

ABSTRACT

Unemployment and poverty are the main problems faced by most countries, including Indonesia. This has become a common problem, given the high unemployment rate being the main obstacle of any developing country. Looking at the facts, the presence of SMEs in Indonesia is very important.

In Sumedang district, there are prominent business actors, among others know semedang, air rifles, handicrafts and various culinary (annual report, Department of Industry, Perdagangan, cooperative and SME Sumedang District, 2015). This research was conducted on business actors engaged in creative industries especially handicrafts. The objective of the study was to identify financial and nonfinancial performance in small scale case study of Cipacing village handicraft.

Researchers use qualitative methods. This research uses data collecting technique with observation, interview, and documentation with 3 resource persons who are handicraft business actor with business age above 5 years.

The results showed that the performance of financial and nonfinancial business from cipacing villages in general have been good but one of the sources of performance still need to be evaluated.

Keywords: entrepreneurship, Cipacing village handicraft, financial business performance, non-financial business performance