

## ***ABSTRACT***

Entrepreneurship comes from the term entrepreneurship that actually comes from the word entrepreneur by Soemahamidjaja (In Nova Tiara Ramadhani: 2017) capable of ability (ability) in creative and innovative thinking, resources, driving forces goals, tricks and tips in the process of facing life challenges. In this sense Marzuki Usman (In Nova Tiara Ramadhani: 2017) says entrepreneurship is an individual who has the combination, optimism, encouragement and ability to take advantage of business opportunities. This study aims to determine the obstacles of entrepreneurs to entrepreneurship interest in the student majors S1 Business Administration using the subject of Entrepreneurship. The method used in this research is quantitative descriptive analysis. Respondents in this research are 87 students majoring in Business Administration degree who take the subject of Entrepreneurship with sampling technique that is non probability sampling.

The results showed that the ratio of respondents to entrepreneurship motivation in the category perfect with a score of 100%. And separating respondents to entrepreneurship interest in very high category with score 90,22%. The conclusion of this study is that motivation has a positive effect on interest in entrepreneurship with a score of 34.0%. These results can be interpreted that with increasing motivation for student entrepreneurship it will have an effect on increasing interest in entrepreneurship in students

***Keywords:* Motivation of Entrepreneurship, Interest in Entrepreneurship, Entrepreneurship**