

ABSTRACT

STRATEGY AND OBSTACLES MERCHANDISE SONGBIRD

Study on Birds Chirp Fan Community Child Cross Sumatra (ALS) in the city of
Bandar Lampung

By
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The purpose of this study was to examine and analyze strategies and constraints entrepreneurial birds chirping birds chirping. Studies on fans and merchants in the city lampung ALS community. The benefits of this research are as material information to enthusiasts and traders birds chirping ALS community. This research was conducted is a descriptive study using qualitative methods to 5 informants. Data were collected by using in-depth interviews, observation and documentation. The data analysis technique used is data reduction, data presentation and conclusion. The results of this study can be concluded that the ALS community of enthusiasts and traders songbird perform entrepreneurial strategies and constraints.

Keywords: strategy, constraints, Community, Entrepreneurship, Birds chirp