

ABSTRAK

Carold Octovinus Felix Sadsuitubun, Karakteristik Wirausaha Petani Kopra di Desa Sonsilo Kecamatan Likupang Barat Kabupaten Minahasa Utara. Program Studi Agribisnis, Fakultas Pertanian, Universitas Katolik De La Salle Manado. Penelitian ini dibimbing oleh Dr. Karen A. Pontoan S.E., M.Si Sebagai Pembimbing I dan Dr. Stella M. Paendong, SP., M.Si Sebagai Pembimbing II.

Penelitian ini bertujuan untuk mengidentifikasi karakteristik wirausaha petani kopra di Desa Sonsilo, Kecamatan Likupang Barat, Kabupaten Minahasa Utara. Penelitian ini dilakukan dari bulan April hingga Juli 2024 dengan menggunakan pendekatan deskriptif kualitatif. Metode pengumpulan data melibatkan observasi langsung, wawancara mendalam, penyebaran kuesioner, dan studi literatur untuk memperoleh data yang komprehensif.

Proses pengambilan sampel yaitu dengan memilih produsen kopra yang memiliki pengalaman lebih dari lima tahun dan menggunakan pengambilan sampel secara purposif, atau pengambilan sampel yang disengaja. Hasil penelitian menunjukkan bahwa petani kopra di Desa Sonsilo memiliki karakteristik wirausaha seperti percaya diri, pantang menyerah, berani mengambil risiko, kepemimpinan, inisiatif, dan motivasi berprestasi.

Pada kesimpulan ini mengenai penilaian karakteristik wirausaha percaya diri mendapatkan penilaian 91%, penilaian karakteristik wirausaha berani mengambil resiko yang mendapatkan penilaian 98%, penilaian karakteristik wirausaha pantang menyerah mendapatkan penilaian 99%, penilaian karakteristik wirausaha inisiatif mendapatkan penilaian 83%, karakteristik kirusaha motivasi berprestasi yang mendapatkan penilaian 97%, penilaian karakteristik wirausaha kepemimpinan mendapatkan penilaian paling tinggi yaitu 100%. Berdasarkan hasil data tersebut bahwa masyarakat yang ada di Desa Sonsilo memiliki ciri-ciri karakteristik wirausaha pantang menyerah, berani mengambil resiko, percaya diri, kepemimpinan, motivasi berprestasi, inisiatif dengan karakteristik yang paling menonjol pada penilaiannya yaitu kepemimpinan.

Kata Kunci: *Karakteristik, Petani Kopra, Desa Sonsilo*

ABSTRACT

Carold Octovinus Felix Sadsuitubun, Characteristics of Copra Farmer Entrepreneurs in Sonsilo Village, West Likupang District, North Minahasa Regency. Agribusiness Study Program, Faculty of Agriculture, De La Salle Catholic University, Manado. This research was supervised by Dr. Karen A. Pontoan S.E., M.Si as Supervisor I and Dr. Stella M. Paendong, SP., M.Si as Supervisor II.

This study aims to identify the characteristics of copra farmer entrepreneurs in Sonsilo Village, West Likupang District, North Minahasa Regency. This research was conducted from April to July 2024 using a qualitative descriptive approach. Data collection methods involved direct observation, in-depth interviews, questionnaires, and literature studies to obtain comprehensive data.

The sampling process was by selecting copra producers who had more than five years of experience and using purposive sampling, or deliberate sampling. The results of the study show that copra farmers in Sonsilo Village have entrepreneurial characteristics such as self-confidence, never giving up, daring to take risks, leadership, initiative, and achievement motivation.

In this conclusion regarding the assessment of entrepreneurial characteristics, self-confidence received a score of 91%, the evaluation of entrepreneurial characteristics daring to take risks received a score of 98%, the assessment of entrepreneurial characteristics never giving up received a score of 99%, the evaluation of entrepreneurial characteristics initiative received a score of 83%, entrepreneurial characteristics motivation to achieve received a score of 97%, the evaluation of entrepreneurial characteristics leadership received the highest score of 100%. Based on the results of the data, the people in Sonsilo Village have the characteristics of entrepreneurial characteristics never giving up, daring to take risks, self-confidence, leadership, achievement motivation, and initiative with the most prominent characteristics in the assessment being leadership.

Keywords: *Characteristics, Copra Farmers, Sonsilo Village*