

ABSTRACT

The total of population with really productive stage category is more than half of the overall total of Indonesian population itself. Based on Badan Pusat Statistik (BPS), there are 258 million of population where there are 139,86 million of population with really productive stage category in 2016. With that number, the possible threat of unemployment will rise up. To overcome the problem, the existence of Small and Medium Enterprises (SMEs) hold an important role. BPS data also showed that in 2016, the total of entrepreneurs in Indonesia rose up to 56,5 million entrepreneurs. However, even though there was growth in number, SMEs still have to face challenges. SMEs are still considered not developed enough nationally and internationally.

This research aims to determine entrepreneurs' characteristics of successful SME. Another purpose is to determine characteristics of successful SME. The object of this research is Seven Project, an SME business that has been considered as a successful one.

Data analysis technique that had been used in this research is Miles and Huberman analysis method. This research does the interview to gather data. Then, the data from the interview needs to be displayed as verbatim. After that, the verbatim needs to be reduced to make it easier to conclude.

Results of this research indicate that SMEs have to have all of the sub-variables. Entrepreneurs have to have good skill, good personality to support their work, and god entrepreneurial orientation and readiness. SMEs also have to have good capital and information access, infrastructure, and business plan. SMEs also have to adapt with technology, government, and politics. It is also important that SMEs have to have good marketing strategy.

This research is aim to be a reference for entrepreneurs about what kind of characteristics they have to have. This research also suggest that similar entrepreneurs could apply the characteristics on their business. This research also demanding on government's active participation in supporting SMEs continuity. This research also could be a reference for the next research about entrepreneurs' and also SMEs' characteristics.

Keyword: Entrepreneurs' Characteristics, SMEs Business Characteristics.