Abstrak


Alat ukur utama yang digunakan adalah kerangka wawancara mengenai entrepreneurial creativity yang disusun oleh peneliti. Data penunjang dijaring menggunakan kerangka wawancara mengenai faktor-faktor yang memengaruhi entrepreneurial creativity yang disusun oleh peneliti. Selain itu, digunakan pula studi literature/dokumen, berupa artikel-artikel yang diberikan oleh responden untuk melengkapi data yang diperlukan. Kredibilitas (rigor) pada penelitian ini ditingkatkan dengan melakukan triangulasi data, yaitu data wawancara dan dokumen.

Berdasarkan hasil pengolahan data diperoleh gambaran mengenai dinamika kepribadian responden yang berkaitan dengan komponen dan tahap-tahap entrepreneurial creativity yang dimiliki. Selain itu diperoleh pula gambaran mengenai faktor-faktor yang memengaruhi entrepreneurial creativity responden.

Kesimpulan yang diperoleh pengolahan data terhadap responden adalah dari ketiga komponen entrepreneurial creativity, task motivation, khususnya motivasi intrinsik adalah komponen yang paling mendasari entrepreneurial creativity responden. Selain itu, untuk mencapai entrepreneurial creativity, responden melalui keempat tahap entrepreneurial creativity walaupun tidak secara berurutan. Dari hasil penelitian, peneliti mengajukan saran bagi peneliti selanjutnya antara lain agar dapat dilakukan penelitian terhadap lebih dari satu responden dan pada bidang wirausaha yang berbeda. Untuk Pabrik Kata-Kata JOGER, saranj yang dapat diberikan antara lain memberikan training/pelatihan dalam rangka mempersiapkan regenerasi sehingga kelangsungan Pabrik Kata-kata JOGER dapat terus terjaga, serta memberikan kesempatan kepada karyawan untuk memberikan ide teknis sehingga kreativitas karyawan juga dapat berkembang.
Abstract

This research is a case study concerning the entrepreneurial creativity of the owner of JOGER, the Factory of Words in Bali. The method in this research is single case study which population is chosen by the purposive sampling method.

The main instrument that being used to collect data about entrepreneurial creativity is an interview that designed by researcher. The supporting data is collected by interviewing the correspondence which questions are designed by researcher. In order to completing the data, researcher was also using the articles that had given by the respondent. After the data being collected, it was analyzed by the content analysis method. Data triangulation is being used in this research to enhance the credibility.

From the result of the data processing, we can see the description about the dynamic of personality of the respondent, including the components and stages of entrepreneurial creativity. Also, we can see the description about the factors that influencing the respondent’s entrepreneurial creativity.

In conclusion, it is the component of task motivation – especially the intrinsic task motivation – that builds the respondent’s entrepreneurial creativity. Moreover, the respondent’s entrepreneurial creativity being achieved through the four stages of entrepreneurial creativity, even though it is not in step-wise manner. As the results of this research, the researcher may have some suggestion for the next researcher such as to do the research to more than one respondent and to different business sectors. As for JOGER, the Words Factory, some suggestions are to give a training to prepare the next generation, so JOGER, the Words of Factory, will always exist. Also to give a chance to the employees to create technical ideas, so the employees can develop their creativity.
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