

## **Abstract**

In the face of the ASEAN Economic Community in 2015, competition in filling the open labor market will be intense, the college is expected to give birth or create new entrepreneurs that can be useful in dealing with the matter. By doing assessment strategies and self entrepreneurial planning (personal entrepreneurial strategy) expected to be a prefix to be able to become a successful entrepreneur in the future.

Crafting a Personal entrepreneurial strategy consist of five variables, namely; profiling the past, profiling the present, getting constructive feedback, putting it all together dan thinking ahead. Those five variables are expected to understand the perception of the student itself about the entrepreneurship.

The population in this research is 9 person from the student of corporate development 9 magister management of Telkom University. The research approach is using combination approach with concurrent triangulation that joins qualitative method and quantitative method with the questionnaire data collecting tool as well as the interview to the respondent.

Based on the quadrant between the match of entrepreneur with business opportunity, known that corporate development 9 Telkom University student on the potential for triples and home run quadrant. It means that they have potention and will to be a succeed businessman.

**Keyword :** Entrepreneurship, personal entrepreneurship strategy, entrepreneur student.