

ABSTRACT

This study aims to analyze the barriers and driving factors of sustainability among Micro, Small, and Medium Enterprises (MSMEs) in the embroidery sector in Tasikmalaya City, particularly in the Kawalu District. The background of this research stems from the vital role of MSMEs in the local creative economy, which faces various challenges in adapting to the demands of digital transformation and sustainability. This study replicates the conceptual framework of Gunawan *et al.* (2022) without plagiarism, while adjusting it to the local context and embroidery sector. This research employs a descriptive qualitative approach, using semi-structured interviews, observation, and documentation as data collection techniques. The informants consist of eleven embroidery MSME actors (with varied gender and age) and one external stakeholder familiar with the condition of embroidery MSMEs. Data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing. The study is expected to identify institutional barriers faced by MSMEs, such as limited knowledge, socio-cultural constraints, and weak regulatory support. It also aims to explore driving factors such as personal values of business actors, community support, and the utilization of technology. This research contributes to the literature on MSME sustainability in local contexts and may provide input for stakeholders in formulating more adaptive and sustainable MSME development policies.

Keywords: *MSMEs, Embroidery, Sustainability, Institutional Barriers, Driving Factors, Digitalization*