**ABSTRAK**

UMMUL KHAIR. 2013. *Pengaruh Proses Pelaksanaan Peragaan Busana terhadap Minat Berwirausaha dan Peningkatan Kreativitas Desain Pada Mahasiswa PKK Konsentrasi Tata Busana Fakultas Teknik UNM*. (Dibimbing Oleh: Muhammad Yahya dan Syamsidah)

Tujuan dari penelitian ini adalah untuk mengetahui: gambaran proses pelaksanaan peragaan busana, pengaruh proses pelaksanaan peragaan busana terhadap minat berwirausaha, pengaruh minat berwirausaha terhadap peningkatan kreativitas desain, pengaruh proses pelaksanaan peragaan busana terhadap peningkatan kreativitas desain, proses pelaksanaan peragaan busana berpengaruh secara tidak langsung terhadap peningkatan kreativitas desain melalui minat berwirausaha pada mahasiswa PKK Konsentrasi Tata Busana Fakulltas Teknik UNM. Penelitian ini merupakan penelitian deskriptif kuantitatif dengan metode noneksperimen (*ex post facto*) yang tidak ada usaha sengaja memberikan perlakuan pada variabel yang akan diteliti, dan teknik pengumpulan data melalui kuesioner, wawancara, dan tes kreativitas. Responden dari penelitian ini adalah semua mahasiswa PKK Konsentrasi Tata Busana yang melaksanakan peragaan busana pada tahun 2013 sebanyak 31 orang. Teknik analisis data yang digunakan adalah deskriptif kuantitatif dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa proses pelaksanaan peragaan busana telah mengembangkan bakat dan keterampilan mahasiswa menjadi lebih meningkat, proses pelaksanaan peragaan busana berpengaruh positif terhadap minat berwirausaha sebesar 81,4%, variabel minat berwirausaha berpengaruh positif terhadap peningkatan kreatifitas desain sebesar 92,6%, proses pelaksanaan peragaan busana berpengaruh positif terhadap peningkatan kreatifitas desain sebesar 85,8%, proses pelaksanaan peragaan busana secara tidak langsung berpengaruh terhadap peningkatan kreatifitas desain melalui minat berwirausaha sebesar 75,3%. Berdasarkan hasil tersebut, semua variabel dalam penelitian memiliki pengaruh yang positif.

**ABSTRACT**

UMMUL KHAIR. 2013.The *Influence of Impelementation Process of The Fashion Show to Increased Interest in Enterpreneurship and Design Creativity Improvement of PKK Students in Dressmaking Concentration, Faculty of Engineering, UNM* (Supervised by Muhammad Yahya and Syamsidah).

This research aimed to identify the description of implementation process of the fashion show, the influence of implementation process of the fashion show toward entrepreneurship interest, the influence of entrepreneurship interest toward design creativity improvement, the influence of implementation process of the fashion show to ward design creativity improvement, and the indirect influence of implementation process of the fashion show to improve design creativity through entrepreneurship interest of PKK Students in Dressmaking Program Study, Faculty of Engineering UNM. This is a descriptive quantitative study by ex post facto method. Data were collected through questionnaire, interview, and creativity test. Respondent of this research were all students of PKK (Dressmaking) who conducted fashion show in 2013 as much 31 students. Technique of data analysis was by quantitative descriptive and path analysis.

The result shows that the implementation process of fashion show has increase student’s talent and skill; the implementation process of fashion show has positive influence to the students interest in entrepreneurship as much 81.4 %; the entrepreneurship interest has positive influence to the design cretivifity as much 92.6%; implementation process of the fashion show has positive influence to the improvement of design creativity as much 85.5%; and implementation process of the fashion show was indirectly influence the improvement of design creativity through entrepreneurship interest as much 75.3%. Based on the result, it can be concluded that all variable on the research has a positive influence.