

## ABSTRACT

Women are one of the hopes in the economic development in Indonesia. With the high unemployment rate in Indonesia, women entrepreneurs are expected to be able to help in increasing the national economy and can also reduce the amount of unemployment. Cimahi City Having a large enough unemployment rate, the presence of IWAPI is expected to change the perception of the public, especially women, for entrepreneurship in order to open jobs and can improve the economy of the city of Cimahi, but even so self register to the membership of iwapi still experiencing fluctuations in the number of active members, even so IWAPI is optimistic that it can increase the number of women entrepreneurs by synergizing with the government.

This study aims to find out what motivates women entrepreneurs and also obstacles in running a business. In this study, researchers used the theory of Darmantyo and Ramdhani to measure motivation and barriers to doing business in IWAPI members in Cimahi, including earning more money for family economy, Desire to be more independent, Desire to be more successful, Influenced Success stories, Social Status, Self - achievement, Lack of Financial, High business competition, Business management, Site of business location, Creating high quality networks, and Balance between family and work.

This research uses quantitative methods by using descriptive statistical tests. The sample was determined using non-probability sampling with a purposive sampling technique that is distributing questionnaires for data collection, and using IBM SPSS Statistics 24 for Windows software to test its validity and reliability. After that the data is processed manually to find out the results of each motivational factor and obstacles. The population in this study are members of IWAPI Cimahi city who already have a business.

The results showed that motivation has a value of category of strongly agree and an obstacle exists in the category of agreeing which means that the members of IWAPI Cimahi City agree with the motivational factors and obstacles that are given in this study.

In this study, the highest motivation is Self - achievement, which is developing human capacity and adding experience is the dominant factor of women entrepreneurs who run their businesses and business management, namely management in running their businesses is the dominant obstacle factor for members of IWAPI in Cimahi City, running their businesses.

**Keywords: Motivation, Barrier, Entrepreneur Women**