

ABSTRACT

In the current era of globalization, business development of the creative industry is growing rapidly. Even though the number of industrial business in Semarang has grown every year, the creative business industry shows a different result. The handicraft business has been increasing from 2015-2016 about 52 percent but in the year of 2016-2017 the handicraft business has decreased about 39.4 percent. For that matter, the purpose of this study is to determine the effect of entrepreneurial orientation on the performance of creative business industry in Semarang.

In This study the dependent variable was using business performance and use 3 independent variables, which are innovative, proactive, and risk-taking. The type of data used in this study is primary data, through a questionnaire method to 84 respondents whom business owners of the creative industry in the field of handicrafts in Semarang. A secondary data is also used as a supporting data in this study. Respondents were obtained by proportional random sampling method. The method of data analysis was using multiple linear regression analysis.

The results of the study shows that entrepreneurial orientation; innovative, proactive, and risk-taking; significantly influence the performance of the craft creative industry in Semarang.

Keywords: Entrepreneurial Orientation, Business Performance, Creative Industry