

ABSTRACT

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Title : Adversity Qoutient On Stall
Entrepreneurship Dadi Arum
Meatballs in Palembang City

This study aims to describe the adversity qoutient on the entrepreneurship of Dadi Arum's meatball stall in the city of Palembang. The method used in this study is a qualitative research method with a descriptive design. The subjects in this study amounted to 2 men who are owners of a meatball stall business with the brand name Dadi Arum. Furthermore, the data collection method used interviews, observation and documentation. Meanwhile, data analysis uses data collection, data reduction/data reduction, data display and conclusions/verification. From the results above, it can be concluded that both subjects have a personality picture that continues to move forward which is classified as the climbers type. While the factors that influence the adversity quotient in these two subjects are the motivation of the family including parents who fully support the two subjects.

Keywords : Adversity Qoutient, Entrepreneurship