

ABSTRACT

This study aims to identify and analyze the application of entrepreneurial marketing and what are the advantages of the Ibe Furniture business which consists of proactive, innovative dimensions, risk taking, focus on goals, customer intensity, resource influence, value creation.

The study used a descriptive qualitative approach. Data collection techniques used, including interviews, observation, and documentation. Data analysis techniques used are data reduction, data display, data conclusion drawing / verification.

Based on the results of the analysis it was found that Ibe Furniture had implemented entrepreneurial marketing in its business and there were several dimensions that were not optimal such as innovative, customer intensity, risk taking and the influence of resources. While proactive, focus on opportunities, and value creation is a superior dimension in Ibe Furniture's business.

Keywords: *Entrepreneur, Entrepreneurial Marketing*