

ABSTRACT

The purpose of this research is to find what the factors are motivated the collage graduate to become young entrepreneur especially graduate from faculty of communication and business telkom university batch 2008-2014. This study used 20 factors and then synthesized into 18 factors.

And in this study use quantitative methods with descriptive and explorative research types. in addition, data analysis technique used factors analysis technique to analyze every factor to motivated entrepreneurship, analyzing the factors that were synthesized earlier into new factors. The object of this study is the graduate from faculty communication and business telkom university batch 2008-2014. the sampling technique of this study is Nonprobability sampling with 142 respondents.

Based on factor analysis techniques, the result of this study there are 3 new factors, that is Self Creativity, Gain Greater Revenue Control and Entrepreneurial Skill. The most dominant factor is Self Creativity, Self Creativity consist of variables that conduct creativity, ambitiously developing hobbies into business, feel the challenge and develop a business with innovation.

Keywords : *Young Entrepreneur, Factor Analysis, Telkom University*