

CREATIVE ENTREPRENEURSHIP IN PLASTIC WASTE MANAGEMENT

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Bachelor Degree in the English Linguistics Study Program**



By:

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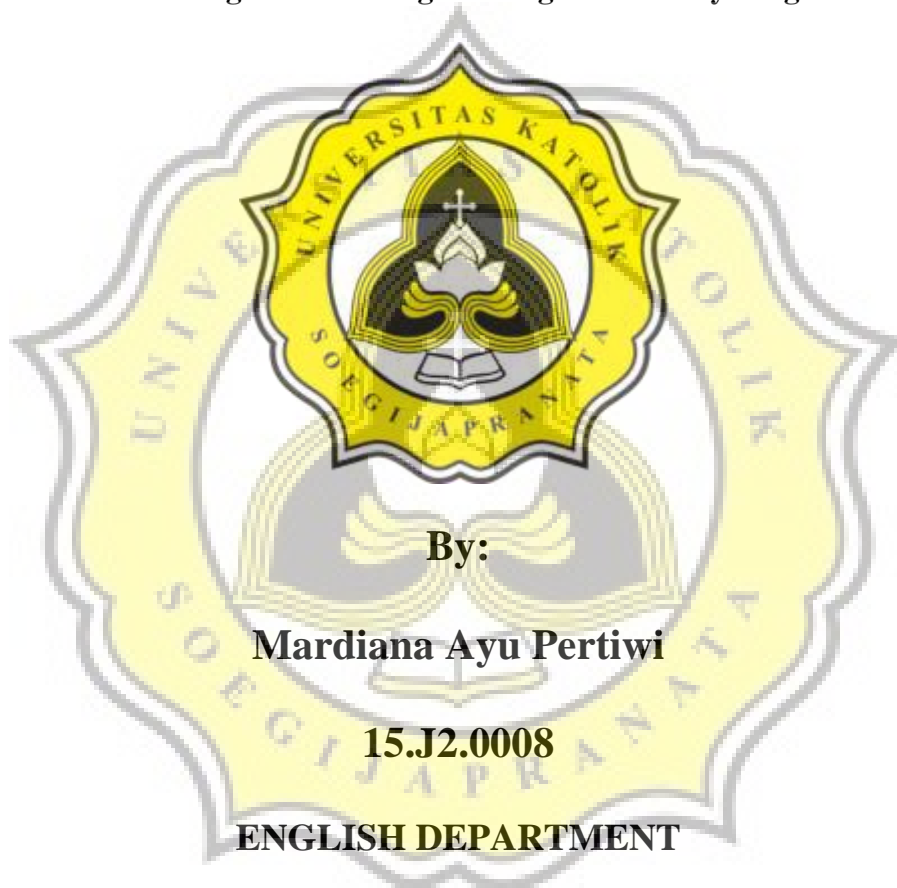
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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2019

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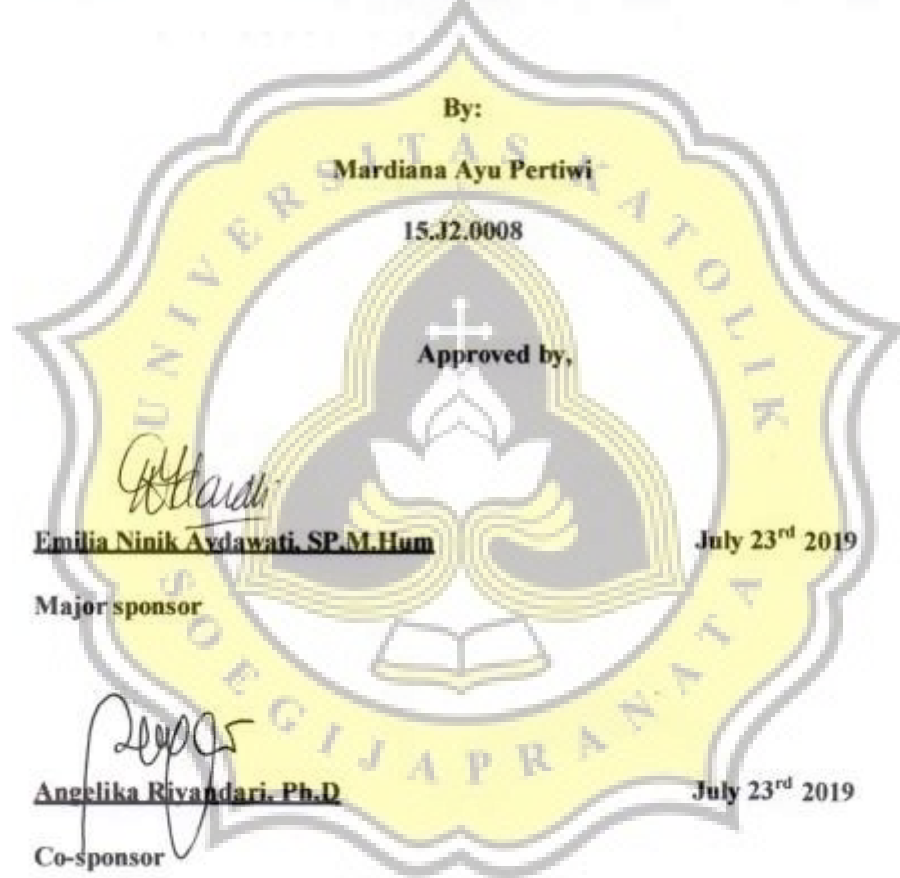


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A THESIS APPROVAL

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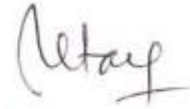


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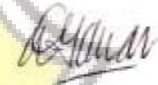
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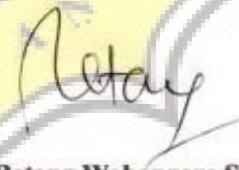


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ABSTRACT

This study aims to see how the culture (mindset, mentality, and habits) of the creative entrepreneurs in managing plastic waste into valuable objects. The writer uses qualitative data method in this study. To collect data, the writer made an observation in Gunungpati and Bojong Salaman, where the three respondents live. Then, the writer interviewed them who have made plastic waste as a product and sold it in Semarang. The results of this study are that the participants have a mindset and mentality of an entrepreneur. They have initiative, courage, and creativity in running their business.

Keywords: Mindset, Mentality, Entrepreneur, Creativepreneur, Value Object, Plastic Waste.

ABSTRAK

Penelitian ini bertujuan untuk melihat bagaimana budaya (pola pikir, mentalitas, dan kebiasaan) para pengusaha kreatif dalam mengelola sampah plastic menjadi benda yang berharga. Penulis menggunakan metode data kualitatif dalam penelitian ini. Untuk mengumpulkan data, penulis membuat pengamatan di Gunungpati dan Bojong Salaman, dimana ketiga responden tinggal. Kemudian, penulis mewawancarai mereka yang telah membuat sampah plastic sebagai produk dan menjualnya di Semarang. Hasil dari penelitian ini adalah bahwa pembicara memiliki pola pikir dan mentalitas seorang wirausahawan. Mereka memiliki inisiatif, keberanian, dan kreativitas dalam menjalankan bisnis mereka.

Keywords: Mindset, Mentality, Entrepreneur, Creativepreneur, Value Object, Plastic Waste.