

ABTRACT

This research is influenced by the problems related to the entrepreneurial learning method on Business Administration Study Program at Telkom University. Those problems based on the results of pre-survey showed that the entrepreneurial learning method that consists of case studies, group discussions, individual presentations, individual written reports, group projects, formal lectures, guest speakers, action learning, seminars, web-based learning, recorded videos has not yet been fully received good response from respondents. This shows that the entrepreneurial learning method has not fully motivated the interest in entrepreneurship on Students of 2016 Business Administration Study Program at Telkom University.

The purpose of this study was to determine and analyze the entrepreneurial learning method that is held for students, interest in entrepreneurship with the entrepreneurial learning method, the influence of entrepreneurial learning method simultaneously and partially on interest in entrepreneurship on Students of 2016 Business Administration Study Program at Telkom University.

This study uses quantitative descriptive research-causally. Sampling technique used was Slovin method type under probability sampling, with the total number of 211 respondents. The data was analyze descriptively and the hypothesis were tested by using multiple linear regression analysis.

The results of the study shows that the variables entrepreneurial learning method and interest in entrepreneurship is in good category. The results of multiple regression analysis show that simultaneously variable of entrepreneurial learning method significantly influence the interest in entrepreneurship, partially sub variables of case study and action learning have a significant effect on the interest in entrepreneurship, and the coefficient of determination shows that the entrepreneurial learning method variables significantly influence the interest in entrepreneurship by 35,2% and 64,8% are influenced by other variables outside of this research.

The conclusion in this study, the entrepreneurial learning method on Business Administration Study Program at Telkom University is categorized as “good”, but there are several aspects that need to be improved such as entrepreneurial learning method through reporting results of written work on entrepreneurship cannot fully motivate interest in entrepreneurship on Students. This study is expected to provide answers to theoretical uses including contributions, scientific development and subsequent research.

Keyword: *entrepreneurial learning method, interest in entrepreneurship, and students.*