

## **ABSTRACT**

*Business incubators play an important role in helping new entrepreneurs to develop their businesses. However, in carrying out their duties and functions, there are several obstacles faced by business incubators. This will have an impact on the success of tenants in developing their businesses. In addition, the process of mentoring services for tenants being fostered will not be optimal. This study aims to analyze the incubation program at the BDI Padang business incubator. The aspects studied include the incubation process at the pre-incubation, incubation, and post-incubation stages.*

*The research method used is qualitative with a case study approach. Data collection techniques used include primary data obtained through in-depth interviews with the required sources and secondary data obtained through literature studies. The sources in this study were the managers of the BDI Padang business incubator consisting of 3 people and tenants who had participated in the incubation process consisting of 3 people.*

*Based on the results of the analysis of the aspects studied, it was found that the level of tenant success still varies, where the obstacles faced are not only in business development but also internal factors of their business. There are several criteria that need to be improved, both in acceptance and in the incubation process. In other words, the BDI Padang business incubator still has shortcomings in the pre-incubation process and the incubation process.*

*The results of this study are expected to be used as an evaluation of the incubation process, especially in the BDI Padang business incubator. In addition, this study can be used as a direction in future incubation management.*

*Keywords: Business Incubator, Incubation Process, Tenant, Entrepreneur*