

ABSTRAK

Nindya Hanum Ramawati, Pendekatan Manajemen Strategi Berbasis Perspektif Terhadap Pengembangan Jiwa Wirausaha Bagi Pelaku Umkm Dalam Mengelola Potensi Usaha Kuliner Di Kabupaten Sampang. Dibawah bimbingan Ibu Dra. Hj. S. Anugrahini Irawati, M.M.

Usaha Mikro Kecil, dan Menengah (UMKM) merupakan penopang perekonomian di Indonesia terutama bagi masyarakat Kabupaten Sampang. permasalahan UMKM khususnya di Kab.Sampang adalah jiwa wirausaha pelaku UMKM sehingga belum mencapai kualitas maksimal dalam mengelola potensi usaha kuliner di Kab.Sampang. Tujuan dari penelitian ini untuk mengetahui Pendekatan Manajemen Strategi berbasis Perspektif terhadap Pengembangan Jiwa Wirausaha Pelaku UMKM dalam Mengelola Potensi Usaha Kuliner di Kab.Sampang. Penelitian ini menggunakan metode kualitatif deskriptif dengan mengamati pelaku UMKM Kuliner Kab.Sampang.

Hasil penelitian menunjukkan bahwa pelaku UMKM telah memiliki jiwa wirausaha dalam mengelola potensi usaha kuliner di Kab.Sampang. Namun, dalam beberapa aspek masih perlu dilakukan pengembangan terhadap jiwa wirausaha agar UMKM memiliki daya saing. Selain itu, Pemerintah diharapkan perlu mendukung upaya pengembangan jiwa wirausaha pelaku UMKM seperti mengadakan pelatihan bagi pelaku UMKM dan memberi fasilitas agar UMKM Kuliner dapat berkembang pesat.

Kata Kunci : *Manajemen Strategi, Manajemen Strategi Berbasis Pespektif, Jiwa Wirausaha, Pelaku UMKM,UMKM Kuliner*

ABSTRACT

Nindya Hanum Ramawati, perspective-based strategic management approach to entrepreneurial spirit development for MSME actors in managing culinary business potential in Sampang Regency. Under the guidance of Mrs. Dra. Hj. S. Anugrahini Irawati, M.M.

Micro, Small and Medium Enterprises (MSMEs) are the pillars of the economy in Indonesia, especially for the people of Sampang Regency. The problem of MSMEs, especially in Sampang Regency, is the entrepreneurial spirit of MSME actors so that they have not reached maximum quality in managing culinary business potential in Sampang District. The purpose of this study is to determine the Perspective-based Strategy Management Approach to the Development of the Entrepreneurial Spirit of MSME Actors in Managing Culinary Business Potential in Sampang District. This research uses a descriptive qualitative method by observing MSME actors in Sampang Culinary District.

The results showed that MSME players have an entrepreneurial spirit in managing culinary business potential in Sampang District. However, in some aspects, it is still necessary to develop the entrepreneurial spirit so that MSMEs have competitiveness. In addition, the Government is expected to support efforts to develop the entrepreneurial spirit of MSME actors such as holding training for MSME actors and providing facilities so that Culinary MSMEs can grow rapidly.

Keywords: Strategy Management, Perspective-Based Strategy Management, Entrepreneurial Spirit, MSME Actors, Culinary MSMEs