



# SIFAT DASAR KEWIRAUSAHAAN

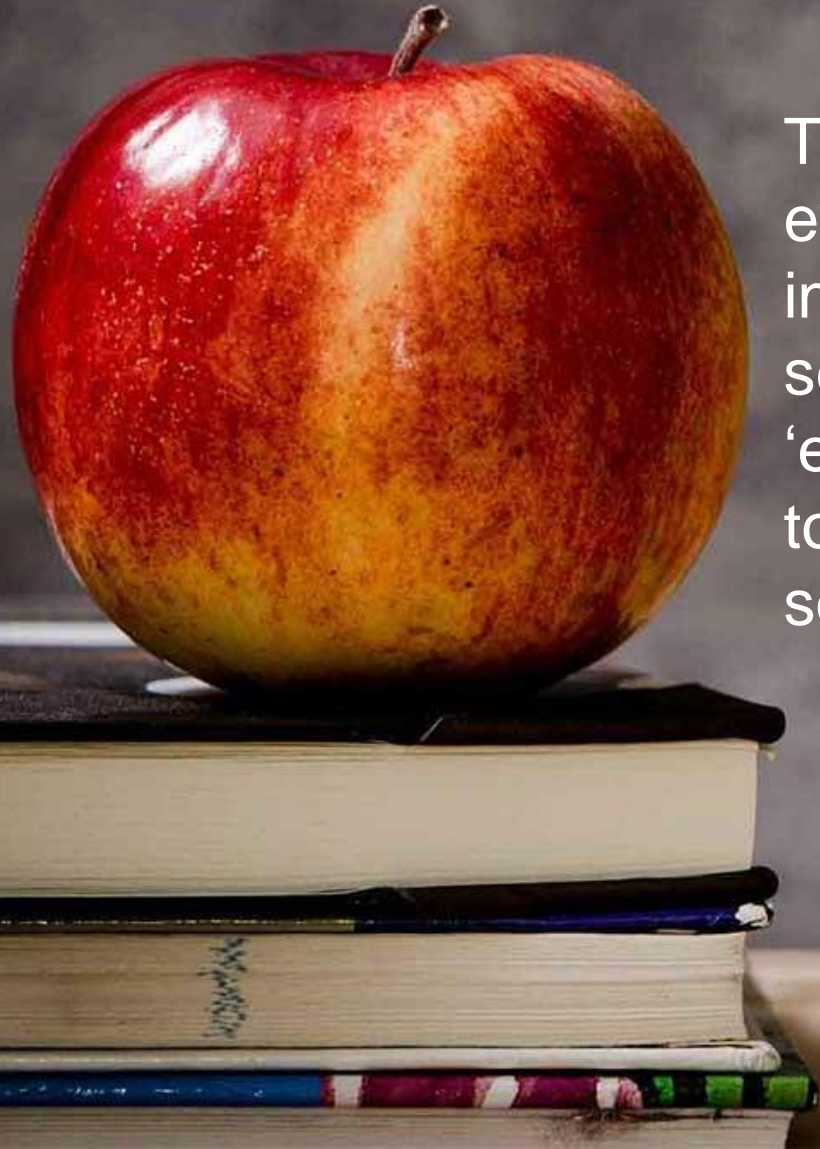
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2023



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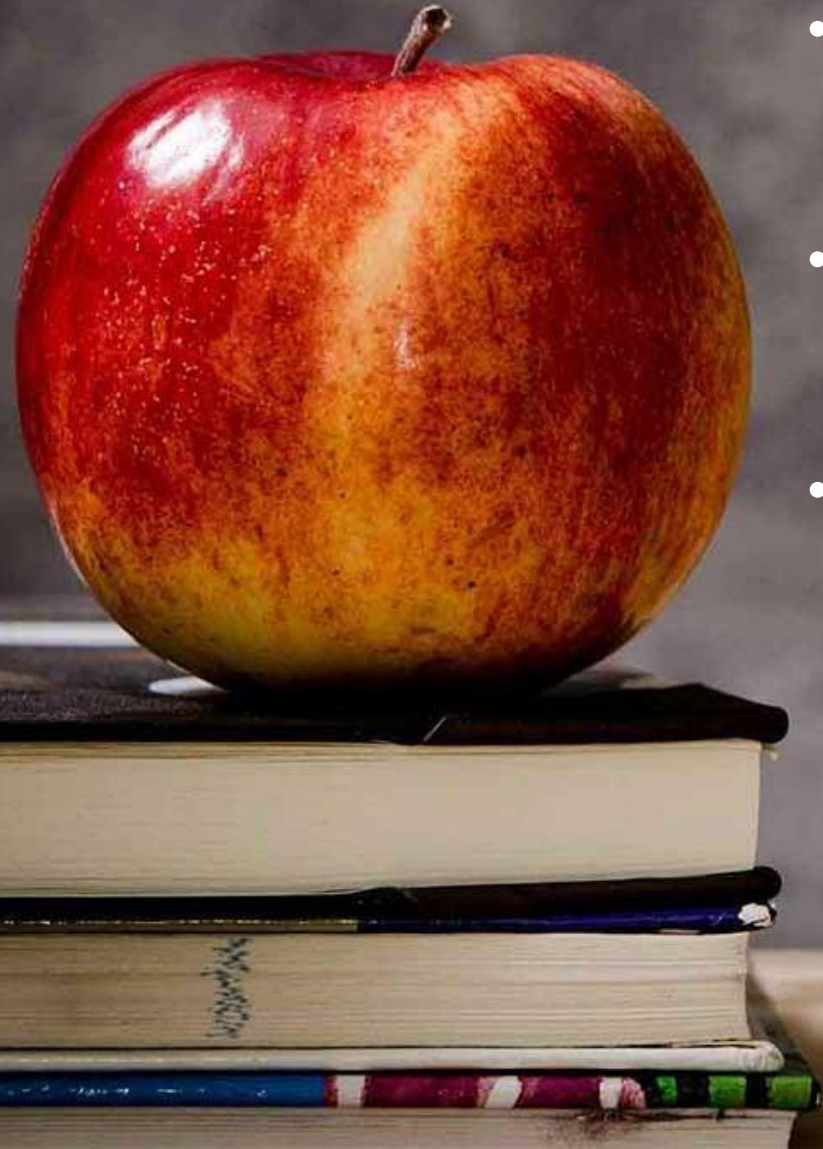


# What is entrepreneurship?



The word 'entrepreneur' is widely used, both in everyday conversation and as a technical term in management and economics. Its origin lies in seventeenth-century France, where an 'entrepreneur' was an individual commissioned to undertake a particular commercial project by someone with money to invest



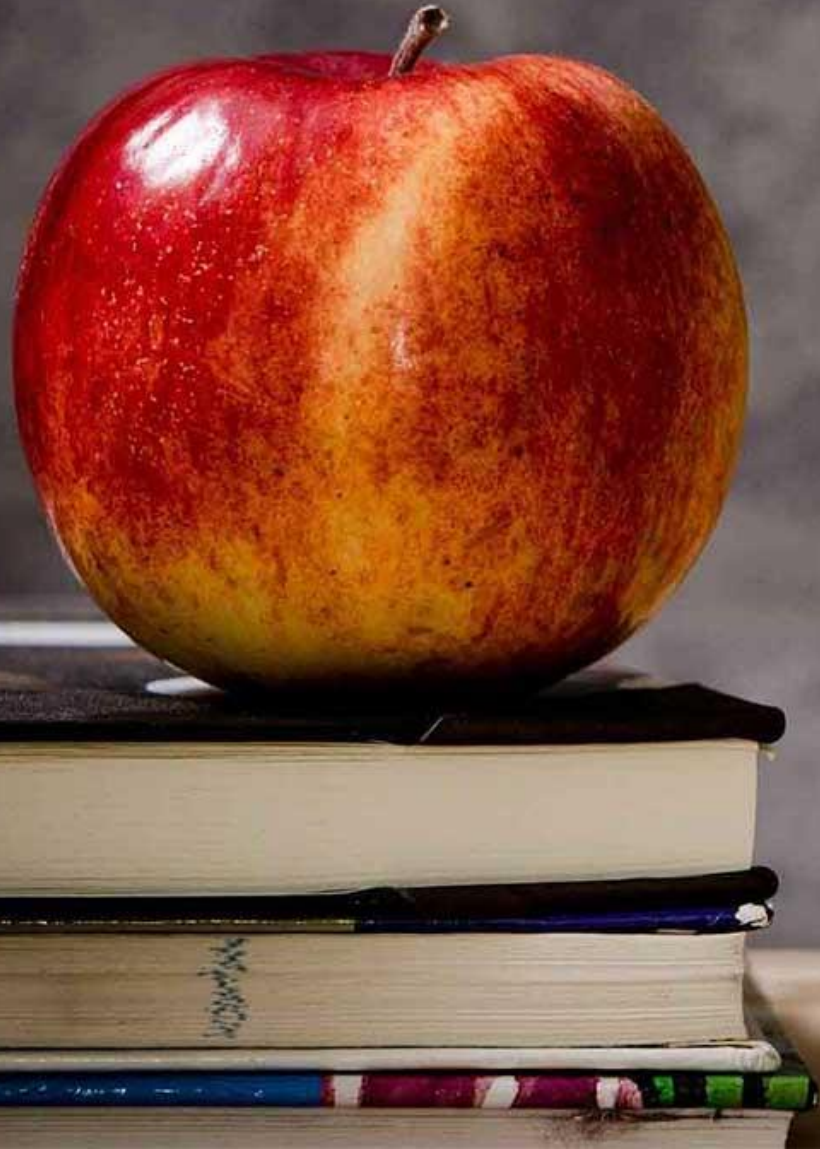


The entrepreneur can be considered as:

- **a manager undertaking an activity** – i.e. in terms of the particular tasks they perform and the way they undertake them;
- **an agent of economic change** – i.e. in terms of the effects they have on economic systems and the changes they drive; and as
- **an individual** – i.e. in terms of their psychology, personality and personal characteristics (including peculiarities in cognitive strategy and style) .



# The entrepreneur's tasks



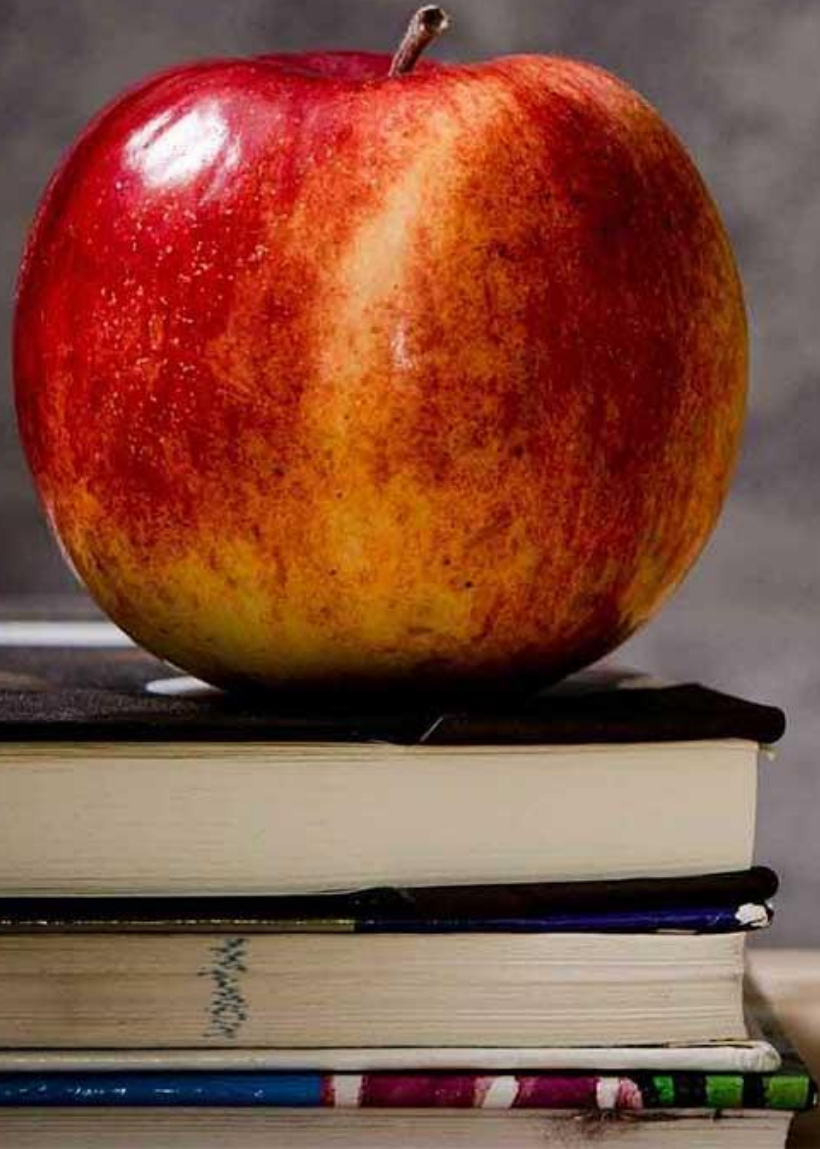
- Founding new organisations
- Bringing innovations to market
- Identification of market opportunity
- Application of expertise
- Provision of leadership
- The entrepreneur as manager





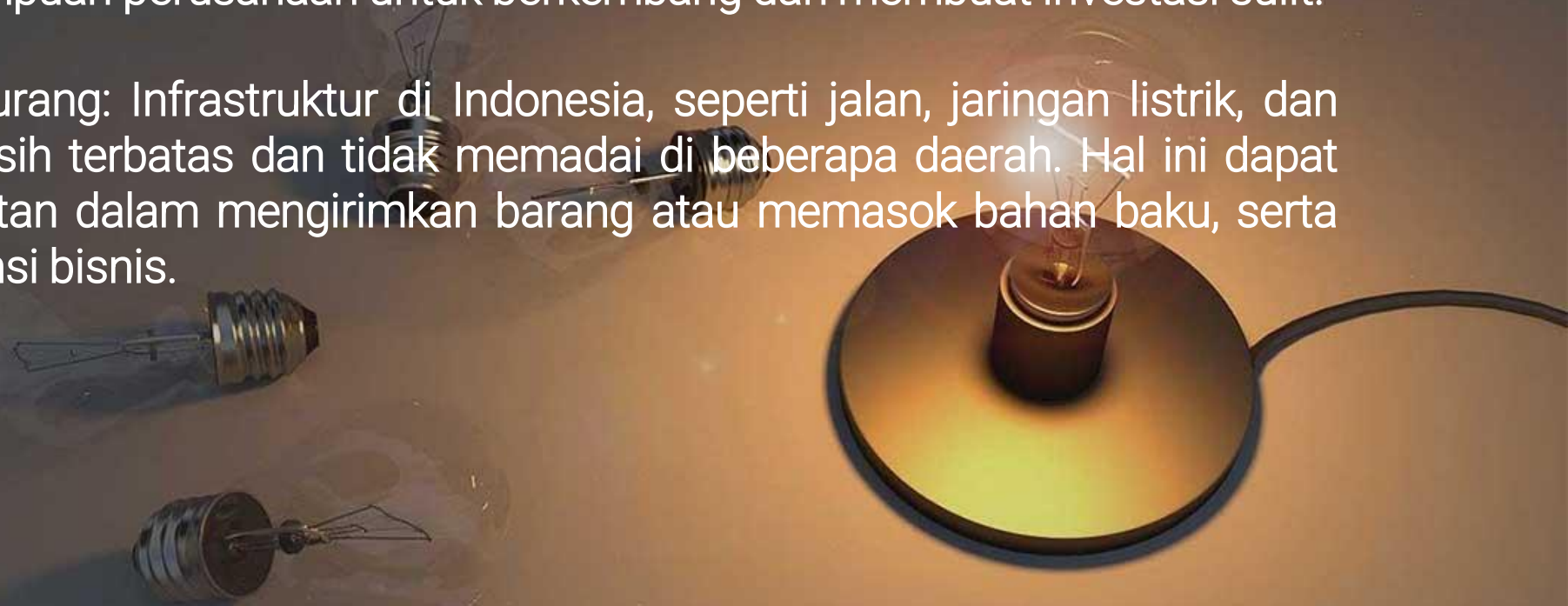
# The role of the entrepreneur

- Combination of economic factors
- Providing market efficiency
- Accepting risk
- Maximising investors' returns
- Processing of market information



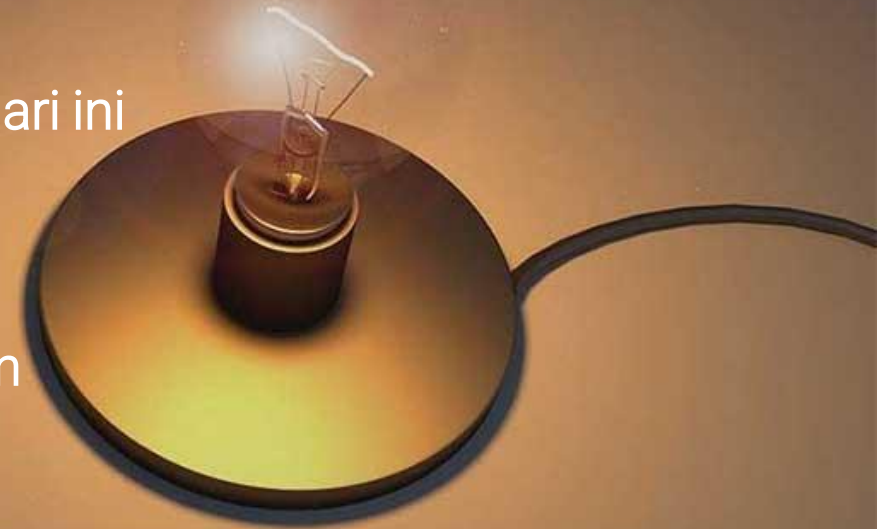
# CASE

1. Regulasi yang kompleks: Peraturan dan regulasi di Indonesia seringkali sulit untuk dipahami, membingungkan, dan bertentangan satu sama lain. Hal ini dapat menghambat kemampuan perusahaan untuk berkembang dan membuat investasi sulit.
2. Infrastruktur yang kurang: Infrastruktur di Indonesia, seperti jalan, jaringan listrik, dan akses air bersih, masih terbatas dan tidak memadai di beberapa daerah. Hal ini dapat menyebabkan kesulitan dalam mengirimkan barang atau memasok bahan baku, serta menghambat ekspansi bisnis.



# REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan







# THANK YOU

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