

ABSTRACT

The Braga area in Bandung City is one of the leading tourist destinations that has recently implemented the Braga Car-Free Day Program (Beken) to create a more comfortable environment for both tourists and the local community. This study aims to analyze the advantages of micro-enterprises integrated with the tourism sector in the Braga area and to examine the factors influencing their sustainability, particularly in the context of policy changes related to the Beken program. This research uses a descriptive qualitative method, collecting data through interviews, observations, and document studies. The findings indicate that micro-enterprises in the Braga area possess advantages in product innovation, local uniqueness, and adaptability to tourist needs. However, the sustainability of these micro-enterprises still faces challenges such as dependency on government policy, fluctuations in visitor numbers, and uncertainty regarding the permanence of the Beken program. This study recommends the need for synergy between micro-entrepreneurs, the government, and related stakeholders to ensure the sustainability of the local economy in line with the development of tourism in the Braga area.

Keywords: *Micro-Enterprises, Tourism, Advantage, Sustainability, Braga Car-Free, Policy Uncertainty, Bandung City.*