

The Role of Entrepreneurial Orientation in Strengthening Goat Farm Competitiveness in Banjarnegara District, Indonesia

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Abstract : Goat farming became an important alternative in eradicating poverty in Banjarnegara District. The success of goat farming in delivering products through efficient business management will improve business competitiveness. Entrepreneurship based farming has been able to survive in an ever-changing and increasingly complex global economy. Entrepreneurial farmers characterized by the ability to provide products of goats by applying the principles of efficient business. To achieve, this requires an understanding and a positive outlook related to entrepreneurship involving the values of courage to take risks, creativity and innovation as well as management's ability to find and read the opportunities. Entrepreneurial orientation owned by farmers is an important spirit of farmers to make decision for developing the goat farming. Entrepreneurial orientation is the view of farmers against the values of confidence, result-oriented, future-oriented, and creativity/innovation in goat farming. This study aims to (1) identify the entrepreneurial orientation of goat farmers in Banjarnegara District (2) analyze business competitiveness (cost efficiency) of goat farming in the Banjarnegara District and (3) analyze the relationship between the entrepreneurial perception and cost efficiency of goat farming in the Banjarnegara District. 178 respondents (goat farmers) were taken using stratified random sampling based on altitude. Banjarnegara district with heterogeneous topography grouped into areas of high (> 1500m), moderate (500m-1000m) and low (< 500m). The goat farmers in Banjarnegara District has a moderate entrepreneurial orientation. The manage their goat farming efficiently by having R/C = 2.58. Strengthening the entrepreneurial orientation will significantly increase the cost efficiency, which has an impact on strengthening the competitiveness of goat farming in Banjarnegara District.

Keywords : entrepreneurial orientation, cost efficiency, farm competitiveness, goat farming

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