

ABSTRACT

The number of unemployment rates in Indonesia increases every year. So many factors that cause unemployment to emerge, one of which is the number of workers who are not well absorbed. Communities who have completed school and earned bachelor's degrees are also contributors to unemployment in Indonesia. Telkom University has an MBTI major in SI which has an entrepreneurial briefing by providing Entrepreneurship courses and continuing with the Entrepreneurship Project. This course aims to provide briefing in terms of entrepreneurship which can later create students with an entrepreneurial spirit and ability in entrepreneurship.

This study aims to identify the encouragement of students in continuing entrepreneurship after taking the Entrepreneurship Project Course at SI MBTI Telkom University students. Factors in this case there are several factors, in this study taking factors are factors of entrepreneurship education, self-confidence, family background and entrepreneurial knowledge. This research uses a qualitative method with the aim of getting in-depth results from the relevant speakers

This research was conducted by the case study method. Data collection techniques are in-depth interviews, observation and secondary data collection. The resource persons involved were 3 people with the criteria to continue their business after taking entrepreneurship courses. Interviewees were interviewed about the motivating factors in entrepreneurship after taking entrepreneurship courses.

The motivating factor for entrepreneurship felt by the 2016 MBTI students who continued entrepreneurship after taking courses on entrepreneurship projects was the factor of the entrepreneurship process. Psychological factors in which confidence in the abilities possessed is the main key in running a business and the ability to see opportunities that are considered very important in starting a business. External factors are one of the driving factors in entrepreneurship that the role of media and social values can influence entrepreneurship

The results of this study are expected to be an evaluation material for Telkom University, especially the Faculty of Business Economics of the MBTI study program in the entrepreneurship learning phase in order to create potential and educated young entrepreneurs. The increase in educated entrepreneurs has greatly influenced the realization of Telkom University's vision to become a Global Entrepreneurial University in 2038

Keywords: *Entrepreneurship Drivers, Entrepreneurship Education, Entrepreneurship, Educated Entrepreneurs*