ABSTRACT

The aim of this research is to investigate the mompreneur's motivation to engage in Indonesia Mompreneur Community. This motivation research requires boundary by the type of motivation thus make deeper. To gain deeper information about the motivation, this research is use three concept of motivation of David McClelland.

The object of this study is members of Indonesia Mompreneur Community that has been become Indonesia Mompreneur Community membership within 4 years minimum. This research contains interview. The interviewee's object in this research is Indonesia Mompreneur Community membership living in Jakarta, Bogor, Depok, Tangerang, and Bekasi.

The result of this research shows mompreneurs membership involved to the Indonesia Mompreneur Community have three types of motivation, which are motivation of achievement, motivation of power, and motivation of affiliation. Beside motivation, there are purposes and advantages encouraged mompreneurs membership to get involved in the Indonesia Mompreneur Community

Keywords : Community, Mompreneur. and Motivation.

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