

## ABSTRACT

*The role of Micro, Small and Medium Enterprises (MSMEs) in an economy still hampered the various problems experienced by the perpetrators of MSMEs, one of which is a matter of marketing felt by 30.6 percent of the MSMEs. The problem of MSMEs in Indonesia, also goes with MSMEs in Bandung. According to the head of DISDAGIN Bandung City, the businessmen in the city of Bandung very fixated on one location marketing and requires increased networking to other countries as the solution. To tackle these problems, Governments of Bandung City initiative to make the program as a means of promotion of Bandung Little to improve market access of various products MSMEs in Bandung. In practice Little Bandung has five flagship programs, that Little Bandung Mobile, Little Bandung Wall, Little Bandung Catalogue, Little Bandung Store, and Little Bandung Facebook.*

*This study aims to determine the influence of five leading programs Little Bandung on the performance of MSMEs in Bandung partially and simultaneously. It aims to serve as a basis for the Government of Bandung City to evaluate Little Bandung program for the better in developing performance of MSMEs in Bandung.*

*The method used in this research is quantitative method, with non-probability sampling in data collection. In addition, this research used descriptive analysis and multiple linear regression test.*

*Based on the results of the research it can be concluded that Little Bandung Mobile, Little Mobile Wall, Little Bandung Catalogue, Little Bandung Store and Little Facebook effect simultaneously on the performance of MSMEs in Bandung, and no one of the program influential partially. These Little Bandung programs affect the performance of MSMEs in Bandung of 41.2%, while the rest of 75.8% influenced by other things that are not examined in this research.*

*The results of these studies, can be used as a reference by the Government of Bandung City to continue the five flagship Little Bandung programs. Other City Governments in Indonesia can also create similar programs like Little Bandung in order to improve the performance of MSMEs in their respective cities.*

*Keywords: Entrepreneur, Micro, Small and Medium Enterprises (MSMEs), Little Bandung,*