

INTISARI

Kecamatan Ngemplak menjadi sentra pembenihan ikan nila. Terdapat beberapa kendala yang dihadapi yaitu persaingan usaha pembenihan yang semakin tinggi, kualitas benih yang belum sesuai dengan permintaan pasar, sumber daya manusia yang kurang kompeten dalam pembenihan. Berdasarkan masalah tersebut tujuan penelitian ini untuk: 1)mengetahui karakteristik kewirausahaan pembenih ikan nila; 2) mengetahui tingkat kompetensi kewirausahaan yang dimiliki pembenih ikan nila; 3)mengetahui tingkat orientasi kewirausahaan pembenih ikan nila; 4)mengetahui pengaruh karakteristik, kompetensi dan orientasi kewirausahaan terhadap kinerja kewirausahaan pembenih ikan nila Kecamatan Ngemplak. Pengolahan data menggunakan tabulasi distribusi frekuensi dan rata-rata hitung dari skala *Likert* dan analisis regresi. Penelitian ini dilakukan pada 51 pembenih di Kelompok Mina Ngremboko dan Siwar Putih. Hasil Penelitian menunjukkan bahwa: 1) karakteristik kewirausahaan pembenih ikan nila Kecamatan Ngemplak sangat tinggi; 2) kompetensi kewirausahaan pembenih ikan nila Kecamatan Ngemplak tinggi; 3) orientasi kewirausahaan pembenih ikan nila Kecamatan Ngemplak tinggi; 4) karakteristik, kompetensi dan orientasi kewirausahaan signifikan mempengaruhi kinerja kewirausahaan pembenih ikan nila Kecamatan Ngemplak. Hasil penelitian berpotensi untuk meningkatkan perokonomian dengan mengoptimalkan kinerja kewirausahaan pembenih ikan Nila Kecamatan Ngemplak.

Kata kunci: Karakteristik kewirausahaan; kompetensi kewirausahaan; orientasi kewirausahaan; kinerja kewirausahaan; pembenih ikan nila.

ABSTRACT

Ngemplak District is a center for tilapia hatchery. There are several obstacles faced, namely the higher competition in the hatchery business, the quality of the seeds that are not in accordance with market demand, human resources that are less competent in hatchery. Based on these problems, the objectives of this study are to: 1) determine the entrepreneurial characteristics of tilapia hatcheries; 2) knowing the level of entrepreneurial competence possessed by tilapia fish farmers; 3) knowing the level of entrepreneurial orientation of tilapia breeders; 4) determine the effect of characteristics, competencies and entrepreneurial orientation on the entrepreneurial performance of tilapia hatcheries in Ngemplak District. Data processing using frequency distribution tabulation and arithmetic mean of Likert scale and regression analysis. This research was conducted on 51 seeders in the Mina Ngremboko and Siwar Putih groups. The results showed that: 1) the entrepreneurial characteristics of tilapia breeders in Ngemplak District were very high; 2) the entrepreneurial competence of tilapia breeders in Ngemplak District is high; 3) the entrepreneurial orientation of tilapia breeders in Ngemplak District is high; 4) characteristics, competencies and entrepreneurial orientation significantly affect the entrepreneurial performance of tilapia hatcheries in Ngemplak District. The results of the study have the potential to improve the economy by optimizing the entrepreneurial performance of Tilapia fish breeders, Ngemplak District.

Keywords: *Characteristics of entrepreneurship; entrepreneurial competence; entrepreneurial orientation; entrepreneurial performance; tilapia hatchery.*