

ABSTRACT

The Batik industry is considered to have dominated the world market so that it can become a driving force for the National economy which is the cultural heritage of our ancestors. Indonesia has been affected by the Covid-19 pandemic which has resulted in many MSMEs experiencing a decrease in income because it is interesting that during this pandemic the batik industry actually generates foreign exchange from exports, it can be seen from here that there is an opportunity for Batik Craftsmen to improve their performance again.

This research was conducted to determine the entrepreneurial characteristics of members of the Paledang Batik Village Community. It is hoped that the results of this study can be used as one of the parameters in knowing the characteristics of entrepreneurship that are owned and used as work evaluation evaluation materials.

The method used in this study is a quantitative method with confirmatory factor analysis that can be used to confirm whether the measurement model built is in accordance with the hypothesis. Based on the results of the study, it shows that there are nine entrepreneurial characteristics possessed by the Paledang Batik Village Association, namely the creative and planned. The entrepreneurial characteristics of the Paledang Batik Village Association, which are dominated by creative and confident components, are 35.59%. The results of the analysis of the entrepreneurial characteristics of the Paledang Batik Village Association have a value of 62.05% which is in the good category.

Keyword : Entrepreneurship, Characteristics Entrepreneurship