

## **ABSTRACT**

*Some studies suggest that a person's character can determine the intensity of entrepreneurial activity. The purpose of this study is to analyze how the characteristics and interests of entrepreneurship of the students of Creative Industry Faculty Telkom University Force 2012-2013. This research uses quantitative method with descriptive research type with a sample of 90 people who are students of Creative Industry Faculty Telkom University year 2012-2013.*

*The results of this study indicate that the characteristics and intention of entrepreneurship of Faculty of Creative Industries University of Telkom is quite high, but there are still some variables with low results. Sub-variable on entrepreneurial characteristic with low value is Tolerance to Ambiguity equal to 73,41% and sub-variable on entrepreneurial intention that is Internal Factor with value equal to 77,18%.*

*While the suggestions can be given such as the University in shaping and strengthening the entrepreneurial character and entrepreneurial intention in the students is not enough to only provide entrepreneurship courses held in the classroom in the form of regular lectures, but must provide an opportunity for students to feel directly how difficult it is to start a business by running Entrepreneur activities. In addition, the University can also facilitate by inviting entrepreneurial practitioners as guest speakers in lectures that can be able to share knowledge and experience.*

*Keywords: Entrepreneurial Characteristics, Entrepreneurial Intention*