

## ***Abstrack***

*Family business had given good contribution for economic development in worldwide nation, including Indonesia. However, the low number of surviving family company still become a frightening factor for the successor. Currently there is an appealing development regarding gender and family company, which is the rate of successful women leading the family company. Seeing how family company such as Soto Ojolali, Soto Bandung M. Tarya, Mih Kocok Mang Dadeng and Roti Bumbu Bakar Cari Rasa conducting their succession planning, the existence of gender consideration in family business leader succession is becoming questionable factor for determining their success in managing business.*

*The purpose of this research is to analyze the role of gender in succession planning within four family business in Bandung. Thus, hopefully gain information about the implementation of succession planning in family business and whether gender is a considerable factor in it.*

*This research is a descriptive qualitative case study using interview, observation, and documentation as source of data. Analysis technique used was interactive model analysis and comparison analysis with triangulation technique and member check as a validation test.*

*The result of the research showed that the four family business had done succession planning process according to theory. Then we also found that gender wasn't a focus during succession planning process of the family business, women and men have the same opportunity to lead the family business.*

*Based upon the result found, the owner of family business should decently plan and prepare their successor by using previous generation succession process as reference while still conducting improvement and evaluation. The result of the research may have said that gender isn't determining factor in family business success, but further studies might be needed to properly assess gender as a consideration in succession planning. For the goodness of the performance, family business should also involve balanced role of men and women in running the business.*

***Keywords:*** *Gender, Succession Planning, Family Business, Case Study, Qualitative Method, Comparison Analysis, Member Check*