

ABSTRACT

Entrepreneurs are people who are able to recognize products, services and processes with an innovative approach and see it as a business opportunity, he must also dare to deal the business risk, entrepreneurship is a spirit and effort to create value and increase wealth through opportunity identification, having managerial ability, creative thinking and innovative to create a value proposition for a success and contribute to society.

This study aims to determine and describe how start up entrepreneurs identify business opportunities using entrepreneurship creativity and innovation.

This study demonstrates the process of identifying business opportunities based on creativity and innovation entrepreneurship, Ten purposive sampling is used and presented through descriptive qualitative methodology using a strategy case study in Pencetakan Seratus Ribu Wirausaha Baru 2016 program in Bandung, West Java. Data were collected through direct interviews and over the phone, and analyzed using keywords in context and word count.

The result of this research is personality traits, social networks, prior knowledge enhance entrepreneur alertness in seeing the gap between the market needs and unemployed resource, process of how creativity and innovation applied to the product, market and delivery process are the solution to fill the gap. This process of identification the opportunities makes they able to select the best opportunities to be realized and commercialized as a business. At the beginner level (start-up), innovation to a market has not been done, because at this stage, the business is at the introduction level so they still focus on introduction product to the market. Legality aspect of the business is a critical point that must be considered by the (start-up) entrepreneurs to continue its existence as a business. Creativity plays a role as idea trigger that provide an awareness of benefit that will be obtained, and innovation plays as a value proposition for market, product and delivery process.

This study was only done on the field of food and beverage business, so it can't be considered as an overall picture of how the process of opportunity identification is done by an entrepreneur. Further research needs to be done, because every area has different conditions and problems. Researcher also recommend some research that should be studied in the future. Creativity and innovation are very important in the process of identifying opportunities in entrepreneurship, so that improving creativity and innovation programs should be continually done.

Keywords: entrepreneur, entrepreneurship, creativity, innovation, opportunity identification