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## Qualitative Analysis of The Inhibiting Factors for Micro Business Development in Bogor Regency

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**Abstract.** This is a qualitative research to examine the factors that hinder the development of micro-enterprises into small businesses by exploring the perceptions of the business actors in Bogor Regency. The purpose of this study is to find alternative solutions in order to improve the performance of a large number of micro-entrepreneurs, in order to become a small business.

This study uses a qualitative approach with a case study method. The data analyzed were the results of interviews with 194 micro-entrepreneurs with various types of businesses in Bogor Regency held in July and August 2018 at the Office of Cooperatives and Micro, Small and Medium Enterprises of Bogor Regency.

The results of the study showed that the problems in the field of Marketing were the most chosen factors by micro-entrepreneurs (49%). The second factor that is considered to be an obstacle is the Capital Requirement (38%). A factor is the availability of skilled human resources (24%). There are two types of problems in the fourth factor which are considered as obstacles, namely Raw Materials and Production Facilities, each at 19%. Packaging becomes the fifth inhibiting fact (11%). Legalization of business licenses and products is the sixth factor as a barrier to the development of micro-enterprises into small businesses (10%). Especially for marketing inhibiting factors, business people feel they have obstacles in how to market their products, especially with the digital marketing approach that is currently done by many business people.

Keywords: Micro Business, Small Business, Marketing, Capital Needs, HR