ABSTRACT

RETNO DEWI. Symbolic Interaction and The Establishment of Entrepreneurship KemChicks Manager’s (case study interaction of owner – managers KemChicks) under directed by SARWITITI SARWO PRASODJO and SUTISNA RIYANTO

Development of human resources in Indonesia who have the entrepreneurial spirit, is strategic steps to develop society economic in this country. Interaction with the business environment will encourage the formation of entrepreneurial spirit in a person. Therefore, interaction and entrepreneurship interesting to study. This study aims to determine how the meaning (definition of the situation) KemChicks managers to: (1) the social situation (society) of entrepreneurship in KemChicks, (2) self and significant others’ entrepreneurship, (3) self and the establishment self manager’s entrepreneurship. The study is expected to be a basic policy and further basic studies. The method used is the approach of phenomenology, phenomenology made actuals lives experiences the basic data of reality. The data were analyzed qualitatively - interpretive. The conclusion is: (1) the meaning of the social situation entrepreneurship in KemChicks, differ according each respondent, so that the delivery action (entrepreneurship) differently. (2) the meaning of different significant others for each respondent. The decision to adopt the values where the significant others, is highly dependent on the values and ideas of their own. (3) interactions encourage the formation of entrepreneurial spirit, but in varying degrees, according to the meaning of self and entrepreneurship in the respondent's own.

Keywords : interaction, entrepreneurship