

ABSTRACT

Entrepreneurial Ecosystem is a system that consists of various factors that are interrelated and affect the sustainability of a small and medium business. These factors include internal aspects of the company, such as management capabilities and available resources, as well as external aspects of the company, such as *Markets*, competitors and other external factors. Companies cannot compete because competition is quite intense in the *café* business sector every year. Lack of understanding of the *Entrepreneurial Ecosystem* between potential elements because it requires space for collaboration. *Café* business actors have many interests with several actors or elements, but they are not maximized and expanded from these actors or elements, only transactional, while there are some values that have not been explored. There is a domain in the *Entrepreneurial Ecosystem* that can help every business actor and his attachments.

The purpose of this study is to identify the actors who play a role in the *café* business *Ecosystem* in Bandung Regency and understand and organize the relationships or relationships between actors in the *café* business *Ecosystem* in Bandung Regency.

In this study using a descriptive qualitative method by testing the credibility of the data or trust in the research data carried out by triangulation. Triangulation is a way of obtaining truly valid data using a dual method approach. In this research using triangulation of sources consisting of: business actors, culinary business forums and parties related to 6 domains namely *Policy*, *Finance*, *Culture*, *Support*, *Human Capital*, and *Market*, also using technical triangulation consisting of: interviews, documents and observation.

In this research, interviews were conducted and the results of this research in the mapping show that in the *Ecosystem* of a *Cafe* in Bandung Regency it relates to several actors categorized into six domains, namely *Policy* with local government actors, *Finance* with bank actors, *Market* with *Social Media* account actors and consumers, *Culture* with employee actors, *Human Capital* with job vacancies portals, *Social Media* accounts and employees, and *Support* with community actors, suppliers, transportation, as well as cashier applications.

Kata Kunci: *Entrepreneurial Ecosystem*, MSME, *Business Strategies*, *Food and Beverage Industries*