

ABSTRACT

Poverty and unemployment are things that are happening in Indonesia. Opening micro, small and medium enterprises (MSMEs) can reduce poverty and poverty. The creative industry has an important role in the country, fashion business which is one of the businesses in the creative industrial sector that can be used for business, the fashion business is the biggest contributor to growth in the industrial sector. Now student preneurship many who do fashion businesses are becoming very competitive because students or students who do work that can make a lot of people available. Entrepreneurial barriers themselves are obstacles that can be used in efforts that can cause businesses that cannot be developed can even be done in running their business.

This study aims to find out the variables of entrepreneurship barrier for fashion entrepreneurs who are members of Telkom University's HIPMI with attributes that exist in the entrepreneurial barrier which include Process, Geographic Location, Barrier Competition, Information Limitations, Management Skills, and Marketing Difficulties.

This study uses qualitative research methods with descriptive presentation. The source of the data in this study were fashion business people who were members of the University of Telkom's HIPMI, whose businesses were no longer running or were being vacuumed. Data obtained by interviews, and documentation. Data validity techniques used in this study are source triangulation.

From the results of the research in this study, the attributes that become entrepreneurship barriers for HIPMI Telkom University business actors are Insufficient Information, and Marketing Difficulties, from these results have a lack of experience, lack of contact and lack of ability processing information that has been obtained.

Based on the results of the study, to deal with the hindering attributes of women's fashion mode at HIPMI Telkom University, providing important information needed in a business, adding experience, figuring out how to make data data so that information that can be accessed is better, and do ways better in action and also legislation that forms businesses in Indonesia so that the business being built that can grow larger.

Keywords: Social problem, MSMEs, creative industry, fashion, entrepreneurship barrier