

ABSTRACT

Many women entrepreneurs, especially housewives, have businesses in the culinary field with the reason to add additional monthly spending that causes culinary efforts to become more competitive. Most of the housewives who have a culinary business do not know the factors that can affect the development and performance of the business, as well as the success of their business, these factors are economic factors, level of education, and entrepreneurship ability. This study aims to look for an overview of economic factor variables, education level variables, and entrepreneurship ability variables in culinary businesses who is a member of Sodagar Someah Bojongsoang Community. This study uses a qualitative research method with descriptive presentation. The results of the study show a picture of economic factor variables that business actors have a segmentation of the middle economy with residential areas which are densely populated and have easy access roads, and have a good source of income with an average income per month is Rp. 3,500,000. At the education level variable shows that in general the business actors have formal, non-formal, and informal education in the good category. The variable entrepreneurship ability shows that in general culinary entrepreneurs have entrepreneurial skills in good categories.

Keywords: Economic factors, education level, entrepreneurship ability, creative industry, culinary