

## **ABSTRACT**

*The role of entrepreneurship is very important for Indonesia to increase economic growth. With the increase in economic growth, the general welfare of the Indonesian people can be achieved. The ratio of the number of entrepreneurs in Indonesia is still below 14% of the population based on the mandate of President Joko Widodo. The number of entrepreneurs that must be achieved so that ratio can be met is around 29,722,000 people. The low ratio of entrepreneurs in Indonesia occurs because many people have failed in running a business, for example such as some of businesses that have closed during COVID-19 pandemic.*

*This study aims to determine what factors cause failure in entrepreneurship,. This can help other entrepreneurs to minimized the risk of failure in entrepreneurship. Four categories are associated with failure in entrepreneurship is poor management, neglect, weak control systems, and insufficient capital.*

*This research method uses a qualitative methodology with in-depth interviews for data collection. Respondents who were involved in this study were four SME entrepreneurs who its revenue has decreased due to the COVID-19 pandemic. The business names of the four entrepreneurs are Ndf Project, Bumay, Pernik by Deandra, and CV. Tanawangi Gunung Gedeh. Some of other data collection carried out is by collecting secondary data from Badan Pusat Statistik (BPS) website, and news from online media.*

*Based on the results of the research for the bad management category, entrepreneurs have difficulty in doing bookkeeping, lack of business knowledge, training, experience, and education, not make business planning, and others. In the neglect category, entrepreneurs are neglect in recording of transaction for bookkeeping, time management and lack of focus. In the category of weak control systems, entrepreneurs do not control product quality, production time, do not make budgets, and the others. In the insufficient capital category, entrepreneurs lack expertise in capital management, loan repayments and preparation of reserve funds.*

*The results of this study are expected to be materials for other entrepreneurs in order to minimize the risk of failure in entrepreneurship. The next researcher can conduct research on other entrepreneurs because of differences in outlooks or experiences*

**Keywords:** *Entrepreneurship, Failure in business*