

RINGKASAN

Kewirausahaan adalah suatu mekanisme penting yang memfasilitasi limpahan pengetahuan dan kemampuan yang akhirnya menghasilkan pertumbuhan ekonomi. Kemampuan tersebut yaitu merencanakan, mengimplementasikan, mengawasi dan mengevaluasi bisnis dari petani stroberi yang memiliki peran penting dalam menentukan pembangunan agribisnis stroberi di Desa Serang saat ini. Kewirausahaan diperlukan petani stroberi untuk menghadapi tantangan kedepannya. Penelitian ini bertujuan untuk; (1) mengidentifikasi karakteristik kewirausahaan internal dan eksternal petani stroberi di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga, dan (2) menganalisis pengaruh karakteristik kewirausahaan terhadap perilaku kewirausahaan petani stroberi di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga. Penelitian ini dilaksanakan pada bulan Agustus 2021. Metode penelitian yang digunakan adalah metode survei. Teknik yang dipilih dalam penelitian ini yaitu dengan sampling jenuh (sensus) dengan semua anggota populasi dijadikan sampel yaitu sebanyak 40 petani stroberi.

Analisis data menggunakan Structural Equation Modelling (SEM) dengan Partial Least Squares (PLS). Hasil penelitian menunjukkan beberapa ciri dan karakteristik kewirausahaan internal dan eksternal. Karakteristik kewirausahaan internal direfleksikan oleh indikator pengalaman bertani dan juga terdapat umur, pendidikan serta sifat ekstroversi. Sementara itu, karakteristik kewirausahaan eksternal direfleksikan oleh indikator lingkungan ekonomi dan juga terdapat lingkungan sosial, lingkungan fisik, dan lingkungan kelembagaan. Selain itu, hasil penelitian juga menunjukkan bahwa karakteristik kewirausahaan internal, dan karakteristik kewirausahaan eksternal petani stroberi memiliki pengaruh positif dan signifikan terhadap perilaku kewirausahaan. Penelitian ini merekomendasikan kepada petani untuk dapat membuat suatu kelompok sebagai wadah dalam mengatasi suatu permasalahan serta meningkatkan hasil yang maksimal bagi petani stroberi di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga.

SUMMARY

Entrepreneurship is an important mechanism that facilitates the transfer of knowledge and skills that ultimately results in economic growth. These abilities are planning, implementing, monitoring and evaluating the business of strawberry farmers who have an important role in determining the development of strawberry agribusiness in Serang Village. Entrepreneurship is needed by strawberry farmers to face future challenges. This research aims to; (1) identify the internal and external entrepreneurial characteristics of strawberry farmers in Serang Village, Karangreja District, Purbalingga Regency, and (2) analyze the influence of entrepreneurial characteristics on the entrepreneurial behavior of strawberry farmers in Serang Village, Karangreja District, Purbalingga Regency. This research was conducted in August 2021. The research method employed in this study was a survey method. The technique chosen in this study is saturated sampling (census) with all members of the population being sampled as many as 40 strawberry farmers.

The data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The results of the study showed that there were several characteristics reflected by the internal and external entrepreneurship factors. The internal factors were the indicators of farming experience, age, education, and extroversion. Meanwhile, the external entrepreneurial characteristics were the indicators of the economic environment and there is also a social environment, physical environment, and institutional environment. Other than that, the results also revealed that the characteristics of internal entrepreneurship and external entrepreneurial characteristics of strawberry farmers have a positive and significant influence on entrepreneurial behavior. It is suggested for the farmers to be able to create a group as a forum to overcome a problem and increase maximum yields for strawberry farmers in Serang Village, Karangreja District, Purbalingga Regency.