

ABSTRACT

The role of micro, small and large businesses in developing countries such as Indonesia is because they contribute to domestic products and absorb large numbers of workers. However, the growth of MSMEs has become insignificant because the pandemic is marked by the number of businesses going bankrupt. The purpose of this research is to look at the obstacles experienced by business actors from external aspects (technological turbulence and market turbulence) and internal aspects (fear of business failure, anxiety, upset, distress, and tension) in doing business improvisation.

This research uses descriptive qualitative method with a case study approach. The primary research data sources were obtained from interviews and observations and the research data sources were obtained from books, journals, internal organizational data, and literature studies. The results showed that external aspects (technological turbulence and market turbulence) and internal aspects (fear of failure, anxiety, upset, distress, and failure) contributed significantly in providing obstacles to home industries. The results of this study can be used as comparison materials and references for future research that examines or discusses the same things, namely barriers to business improvisation.

For AKUMANDIRI Padang, it can be used as a comparison and reference for future research that examines or discusses the same things, namely barriers to business improvisation. For MSMEs, this research can be used as material for evaluating performance and preparing businesses to improvise when faced with unclear conditions.

Keywords: Entrepreneurship Barriers, Entrepreneurship Improvisation, Technological Turbulence, Market Turbulence, Fear of Business Failure, Entrepreneurship Anxiety