

ABSTRACT

This study aims to identify the role of family support and social environment in assisting disabled entrepreneurs in overcoming challenges related to business development in Bandung. Disabled entrepreneurs often face barriers such as social stigma, limited access to business capital, entrepreneurial training, and insufficiently inclusive infrastructure. In this context, family support plays a crucial role as a primary source of emotional, material, and informational encouragement, fostering confidence and resilience. Moreover, an inclusive social environment, encompassing local communities, social organizations, and government policies, provides access to essential skills training, business capital, and networks critical for sustaining their enterprises.

This research adopts a qualitative approach with a case study method to explore the in-depth experiences of disabled entrepreneurs in Bandung. Data was collected with 6 interviewees through semi-structured interviews. The results of this study are expected to provide new insights for the development of more inclusive and effective policies in supporting entrepreneurs with disabilities. In addition, this research also aims to encourage initiatives for training and support programs that can increase the economic independence of people with disabilities.

Keywords : disabled entrepreneurs, family support, social environment, empowerment, Bandung