

ABSTRACT

The formation of the ASEAN Economic Community could be an opportunity or a threat for entrepreneurs. SME Center UI data mention that strong SMEs in Indonesia is only 10-16% of the 53 million SMEs. One of the successful business is parfum gue. Because parfum gue business continues to increase in terms of production, the infrastructure, the number of customers, local marketing, business expansion, and operating revenues for the year 2012 to 2015.

To make a successful business takes a strong entrepreneurial spirit of the entrepreneurs. The owner of parfum gue is R. Tubagus Wijaya has made his business successful, and therefore the researcher will do research on the entrepreneurship spirit that are owned by the owner of parfum gue to know what the characteristics of the entrepreneurship spirit that is owned by the owner of parfum gue .

In this study the research is using descriptive qualitative method with three people from the company include parfum gue as informants are: Fauzan Anugrah as general manager, Sandi Nugraha as Cimahi distributor, and Dede Yusuf as Marketing Director. By using purposive technique, that is chosen with consideration and specific purpose. Data analysis technique used is a triangulation of sources. The variables studied are the characteristics of the entrepreneurial spirit from parfum gue owner.

Based on the results of the research, it can be concluded that the owner of the perfume gue has entrepreneurial spirit which are: confident, task-oriented and results, risk-taking, leadership, originality, oriented to the future.

Key words: Entrepreneurship, entrepreneurial character, MSME, successful business