

ABSTRACT

This research attempts to give a critical review of various theories of key players in entrepreneurship support and also shows how the theories are applied in two case studies, food business and music business. The main objective of this paper is twofold, (1) to understand the entrepreneurship support regarding the key players in entrepreneurship and how they support in entrepreneurship; (2) how entrepreneurship support influences in business. This research is qualitative research using interpretive paradigm since this study begins with an attempt to seek an explanation social events based on the experience of the person that is observed. This study finds that key players such as government, membership organization, personal network, social media, and university play an essential impact on entrepreneurship. Furthermore it also broadens our understanding of the relationship between key players and business in reality that can create an innovation.

Keywords: Key Players, Entrepreneurship Support, Innovation, Personal Network, Membership Organization

