

ABSTRACT

Entrepreneurship is believed as an enabler of economy growth and other economy indicator. Bandung has known by their creative entrepreneurs, creative communities and innovations what became their competitive advantage with other cities. In 2006 SBM decided to create a center called CIEL that can fully support SBM mission to develop a critical mass of entrepreneurs.

The purpose of this study was to identified the entrepreneurship policy support, financial support and education within fashion and food industry in Bandung city, West Java (A case study of the Center for Innovation, Entrepreneurship, and Leadership under the School of Business and Management in Institut Teknologi Bandung).

In this research, researcher used Qualitative study and case study method. Through the qualitative research method, this study answers the questions of how and why entrepreneurs are affected by constructing events and education that go on around them. In this research, data triangulation is used as triangulation method for evaluate the validity of research.

This study collected data through seven respondents, based on the Purposive Sampling, to provide the crucial information that will help to conduct this research and achieve the prime result. The results reveals that entrepreneurs still face obstacle in official license and permission which need policy support, has a few option of financial support other than bank and lack of entrepreneurship education information although it has developed well sector in Bandung.

To fulfill its initial vision to develop the entrepreneurial leaders in Bandung region as well as in Indonesia, CIEL must expand activity in funding support and human resource, followed by excellent marketing strategy. The policy support must be more active through internet, more sounding of program and other available funding source, and entrepreneurship education in school.

Keywords : CIEL, Entrepreneur, Policy Support, Financial Support, Entrepreneurship Education