

TABLE OF CONTENT

STATEMENT	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENT	v
LIST OF TABLE	vii
LIST OF FIGURE	ix
LIST OF APPENDIXE	x
<i>INTISARI</i>	xii
ABSTRACT	xiii
 I. INTRODUCTION	 1
1. General Background	1
2. Research Problem	3
3. Objectives	4
4. Benefit of The Study	5
5. Research Authenticity	5
 II. LITERATURE REVIEW	 8
1. Urban Agriculture	8
2. Previous Research About Entrepreneurship in Agriculture	8
3. Entrepreneurship Theory	10
4. Framework	17
5. Hypothesis	18
 III. RESEARCH METHODOLOGY	 20
1. Basic Method	20
2. Location	20
3. Sampling Method	20
4. Type and Source of Data	21
5. Data Collection Technique	21
6. Limitation of Study	21
7. Definition and Measurement of Variables	21
8. Analytical Method	23



IV. GENERAL CONDITION IN STUDY AREA	31
1. General Condition in Yogyakarta City	31
2. Land Use in Yogyakarta City	31
3. The Situation and Structure of The Population.....	32
4. Agriculture Condition	34
V. RESULT AND DISCUSSION	39
1. Identification of Urban Agriculture Actors	39
2. Urban Agriculture Condition in Yogyakarta City	40
3. Validity, Reliability, and Normality Test	43
4. The Characteristics of Urban Agriculture Actors	43
5. The Entrepreneurial Orientation of Urban Agriculture Actors	49
6. The Entrepreneurial Behavior of Urban Agriculture Actors.....	53
7. The Relationship between Entrepreneurial Characteristics and Entrepreneurial Orientation with Entrepreneurial Behavior of Urban Agriculture Actors	63
VI. CONCLUSION AND RECOMMENDATION	71
1. Conclusion.....	71
2. Recommendation	72
REFERENCES	73
APPENDIXE	79