

ABSTRACT

Until present days, the development of innovation and creativity in world of entrepreneurship will keep going. There are many guidelines for businessmen to be used in their entrepreneur. Here in Indonesia with its diverse culture, people and religion, entrepreneurship can't be separated with those aspects mentioned before. Therefore, the author is trying to give an alternative from the result from this research, related to the roles of culture values to entrepreneurs' behavior. In this research, the author will discuss the role of Javanese culture values to entrepreneurs' behavior.

The Javanese culture values are the characteristics built from every individual or a group of Javanese people habits. The Javanese culture values that emerge will affect every entrepreneurship activities run by every businessmen. The Javanese culture values are more influential to every businessmen which comes from Javanese tribe and live long enough in the areas which the Javanese tribe came from. This research analyzes how far the linkage and role of Javanese culture values to entrepreneurs' behavior based on entrepreneurs understanding.

The method used in this research is qualitative method with case study approach. The reason why the author chooses the method is for this research to find out and gives a deep overview about the problem occurs to interviewees in running their activities as entrepreneurs and run their business around Surakarta and Boyolali area. The result of this research shows that entrepreneurs have a good understanding of the Javanese culture values related to their entrepreneurships. The values of Javanese culture are *narimo ing pandum, gotong royong, ngajeni orang yang lebih tua, tuna sathak bathi sanak*.

Keywords: entrepreneurship, culture, Javanese culture, Javanese culture values, entrepreneurs' behavior.