ABSTRACT

Industrial waste generated by entrepreneurs today is very difficult to decompose while the awareness of entrepreneurs in managing the waste generated businesses are still lacking, especially in Indonesia so that it has a bad impact on the environment, especially environmental pollution due to industrial waste produced. One of the government's strategies to increase awareness of the environment of entrepreneurs is to apply Entrepreneurship courses into the education curriculum especially in higher education. Business Management of Telecommunications and Information is one of the study programs at Telkom University that has a core of learning about business. In 2019, the MBTI students (class of 2017) will be directed to make a number of business activities that have value by taking the theme according to the fifth semester learning plan that applies between technopreneur, ecopreneur and or sociapreneur. This study aims to look at the motivation of ecopreneur students MBTI (Class of 2017) who take the theme of ecopreneur in Entrepreneurship courses. This study also discovered the factors and motivation levels of MBTI students in ecopreneur using descriptive analysis methods and data collection through questionnaires to 90 respondents of MBTI Students (Class of 2017). The questionnaire used consisted of 16 questions Likert scale. This study uses a non probability sampling technique with research calculations using the Slovin formula. The results of this study found that the most powerful factor in the motivation of students of MBTI (class of 2017) was the gap in the market factor.

Keywords: *Descriptive, Non probability sampling, Ecopreneur, Motivation, and Gap in the market*