

## ENTREPRENEURSHIP BEHAVIOR OF CHINESE COMMUNITIES IN SUMEDANG DISTRICT OF SUMEDANG, WEST JAVA.

### **ABSTRACT**

*This research is about entrepreneurship behavior of Chinese communities in Sumedang District of Sumedang, West Java. The Chinese communities are well-known to have good spirit of entrepreneurship. This can be seen from their success not only in controlling Indonesian economy, but also Asian and even the world economy. The Chinese communities in Sumedang have also been successful and have been survived better than other ethnicities. The difference between the Chinese and other ethnicities is on the Chinese ability in managing their business professionally, accountability, the separation between personal wealth from their business asset and forming of cadres from the early age of their children. Their religion and tradition have also supported the success of the Chinese to compete with other ethnicities.*

*This research uses Weber's theory of Ethic Protestan (2006). The approach of this research is descriptive qualitative, in which the researcher tries to understand and interpret the Chinese expression and behavior. The informant of this research is the Chinese entrepreneur, doctors, teachers, religious leaders and academicians in sub-districts and rural areas in Sumedang.*

*This research finds that Sumedang Chinese communities could survive and succeed economically because of their ability in managing their business by using the principles of proportionality, accountability and ability to separate their private wealth from business assets.*

*The Chinese entrepreneurship behavior is supported by the religious values that they believe and the tradition of their predecessors which has been practiced up until now from one Chinese generation to another. The success of the Chinese communities have also been supported by the strength of their business network which has been well-developed and the strength of solidarity among themselves.*

*The role of their religious belief is only as the supporter of the Chinese business success, not as the determinant of their success in economy, as stated by Weber. The Chinese business success is highly determined by their capability and ability in running their business. It is this factor which determines the success of their business, while religion and tradition only support, not determine, their success. Their predecessors' tradition teaches the Chinese to work since their early childhood, practice noble values such as to speak and act honestly, to work industriously and to build network and communication with family and colleagues, not to give up easily and other important positive values.*