

ABSTRACT

The number of unemployed rises and falls every year. If you look at data from the Central Statistics Agency (BPS), the number of unemployed in 2021 in August is 9,102,052. In an effort to reduce the unemployment rate, overcome it by making their own entrepreneurship. Running entrepreneurship is not easy, because these activities must be adapted to sufficient knowledge, courage, and also interest.

Entrepreneurship is an activity carried out by someone in seeking profit, and creating new ideas and opportunities. Social media continues to evolve with the times, information or learning about entrepreneurship can be found on various social media in the form of pictures or videos. With the existence of social media, often when you want to use it, there are services or advertisements that offer lessons about entrepreneurship. Entrepreneurial knowledge is a science that studies how to manage and run a business to achieve its goals. This study aims to determine whether there is an influence of social media and the entrepreneurial knowledge they acquire on the interest in entrepreneurship of MBTI students.

The research method used in this research is quantitative, by creating a questionnaire using google from distributed to 100 respondents with the criteria of MBTI class 2019 students who have taken the entrepreneurship project course. The use of the PLS SEM method is because the data is not normally distributed.

Keywords: Entrepreneurship Knowledge, Student Entrepreneurial Interest, Entrepreneurship