

ABSTRACT

MSMEs have an important role in the economy of a country. The data shows that the growth rate of entrepreneurs in Indonesia is still low. This growth rate can be increased through entrepreneurship programs organized by stakeholders so that entrepreneurs can run their MSMEs with good management practices.

This study aims to identify the entrepreneurship experiences of fashion entrepreneurs in Bandung. Aspects studied include the environment, characteristics, intentions of entrepreneurship and behavior.

The phenomenon in this research is explored by case study method. Techniques of data collection is by in-depth interviews, observation, and secondary data collection. The resource persons involved are fashion entrepreneurs as owners of MSMEs of 3 people, and stakeholders covering government sector, association, community, media and academics as many as 5 people. Informant entrepreneurs as owners of MSMEs will be interviewed about the environment, characteristics, intentions of entrepreneurship and its behavior in running its MSMEs. Stakeholders will be interviewed on the environment, characteristics and behavior based on their observations on MSMEs under their guidance.

The environment includes technology, market changes, regulation and stakeholder engagement. Characteristics include education, age, role model, family support and network. The intention of entrepreneurship includes attitude toward behavior, subjective norms and perceived behavior control. While the behavior includes infrastructure, bids, customers and finance. The results of identification indicate that due to the limitations especially the limitation of education, fashion entrepreneurs in Bandung have not implemented adequate management practices. Business is lived without long-term planning.

The results of this study is expected to be made an evaluation of attitudes that have been taken entrepreneurs in running their business and made an evaluation for stakeholders about its involvement so far on the growth of MSMEs in Bandung. Increasing the number and quality of MSMEs are very supportive in realizing the target of Bandung Fashion City.

Key words: *Fashion entrepreneurs, MSMEs, stakeholders, entrepreneurial experience.*