

## **ABSTRACT**

*Number of entrepreneur in Indonesia is considered low compares to other countries. It makes the government through Director General of Higher Education (Dirjen Dikti) create an entrepreneurship development strategy called Entrepreneur Student Program (PMW). Entrepreneur Student Program (PMW) is aimed at improving both the quantity and quality of micro businesses managed by students. It is because there are still many micro businesses that have problems such as how to increase the revenue of the business. This study aims to analyze the influence of Entrepreneur Student Program (PMW) capital, number of workers and online marketing towards the revenue of micro business owned by students from Undip and UGM who received Entrepreneur Student Program (PMW) capital in 2017.*

*Respondents used in this study was students from Undip and UGM who received Entrepreneur Student Program (PMW) capital in 2017. Total population used in this study were 50 respondents. A Questionnaire was used as the method to collect the data. Multiple Linear Regression analysis was used for analyzing the data and E-Views 10 software was used for the tool of the analysis.*

*Based on the result of the study, it can be concluded that partially Entrepreneur Student Program (PMW) capital, number of workers and online marketing through Instagram give positive and significant effect on the revenue of the micro businesses owned by the students, meanwhile online marketing through Facebook does not give any effect on the revenue of micro businesses owned by students. Simultaneously, Entrepreneur Student Program capital, number of workers, online marketing through Instagram and online marketing through Facebook give positive and significant effect on the revenue of micro businesses owned by students from Undip and UGM who received Entrepreneur Student Program (PMW) capital in 2017.*

*Keywords: Business Capital, Entrepreneur Student Program (PMW), Number of Employees, Online Marketing, Micro Business Revenue*