

ABSTRACT

The number of new entrepreneurs in cooperative documents and small businesses in West Java Province in 2017 was recorded from 2014 to 2017 declining, in the proposed activities of cooperatives and small businesses West Java Province decocentration funding (APBN) budget year 2019 stated that one the proposal to increase the interest and ability of new entrepreneurs is with entrepreneurship training. This study aims to find out how the effectiveness and benefits of entrepreneurship training in CV Brightfood Riung Gunung. This study determined five key informants. This research uses descriptive qualitative methods. Data collection techniques used include interviews, observation, and documentation. The data analysis technique used is data reduction data display and data conclusion. Based on the results of the analysis it was found that CV Brightfood Riung Gunung had successfully implemented entrepreneurship training that was effective in its efforts to provide understanding of business concepts, improve product quality, marketing and management, provide an understanding of entrepreneurship skills, and provide benefits to entrepreneurship training participants and their own companies.

Keywords: Effectiveness of Entrepreneurship Training