

ABSTRACT

THE READINESS ENTREPRENEURS OF LAMPUNG TO FACE ASEAN ECONOMIC COMMUNITY (AEC) 2015 (Studi Himpunan Pengusaha Muda Indonesia (HIPMI) Lampung)

Oleh

YUDI APRIANSYAH

The purpose of this reseach was to find out knowledge and attitude effect of entrepreneurs action to face AEC 2015. The method of this reseach is deskriptive reseach by using quantitative approach. This reseach was done in HIPMI Lampung which is be the place for young entrepreneurs of Lampung. Data collection tehnique of this reseach is spread questionnaire to 52 respondents.

Based on the result of reseach showed that the level of knowledge enterpreneur about AEC 2015 is in high category level that is 69%, then on stage of entrepreneurs attitude to AEC 2015 tend to positive attitude that is 85%, and on the stage of enterpreneur action tend the action by moderate progression that is 69%. From the result of kendals correlation test, level of knowledge has a very low negative direction correlation. however, has no significant to entrepreneurs action to face AEC 2015. While, attitude has very low positive direction correlation and has no significant correlation to entrepreneurs action to face AEC 2015.

Keyword : Knowledge, Attitude, action, AEC 2015