

## **ABSTRACT**

*Higher education as an institution that becomes one of the role models of society that can encourage an entrepreneurial culture by creating reliable entrepreneurs, so as to encourage the community, especially students to be interested in entrepreneurship, one of which is the factor of entrepreneurial knowledge. use of social media, and entrepreneurial motivation. which is conducted . This study aims to determine and analyze the effect of entrepreneurial knowledge, use of social media and motivation on the entrepreneurial interest of Telkom University students.*

*The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done using probability sampling technique used is simple random sampling technique with 400 active Telkom University student respondents. The data analysis technique used descriptive analysis and multiple regression analysis.*

*Based on the results of descriptive analysis, entrepreneurial knowledge was included in the very good category with a percentage of 85.29%, then the use of social media was included in the good category with a percentage of 81.36%, entrepreneurial motivation was included in the very good category. good category with a percentage of 92.96% and interest in entrepreneurship is also included in the very good category with a percentage of 86.73%. Based on the results of the study showed that entrepreneurial knowledge, use of social media and entrepreneurial motivation had a partial and simultaneous effect on the entrepreneurial interest of Telkom University students by 25.7%, while the remaining 74.3% were influenced by other variables not examined in this study. study.*

***Keywords : Knowledge of Entrepreneurship, Utilization of Social Media, Motivation, Entrepreneurial Interest, Telkom University.***