

DEVELOPMENT OF ENTREPRENEURS MODEL FOR LANSIA

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ABSTRACT

The purpose of this study to the second stage is to produce entrepreneurship models for the elderly and know the obstacles encountered in its development. In the first stage it generates a draft of entrepreneurial models. This study uses a Research Development approach (research and development). Research location in Yogyakarta Special Region which is province with highest population of elderly in Indonesia. Sources of research data are the elderly and BKL members who have a creative economy business. The research data was collected by observation method, interview and Focus Group Discussion. Data analysis was done by qualitative analysis. Data validity uses triangulation of methods and sources. The results showed there were four draft models used in the study sites. The first model, the business model that is implemented by the elderly together with the members of his family with the division of the tasks of the children who are members of BKL tasked to find the material production needs, then the elderly make the product, the last child who market the product. Second, the Elderly in charge of finding raw materials, BKL processing into a product, the elderly and BKL sell the product to neighbors and the general public. Third, the business model implemented by the elderly still healthy and strong, productive economic effort is done together with his wife who is also already elderly. The fourth model is a joint business model implemented by the elderly, BKL, and members of the PKK that accept orders to make snacks or to order

Kata Kunci: *entrepreneurs model, lansia*