

**ANALYSIS ON THE SUCCESS OF MICRO SMALL AND
MEDIUM ENTERPRISES THROUGH SOCIAL PRINCIPLE
ROLE AND INNOVATION ASPECT APPROACH: CASE
STUDY OF MICRO SMALL AND MEDIUM ENTERPRISES IN
BENGKALIS**

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ABSTRACT

The social principle role and innovation are very important in the sustainability of the business, because the social role includes corporate social responsibility (Corporate Social Responsibility or CSR), namely the company's efforts to make a positive contribution to the surrounding community and environment. This research aims to identify social principle role and innovation aspects approach forward to MSMEs, such as local community support, and relationships between MSMEs owners. As well as contribution of the MSMEs the owner understanding forward social capital role and innovation aspect approach in running their business. The method used in this research is descriptive qualitative using interview, observation and documentation techniques. The implication of this research is that by referring to the research results, MSMEs owners in Bengkalis should apply the role of social capital and innovation in encouraging the success and sustainability of their business.

Keywords: Social Principle Role, Innovation, Success MSMEs