

ABSTRACT

Based on the existing problems that is still the lack of interest of students to entrepreneurship and still high unemployment rate of labor force also poverty in urban area (BPS 2017). Entrepreneurial campaigns have actually been done but from the existing data the campaign looks not quite effective enough. Based on that author are interested in creating a campaign similar but with a different media to ensure the message can be delivered well to the target audience and can be the solution to increase entrepreneurial interest in students is to conduct the CEKATAN campaign that aims to educate and persuade the target audience that to become an entrepreneur is needed at least 3 things they are, smart, hard work, and know or believe on yourself. and the name "DREAM BIG" is chosen as the campaign name.

Keywords: Campaign, Entrepreneur, Student, Application, Event