ABSTRAK

Tujuan penelitian ini adalah *Content creation, conten sharing* dan *connecting* berpengaruh wirausaha butik Nisa di kecamatan Patrang Jember. Jenis penelitian ini adalah *penelitian asosiatif*. Populasi penelitian ini adalah konsumen butik Nisa yang menjadi *follower* instagram butik Nisa Jember. Populasi penelitian sebanyak 136 follower di Instagram. Jumlah sampel 105 responden. Metode analisis data menggunakan analisis regresi linear berganda. Hasil pengujian menunjukkan bahwa hasil pengujian regresi faktor *content creator* berpengaruh signifikan terhadap wirausaha diterima. Faktor *content sharing* berpengaruh signifikan terhadap wirausaha ditolak. Hasil menjelaskan bahwa *connection* berpengaruh signifikan terhadap wirausaha diterima.

Kata kunci: butik, *content creation, conten sharing*, *connecting* dan wirausaha
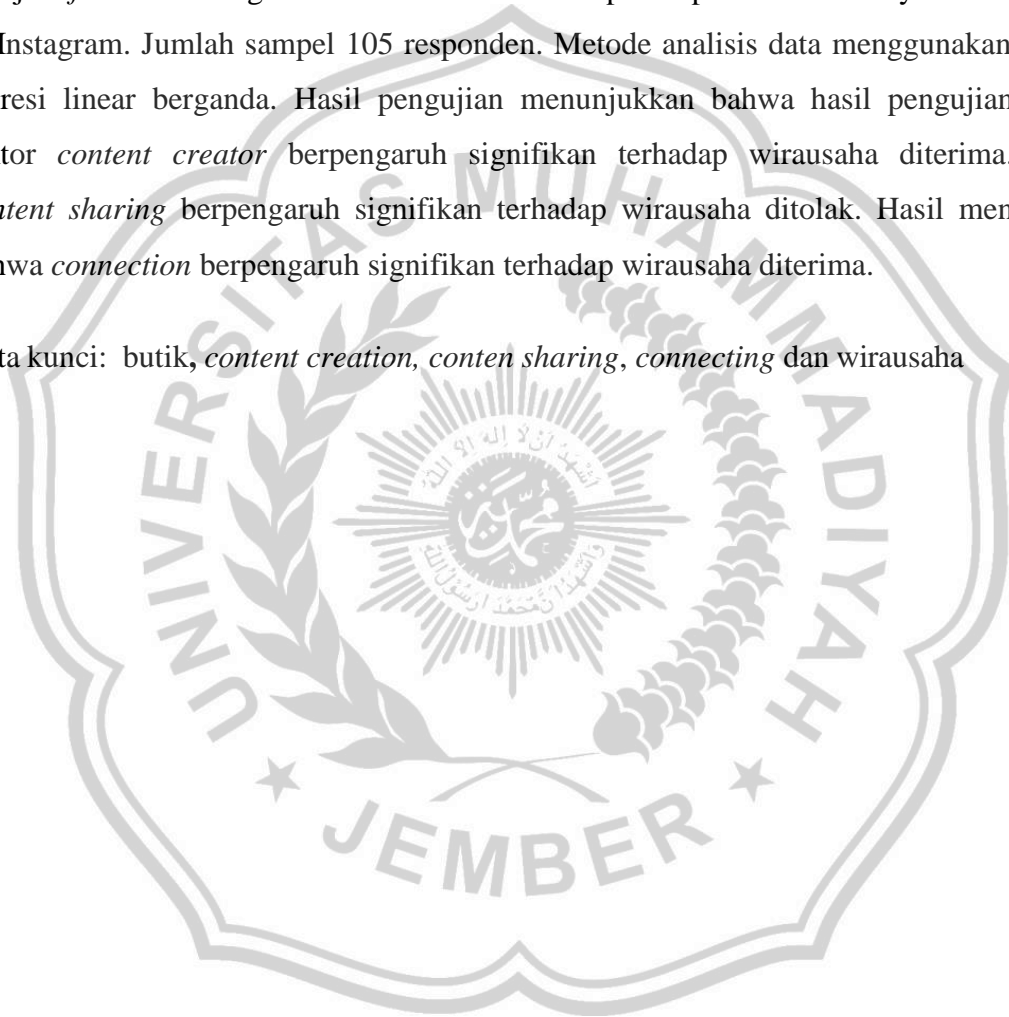
ABSTRACT

The aim of research were content creation, content sharing and connecting influential Nisa boutique entrepreneurs in Patrang Jember sub-district. This type of research is associative research. The population of research was Nisa boutique consumers who are Instagram followers of Nisa Jember boutique. The research population was 136 followers on Instagram. The total sample were 105 respondents. The data analysis method used multiple linear regression analysis. The test results showed that the regression test results for the content creator factor have a significant effect on entrepreneurship. The content sharing factor had a significant effect on rejected entrepreneurship. The results explain that connectionhas a significant effect on entrepreneurial acceptance.

Keywords: boutique, content creation, content sharing, connecting and entrepreneurship