

## **ABSTRACT**

*Indonesia has a total of 2,250 startup companies as of July 2021. The number is widespread in various regions, one of which is West Java. The purpose of this research is see the impact of entrepreneurial finance to marketing strategy of startup companies in West Java. Researcher uses descriptive quantitative research methods with a population of 87 startup companies located in West Java and have received funding from investors. Purposive sampling technique was used to obtain a sample of 72 respondents, using the Slovin formula with a tolerance level of 5%. The results showed that the Entrepreneurial Finance variable (X) had an influence on the Marketing Strategy variable (Y), although it was not significant at 18.1% and the remaining 77.53% could be influenced by other factors not found in this study.*

**Keywords:** *Entrepreneurial Finance, Startup Companies, Marketing Strategy*