

ASOSIASI INDIVIDUALISME DAN *POWER DISTANCE* DENGAN KEWIRAUSAHAAN (*ENTREPRENEURSHIP*) PADA MAHASISWA BANDUNG

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Abstract

Job seeker statistic in Indonesia shows that Higher Education Institution could not produced graduates which accepted by industries. The industries in Indonesia still need employees, but the Indonesia job seekers, especially educated job seekers, could not meet the competencies that required by industries. (Eman Suparno, minister of workers, Opinion and Editorial www.thejakartapost.com, September 25, 2006). One of alternatives to reduced educated unemployment in Indonesia is give them some entrepreneurship characteristics that could drive or motivate the educated unemployment. The higher educational institutions could make some contributions to solve the problems start by some culture dimensions since culture is mental program that could change attitude or behavior. This research correlate Hofstede's culture dimensions with some entrepreneur characteristics. If the higher educational institutions know the relations between Hofstede's dimensions and the characteristics of students, so the higher educational institutions could find the starting point. The Hofstede's culture dimensions is considered as variables that could make an impact to the characteristics of entrepreneurship.

Keywords: individualisme, power distance, kewirausahaan, Hofstede, mahasiswa Bandung.