

## **ABSTRACT**

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Title : Analysis of Conflict Management Strategies in Long-Term Succession in Sustainability of Family Business*

*The existence of a family company brings a tremendous contribution to the economy of a country and even the whole world. But not many family companies are able to survive from generation to generation. There are many internal problems that arise along the process and need to be faced by family business actors. Many companies are successful and developed but ended up destroyed due to the struggle for ownership or leadership power by their heirs. This study aims to explain the company's strategy for conflict management in its long-term succession planning to overcome succession conflicts when the family tree of a family company is getting bigger and there are more heirs and the company's ownership is spreading. This study uses qualitative methods, and obtains data from observations, documentation and in-depth interviews. The validity or data validation technique will use the triangulation technique of methods and data sources. The data analysis technique that will be used in this study is divided into several stages, namely data transcription, data reduction, data coding, data organization, data interpretation, data refinement, data presentation and conclusion drawing and data verification. The results show that in order to plan the ownership succession in family business, the family needs to include conflict management within the plan. However, Succession Planning for Family Companies in Indonesia cannot be made for the long term for several generations to come due to obstacles in the form of the absence of laws in Indonesia that regulate family company succession planning and everything is equated in the National Inheritance Law. But conflict management can still be done through deliberation, family dynamics, family governance, communication, mediation, and education. This study only focuses on planning the long-term succession of family firms in Indonesia to avoid the collapse of family firms due to decentralization of ownership. Subsequent research can focus on other factors that contributed to the collapse of family firms.*

*Keywords: Family Business, Intergenerational, Decentralized Ownership, Long Term Succession Planning, Conflict Management*