

## ABSTRACT

### MOTIVATIONS OF WOMEN IN ENTREPRENEURSHIP (Study On Women Entrepreneurs In Bandar Lampung)

By

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This study aims to determine the motivations of women in doing entrepreneurship. It provides an overview of the theory of entrepreneurship, describe the general characteristics and motivations of women in entrepreneurship. To achieve the research objectives, methodology adopted in this study used in-depth interviews which were conducted to 8 women entrepreneurs in Bandar Lampung. The results of this study indicate that women are motivated to become entrepreneurs due to the profit factor, freedom, personal dreams and autonomy. In this research is found the existence of new invention that is generation factor (family business). These factors were obtained from interviews that have been conducted.

Keywords: Entrepreneurs, Women become entrepreneurs, motivating factor to become entrepreneur.