THE TYPE OF PERSONALITY, CHARACTER, AND TO BUILD AN ENTREPRENEURIAL SUCCESS MINDSET

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ABSTACT

Entrepreneurship is a creative and innovative person's ability as a basis, tips, and resources looking for opportunities towards successful life. For them, Entrepreneurial personalities often associated with the likelihood of success to manage their business. The entrepreneurial personality types, are including; Personal Achiever Type; Supersalesperson Type; Real managers Type; as well as The Expert Generador Idea Type. These four personalities, will determine what the business are, and that will bring it to success. A successful entrepreneur has the characteristics of achievement; be responsible; dare to face the risk; optimistic; energic; future oriented; have skills in organizing; and success-oriented. Successful entrepreneurs must be action-oriented mindset; Simple thinking; always looking for new opportunities; and able to take the best opportunities; focus on implementation, and business oriented occupied. An entrepreneur would face a variety factors that can support or hinder. In order to prosper, an entrepreneur must have a strong commitment and determination to devote all his attention on the business is practiced; however, there are several factors that can lead an entrepreneur in the operations fail due to incompetent and inexperienced, being less earnest in trying. This report is still has many weaknesses, because it is descriptive only rely on theoretical studies. To build on the success in creating new entrepreneurs need a variety of approaches, both theoretically and empirically in the form of training and business practices that can be developed for prospective entrepreneurs.

Keywords: *Entrepreneurs Personalities, Entrepreneurs Characters, An Achievement, Failure, Entrepreneurs Mindset*

INTRODUCTION

Recently, the Government has given a lot of attention in the development of entrepreneurship. Various approaches and diverse learning activities are also being developed to build entrepreneurial character to encourage the sustainable development of the nation's economy, in which national economic development is not only the responsibility of government alone, but is a shared to all Citizen responsibility, the government has had a big hand in directing, guiding and creating supporting facilities

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Today, along with the limited employment opportunities is a reason that can not be delayed any longer to develop entrepreneurship, especially for prospective independent entrepreneurs with an increasingly competitive competition conditions. For an aspiring entrepreneur must have the ability to see and assess the characteristics of the opportunity, to manage and take appropriate action and to ensure the sustainable success of the management. This is important, because the characteristics of the entrepreneur will be able to influence the development of its business, the need for success, willingness to take risks, confident and strong desire to do business. In addition, the capital is absolutely necessary in conducting business, because entrepreneurs generally have the same properties, they are people who have the energy, innovative, willingness to accept personal responsibility which in way they have choosen, and the desire to increase very high achievement.

According to Masykur (2001), the entrepreneur must be optimistic and trust the future. Despite are lucratives the rewards in entrepreneurship, but there are also costs associated with the ownership of the business. Starting and operating his own business is required hard work, time consuming and emotional stressed. Entrepreneurship gave you an unpleasant personal experience that pressures your time and energy. Many entrepreneurs describe their career very kindly, but is consuming everything. In addition, the possibility of failure in business is ever-present threat to the entrepreneur, there is no guarantee of success, hard work challenges, emotional stress, and the risk of asking the level of commitment.

Mulyanto (2012), said that Total Labor of Indonesia in 2008 was 111.48 million, increased to 113.74 million in 2009, increasing annually be 2.26 million. In order that, the number of Indonesian population has continued to rise. In 2008, Indonesia has 228 million population, rising to 231 million in 2009, and 234 million in 2010, and advanced to 247 Million in 2011. Instead, the number of unemployed diploma or university is also very high. In 2009, there were 60% of jobless graduates and 37% as employment. therefore, the next few years it is estimated absorption will decrease due to the effect of the recession. In addition, the high number of college-educated unemployment shows the process of our education less touching real problems in the community.

CONCEPTUAL MEANING AND GENERAL CHARACTERISTIC OF ENTREPRENEURIAL PERSONALITY

Sukardi (1991), an expert of Indonesian entrepreneurship concluded that there was general character of entrepreneurial: 1). Instrumental Character, which is response to business and opportunities as well as those related to the improvement of working; 2). Achievement Character, which is always trying to improve performance, feedback, enjoyed the challenges and work better than the previous; 3). Social Character, which is always active along with others, fostering new acquaintances and try to adapt in various situations; 4). hard work Character, which is trying to always be involved in the work situation, do not give up before the job is finished, and has the power to engage work continuously; 5). self-confidence, which are full of optimism that the business will be success, do not be hesitated; 6). calculated risk character, not worried about facing an uncertain situation in which his efforts have not necessarily led to success. All actions must be carefully calculated; 7). Self-Control, which really determine what to do and be

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responsible towards himself; 8). Innovative, which is always working hard to find new ways to improve its performance. Open minded, and achieves new discoveries that can be exploited to improve its performance; 9). Independent, all of the action are personaly responsible. Successes and failures associated with personal act. He is more pleasure of taking decision and do not want to depend on others.

Based on the literature review, many sholars are expressing their opinions about entrepreneurship, among these are; 1). entrepreneurship is a value that is manifested in behavior which forms the basic of resources, propulsion, prosperity, tactics, tips, processes, and business results (Ahmad S. 1994); 2). entrepreneurship is the ability to create something new and different; 3). entrepreneurship is a process of applying creativity and innovation to solve problems and find opportunities to improve businesses (Zimmerer, 2004); 4). entrepreneurship is a value that is required to start a business and its development; 5). entrepreneurship is a process of doing something new, something different and useful; 6). entrepreneurship is an attempt to create added value by combining resources in new different ways to win the competition. The added value can be created by developing new technologies, finding new knowledge. find new ways to produce new goods and services more efficient, improve the products and services, and finding new ways to give satisfaction to consumen.

Panji (2002), said that the real entrepreneurial ability will be assessed in four terms: 1). Find an opportunity, always trying to take advantage of a good opportunity; 2). have proper planning; 3). obtain information, use it for the betterment Company; 4). be able to lead the people. According to these ability, we may conclude that entrepreneurs have to improve four attitudes: 1). have a sense of responsibility; (2) is always dynamic, resilient and persistent; 3). courage to accept criticism and helpful suggestions; (4) took the initiative to go forward and do the best to achieve success.

Based on the the research of etymology, "entrepreneurship" or we called it "Wirausaha" in Indonesia, is derived from the word "Wira" and "Usaha" are means strong-willed or strong-desired. Thus, an entrepreneur can be interpreted as: a strong-willed in doing actions that are beneficial and should be a living example.

Entrepreneurship is the ability of creative, innovative, tips, and resources to look for opportunities to success. The essential meaning of entrepreneurship is the ability to create something new and something different there through creative and innovative acts to create opportunities for success. As we know, Creativity is the ability to develop new ideas and new ways to solving problems and finding opportunities. In addition, innovation is the ability to apply creativity in duplicate, solve problems, and finding opportunities. Entrepreneurs are people who create caring others, finding new ways to use resources, extravagance reduce, and job fields that favored society. Meanwhile, as Scarboough and Zimmerer were concluded that entrepreneur is someone who creates a new business in the face of risk and uncertainty in order to obtain profit and growth by identifying opportunities and combining necessary resources to take advantage of these opportunities.

Entrepreneurs can also named as a persons who have a combination of elements that includes internal motivation, vision, communication, optimism, encouragement, enthusiasm, and ability to take advantage of business opportunities. From the various definitions above, we can be concluded that entrepreneurship is a creative and innovative capabilities that form the basis of, tips, and resources to look for

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opportunities to seeking success opportunities. The function and role of entrepreneurship can be seen through two approaches, the Micro and Macro level. In Micro level, entrepreneur has two roles, as the inventor (innovator) and as a planner. As inventors, entrepreneurs find and create something new, such as products, technologies, ways, ideas, organization, and other new innovative program.

As a planner, entrepreneurs and their businesses contribute to design new actions, new business strategy plan, plan ideas and opportunities to achieve prosperity, creating a new company organization, and others. At the macro level, the role of the entrepreneur is to create prosperity, to abolish the social jealousy, and employment opportunities that serve as the engine of country's economical growth. Thus, an entrepreneur can be described a man who has a background attribute; a). commercial insight and awareness of the market; b). The ability to work diligently and independently; c). an innovative and creative mind; d). Ability to manage and direct the change; e). organizing capacity and analytical skills; f). Stamina; g). an ability to get along well with all levels peoples.

GENERAL CHARACTERISTICS OF ENTREPRENEURS

According to McClelland's book (M. Wiratmo; 2001), entrepreneurs have several characteristics these are :

1. The desire to be the best; This requirement is defined as a desire within people that motivate behavior toward the achievement of goals. Achievement are challenges for the individual character.
2. Responsibility. Entrepreneurs want personal responsibility to gain achievement. They have choosen to use its own resources by personal works to achieve the objectives and solely responsible for the results achieved.
3. References to medium risks. Entrepreneurs are not gamblers, they choose to set goals that require high levels of performance, a level that they believe will require hard work.
4. Possibilities Perceptions. Self- Confidence is important for entrepreneur's personality. When all the facts are not fully available, they still have high confidence and continues their tasks.
5. Feedback stimulation. Entrepreneurs want to know how they are doing, whether good or bad feedback. They are stimulated to achieve higher work by studying how effective their efforts.
6. Spirits. Entrepreneurs shows much higher spirit than almost people. They have a large proportion of time in doing the task in a new way. This awareness stimulates them to engage deeply in the work they do.
7. Future-Oriented. Entrepreneurs plan and think forward, anticipating possibility in the distant future.
8. Organizing skill. Entrepreneurs shows skills in organizing work achieve goals. They are very objective in selecting individuals for specific tasks. They will choose the experts and instead of friends that work can be done efficiently.
9. Un-financial Oriented. Financial gain is secondary than the job performance. They assumed that money just as concrete symbol of the achievement for their competence.

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In Entrepreneurship, every person is different in the degree of success needs. People who have a low success rate needs to be satisfied in one step, while people with a high level of success needs are be able to compete with the standards of excellence and choose to take personal responsibility for the tasks assigned to him. Many successful entrepreneurs are people who have self-confidence, concede the problem but to trust their ability to cope the problem. As for the characteristics of entrepreneurs who are trying to pursue business activities. Mulyanto (2012) said that; A). confidence; b). Task and result oriented; c). Courage to take risks; d). Leadership; e). future-oriented, and; f). Creative and innovative.

Entrepreneurial characteristics consist of two factors, psychological factors and sociological factors. In Psychological factor; Entrepreneurs have a complex personalities. Mc Cleland, in stoner (1996) concluded that people who pursue careers as entrepreneurs have a need for achievement. Likes to take risks, and the risk would be able to encourage them to try harder. Entrepreneurs need self-confidence, competitiveness, optimism, and passion and operate a business, without the certainty of a fixed salary, they are willing to take the risk of security for financial gain. Sociological factor. For minority entrepreneurs such as women, feel a discrimination of men more numerous. There is a need to be appreciated and accepted by the environment, making them do business innovations that do not require large capital, so it does not compete directly with the majority.

MINDSET BUILDINGS FOR ENTREPRENEURS

In his opinion (Mulyanto, 2012), the choice of entrepreneurship can be done by several approaches; as (a. Employees; Working on other people, professional executive (decision maker); b). Intrapreneur: Employees with entrepreneurial spirit (innovative and sharp in seeing opportunities). Sought was independence and access to resources; c). Entrepreneur: It has developed its own effort, risk-takers; d). Social entrepreneur: Actors character entrepreneur social activities; e). Eco-preneurs: Entrepreneurship in the environmental field. To foster an entrepreneurial spirit greatly influenced by; a. Personal commitment; b. Conducive milieu; c. Circumstances forced; and d. Continuous process.

The more developed a country the more people are educated, and there are many people who are unemployed, the greater the perceived importance of the entrepreneurial world. The construction will be more successful if it is supported by entrepreneurs who can create jobs because the government is very limited capabilities. Therefore, entrepreneurship is the potential for development, both in number and in quality of itself. Now we face the fact that the number of Indonesian entrepreneurs are still few and quality can not be said to be great, so that efforts to entrepreneurial development in Indonesia is an urgent issue for the success of national development.

Interest in entrepreneurship is necessary and must be fostered among the people, because it has many benefits, among others: (1) increase the capacity of the labor force, so as to reduce unemployment and increase incomes; (2) increase productivity, by using the new method, the entrepreneur can increase productivity; (3) promote economic growth and create jobs. Entrepreneurial and small businesses provide jobs large enough so that it can contribute to economic growth; (4) creating new technologies and create new products and services. Many entrepreneurs are taking advantage of opportunities in

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create new products or services. Even if they still retain the old product, the product is a product that has been repaired; (5) encouraging innovation, although usually they do not create anything new, but they can develop innovative methods or products.

Entrepreneurial element itself is determined by a). Knowledge / cognitive (education and experience); b). psychomotoric (training and habituation); and c). mentality / affective (attitudes) as well as the management of body and soul). One of the efforts to realize the independence and resilience of the national economy is through the development, strengthening of attitudes, behavior and the ability and interest in entrepreneurship. With the growing interest and the birth of national entrepreneurs will be the driver of the national economy and spur national economic growth which in turn will strengthen the structure of the national economy. These efforts should be supported by all the good elements of the government, the public, including students and the business world in a focused and sustainable. To be able to pursue entrepreneurship: a). starts from your self; b. start from now; c). starts from the smallest; d). start to studying; and e). socialize with the experts and others people.

Some of the motivation that drives a person to entrepreneurship, among others: (1) financial reasons, namely to make a living, to be rich, to look for additional income; (2) social reasons, namely to gain prestige / status to be recognized and respected, in order to meet with many people; (3) the reason the service is to provide jobs to the community, to help the local economy, for the future of children and families; (4) the reasons for self-fulfillment, namely to be self boss, avoid dependence on others, achieving something desired, be more productive, as well as the use of personal ability or achievement. Entrepreneur is a mindset of; a). Action Oriented; b). Simple Thinking; c). Always Looking for New Opportunities; d). Pursuing Opportunity with High Discipline; e). took Best Opportunity; f). Focus on execution; and g). Energy Focusing everyone in the business (Mulyanto, 2012).

SUPERIOR PROPERTIES, CHARACTERISTICS AND PERSONALITIES OF ENTREPRENEURS

a. Superior characteristics of entrepreneurs

Based on the results of the scientific study of entrepreneurship, found there are at least nineteenth important entrepreneurial trait; 1). Confident, consisting of properties confident, independent, individuality, optimism, leadership, originality and dynamic; 2). consists of an innovative nature, creative, able to cope with new issues, initiatives, able to do many things well; 3). human knowledge Oriented, consisting of nature sociable, flexible, responsive to suggestions / criticism; 4). verja result oriented, consisting of properties wanted to do well, profit-oriented, determined, persevering, determination, verja loud, energetic and full of energy; 5). oriented future, consisting of the nature of foresight, and sharpness of perception; 6). Dare to take risks, consisting of properties able to take risks, like a challenge.

b. Traits of successful entrepreneurs

When someone has entered the world of business (business practices), personality factors also continue to be important as a driver of entrepreneurial success. According to studies conducted in the United States against small businesses, found that there are at least nine characteristics of successful entrepreneurs, who are divided into three

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categories: 1). Characteristics proactive, high initiative; 2). Characteristics achievement orientation, efficiency orientation, emphasizing work with high quality, systematic planning, and monitoring of commitments; 3). feature, namely a commitment to the job, and realize the fundamental importance of the business relationship.

c. Entrepreneurial personality type

An expert personality scholar, Miner (1996) proposed a new view of the entrepreneurial personality type associated with the likelihood of success in managing the business. 1. personal achiever type, they have the characteristics of self-employment as follows: a). have a need for achievement b). have a need for feedback c). have a need for planning and goal setting d). have strong personal initiative e. has a strong personal commitment to the organization f). believe that one person can play an important role g. believe that work should be guided by personal goals rather than by anything else. Supersalesperson Type, they have the characteristics of entrepreneurial characteristics as follows: a. have the ability to understand and appreciate other people b). have a desire to help other people c). believe that social processes are very important d). needs to have a strong positive relationship with others e). believe that the sale is very important to implement the company's strategy 3 Type estate managers, they have entrepreneurial characteristics as follows: a. desire to become a leader company b). firmness c). positive attitude toward leader d). e desire to compete. desire for power f. the desire to stand out among others 4. idea generador expert type, they have the characteristics of entrepreneurs as follows: a. desire for innovation b. love the ideas c). the new product development strategy is very important to run the organization d. high intelligence e). want to avoid the risk in the sense of the nature of prudence.

THE SUCCESS AND THE FAILURE OF ENTREPRENEURSHIP

An entrepreneur will certainly face a variety of factors that can support, but must consider various factors that may affect the failure. Suryana (2003), concluded that attitudes and behavioral characteristics needed to be successful entrepreneurship are as follows: (1) have a strong commitment and determination to devote all his attention on the business. Attitude is half the size of the liver resulting in the possibility of failure in entrepreneurship; (2) have a good sense of responsibility in controlling the use of resources and responsibilities to the success of entrepreneurship. Desire is responsible for maintaining a close relationship with an internal locus of control is an entrepreneurial interest in him; (3) ambition is to always look for opportunities, entrepreneurial success is always measured by the success to achieve the goal. Achievement of objectives occurs when there is an opportunity; (4) resistant to risks and uncertainties; (5) a strong confidence, he tends to be optimistic and have a strong belief in the ability it has to succeed; (6) have high creativity and flexibility. One important key is the ability to cope with changes in demand. Rigidity in the face of economic change fast paced world often brings failure. The ability to respond to rapid change and flexible course requires high creativity; (7) always require immediate feedback. He always wanted to know the results of what he did. Therefore, to improve its performance, he always had a willingness to use the knowledge he already has and always learn from failure; (8) has a high energy level, a successful entrepreneur usually has a fighting spirit higher than the average of other people, so he prefers to work hard

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despite the relatively long time; (9) have high morale and are not easily discouraged; (10) oriented toward the future, to grow and evolve, it is always far-sighted to a better future; (11) learn from failures, successful entrepreneurs never afraid to fail. He was always focused on the success of his ability; (12) have the skills to lead others. However, entrepreneurs must have ethics and norms entrepreneurs, such as; a).honesty b).responsible; c.) promises ; d.) discipline; e). obey the law; f). caring other; g). respect; and h). seeking an achievement.

According to Zimmerer (1998), some of the factors that lead to entrepreneurial failure in running the business, are: (1) are incompetent or do not have the ability and knowledge to manage the business is the main factor that makes the company less successful; (2) less well versed in the technical capabilities, the ability to visualize the business, the ability to coordinate, manage human resources skills, and the ability to integrate the operations of the company; (3) lack of financial control, the most important factor in maintaining cash flow are financial, manage the expenditure and receipts carefully. This mistake will hamper operations and resulted in the company not smooth; (4) failed in planning. Planning is the starting point of an activity, once a failure in planning will have difficulty in implementation; (5) Inadequate location. Strategic location could result in the company not difficult to operate due to less efficient; (6) lack of surveillance equipment. Lack of supervision can lead to the use of inefficient and ineffective; (7) a lack of earnest in trying. Attitude is half the effort will lead efforts become unstable and fail; and (8) inability to perform intermediate / transition entrepreneurship.

THE SUCCESS AND FAILURE IN DEVELOPING THE ENTREPRENEURIAL SPIRIT

A famous economist, Joseph Schumpeter was the first time that describes the evolution of the role of entrepreneurship in the changing economy and introducing new ways to do things better (Gimmon and Levi, 2009). The economic growth of a country is determined by the presence of process innovations undertaken by entrepreneurs, so that in the absence of innovation, there is no economic growth in the country. Same with the Schumpeterian view, the Central Bureau of Statistics Indonesia noted in 2012 that the number of Indonesian entrepreneurial growth is only 1.56% of the total population of 240 million people, unable to compete with Malaysia and Singapore which reached from 4% - 7% of the total population. Therefore, the Ministry of Education today doing various policies and programs to support the graduates of universities so that they can be ready to create jobfields, such as Student Creativity Program (PKM); Program Wira Usaha (PWM) and the others. The essence of this program is the hope of giving the young entrepreneurs as much as possible in a way that was involved combining science and entrepreneurship knowledge possessed. The patterns can stimulate students to be more daring in developing creative business ideas, fear-managing to avoid the risk of losing money early.

Therefore, our educational system is still much focus on improving intelligence course, less balanced with physical intelligence (*practice*). Although they graduated with the best ratings, physically, they do not dare to do the actions of "the have", which has a business. This fear has paralyzed their mentality to act. For example, Like the proverbial learning to ride a bike, but the fear of falling is so strong envelop the soul, consequently

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they never learned to ride a bike and can never rise until whenever. So, as same as with money, fear has motivated many people choose to live safely, pocket financial future to someone else, so busy looking for a safe and secure job (YRA, 2013). The best way of learning is learning by doing and learning from mistakes, so that it can form a true intelligence for prospective entrepreneurs.

All people who have been through a period of success has passed the failure. As like as A baby who has just learning to walk must pass through the experience of failure in the form of falling everytime while learning to walk, sometimes sores or bumps on the baby's head, though fallen steadily, they remained unyielding to wake up and finally the baby was able to run smoothly, even then could run fast. Another example is a person who is learning to ride a bicycle, before smoothly driving a vehicle, they must have experienced to falling from the vehicle then gradually became an expert. Many adage says that "failure is delayed success."

Actually, failure and success is just an option and only we, ourselves who can choose from two options. However, most people just let go and give up as it passes through a failure. As stated by Thomas Alpha Eddison that: "Most people fail is that people do not realize how close they were to success when they point Deciding to give up." As same as John F Kennedy, explained that "Only those who dare to fail miserably, will achieve success / total success. " Albert Einstein once said, "actually, people who have felt successful have passed the failure."

For example in this exposure; *Bob Sadino*, one of a successful businessman and entrepreneur who started his business completely from the bottom (the have not) and not from an entrepreneurs family. Bob tried entrepreneurship as "trapped", he previously worked everything from taxi drivers, and construction workers with bad salary about Rp. 100 a day. Bob initially start as a chicken farmer, then Bob sells eggs a few pounds a day with his wife. In one and a half years, he had many relations as maintaining the quality of merchandise, with the ability to speak a foreign language is supported, then he managed to get many foreigners customer who live in Kemang. Bob's bussiness has expanded into the supermarket "Kem Chicks", and developed by the various business units under its management until now. The other experience is from *Eko Sriyantono* or known as *cak Eko*. After graduates from his college, Cak Eko began his business from selling second-hand mobile phones. his first effort failed. Beginning in 2003 he also had opened a catering business which also ultimately failed. Luck for Cak Eko actually when he tried to get the meatball "bakso" business. At first the family did not agree. Because selling meatballs relic synonymous with push carts and it makes them ashamed. Evidently, he is now successfully carrying brand Malang Meatballs "Cak Eko" that crisscross in 28 cities to have 106 outlets. A total of 103 branch managed the franchise system. Another experience is from a Matsushita of Japan, the figure of Sakura's business world national origin, Konosuke Matsushita. Matsushita, when it was voted out of his job, despite having a position and a relatively well-established facilities. He tried to open his own company. Capital is low, but the business has not showed a bright spot. Not unexpectedly the next few years the fan placemat orders flowing endlessly. Achieved turnover continues to grow. Until then nickname as the King hath "Matsushita Electric of Japan". the famous Experience Chandra E. Purdie with one of them through tutoring agencies Primagama. Primagama has now become the largest tutoring agencies in Indonesia. In addition, he also founded the

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Entrepreneurial University, an institution in charge of spreading the virus to various entrepreneurial circles. He said that the primary capital to start a business is not money, but the courage and conviction.

Another experience that we can make a business role model is the Prophet Muhammad. Prophet in the business world is known as a successful person. Secret Apostles entrepreneurial success is because he has to be honest and fair nature of the conduct of trade relations with customers. Prophet Muhammad believed that if he was honest, loyal and professional, then rich people will believe it. This is the basis of personality and entrepreneurial ethics laid down by the Prophet to his people.

Success is the last foothold of the ladder failure. Successful people must have passed through some kind of failure. Surviving examples are in fact successful entrepreneurs can inspire our lives how to achieve that success. Another view states that the actual success is an option. Like Christopher Columbus who issued wisdom "If I never dared stray, you will never find a new path." Everyone wondered why he was still able to smile when teased as a failure and a fool. And clearly he has made a mistake. Imagine dozens of ships and their crews have been submitted Queen Isabel Columbus completing the mission trip to the sea: Discovering India. All of these examples can be a reference for the reader to begin step into successful entrepreneurs.

CONCLUSIONS AND SUGGESTIONS

Entrepreneur is the person who willed the action that should be helpful and exemplary life, creative, and innovative is used as the base, tips, and resources to look for opportunities to success. Entrepreneurs are people who create wealth for others, finding new ways to use resources, reduce waste, and jobs that favored open society, has a combination of elements that includes internal motivation, vision, communication, optimism, encouragement, enthusiasm , and the ability to take advantage of business opportunities. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative actions for the creation of opportunities.

An entrepreneur has a responsiveness to opportunities and business opportunities as well as those related to the repair work, always trying to improve performance, using feedback, enjoyed the challenge and worked to help her work is always better than before, always active along with others, fostering acquaintances new and trying to adjust in various situations, trying to always be involved in the work situation, do not give up before the job is finished, full optimism it would work, do not worry about a situation of uncertainty in which his efforts have not necessarily led to success, always work hard to find new ways to improve its performance..

An entrepreneur would face a variety of factors that can support or that may affect the failure. In order to prosper, an entrepreneur must have a strong commitment and determination to devote all his attention on the business; have a good sense of responsibility in controlling the use of resources and responsibilities to the success of entrepreneurship; ambition is to always look for opportunities, entrepreneurial success is always measured by the success to achieve its objectives; however, there are several factors that lead to entrepreneurial failure in the operations, among other things: because they are incompetent; less experienced; lack of financial control; failed in planning;

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Inadequate location; lack of surveillance equipment; being less earnest in trying; and the inability to make the transition / transition entrepreneurship.
Successful entrepreneurs must they have experienced failure. Nevertheless, this report can be used as an additional reference for the reader to build a successful life and a successful entrepreneur. This report is still has many weaknesses, because it is descriptive only rely on theoretical studies. To build on the success in creating new entrepreneurs need a variety of approaches, both theoretically and empirically in the form of training and business practices that can be developed for prospective entrepreneurs.

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