

ABSTRACT

Recently, there have been very rapid social and economic changes as a result of the globalization process in various sectors. Seeing the facts about economic life that is not going well, entrepreneurship has a very important role in all dimensions of this life. Currently, the number of Indonesian entrepreneurship reaches 3.4 percent of the total population (Humas Ministry of Cooperatives and SMEs, 2021). Of the many business actors in Indonesia, 59.2 million are SMEs. According to Bank Indonesia data, more than 60 percent of MSMEs in Indonesia are run by women (Anonymous, 2022). This data shows the participation and role of women in supporting the Indonesian economy. As many as 49% of the types of businesses run by women are home-based businesses and the business fields they run include fashion, culinary, retail, and beauty (Anonymous, 2022). The beauty and personal care industry is growing rapidly. The Ministry of Industry noted that in 2017 the cosmetics industry in the country reached more than 760 companies, of that total, 95% of the national cosmetics industry was the small and medium industry (IKM) sector. The income of the Indonesian beauty industry increases every year, and is expected to grow by 6.46% annually (CAGR 2021-2025) Cekindo (2021). This is partly triggered by changes in people's lifestyles and the trend of people's needs for beauty and body care products.

This study aims to determine the internal and external factors that motivate women to become entrepreneurs, especially in the field of facial and body care. The population in this study were female entrepreneurs engaged in body care and facial care. This research is a qualitative research. The data collection technique was carried out by structured interviews conducted face-to-face through online meetings with six sources with the aim of obtaining information. This study uses data reduction techniques, data display, and drawing conclusions to find internal and external factors that motivate women to become entrepreneurs in the field of body and facial care. The results showed that there are internal and external factors that motivate women in entrepreneurship. These internal factors include education, needs, and ideas. While external factors include relations, family, and the state.

Keywords: *Identification, Motivation, Woman Entrepreneurs, Body Care, Facial Care*