SUMMARY

SITI MUHANI. Analysis of Strategies to Increase Interest in Entrepreneurship of IPB Undergraduate Students. Supervised by LUKMAN M. BAGA and YUNUS TRIYONGGO.

Unemployment has become one of the negative issue in Indonesia. One of the solution to reduce the amount of unemployment is by growing the field of entrepreneurship. Entrepreneurship will create vacancies. Bogor Agricultural University is one of the finest institute in Indonesia that responsible to create the culture of entrepreneurship. For that purpose, Bogor Agricultural University must acknowledge factors that influence the interest of entrepreneurship for undergraduate students and create the strategy formulation to increase those interest in entrepreneurship for undergraduate students of Bogor Agricultural University.

The purpose of this research are: 1) Acknowledge the general condition of interest for undergraduate students of Bogor Agricultural University. 2) Acknowledge factors that can increase the interest in entrepreneurship of undergraduate students of Bogor Agricultural University. 3) Formulating strategy that can be used to increase interest in entrepreneurship of undergraduate students of Bogor Agricultural University.

This research used MPE (Exponential Comparison Method) and AHP (Analytical Hierarchy Process) method. MPE used to analyze important factors that can influence interest in entrepreneurship of undergraduate students of Bogor Agricultural University. AHP used to analyze and formulate strategies to increase interest in entrepreneurship of undergraduate students of Bogor Agricultural University.

Based on the measurements using GET test, undergraduate students of Bogor Agricultural University have an interest in medium-level entrepreneurship. There are factors to increase interest in entrepreneurship of undergraduate students of Bogor Agricultural University. Those are inspiration, personal dreams, community culture, spiritual question, personal character, and lifestyle. These factors are part of the priority hierarchy of strategies that can increase the entrepreneurship tendency for IPB undergraduate students. Determination of alternative strategies to increase interest in IPB undergraduate entrepreneurship using AHP method. Based on AHP method, coaching, training and becoming the member of business community are priority strategies to increase the interest of entrepreneurship for undergraduate students of Bogor Agricultural University. The most influential factors that can increase the interest in entrepreneurship are lecturers and entrepreneurs.

Keywords: entrepreneurship, interest, strategy