelligence	132	33	82.5	16.5	124	37	103.82	9.86
Entrepreneurial Intention	96	24	60	12	95	51	74.53	14.29

Source: Research primary data

Score categorization is needed to group subjects with high or low scores in each research variable. Determination of categorization based on the distribution of a predetermined norm curve. According to Arifin Z (2017) categorization with the standard deviation formula as follows:

1. (Hypothetical mean + (1.SD)) X < (Hypothetical mean + (3.SD)) = High category
2. (Hypothetical Mean - (1.SD)) X < (Hypothetical Mean + (1.SD)) = Medium category
3. (Hypothetical mean - (3.SD)) X < (Hypothetical mean (1.SD)) = High category

3.2. Discussion

Classification of subject scores of each variable:

Entrepreneurial Intention

The results of the categorization of the entrepreneurial intention variable are as follows:

Table 2. Entrepreneurial Intention Data Categorization

Category	Score
$72 \leq x < 96$	Height
$48 \leq x < 72$	Medium
$24 \leq x < 48$	Low

Based on the empirical mean value, it is known that the mean for entrepreneurial intention is 74.53. This value is included in the high category so it can be concluded that the subject has a high entrepreneurial intention.

Adversity Intelligence

Adversity Intelligence (Setyaji, Yanto, & Prihandono, 2020) variable categorization results as follows:

Table 3. Adversity Intelligence Data Categorization

Category	Score
$99 \leq x < 132$	Height
$66 \leq x < 99$	Medium
$33 \leq x < 66$	Low

Source: (Jamil, 2018)

Based on the empirical mean value, it is known that the average for adversity intelligence is 103.82. This value is included in the high category so it can be concluded that the subject has high adversity intelligence.

Correlation Test Results

Hypothesis testing is done by using Pearson's Product Moment Correlation. Hypothesis testing resulted in a correlation coefficient of 0.331 with p = 0.003 (p <0.01). This means that there is a significant positive relationship between Adversity Intelligence and entrepreneurial intentions. Thus, the higher the student's Adversity Intelligence, the higher the student's entrepreneurial intention, conversely, the lower the student's Adversity Intelligence, the lower the student's entrepreneurial intention.

The coefficient of determination (Adjusted R Square) obtained is 0.110. This shows that the contribution of the Adversity Intelligence variable to the entrepreneurial intention is 11.0% while the other 89% is explained by other variables.

Table 4. Correlation between variables

		Entrepreneurial Intention	Adversity Intelligence
Entrepreneurial Intention	Pearson Correlation	1.000	.331*
	Sig. (2-tailed)	.	.003
	N	80	80
Adversity Intelligence Pearson Correlation		.331**	1.000
Sig. (2-tailed)		.003	.
N		80	80

Source: Research primary data

Based on the results of data analysis, it was obtained that rxy = 0.331 and p < 0.01 for the relationship between Adversity Intelligence and entrepreneurial intention, which means that the proposed hypothesis is accepted, meaning that the higher the Adversity Intelligence, the higher the entrepreneurial intention, on the contrary, the lower the entrepreneurial intention. Adversity Intelligence's contribution to entrepreneurial intentions is quite small, at 11%.

An individual who has the intelligence to face obstacles will find it easier to carry out his profession as an entrepreneur because he has the ability to turn obstacles into opportunities. Individuals who have inner intelligence facing high obstacles will have a greater likelihood of enjoying the benefits of intelligence in the face of high obstacles (Stoltz, 2000). Individuals who have the intelligence to face obstacles will have the ability to seize business opportunities (entrepreneurs) because they have the ability to take risks, orientation to opportunities/initiatives, creativity, independence and mobilization of resources, so that Adversity Intelligence in individuals has a relationship with desires. to do business.

Intelligence in the face of obstacles determines the ability to persevere and climb adversity, and achieve success. Aspects of Adversity intelligence consist of Control or control, Origin and Ownership (origin and recognition), Reach (reach) and Endurance (endurance) to form encouragement for individuals in dealing with problems. Control or control is an individual's optimism about the situation at hand, if the situation is under the control of the individual then

the individual will form the intention to solve the problem. Individuals who have high control will take the initiative to seize existing opportunities (entrepreneurs). Origin and Ownership (origin and recognition) are factors that become the beginning of individual actions. If the individual sees the cause/origin of the error not coming from the individual but from outside or the problem itself, the intention will arise to do something that is able to solve the problem. Individuals who consider entrepreneurship to be part of the problem within the individual will have creativity, entrepreneurial independence. Reach (range) is a factor of the extent of the difficulties faced by individuals, the greater the difficulties faced by individuals, the lower the individual's intentions in solving the problems at hand. Individuals who feel that the opportunities that exist are accessible will have the intention of doing entrepreneurship. Endurance (endurance) is the period of time the problem is faced, if the length of the problem is faced then the intention that exists within the individual becomes low. Individuals who perceive entrepreneurial opportunities as not a problem who spend time will seek to become entrepreneurs.

4. Conclusion

Based on the results of data analysis in the research that has been carried out, the following conclusions are obtained:

1. There is a significant positive relationship between Adversity Intelligence and entrepreneurial intentions. Thus the hypothesis is accepted. This positive relationship explains that the higher the student's Adversity Intelligence, the higher the student's entrepreneurial intention, on the contrary, the lower the student's Adversity Intelligence, the lower the student's entrepreneurial intention.
2. Adversity Intelligence makes a small contribution to entrepreneurial intentions as indicated by the large value of the coefficient of determination (Adjusted R Square), which is 11.0% while the other 89% is explained by other variables such as family factors and educational environment.

The results of this study are expected to contribute empirical evidence to industrial psychology, especially regarding the relationship between Adversity Intelligence and entrepreneurial intentions. In addition, the results of this study can also contribute to the world of education, especially entrepreneurship education to pay attention to students' Adversity Intelligence. Besides Adversity Intelligence, there are other variables that influence entrepreneurial intentions.

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