

ABSTRACT

PSYCHOSOCIAL CHARACTERISTICS OF THE MICRO-ENTERPRISE DEVELOPMENT

**(Study on Women Traders of Food in The New Town Neighborhood Sub
District of Cape Coral City of Bandar Lampung)**

By

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This research aims to know the dynamics of women's food businesses, psychosocial characteristics of micro-enterprise development, as well as the driving factor and a barrier to the development effort. The methods used in this study include descriptive methods with qualitative approaches. The informant in the research amounted to 10. Data collection techniques used are interviews and observations. The data analysis used the reduction, representation, verification and draw conclusions. The results obtained: 1) the dynamics of women's food business: business opportunity traveled merchant, basic entrepreneurship, motivation and procurement of initial capital to trade. 2) psychosocial Characteristics development of micro enterprises: the level of patience and spirit merchants in running businesses, a willingness in trade, the ability to communicate, the determination of the sale price, the convenience of trading places, the taste of dishes sold, passion in running the business. 3) driving factor and a barrier to the development of women's micro enterprises food traders. The driving factors: the location of trade, social support in running the business, consumer tastes. Restricting factor: the ability to divide time between family and business strategies in the face of the instability of the prices of raw materials, and the ability to predict the number of consumers.

Keywords: micro, women, psychosocial