

ABSTRACT

This research investigates the impact of the COVID-19 pandemic on women entrepreneurs operating micro, small, and medium enterprises (MSMEs) in South Tangerang. With the onset of the pandemic, businesses faced unprecedented challenges that affected their revenue, lifestyle changes, mental health, and sales performance. Through qualitative research methods, including semi-structured interviews and focus group discussions with seven women entrepreneurs, this study reveals diverse experiences and adaptations in response to the crisis. While some entrepreneurs reported an increase in demand and revenue due to shifts in consumer behaviour towards online shopping and essential goods, others faced significant declines, resulting in financial distress and mental health struggles. Furthermore, the findings highlight the crucial adaptations undertaken by these businesswomen, such as embracing digital marketing and e-commerce platforms to sustain their operations. This research underscores the importance of understanding the specific challenges faced by women in the entrepreneurial landscape during crises, providing valuable insights for policymakers and support organisations aiming to empower this demographic in recovery strategies.

Keywords: *Woman Entrepreneurs, MSEMs, COVID-19, Pandemic Impact*