

# **PROFILE MAPPING OF MICRO, SMALL AND MEDIUM ENTERPRISES IN CRAFTS YOGYAKARTA PROVINCE**

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## **ABSTRACT**

### **Abstract**

The objectives and the expected benefits of this research are: 1) Identify the profile of Micro, Small and Medium Enterprises for the classification of handicraft products in the Special Region of Yogyakarta period in 2016; 2) Identify real problems faced by entrepreneurs of SMEs in the Region of Yogyakarta making it easier for the Government of Yogyakarta Special Region faced in finding solutions; 3) Knowing the efforts that have been made by operators of SMEs in the region of Yogyakarta Special Region in solving the problems faced, so solutions will be offered can be more effective.

This research is quantitative. With a population of SMEs in DIY Crafts, technick sampling with purposive sampling from four districts of Bantul, Sleman, Kulon Progo and Gunung Kidul, as well as the city of Yogyakarta. Statistical data analysis techniques with descriptive percentage.

Kata Kunci: *SMEs, Craft, DIY*