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Peran Media Jejaring Sosial Instagram
Pada *Technopreneurship*

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Abstract - This research looks at the perceived ease of use and usefulness of social media by students in Surabaya and the views of students about the complexities of social networking media technology. Business students at a university were surveyed using measures of ease of use, perceived benefits and intensity of use for Social Networking Media such Instagram accordance with The Technology Acceptance Model. The survey was conducted on 118 students at the University of Surabaya and Analyze using Structural Equation Modeling (SEM) through Lisrel program.

Contributions made to the field of entrepreneurship research that is able to see the use of technology through social networking website and its influence by using social networking media. It also reflects the influence of perceived ease of use and how it can develop perceived of use and sosial networking media intensity. This research concluded that higher perceived ease of use led to higher perceived usefulness and ultimately greater intensity of use of the social networking media. Most of the students surveyed considered that Instagram is easy to use. This will assist in determining how this technology can be used more effectively in business applications.

Keywords: Technology Acceptance Model, Perceived Ease of Use, Peceived Usefulness, Social Networking Media Use

I. PENDAHULUAN

Peningkatan kualitas hidup semakin menuntut manusia untuk melakukan berbagai aktifitas yang dibutuhkan dengan mengoptimalkan sumber daya yang dimilikinya. Perkembangan TIK yang begitu pesat secara tidak langsung membuat manusia menggunakannya dalam segala kegiatannya. Penerapan TIK di beberapa bidang yakni perusahaan, dunia bisnis atau kewirausahaan, dunia perbankan, bidang pendidikan dan kesehatan.

Saat teknologi internet dan *mobile phone* makin maju maka media sosial pun ikut tumbuh dengan pesat. Kini untuk mengakses *facebook* atau *twitter* misalnya, bisa dilakukan dimana saja dan kapan saja hanya dengan menggunakan sebuah mobile phone. Demikian cepatnya orang bisa mengakses media sosial mengakibatkan