

ABSTRACT

Telecommunications and Information Business Management (MBTI) is a study program under the Faculty of Economics and Business (FEB) Telkom University. The MBTI study program provides various courses related to the entrepreneurship curriculum to support students' knowledge and abilities in entrepreneurship, one of which is the Entrepreneurship Project (PKWU). This course helps students to have entrepreneurial experience by going directly into the field and is expected to be able to continue the business they started even after the PKWU course has been completed. However, in reality the majority of businesses fail and no longer continue.

This research aims to determine the business obstacles experienced by MBTI students class of 2020 who are starting a business in the Entrepreneurship Project (PKWU) course at Telkom University. This research refers to theories related to obstacles or obstacles that cause the failure or cessation of a business. The aspects studied are business obstacles from the internal aspect including entrepreneur-specific factors, firm-specific factors, stress avoidance, attitude toward change, risk avoidance, and fear of failure. Meanwhile, business barriers from external aspects include environment-specific factors, market barriers, knowledge barriers and financial barriers.

The phenomenon in this research was explored by researchers using descriptive qualitative methods with a case study research strategy. Data collection was carried out through in-depth interviews with three (3) sources, namely students from the 2020 MBTI study program at Telkom University who started a business during PKWU. The three speakers are business leaders from businesses in the fesyen sector who experienced obstacles and decided to stop their business.

The results of the interviews showed that the three interviewees experienced various business obstacles, both from internal aspects related to themselves and their business as well as external aspects that they could not control. This research contributes as a scientific contribution to entrepreneurship science, namely the results of exploring business obstacles from both internal and external aspects that cause business failure, as input for education providers in developing entrepreneurship curricula in universities, as well as benefits to MBTI students and practitioners. businesses that are just running a business to use as evaluation material to avoid failure.

Keywords: *Entrepreneurship, Entrepreneurship, Business Failure, Business Obstacles*