

ABSTRACT

The advancement of digital technology has brought significant changes to the business world, including for women entrepreneurs. This study aims to identify the challenges faced by women entrepreneurs in Subang Regency in managing their businesses through both traditional and digital approaches. Traditional challenges include gender-related issues within cultural and societal norms, as well as family responsibilities that hinder participation in the business sector. Meanwhile, digital challenges consist of limited access to infrastructure, geographic barriers, low income, cyber harassment, and insufficient digital skills.

This study employs a qualitative approach by conducting in-depth interviews with ten women entrepreneurs in Subang Regency who have utilized social media in their business operations. The findings reveal that social media platforms such as Instagram and TikTok play a crucial role in expanding market reach, enhancing branding, and improving promotional efficiency. Social media also offers time and cost flexibility, which is especially relevant for women entrepreneurs managing dual responsibilities.

This research recommends the importance of digital training, media literacy campaigns, and policy support that promotes gender equality in order to foster sustainable economic empowerment for women.

Keywords: *women entrepreneurs, entrepreneurial challenges, social media*