

ABSTRACT

In realizing the right of the people of Indonesia to produce education, the government made efforts to train the community to be entrepreneur. One form of effort of West Java Provincial government in educating the community is to create a New Entrepreneurship Program West Java organized by Badiklatkop (Bandung).

New West Java Entrepreneurial Program organized by Badiklatkop, entrepreneurship training in 3 types of business, namely: 1) Convection, 2) Salon, and 3) Food-beverages. This program is intended for people who already own a business or who do not have a business. By the end of 2017, Badiklatkop managed to print 5,300 participants.

Out of 5,300 participants, 2,228 participants were included in the Business Idea class (0 years). The rest are divided into 1-2 year class called Start up (beginner business), and 3-5 year class is called Growth (development).

Through a survey of the graduates of this program, obtained 21 Business Idea class experience failure in new business post-WUB Jabar training.

Many factors are the cause, but the most severe factor is the constraint factor on capital. Constraints in the form of a new venture are not just for new ventures. But also for new businesses that are still running.

The efforts of graduates to maintain their new business do not always go smoothly, so close the business becomes a way out to solve the problem.

All graduates who have failed to declare business will remain entrepreneur, either re-pioneering the business that has failed or by trying another new business.

Keywords: *new business, new business failure, small business, micro business*