

BAB VI

KESIMPULAN

6.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan oleh penulis terkait analisis orientasi kewirausahaan UKM di kota Bandung, maka dapat ditarik kesimpulan sebagai berikut:

1. Keinovatifan pada UKM di kota Bandung yang berskala tinggi 56%, berskala sedang 30%, dan yang berskala rendah 14%. Secara ringkas skala inovasi UKM tergolong tinggi di kota Bandung.
2. Dalam penelitian ini, keproaktifan pada UKM di kota Bandung memiliki skala tinggi 61%, skala sedang 32% dan skala rendah hanya 7%. Dapat disimpulkan UKM di kota Bandung tergolong berskala tinggi pada orientasi keproaktifan.
3. Pengambilan risiko juga memiliki skala prioritas yang tinggi sebesar 46%, sedangkan skala sedang 35%, dan skala rendah 19%. Dapat disimpulkan skala pengambilan risiko UKM di kota Bandung tergolong tinggi.
4. Secara ringkas skala orientasi di kota Bandung memiliki 54% berskala tinggi, 33% berskala sedang dan 13% berskala rendah sehingga dapat dikatakan skala orientasi di kota Bandung adalah tinggi.

6.2 Saran

Berdasarkan hasil analisis yang telah dilakukan penulis pada penelitian orientasi kewirausahaan UKM di kota Bandung, maka penulis memberikan saran yang diharapkan dapat bermanfaat bagi UKM di kota Bandung:

1. Perlu UKM dapat meningkatkan keinovatifan, dengan cara melihat terlebih dahulu pasar yang akan dimasuki karena setiap wilayah pasar akan memiliki perbedaan keinginan ataupun kebutuhan setelah itu baru UKM dapat menginovasikan produk sesuai kebutuhan atau keinginan pasar. Selain itu, keunikan produk akan membantu penjualan dalam pasar.
2. Perlu UKM dapat meningkatkan keproaktifan, dengan cara lebih giat melakukan penelitian dan pengembangan dengan menggunakan hasil-hasil penelitian yang sudah di publikasikan untuk menata arah perusahaan ke depan, menawarkan produk pada beberapa wilayah pasar, mencari dan mencoba menerapkan peluang bisnis terbaru seperti penjualan *online* bagi UKM yang belum melakukannya.
3. Untuk para UKM harus belajar mengenai manajemen risiko sehingga setiap keputusan yang berisiko yang diambil dapat terukur.
4. Saran untuk pemerintah dapat melakukan pelatihan-pelatihan yang dapat meningkatkan kemampuan UKM dalam pengambilan risiko, berinovasi, dan proaktif seperti pelatihan *entrepreneurship* / kewirausahaan.

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