

ABSTRACT

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Study Program : Entrepreneurship

Title : Analysis of the Impact of the YES Community for Member YES
Community on implementation the Entrepreneurial Mindset

There are so many Indonesian people who have businesses / businesses both small and large scale but most of them don't have the right mindset to run their business, then there are also prospective entrepreneurs who have never sold or owned a business before but are confused about how to do it. started because it has not been supported by the right mindset to become an entrepreneur. Therefore, it is necessary to study the perception of the Indonesian people about how to start a business and the factors that make people successful in developing their business to a large extent and the impact of the presence of the YES Community in the midst of Indonesian society on the mindset of an entrepreneur. This study aims to determine the impact of the YES Community for the Indonesian people on the entrepreneurial mindset so that they can develop their businesses with the right mindset. This study uses a quantitative method with a descriptive approach. The data collection will be carried out in the form of a survey where the sample is taken using a purposive sampling method by distributing questionnaires. The expected result is to obtain information about the impact of the YES Community for the Indonesian people on the entrepreneurial mindset. The Indonesian people must be educated on how to start and develop a business with the right mindset so that their business can grow bigger and have an impact on many people. The presence of the YES Community in the community can be a solution to be able to start a business with the right mindset and also be guided to develop a business with the right steps.

Keywords: Mindset, Entrepreneurship, YES Community, Starting a Business, Indonesian People