

ABSTRACT

Along with the development of internet technology, the economy and MEA in Indonesia encourage women entrepreneurs to have internet skills to help their business activities, so that businesses are not left behind with competitors. Internet skills can be regarded as certain specifications; for example, the ability to use a mobile phone or computer.

In this study, researchers investigated the internet skill level of the operational, formal, information, and strategy on women entrepreneurs in Bandung especially for IWAPI (Ikatan Wanita Pengusaha Indonesia). All internet skills are measured by a representative sample of the population IWAPI members in 2016.

The method used is quantitative method with data collection via questionnaires. In this research using descriptive analysis and using SPSS Statistics tools Application with questionnaires distributed to 132 respondents.

The results of the descriptive analysis showed that the average level of internet skills on IWAPI Bandung based on Medium-related Skills and Content-related Skills amounted to 74.72%, it can be concluded that the ability of internet skills on members IWAPI is good.

The implications of this study are expected to provide a stimulus and motive to increase the ability of using internet, through the use of ICT technology in business is expected to help their business processes and increase the income of women entrepreneurs in IWAPI Bandung.

Keywords: Skills Internet, Internet Skills, Women Entrepreneurs, Business, Internet.