

ABSTRACT

One of the driving forces behind the country's current economic climate is family businesses. Price Waterhouse Cooper (2019) reports that almost 95% of businesses in Indonesia are owned and operated by families. One of the important things that can influence the long-term success of a family business is the succession process. This research aims to analyze the stages of the succession process and potential obstacles to the succession process in family companies in Central Java (CV RS). CV RS is a family company located in East Semarang, Central Java. The founder of the company is ethnic Javanese so the founder's Javanese values color the culture at CV RS. This research uses a qualitative descriptive research strategy in the form of a case study. The informants in this research were the founder, the founder's wife, the founder's three children, and financial staff trusted by the CV family. RS. Data collection methods include interviews, documentation and literature study. Researchers used triangulation techniques to check the validity of the data. The research results show that the Succession stages at CV.RS involve a gradual process, starting from early involvement, education, to formal roles in business. Although the succession declaration is not yet official, the transition of responsibilities is already happening gradually. Potential obstacles to CV.RS succession are almost non-existent. Javanese culture, especially genetic factors, the attitude of sendika dhawuh, and term limits of previous generations, played a role in the succession of CV.RS.

Keywords: *Family Business, Succession Stages, Potential Obstacles*

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