

ABSTRAK

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PENGARUH *SOCIAL MEDIA* TERHADAP *ENTREPRENEURIAL OPPORTUNITY RECOGNITION* DI KALANGAN *E-COMMERCE* DENGAN MEMPERTIMBANGKAN PERAN *ENTREPRENEURIAL ALERTNESS* DAN *SOCIAL NETWORKS* DI JABODETABEK

(xv + 102 halaman; 22 tabel; 7 gambar; 2 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *social media*, *entrepreneurial alertness*, dan *social networks* terhadap *Entrepreneurial Opportunity Recognition* di kalangan *e-commerce* di Jabodetabek. Data dikumpulkan melalui distribusi survei online dalam bentuk *Google Forms*, dan peneliti menggunakan pendekatan kuantitatif untuk memproses data tersebut. Objek penelitian adalah pelaku usaha yang menjual produknya pada *e-commerce*. Data yang telah terkumpul dianalisis menggunakan metode analisis SEM PLS, dengan bantuan perangkat SmartPLS versi 4, guna menjawab hipotesis penelitian. Hasil penelitian menemukan bahwa *social media*, *entrepreneurial alertness*, dan *social networks* terhadap *Entrepreneurial Opportunity Recognition* di kalangan *e-commerce* di Jabodetabek. Selain itu juga didapatkan hasil bahwa *entrepreneurial alertness* dan *social networks* memediasi pengaruh *social media* terhadap *Entrepreneurial Opportunity Recognition* di kalangan *e-commerce* di Jabodetabek. Peneliti berharap penelitian ini dapat memperdalam wawasan mengenai peran faktor-faktor yang berpengaruh secara signifikan terhadap *Entrepreneurial Opportunity Recognition* khususnya di kalangan *e-commerce* di Jabodetabek, serta dapat memperluas pengetahuan dan referensi untuk kontribusi penelitian di kemudian hari.

Kata Kunci: Media Sosial, Kewaspadaan Kewirausahaan, Jaringan Sosial, *Entrepreneurial Opportunity Recognition*

Referensi: 94 (2015-2024)

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA ON THE RECOGNITION OF BUSINESS OPPORTUNITIES AMONG E-COMMERCE WITH CONSIDERATION OF THE ROLE OF ENTREPRENEURIAL ALERTNESS AND SOCIAL NETWORKS IN JABODETABEK

(xv + 102 pages; 22 tables; 7 figures; 2 appendices)

This research aims to determine the influence of social media, entrepreneurial alertness, and social networks on the recognition of business opportunities among e-commerce in Jabodetabek. Data were collected through the distribution of online surveys in the form of Google Forms, and the researchers used a quantitative approach to process the data. The research subjects are entrepreneurs who sell their products on e-commerce platforms. The collected data were analyzed using the SEM PLS analysis method, with the help of the SmartPLS version 4 software, to answer the research hypothesis. The research findings reveal that social media, entrepreneurial alertness, and social networks are related to the recognition of business opportunities among e-commerce in Jabodetabek. In addition, it was also found that entrepreneurial alertness and social networks mediate the influence of social media on the recognition of business opportunities among e-commerce in Jabodetabek. The researchers hope that this study can deepen the understanding of the role of factors that significantly influence the recognition of business opportunities, especially among e-commerce in Jabodetabek, and can expand knowledge and references for future research contributions.

Keyword: *Social Media, Entrepreneurial Alertness, Social Networks, Recognition of Business Opportunities*

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