

ABSTRACT

The number of Open Unemployment Rate in Indonesia has increased every year. One of the contributors to unemployment based on education that has been completed is university graduates. The University of Telkom's S1 MBTI Study Program is one of the study programs that has an Entrepreneurship Project Course which is an advanced stage of the Entrepreneurship Course. This is so that learning entrepreneurship has a vital role in educating students to have the spirit and entrepreneurial competence to produce educated entrepreneurs.

The purpose of this study is to identify barriers for students not to continue their entrepreneurship after graduating from the Entrepreneurship Project Course experienced by students of the 2015 MBTI Undergraduate Study Program at Telkom University, Bandung. Identification of these obstacles is grouped into 2 variables. Institutional variables include aspects of finance, market, education and Psychological Variables covering aspects of risk avoidance, and family background.

The research method used is qualitative. This study uses a semi-structured interview technique to obtain data. This interview was conducted on 4 student resource persons and 1 expert expert who was competent in their field

The barriers faced by the 2015 MBTI students of Telkom University are financial barriers that are difficulties and lack of courage in accessing formal and good financial institutions such as banks and informal, such as Angel Investors. The perceived market obstacle is competition with competitors where competitors have a good existence among the public, the business network owned by students is not yet wide. The barriers in education in entrepreneurship is that the entrepreneurship study program curriculum is still not sufficient because it is felt that it has not been able to make students continue their entrepreneurship and the existing learning method is actually sufficient but because it is only for value fulfillment needs. Risk aversion barriers to the courage to start a new business but the business that is run cannot last long and only lasts when entrepreneurial project courses take place, income uncertainty, so as to maintain sales stability and to meet

the good value of forced sales, fear of failure because they are not optimistic about their own products and their business fears are not reversed. Family background is an barriers in entrepreneurship because the profession of non-entrepreneurial parents is more likely to direct their children to get more certain jobs and income.

The results of this study are expected to be used as an evaluation of the process of learning entrepreneurship in universities, especially at the MBTI. Telkom University can also work with financial institutions to provide capital for student businesses. In addition, this research can be used as a direction in increasing the number of educated entrepreneurs. The increasing number of educated entrepreneurs is very supportive in realizing the target of Telkom University to become Global Entrepreneurial University in 2038

Keywords: *Entrepreneurial barriers, entrepreneurship education, entrepreneurship, qualitative methods, educated entrepreneurs.*