

## Faktor-faktor pendukung dan penghambat keberhasilan entrepreneur wanita Jepang periode 2005-2013 = Japanese women entrepreneurs success supporting factors and obstacles period 2005-2013 / Vinda Firzia

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini membahas faktor-faktor yang mendukung dan menghambat keberhasilan entrepreneur wanita Jepang menggunakan analisis SWOT. Sumber data yang digunakan dalam penelitian ini adalah 100 orang entrepreneur wanita dalam majalah Asahi Shinbun edisi khusus akhir tahun 2005 dan sebagai data pelengkap digunakan data 100 orang entrepreneur Kyushu dalam buku Yume wo Kanaeru 100 Nin Josei Kigyouka yang diterbitkan tahun 2013. Adapun faktor-faktor yang mendukung dan menghambat keberhasilan entrepreneur wanita Jepang dibagi menjadi dua faktor. Yang pertama adalah faktor internal berupa kekuatan sekaligus kelemahan bagi entrepreneur wanita tersebut, yaitu usia, status pernikahan, latar belakang pendidikan, dan pengalaman kerja. Yang kedua adalah faktor eksternal yaitu peluang dan ancaman. Peluang berupa dukungan dari keluarga maupun pemerintah Jepang. Sedangkan ancaman berupa kurangnya pengetahuan dan skill dalam berwirausaha.

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<b>ABSTRACT</b><br>

This study discusses the supporting factors and obstacles of successful Japanese women entrepreneurs using SWOT analysis. The data we used in this study was taken from 100 women entrepreneurs in the magazine Asahi Shinbun (2005). As supplementary data, we used data of 100 people in the book entrepreneur Kyushu Yume wo Kanaeru 100 Nin Josei Kigyouka published in 2013. The factors that support and hinder the successful of Japanese women entrepreneurs are divided into two factors. The first factor is the internal factor such as the strength and weakness for women entrepreneurs, such as age, marital status, educational background, and work experience. The second factor is the external factor, are opportunities and threats. Opportunity such as support from family and the Japanese government. While the threat can be such as lack of knowledge and skills in entrepreneurship, This study discusses the supporting factors and obstacles of successful Japanese women entrepreneurs using SWOT analysis. The data we used in this study was taken from 100 women entrepreneurs in the magazine Asahi Shinbun (2005). As supplementary data, we used data of 100 people in the book entrepreneur Kyushu Yume wo Kanaeru 100 Nin Josei Kigyouka published in 2013. The factors that support and hinder the successful of Japanese women entrepreneurs are divided into two factors. The first factor is the internal factor such as the strength and weakness for women entrepreneurs, such as age, marital status, educational background, and work experience. The second factor is the external factor, are opportunities and threats. Opportunity such as support from family and the Japanese government. While the threat can be such as lack of knowledge and skills in entrepreneurship]