

ABSTRACT

Grow and the economy a country relating to the activity entrepreneurship and his entrepreneurship, because entrepreneurship have recognized as solutions to economic growth, unemployment and poverty. Entrepreneurship is one of the main factors economic growth and development that helped create employment and also play an important role in the development of competitiveness the state.

Entrepreneuership is profession that is the middle way for woman to increase income and create meployment for themselves, other people and the surrounding community. Women entrepreneurs in Indonesia are an important phenomenon to be aware of, as it can act as the main motor that drives the process of women empowerment and social transformation which in turn can have a positive impact on unemployment and poverty.

The research aims to measure and figure out how well the most dominant motivation and challenges in women entrepreneurs are doing business. In this study, researchers made Darmanto's Journal & Yuliari (2016), which was a reference journal for analyzing motivational and challenge factors in the IWAPI Kuningan of West Java.

The methods used in this research are quantitative methods using a descriptive statistical test. The population in this study is a member of the IWAPI Kuningan West Java with a total sample of 68 samples. Researchers use IBM SPSS software because to know the value of the highest motivation and challenge analysis of the IWAPI member of Kuningan West Java into a woman entrepreneur in running business.

The results of data analysis, that the motivation to improve the family economy and earn more money is the highest analysis value on the motivation variable, while the highest analysis value in the challenge variable is financial capital.

Keywords: Motivation, Challenges, Women Entrepreneurs, IWAPI, Kuningan