

ABSTRAK

Koren Denim merupakan unit usaha mikro yang bergerak di bidang konveksi celana jeans/denim. Koren Denim adalah brand denim Indonesia asal Bandung, yang dimiliki oleh Rendi Maulana. Pada 2011, Rendi terpilih menjadi pemenang *business plan* Wirausaha Muda Mandiri. Penelitian ini dilakukan untuk mengetahui karakteristik apa yang dimiliki seorang Rendi Maulana sebagai seorang wirausaha. Variabel yang diamati adalah *Desire for responsibility, Preference for moderate risk, Confidence in their ability to success, Desire for immediate feedback, High level of energy, Future orientation, Skill of organizing, dan Value of achievement over money*. Metode yang digunakan adalah deskriptif kualitatif. Hasil penelitian menunjukkan Rendi Maulana memiliki kedelapan variabel karakteristik wirausaha tersebut.

Kata Kunci: industri *fashion*, karakteristik wirausaha, wirausahawan, *entrepreneurship*

Koren Denim is micro business unit are engaged in the convection jeans/denim. Koren Denim is denim brand from Bandung, Indonesia, owned by Rendi Maulana. In 2011, Rendi became a winner of the "Wirausaha Muda Mandiri" business plan. This research was conducted to find out what characteristics possessed by Rendi Maulana as an entrepreneur. The observed variables are the Desire for responsibility, Preference for moderate risk, Confidence in their ability to success, Desire for immediate feedback, High level of energy, Future orientation, Skill of the organizing, and the Value of achievement over money. The method used is descriptive qualitative. The results showed Rendi Maulana own all of eights of these entrepreneurial characteristics variables.

Keywords: *Fashion Industry, Entrepreneurial Characteristic, Entrepreneurship, Entrepreneur*