

ABSTRAK

Telecommunication Business Management and Information Technology Studies is the program of Sarjana Manajemen (S1) in Telkom University that makes the students have an ability to develop themselves into managers or entrepreneurs with integrity, intellectual and have communication skills, analytical, decision-making and settlement of problems in the field of business and organizations.

This study aims to determine the factors that affect student interest in entrepreneurship / become entrepreneurs and how these factors affect the interest of students to become entrepreneurs in the Business Management course Telecommunications and Information Technology class of 2010, 2011 and 2012. As for the factors include personal factors (internal) and personal factors outside (external). This type of research is quantitative descriptive and involving 100 students are active in study program MBTI entrepreneurship as a sample / respondents.

Based on the research that has been done, it was found that the achievement of internal factors amounted to 81.06% and included into either category. Attainment of external factors amounted to 76.94%, which is included in both categories. The results will be better if the students and campus (Prodi MBTI) can increase student interest in entrepreneurship through both factors.

Keywords: Entrepreneur, Creative, Innovation, Motivation,, business growth.