

ABSTRAK

Aliffah Septia Wardani. 2026. Peran Pemanfaatan E-Commerce dalam Menumbuhkan Jiwa Kewirausahaan Mahasiswa Universitas PGRI Madiun. Skripsi. Program Studi Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing: (I) Yahya Reka Wirawan, S.Pd., M.Pd. (II) Dr. Wikanso, M.Pd.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis peran serta kontribusi pemanfaatan *e-commerce* dalam menumbuhkan jiwa kewirausahaan mahasiswa Universitas PGRI Madiun (UNIPMA), serta mengidentifikasi faktor pendukung dan tantangan yang dihadapi mahasiswa dalam menjalankan bisnis digital di lingkungan kampus. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian fenomenologi. Informan dalam penelitian ini berjumlah 15 mahasiswa aktif dari berbagai fakultas di UNIPMA yang dipilih menggunakan teknik *purposive sampling* dengan kriteria telah memanfaatkan platform *e-commerce* sebagai sarana wirausaha mandiri. Pengumpulan data dilakukan melalui wawancara mendalam dan dokumentasi. Teknik analisis data menggunakan model interaktif Miles, Huberman, dan Saldana. Uji keabsahan data dilakukan melalui triangulasi sumber, teknik, dan waktu. Hasil penelitian menunjukkan bahwa pemanfaatan *e-commerce* berkontribusi signifikan dalam menumbuhkan jiwa kewirausahaan mahasiswa melalui enam karakteristik utama: peningkatan kepercayaan diri, pembentukan sikap inovatif dan tangguh, pengembangan kemampuan berjejaring, keberanian mengambil risiko secara terukur, transformasi *mindset* dari konsumen menjadi produsen, serta pembelajaran manajemen emosi dan resiliensi saat menghadapi kegagalan bisnis. Faktor pendukung utama meliputi dukungan akademis, kurikulum kewirausahaan, infrastruktur teknologi, dukungan sosial, aksesibilitas modal, pembayaran digital, dan pelatihan *marketplace*. Sementara itu, tantangan yang dihadapi meliputi tantangan psikologis (takut gagal dan stres), hambatan sosial berupa stigma, persaingan pasar yang ketat akibat algoritma platform, masalah teknis koneksi internet, serta keterbatasan modal operasional dan manajemen keuangan. Secara keseluruhan, integrasi *e-commerce* terbukti efektif menjadi laboratorium praktis dalam membentuk karakter wirausaha digital yang tangguh.

Kata Kunci: *E-Commerce*, Jiwa Kewirausahaan.

ABSTRACT

Aliffah Septia Wardani. The Role of E-Commerce Utilization in Fostering Entrepreneurial Spirit Among Students of Universitas PGRI Madiun. Undergraduate Thesis. Economic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisor: (I) Yahya Reka Wirawan, S.Pd., M.Pd. (II) Dr. Wikanso, M.Pd.

Keywords: *E-Commerce, Entrepreneurial Spirit*

This study aims to describe and analyze the role and contribution of e-commerce utilization in fostering the entrepreneurial spirit of students at PGRI Madiun University (UNIPMA), as well as to identify the supporting factors and challenges faced by students in running digital businesses within the campus environment. This study employs a qualitative approach with a phenomenological research design. The informants consisted of 15 active students from various faculties at UNIPMA, selected using a purposive sampling technique based on the criterion that they had utilized e-commerce platforms as a means of independent entrepreneurship. Data were collected through in-depth interviews and documentation. Data analysis was conducted using the interactive model of Miles, Huberman, and Saldana. Data validity was tested through source, technique, and time triangulation. The findings indicate that the utilization of e-commerce significantly contributes to fostering students' entrepreneurial spirit through six main characteristics: increased self-confidence, the development of innovative and resilient attitudes, enhanced networking skills, the courage to take calculated risks, the transformation of mindset from consumer to producer, and the learning of emotional management and resilience when facing business failure. The main supporting factors include academic support, entrepreneurship-oriented curricula, technological infrastructure, social support, access to capital, digital payment systems, and marketplace training. Meanwhile, the challenges encountered include psychological challenges (fear of failure and stress), social barriers in the form of stigma, intense market competition due to platform algorithms, technical issues related to internet connectivity, and limitations in operational capital and financial management. Overall, the integration of e-commerce has proven effective as a practical laboratory for developing resilient digital entrepreneurial character.

Keywords: *E-Commerce, Entrepreneurial Spirit.*