

# **THE GOLDEN KING OF JOMBANG**

**(Case Study on Family Business Actors Kentjana Gold Shop, Kencono Ungu,  
and Kencana Putera)**

## **ABSTRACT**

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This study aims to find out and understand the family business and the generation transfer strategy used by the owner. A family business that is run on personal desire without any coercion so that the generation of business can run well and in accordance with the wishes which then must be able to innovate and keep up with the times in marketing in order to survive in the long term. The research method used is a case study qualitative research. Data obtained through interviews, documentation and observation.

Keywords: Family Business, Business Generation Transfer, Marketing Strategy.