

## **ABSTRACT**

*The Sustainable Development Goals are a global action plan that has been formed by world leaders including Indonesia at the 70th general session of the United Nations in New York. The next global action is known as the SDGs, gave birth to 17 goals with 169 targets which will become a global action plan until 2030 with the theme "Transforming our world: the 2030 agenda for sustainable development goals". The theme was raised to end poverty, reduce inequality, and protect the environment. As a form of Indonesia's participation in the implementation of this global action plan, in July 2015 the Government of Indonesia officially issued Presidential Regulation Number 59 of 2017 concerning the Implementation of Achieving the Sustainable Development Goals (SDGs).*

*This study aims to identify quality education which is one of the goals of SDGs, namely SDG 4 in the Communication and Informatics Business Management (MBTI) study program based on the perceptions of students taking entrepreneurship courses. By measuring the level of understanding (cognitive), the ability to promote (socio-emotional) and participation (behavioural) students related to SDG 4 and also measuring the alignment of the 3 pillars of Tridharma Perguruan Tinggi in the MBTI study program associated with SDG 4. And to find out the readiness of the MBTI study program in realizing the SDG 4 targets based on the perceptions of students taking entrepreneurship courses.*

*This research is categorized as a quantitative descriptive study, by collecting data through online questionnaires. The questionnaire was distributed via social media to respondents who matched the research criteria. The Likert scale is used to measure the existing variables.*

*To test the validity which was face validity was used from experts in Sustainable Development Goals (SDGs). Descriptive analysis was conducted to determine the category of each variable. Based on the results of the study, it was found that the cognitive MBTI students were in very good category, socio-emotional in good category and behavioural in good category. The level of alignment between the vision / mission of the MBTI study program and the 3 pillars of Tridharma Perguruan Tinggi associated with SDG 4 is also categorized as good, as well as the readiness of the MBTI study program in realizing SDG 4 targets based on the perceptions of students taking entrepreneurship courses also in the good category.*

*Keywords: Sustainable Development Goals (SDGs), Quality Education, Higher Education.*