

ABSTRACT

The purpose of this study is to find out how Telkom University MBTI alumni acknowledge the concept of green entrepreneurship, look for supporting and inhibiting factors that influence the intentions of Telkom University MBTI alumni in green entrepreneurship, and predict the possibility of MBTI alumni in implementing green entrepreneurship in their business both in the short and long term.

The method used in this study is qualitative approach. The data is collected through interviews with MBTI alumni of Telkom University who were selected by purposive sampling. This research analyzed their green cognition, green entrepreneurial intentions, entrepreneurial creativity, entrepreneurial culture, entrepreneurship education, financial support, and future self-sustainability.

The data from the interviews are presented in a table using the Gioia method to analyze each dimension. The results of the data analysis are then described further using the Theory of Planned Behavior to conclude the supporting factors and inhibiting factors of intention affect the intention of Telkom University MBTI alumni in green entrepreneurship, as well as predicting the possibility that these intentions will be realized.

The results of the study show that there are many factors that can support the intention of MBTI alumni at Telkom University in green entrepreneurship and also quite a number of factors that can hinder them. The balanced number of factors shows that the intention of the MBTI alumni of Telkom University in green entrepreneurship is not prominent enough so that to be able to realize this intention, they will face considerable challenges. Therefore, it is necessary to make improvements so that the factors that originally became obstacles can be overcome so that they shift into supporting factors.

Keywords:

Intention, Entrepreneurship, Sustainability, Ecopreneur, Green Entrepreneurship.