

ABSTRACT

The growth of MSMEs in Indonesia is growing rapidly, particularly in the culinary sector, which accounts for 43.56% of all businesses in Bandung. However, data from the Ministry of Cooperatives and SMEs (2023) shows that 70% of MSMEs face difficulties adapting to digital technology and the maze of the market. This poses a significant challenge for female MSMEs in developing improvisation as a survival strategy. Improvisational skills are crucial for navigating a challenging business environment. Therefore, this study is crucial for assessing barriers to entrepreneurial improvisation, particularly among members of Ikatan Wanita Pengusaha Indonesia (IWAPI) Bandung Barat, the majority of whom operate in the culinary sector.

The purpose of this study is to identify barriers to improvisation faced by female culinary MSMEs who are members of IWAPI West Bandung, stemming from both external factors (technological turbulence and market turbulence) and internal factors (fear of business failure, anxiety, disappointment, distress, and tension).

This research draws on the Environmental Turbulence and Emotional Response Model framework by Shabbir et al. (2021), which explains the relationship between business environmental pressures and entrepreneurs' emotional reactions to improvisation. This research is also supported by a study by Camara & Petrenko (2022), which emphasizes the importance of managing cognitive responses in the face of market dynamics, and by research by Ghina et al. (2019), which highlights barriers to improvisation in culinary MSMEs.

The method used was a descriptive qualitative approach with a case study strategy. Data were collected through semi-structured interviews with eight culinary MSMEs, members of the West Bandung Institute of Technology (IWAPI), and analyzed using thematic coding with NVivo 15 software.

The results indicate that the greatest barriers to improvisation stem from external factors, namely technological turbulence and market turbulence. Internal factors, on the other hand, stem from the fear of business failure and disappointment.

This study recommends three main things, including practice-based technology and social media training to improve the digital readiness of MSMEs, strategies for handling less popular products so they can still be developed, and emotional management through mentoring.

Keywords: *MSMEs, women entrepreneurs, entrepreneurial improvisation, improvisation over barriers, technological turbulence, market turbulence, cognitive response, IWAPI Bandung Barat.*