

## ABSTRACT

*The number of unemployed in Indonesia is still in a fluctuating condition. The government is making a way to reduce the number of unemployed with entrepreneurial programs through state-owned enterprises. Private institutions also help the government with entrepreneurial school one of them Gerakan Indonesia Muda Berbisnis business entrepreneur school that aims to create a young entrepreneur based on Knowledge*

*Graduates of the Young Indonesia Movement of Business will be investigated to identify the success of their business with Aspects are Profitability, Growth, Innovation, Continuity, Contributing Back To Society, Personal Satisfaction, Satisfied Stakeholders, Public Recognition, and Usefulness. Aims to identify small business successes of graduates of the Young Indonesian Movement of Business based on these aspects*

*Methods of research data is done by qualitative, descriptive and explorative, with the sample taken is Madu keluarga, Mie tegallega, and Ratu basreng, Sampling technique used is purposive sampling. Data processing is done by using data analysis techniques Miles & Huberman*

*This research uses profitability, growth, innovation, firm survival / continuity, contributing back to society, personal satisfaction, satisfied stakeholders, good balance between work and private life, utility / usefulness, public recognition to see the success of a business. which made the research object the Honey family, Mie tegallega, and Queen basreng*

*The business success criteria of the results are described, based on the answers provided by the three speakers. has all aspects of success but from the growth aspect, Firm Survival / Continuity, Satisfied Stakeholders has not seen the success, and from the contributing aspects back to Society and still have shortcomings. The suggestion is expected to be an evaluation of resource to business.*

**Keyword:** *Entrepreneur, Succesfull Factor, Madu keluarga, Mie tegallega, ratu Basreng, Qualitative.*