

## Adaptasi dalam wirausaha : perkembangan usaha Masagung (1953-1990)

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### Abstrak

Masagung is one of success Chinese enterpreuner. Beginning from sate brother's books untii have a big company and foundations. People didn't suppose that Masagung only educated until fifth class of elementary school. Nevertheless, Masagung was not hopeless. He always try to get a better life.

Masagung has done much work, sold books, be acrobat, said cigarettes on the road, and then had a company that called "Gunung Agung". For the first, Gunung Agung sold cigarettes, books, stationery, and publishing. Masagung expand his business such as having duty free, money changer, hotel and etc. Masagung's successful in his business because of his enterpreunership, consciousness to get better life, courage in speculation to open other business, keep connection with the important person in the government. Masagung also can adapt with a new government and new policy.

After Masagung to be a Moslem, he established Masagung Foundation, inside that bookshop Wali Songo, Islamic Centre, and Wali Songo Project or Islamic Fragnant Project.