

## **ABSTRACT**

*This research explores the role of entrepreneurial orientation in maintaining the sustainability of family businesses in Central Java, Indonesia. Family businesses have a significant contribution to the Indonesian economy, so maintaining the sustainability of the family business is important. However, in increasingly competitive industrial conditions and a dynamic economic environment, vulnerable family businesses are unable to survive.*

*Building from research related to the influence of entrepreneurial orientation in family business, this study provides an in-depth understanding of the role of entrepreneurial orientation in creating innovation and maintain the competitive position of a family business across generations, so that the sustainability of related family businesses can be maintained.*

*This research was conducted by explorative case study methods with two generations and senior business employees at a family business in Central Java, Indonesia. Meanwhile, the results showed that family orientation plays a role in maintaining the sustainability of the family business through its contribution to improving performance and company expansion*

**Keywords:** *entrepreneurial; sustainability; family business*