

ABSTRACT

Technological developments coupled with the growing number of Internet users and smartphone. Internet from time to time growing more rapidly. Almost half the world's population will be using the Internet by the end of this year. Offset by the use of mobile internet or so-called mobile application in Indonesia is estimated at one hundred million users. The improvement is inversely proportional to the number of entrepreneurs in Indonesia. In order to maintain optimal growth of the country's economy, it takes approximately 2% increase in the number of entrepreneurs of the total population in a country. Entrepreneurship is the process of creating something new, valuable, by utilizing the effort and time required. Technopreneur required as a key country in building the nation's economy better. Technopreneurship is a process and the formation of new businesses that involve technology as as the basis for mobile applications. TAM (Technology Acceptance Model) is a model of user behavior analysis to determine the acceptance of technology that has two supporting factors that perceived ease of use and perceived usefulness. Population and samples are entrepreneurs who have registered with the Dinas UMKM Bandung city. Results of the research is a mobile application design analysis through the identification of factors TAM and the menu features needed applications such as business opportunities, site selection, store a list of tools and materials, business credit information, fanpage entrepreneurial community, expert tips from self-employment, and business plans.

Keywords: internet, entrepreneurship, technopreneurship, TAM, mobile applications