

ABSTRACT

Development success of a country cannot be separated from the contribution entrepreneurs, who had already enriched market with innovative products and they are now creating new job opportunities. High rate of unemployment always be an the big problems in face in a country. With limited employment opportunities and entrepreneurs that it is also the interest of the community in an important influence .In creating a entrepreneurs can be started by teaching the science of entrepreneurship applied in college. One of them is the role of business communication students of the faculty of academic year 2016 / 2017 university of Telkom.

Through this research be a assessment of the influence of entrepreneurship education in college against interest fkb innovative ideas students academic year 2015 / 2016 university of telkom. Data collection method done through the distribution of the questionnaire through the application of social media were selected from 263 the respondents who have get a course called entrepreneurship. Technique of analysis that was used that is descriptive analysis and simple linear regression analysis.

According to the data processing, variable influence entrepreneurship education for the percentage of 83% are part category very good, who menunnjukan the quality of education bcf university telkom considered to be very good by students year 2015. While variable interest berwirausaha get the percentage of total 82% are part category very good, divided from 2 sub variable, namely the internal factor 84%, and external factors 81%

But based on the results of research and evaluation the influence of variable entrepreneurship education has been shown to have a positive influence a significant impact on innovative ideas interest students of the faculty of communication year 2015 university of Telkom.

Key Words: *learning method of entrepreneur education, Entrepreneurship Interest.*