

ABSTRACT

Interest in becoming entrepreneurs by forming new businesses in Micro, Small and Medium scales is increasing. An entrepreneur named Ahmad Kafrawi succeeded in creating a small-scale culinary business, namely Scoffee Coffee Legend. This success certainly cannot be separated from the role of a CEO who has successfully managed his business. This study aims to identify the characteristics of entrepreneurs who support the success of a business at Scoffee Coffee Legend. The phenomena in this study were explored with the case study method. The data collection technique is through in-depth interviews involving six sources or informants, namely one key informant who is the CEO of Scoffee and five supporting informants who are Scoffee employees. The results of this study indicate that all sub-variables of entrepreneurial characteristics are things that must be owned by an entrepreneur. In this case, there were 11 identified entrepreneurial characteristics possessed by the CEO of Scoffee Coffee Legend, namely, having achievement motivation, always having perspective, having high creativity, having high innovative behavior, having a commitment to work, having a work ethic and responsibility, having the courage to face risks, be able to look for opportunities, have a leadership spirit, have managerial abilities, and have personal abilities, especially in communication skills and looking for relationships. This research is expected to be used as additional knowledge about the characteristics of entrepreneurs that support business success, especially for small businesses and also recently initiated, especially the coffee shop business.

Keywords: MSMEs, entrepreneurs, entrepreneurial characteristics.