

**ENTREPRENEURSHIP LITERACY ANALYSIS ON BUSINESS
ADMINISTRATION TELKOM UNIVERSITY STUDENTS**

ABSTRACT

Entrepreneurial literacy is a definition in which a person is said to understand, and even capable of entrepreneurship. This research program is conducted on students of Telkom University Business Administration. This research purposes is finding about a gap between entrepreneurial literacy provided by the institution and the actual needs of students to become a business founder. Researchers relying on theory and research conducted by Oehler, Hoefler, Schalkowski (2011) where they use hard skills indicators as determinants of the level of entrepreneurial literacy available, in this case researcher also use soft skill indicators to about knowing the entrepreneurship literacy in Telkom University Business Administration student. This research used descriptive quantitative research type by examining 100 respondents from Telkom University Business Administration students using the non-probability sampling technique and using slovin formula. The results showed that the state of entrepreneurial literacy in students of Telkom University Business Administration study program between before and after attending the undergraduate program increased, it concluded that the absence of a gap occurs in entrepreneurial literacy offered by institutions with entrepreneurial literacy needed by students (prospective business founder).

Keywords: Entrepreneurship, Entrepreneurship Literacy, Soft Skill, Hard Skill.