

# **THE MOTIVATION OF ENTREPRENEURS IN CREATIVE INDUSTRY OF ART PRODUCTS ARTS EDUCATION STUDENTS**

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## **ABSTRACT**

This study aims to describe entrepreneurial motivation in the creative industry products of art education students. This research is a qualitative research with descriptive type. The data source was taken from an online questionnaire with the research subjects being 45 art education students. The results showed that students have high motivation to become entrepreneurs even though the family environment is not entrepreneurial. This is driven by self-confidence about entrepreneurial knowledge and the ability to create creative products that are supported by practical and elective courses in the department. Students have the view that creative industry entrepreneurship can deliver success and independence.

*Kata Kunci: motivation, entrepreneurship, creative industry, students*