

ABSTRACT

Most graduates of Higher Education tend to choose to be job seekers (job seekers) rather than creating jobs (job creators). One alternative to solve the problem of unemployment is to empower college graduates through entrepreneurship. to find out the field of entrepreneurship spirit among students. This study aims to determine the factors that become obstacles for students in doing business (Case Study of MBTI Students Taking Entrepreneurship Courses).

Entrepreneurship is an activity that includes ways of identifying opportunities in the economic system. Entrepreneurship gets more freedom which is impossible to obtain if someone becomes an employee, labor for others, or a messenger for other entrepreneurs. But there are obstacles that hinder.

The object of this research is the Student of Telecommunications and Informatics Management (MBTI). Data collection was obtained through distributing questionnaires to 217 respondents. The sampling technique uses probability sampling in the form of simple random sampling. Analysis of this data uses Factor Analysis.

The results of this study indicate that the most dominant factors hamper students in doing business are fear of failure, then stress avoidance, attitude towards change, knowledge barriers, market barriers, financial barriers, risk avoidance. Whereas Demographic and Personal Factors are the smallest factors that become obstacles for students to run a business.

Based on the results of the study, students should be able to minimize the factors that can hinder entrepreneurship such as financial factors and stress.

Keywords: *Entrepreneurial barriers, entrepreneurial projects, descriptive analysis*