

ABSTRACT

Background : Fisheries are an integral sector of agricultural development to fulfill food and nutritional needs as well as become community income (welfare). Business success is essentially the success of the business in achieving its goals, a business is said to be successful if it makes a profit because profit is the goal of a person doing business. Efforts to achieve that success requires the implementation of good agricultural extension. Successful entrepreneurs are business people who have high achievement motives who have entrepreneurial characteristics. One of the sub-districts that has the potential for developing fish business in Tasikmalaya Regency is Sukaratu District. The fishery group in the sub-district of Sukaratu is the group that produces the lowest fish production. The problems experienced by fisheries groups are lack of business development.

The purpose : This study aims to determine the extension, entrepreneurial characteristics and business success of fishery groups, analyze the effect of counseling and entrepreneurial characteristics either simultaneously or partially on the success of fisheries business in Sukaratu District, Tasikmalaya Regency.

Method : This type of research uses quantitative research methods and descriptive analysis approach. The population in this study is the fishery group in the Sukaratu sub-district, Tasikmalaya district. Sampling using nonprobability sampling technique, determining the number of respondents to obtain a sample of 100 people who meet the inclusion and exclusion criteria. Data obtained using a questionnaire and then analyzed by multiple linear regression.

The results of the study: the entrepreneurial characteristics of the fisheries group were obtained, namely having initiative in business development (80.21%), business success in the fisheries group, namely building a good image for the fisheries group (80.85%), counseling design based on three main problems, namely not being able to market fish, lack of knowledge about fish rearing management and water quality management.

Suggestion: Fish cultivators are advised to improve their abilities and skills in managing fish marketing.

Keywords: Counseling, Characteristics of Entrepreneurship, Business success