

ABSTRACT

Family businesses in Indonesia have the ability to survive and develop. However, to be able to continue, stakeholders are facing crucial challenges such as challenges in the transition of generations, conflicts between business stakeholders, and challenges for business expansion. Research family business in view of the three-dimensional model of family business development. Includes development of family dimensions, ownership dimensions, and business dimensions. The research was conducted at Ponyo Restaurant. Ponyo Restaurant was chosen because it is unique in its business ownership and management.

This type of research is descriptive qualitative with analysis of inductive data. Data is collected by in-depth interviews (depth interview). Data from interviews were then analyzed based on the three-dimensional model of family business development. The analysis aims to map stakeholders (family members, shareholders, and employees) and formulate strategies based on SWOT analysis.

The results of the research obtained are stakeholders of Ponyo Restaurant all from families. Ponyo Restaurant has its advantages and disadvantages. But because the Ponyo Restaurant is still controlled by the relation of family that continue to be maintained, makes Ponyo Restaurant a strong business.

Key Words: *Development Analysis, Family Business, Three-Circle Model*