

**THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA ON  
ENTREPRENEURIAL INTEREST AMONG SOCIAL STUDIES GRADE X  
STUDENTS AT SMAN 17 BANDUNG**

**By:**

**Muhammad Alif Haqqi**

**155020030**

**ABSTRACT**

*The problem in this study is the lack of interest in entrepreneurship among class X social students at SMAN 17 Bandung. Because this time instagram use of the student is not optimal as a medium for self-employed. Instagram can be a medium of introduction for students to engage in entrepreneurial activities. The purpose of this study is (1) to find out the use of Instagram among students of grade X social in SMAN 17 Bandung, (2) to find out the interest of entrepreneurship among students of grade X social at SMAN 17 Bandung, (3) to find out the influence of Instagram social media in entrepreneurial activities among social studies grade X social students at SMAN 17 Bandung. In this study the research method used is the survey approach method in which the researcher distributes questionnaires to 82 students. After filling out the questionnaire is done and collected, then data processing is done. The use of Instagram social media among class X IPS students in SMAN 17 Bandung is categorized as very easy but very low for entrepreneurial activities. Student entrepreneurial interest in using Instagram social media is categorized as very low. Can calculate the average rate of 4.15 count into the categories very easily. Based on the results if the data obtained figures R Square of 0.182, this shows that the independent variable is the social media instagram (X) effect of 18.2% included in the category of very low to the dependent variable is the interest in entrepreneurship (Y) and others at 81, 8% is influenced by other variables.*

**Keywords:** *Instagram Social Media and Interest in Entrepreneurship*