

ABSTRACT

This research is motivated by the trend of distribution of clients that occurred at the Netra Sensory Disability Rehabilitation Wyata Guna Center in Bandung for the last 4 years experiencing an increase in entrepreneurship. Previously, the average graduate who graduated from BRSPDSN Wyata Guna mostly became masseurs, both massaging at massage parlors provided by BRSPDSN Wyata Guna and working in massage parlors outside Wyata Guna. This study aims to describe how effective the storytelling method is for increasing entrepreneurship motivation in BRSPDSN Wyata Guna Bandung clients, specifically the motivation for social entrepreneurship.

This study uses descriptive quantitative methods. The population in this study were all Wyata Guna BRSPDSN clients while the research sample was BRSPDSN clients both from formal and non-formal education and were taken by purposive sampling technique. The research design used was True Experimental Design with Pretest-Posttest Control Group Design.

The test that used in this research is the T-Test (Independent Sample T-test and Paired Sample T-test) which is useful to see whether the population is heterogeneous and determine the results of the pretest and posttest. In this study was found that the proven storytelling method was effective in increasing the entrepreneurial motivation of BRSPDSN Wyata Guna Bandung's client who were given the storytelling treatment (Experimental Group).

Keywords: *Entrepreneurship, Social Entrepreneurship, Social Entrepreneurship Motivation, Storytelling Method.*