

ABSTRACT

The more developed a country, the more people are educated, and many people who are unemployed, so importance of the entrepreneur world is importance. Currently the percentage of entrepreneurs in the country is still small compared to countries in South East Asia (ASEAN). Based on data from the Central Statistics Agency (BPS), noting that the number of unemployed university graduate or graduate in February 2013 reached 360 thousand of total unemployment reached 7.17 million people. Interest among students to wrestle in the field of entrepreneurship can be said is still very minim, then, to know the personality of entrepreneurial owned SI Business Administration student of Telkom University can be viewed either by analyzing the attributes of tolerance for ambiguity and risk tolerance.

The variables that are in this study using the theory of Green (2013) is The Opportunity Analysis Canvas in which there are multiple attributes. Attributes used in this study include tolerance for ambiguity and risk tolerance.

This study included in the descriptive study. A sampling technique that using Table Issac and Michael by determining the number of samples. Based on the total population and the error rate of 5%, then the number of samples used were 200 students who have earned entrepreneurship courses. This questionnaire has 23 statement. Data were analyzed using descriptive data analysis.

The survey results revealed that the variable tolerane for ambiguity on the student of business administration Telkom University for sex men and women included in the moderate category. And a variable risk tolerance for the student of business administration Telkom University for sex men and women included in the moderate category.

Keywords : *entrepreneurship, tolerance for ambiguity, risk tolerance*