

ABSTRACT

Entrepreneurship has become an important element for the growth and development of most countries, entrepreneurship as well as a major economic driver in developed and developing countries. It is therefore important to know the keywords of individual entrepreneurship and self-confidence in creating entrepreneurial interests. This study aims to determine and analyze the Differences Between the Kewira Orientation Company Individuals and Self Confidence Against Interest in Entrepreneurship (Studies in Business Administration Students Telkom University Force 2015 And 2016).

This research uses quantitative method with descriptive research type. Sampling was done by sampling technique saturated with the number of respondents as many as 196 people. Data analysis techniques used are different analysis techniques to find out every corner between social networking and employees in 2015 and 2016.

This research produces three-dimensional forms of different individuals, Innovation, Proactive, and three dimensions. Performance, Appearance, Social.

Where are the people in charge in 2016 with a percentage of 74.0%, and it is suitable for 2016 with a higher rate by 2015 with a 59.5% percentage. And includes the individual entrepreneurial significance between the 2015 and 2016 Business Administration programs, and there are many significant between the 2015 and 2016 Business Administration programs.

Keywords: *Orientation of Individual Entrepreneurship, Self Confidence, Interest in entrepreneurship.*