

ABSTRACT

Purpose - This study aims to find out how the impact of implementing entrepreneurial marketing on MSME business performance. The emergence of the concept of Entrepreneurial Marketing (EM) is a response to several research results which show an incompatibility between traditional marketing theory and MSMEs.

Design/Methodology – The research was conducted qualitatively, by collecting data through interviews and documentation. Research data uses primary data and secondary data. The data validity technique uses the triangulation method.

Finding - in this research it will be known what and how the application of entrepreneurial marketing and its impact on ceramic craft SMEs in Klampok Banjarnegara. The findings in this study state that entrepreneurial marketing has a positive impact on the business performance of ceramic handicraft businesses in Banjarnegara, although not all business actors apply it. Research limitations/implications - this research has not been conducted in all fields, and is only limited to Banjarnegara, so it is hoped that in the future research related to the application of entrepreneurial marketing can be applied to other objects and locations so that the impact can be seen more broadly.

Keywords: Entrepreneurial Marketing, MSME, Banjarnegara Ceramic Crafts, Business Performance