

ABSTRACT

The emergence of the concept of entrepreneurial marketing is a response from several research results that indicate a mismatch between traditional marketing theory and marketing practices for small and medium enterprises, or commonly called umkm. Based on this phenomenon the traditional marketing concept that was originally developed for large companies, eventually can not be directly applied to the world of small businesses without adaptation. It means, by looking at the characteristics of the UMKM, UMKM requires a marketing concept that is more appropriate than traditional marketing theory. For this reason, the solutions that been offered are using the concept of entrepreneurial marketing.

Indonesia is the 6th largest producer of silk weaving in the world. One of them comes from Garut regency, West Java. Garut is well known as the city with many umkm, one of them is silk cloth which still has a huge market opportunity. The purpose of this study is to analyze how the application of entrepreneurial marketing and its impact on the performance of silk fabrics in Garut, West Java uses 7 dimensions of entrepreneurial marketing according to Morris et al (2002) namely proactiveness, opportunities, customer intensity, innovation, risk taking, resource leverage, and value creation. The author uses qualitative methods, by collecting data through in-depth interview and documentations. This interview was conducted on 5 resource persons who were Garut silk UMKM business people. The research data uses primary data and secondary data. The data validity technique uses the triangulation method. The data analysis technique used by Miles and Huberman's models is the stages of data collection, data presentation, data reduction, and conclusion drawing.

The results of this study are expected to be used as evaluations regarding the sustainability of UMK businesses in each region, especially in Garut, West Java. The Department of Industry and Trade can also work with SOEs, so that they can routinely hold Garut silk exhibitions to facilitate silk entrepreneurs to continue to spread their

wings to introduce Garut silk to all parts of Indonesia and even the world. In addition, this research can be used as a direction in increasing the number of successful UMKM entrepreneurs. This increase in the number of successful UMKM business actors is very supportive in its role in creating employment opportunities and as an important source of gross domestic product (GDP) growth, also contributes significantly to Indonesia's economic growth in the trade industry sectors where this sector has an adequate role important in the country's foreign exchange earnings

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