ABSTRACT

Nowadays, women do not want to miss about work problem. Many women work to improve the economical condition in their family. They help their husbands to earn money. One of the ways to earn money is by running business. Today, women entrepreneur have been recognized by the society because of their ability in running business and helping improve family economy. The aim of this research is to find out the women entrepreneur who joined in IWAPI Semarang (Women Entrepreneur Association).

This research analyze the women entrepreneur phenomenon that exist today. The informant of this research are the members of IWAPI in Semarang. The data are taken by interviewing the informant and collecting the documentation. Then, the data was analyzed with qualitative method.

The results of this research show that women enterpreneur joined in IWAPI organization have three motivations. Those are achievement motivation, afiliation motivation, and authority motivation. Achievement motivation in business lays on willingness and ability to do something efficiently and better than before. Someone will be energic and discipline to love their job to get satisfaction in life. Authority motivation is when people can affect other persons by their own way. Commonly, they tend to emphasize position and self esteem. A person who has authority motivation will be success in being a leader. Moreover, a person with afiliation motivation in running their business tend to make friends with other people. The motivation of Javanese women entrepreneur is to help their husband in improving family economical condition. The '*konco wingking*' concept in Javanese culture do not affect women entrepreneur in running their business. In business, they apply '*nrimo in pandum*' concept. They will be happy no matter how much income they earn because they believe that God has arranged the income for everyone. Though, they do not push their work too hard, their contribution in helping their husband improving family income, in fact, can aid in increasing family economical condition.

Key word: women entrepreneur, motivation, Javanese culture, IWAPI

SEMARANG
FEB UNDIP