

ABSTRACT

Approximately 40 hectares (ha) of agricultural land changed functions since 2003. The last ten years, shrinking agricultural land reached 1660.44 ha. Score this shrinkage will continue to grow along with the development of the city of Jakarta as the construction of the Depok-Antasari toll road and the passage MRT subway Lebak Bulus - HI Roundabout. With limited arable land, the right solution is to grow crops by using the hydroponic method One of the originators of new hydroponic techniques, Ir. Kunto Herwibowo are innovating by triggering technique "fountain" and the talk of many people

There are a few characteristics of entrepreneurs that make a person as entrepreneurs, namely: Desire for Responsibility, Preference for Moderate Risk, Confidence in Their Ability to Succes, Desire for Immediate Feedback, High Level of Energy, Future Orientation, Skill of Organizing and Value of Achievement over Money. Eight of these characteristics will assess whether Ir. Kunto Herwibowo can be said entrepreneur or not using qualitative methods and data processing by triangulation (interviews, documentation and observation), the authors get the result that Ir. Kunto has eight characteristics of an entrepreneur.

Keywords: *Hidroponik, Desire for Responsibility, Preference for Moderate Risk, Confidence in Their Ability to Succes, Desire for Immediate Feedback, High Level of Energy, Future Orientation, Skill of Organizing, Value of Achievement over Money*