

ABSTRACT

This research is motivated by the millennial generation who can be said to be inexperienced but dare to retire early leaving their status as employees for entrepreneurship and the fact of the millennial generation that dominates the capital market. Lack of understanding about investment products and unpreparedness to enter the business world resulted in not achieving the financial goals to be achieved. The purpose of this study is to describe the process of achieving business capital readiness for millennials to retire early and the process of preparing passive income at retirement age through investment. The technique used in this research is purposive sampling. The sample of this study uses 4 informants who represent the millennial generation criteria aged 26-41 years who have resigned from work, used funds from past salaries to run a business, and have an investment portfolio. This study uses qualitative methods with ethnography data analysis techniques. Data collection was carried out by interview method through in-depth interview and an open ended types of questions. The results show that the millennial generation can prepare their business capital by carefully planning the business to be undertaken, maximizing the support provided by the family, and saving consistently. The millennial generation prepares passive income through investing activities by studying investment products, features, risks, and benefits and implementing investment strategies. This study shows the process that can be carried out by the millennial generation to prepare business capital and the process of preparing passive income during retirement age from an early age.

Key Word: *Saving behavior, Family involvement, Young entrepreneurship, Investment strategy, Retirement financial planning, Financial Literacy, Millennial generation.*

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