

ABSTRAK

NISA NINDYA ARJAWINATA. 2026. **Pengaruh Kepribadian Enterprising terhadap Minat Alumni untuk Berwirausaha (Studi Pada Program Studi Pendidikan Masyarakat).** Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Tingginya tingkat pengangguran lulusan perguruan tinggi menuntut adanya kemampuan lulusan yang berdaya saing, adaptif, dan relevan dengan kebutuhan dunia kerja. Salah satu alternatif karier yang semakin relevan adalah kewirausahaan. Perguruan tinggi, termasuk Program Studi Pendidikan Masyarakat, memiliki peran strategis dalam menumbuhkan minat berwirausaha melalui proses pendidikan, salah satunya dengan membentuk kepribadian *enterprising*. Pemilihan dan keberhasilan karier sangat dipengaruhi oleh kesesuaian antara karakter individu dan lingkungan kerja, sebagaimana dijelaskan dalam Teori Tipe Kepribadian Holland (RIASEC). Kepribadian *enterprising* ditandai dengan kepercayaan diri, kemampuan adaptasi, orientasi pada kepemimpinan dan status dan kemampuan verbal dan persuasif, yang memiliki keterkaitan erat dengan dunia kewirausahaan. Penelitian ini bertujuan untuk mengetahui pengaruh kepribadian *enterprising* terhadap minat alumni Program Studi Pendidikan Masyarakat untuk berwirausaha. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Data dikumpulkan melalui angket dan dianalisis menggunakan analisis deskriptif, regresi linear sederhana, serta uji signifikansi (uji t). Hasil analisis deskriptif menunjukkan bahwa mayoritas alumni memiliki kepribadian *enterprising* pada kategori sedang (64%) dan minat berwirausaha pada kategori sedang (71%). Hasil uji hipotesis menunjukkan bahwa kepribadian *enterprising* berpengaruh terhadap minat alumni untuk berwirausaha dengan kontribusi sebesar 32,3%. Simpulan penelitian menunjukan kepribadian *enterprising* memiliki pengaruh yang signifikan dan positif terhadap minat alumni Program Studi Pendidikan Masyarakat untuk berwirausaha. Persamaan regresi menunjukkan arah hubungan positif, yang berarti semakin tinggi tingkat kepribadian *enterprising* alumni, semakin tinggi pula minat mereka untuk berwirausaha.

Kata kunci: Kepribadian *Enterprising*, Minat berwirausaha, alumni.

ABSTRACT

NISA NINDYA ARJAWINATA. 2026. **The Influence of the Enterprising Personality Trait on Alumni Interest in Entrepreneurship (A Study of the Community Education Study Program).** *Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

The high unemployment rate among college graduates calls for graduates who are competitive, adaptable, and equipped with skills relevant to the needs of the workforce. One increasingly relevant career alternative is entrepreneurship. Higher education institutions, including the Community Education Program, play a strategic role in fostering an interest in entrepreneurship through the educational process, one of which is by cultivating an enterprising personality. Career choice and success are greatly influenced by the fit between an individual's personality and the work environment, as explained in Holland's Personality Type Theory (RIASEC). An enterprising personality is characterized by initiative, leadership, a willingness to take risks, and a focus on achievement—traits closely linked to the world of entrepreneurship. This study aims to determine the influence of an enterprising personality on the interest of alumni of the Community Education Study Program in entrepreneurship. This study aims to determine the influence of enterprising personality on the interest of alumni from the Community Education Study Program in entrepreneurship. This study employs a quantitative method with an associative approach. Data were collected via a questionnaire and analyzed using descriptive analysis, simple linear regression, and a significance test (t-test). The results of the descriptive analysis indicate that the majority of alumni possess an enterprising personality in the moderate category (64%) and an interest in entrepreneurship in the moderate category (71%). The results of the hypothesis testing indicate that the enterprising personality influences alumni's interest in entrepreneurship, contributing 32.3%. The study's conclusion indicates that an enterprising personality has a significant and positive influence on the interest of alumni from the Community Education Study Program in entrepreneurship. The regression equation indicates a positive relationship, meaning that the higher the level of an alumni's enterprising personality, the higher their interest in entrepreneurship.

Keywords: Enterprising Personality, Interest in Entrepreneurship, alumni