

## **ABSTRACT**

*Indonesia, as one of the world's most populous nations, holds considerable potential for economic development, particularly in the realm of entrepreneurship, especially within the context of the digital economy. The digital economy plays a crucial role in advancing products from Micro, Small, and Medium Enterprises (MSMEs). Beyond reshaping the economic structure, the digital era also prompts significant societal changes, notably by fostering the increased participation of women in Indonesia's economic growth, particularly through entrepreneurial endeavors.*

*This study aims to explore the motivations and challenges faced by women entrepreneurs in Bandung City, with a specific focus on the digital economy era. The research addresses issues such as the low female labor force participation rate, the limited number of women engaged in entrepreneurship, the challenges women face in entrepreneurial activities, and the key challenges anticipated for 2024, including a shortage of skilled workers and a global economic downturn. A qualitative research methodology was employed, utilizing interviews and document analysis as the primary data collection methods.*

*The findings reveal that the motivations driving women into entrepreneurship can be categorized into two distinct groups: push factors and pull factors. Push factors include the desire to achieve higher income and the inability to secure suitable employment; however, these were the primary motivators for only a minority of women entrepreneurs. In contrast, the majority were driven by pull factors, such as the desire for autonomy, higher earnings, personal fulfillment, and the ability to seize broader market opportunities. Despite these motivations, women entrepreneurs face significant challenges, particularly a lack of proficiency in digital technology and marketing, which hinders their ability to manage their businesses effectively and remain competitive in the market.*

*The study suggests that the government, community, and other stakeholders should develop policies or initiatives that support the growth of women entrepreneurs in the digital economy era. Additionally, this research contributes to the existing body of knowledge on women entrepreneurs in the specific context of Bandung, offering new insights into the driving forces and challenges faced by women entrepreneurs. These findings provide valuable recommendations for government agencies, communities, and other relevant stakeholders in their efforts to empower and support women entrepreneurs in the digital economy era.*

**Keywords:** *Women Entrepreneurs, Motivation, Challenges, Digital Economy*