

ABSTRACT

The purpose of this research is to find out what the influence and role of three ways of knowing are to participants of the Indonesian Young Entrepreneur Academy (YEA), also to be aware of the readiness of the Indonesian Young entrepreneurs Academy (YEA) participants to become Entrepreneur. This research uses qualitative research methods by displaying the appropriate facts that occur in the field without manipulating the actual conditions occurring. This type of research is a qualitative descriptive because it is displaying what is happening in the real world. Data collection is done by interview method, observation, as well as analysis of related documents as secondary data of research.

The results show that the role of three ways of knowing has a good influence for participants of the Young Entrepreneur Academy (YEA) Indonesia. From knowing-why it is known that the encouragement of external factors consisting of experience, family relationships (knowing-whom) is an important part for a person in determining his desire to become an entrepreneur, and also Give them more motivation. In addition, from the knowing-how factor is known that the participants have used the ability and also the background of his education and learning through the failure and success of others in becoming entrepreneurs. The knowing-whom factor is known to be that the knowing-whom dimension is a critical type, as the respondent's career advancement is largely predicted to the quality of the social network the respondents have. Therefore, the ability, skill and science (knowing-how) that the respondents have influenced and will lead respondents in creating new relationships (knowing-how-> knowing-whom).

Keywords : Entrepreneurship, Three Ways of Knowing, Knowing-Why, Knowing-How, Knowing-Whom.