



Bali Tourism Polytechnic
Hotel Management D 2019



PROCEEDINGS



The 3rd International Hospitality Entrepreneurship
and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability
Strategies for the Unexpected"

VOLUME 2 | ISSUE 1
MAY 2023

Bali Tourism Polytechnic
May 5th, 2023



Proceedings

The 3rd InHEIC 2023

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023

Volume 2, Issue 1, 2023

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<https://inheic.com/>

Published By:

Politeknik Pariwisata Bali

Proceedings of The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023

Volume 2, Issue 1, 2023

THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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Website: www.inheic.com

3rd PUBLICATION on July 2023

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PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme “Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected”. The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,



The 3rd International Hospitality Entrepreneurship and Innovation Conference

Dewa Ngakan Kadek Wahyu Utama

Chairman of The Committee The 3rd
InHEIC 2023

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.

We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,




Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Management Study Program



Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as “Managerial Application”. By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme “Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected.”

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

TABLE OF CONTENT

Proceedings of The 3rd International Hospitality Entrepreneurship &
Innovation Conference 2023
Volume 2, Issue 1, 2023

ACKNOWLEDGEMENT	i
PREFACE	iv
Welcome Remarks Director of Bali Tourism Polytechnic	v
Welcome Remarks Coordinator of Hotel Management Study Program.....	vi
TABLE OF CONTENT	vii
PAPERS OF PRESENTERS	1
HUMAN RESOURCE DEVELOPMENT CHALLENGES ASSOCIATED WITH CIVIL SOCIETY ORGANISATIONS (CSOS) IN BORNO, NIGERIA (<i>Muhammad Abdullahi</i>)	2
INTRODUCING "BUSINESS BY EXPERIENCE" AS A NEW STRATEGY TO INCREASE INNOVATION INDONESIAN TOURISM (<i>Fatah Mario Andaru</i>)	9
HUMAN CAPITAL MANAGEMENT STRATEGIC: EMPLOYEE RETENTION CONCEPTS IN HOTEL INDUSTRY TO CREATE TOP TALENT (<i>Primadi Candra Susanto, Endah Suci Damayanti, Supardi, Kamsariaty</i>).....	28
THE CHARACTERISTICS OF LAND USE AND TRANSPORTATION INFRASTRUCTURE IN TOURISM AREAS IN BALI PROVINCE (<i>Dewa Ayu Nyoman Sriastuti, Putu Alit Suthanaya, Dewa Made Priyantha Wedagama, Anak Agung Gede Yana</i>)	37
HOTEL HOUSEKEEPING LEADERSHIP: LOCAL WISDOM THAT BRINGS TRUTH AS THE AUTHORITY (<i>I Gede Darmawijaya</i>)	50
DETERMINANT EMPLOYEE ENGAGEMENT AND CAREER DEVELOPMENT TRANSACTIONAL LEADERSHIP: ANALYSIS OF TRANSACTIONAL LEADERSHIP, REMUNERATION, AND ORGANIZATION COMMITMENT (<i>Wenny Desty Febrian</i>)	59
ASSESSING ACADEMIC ENGAGEMENT IMPACT OF POST-PANDEMIC ON HOSPITALITY AND TOURISM EDUCATION IN SELECTED COLLEGES, AND UNIVERSITIES OF ILOILO (<i>Denzil I. Galon</i>)	68

A STUDY ON FACTOR THAT INFLUENCING INTERNSHIPS SATISFACTION AMONG STUDENT OF FACULTY HOTEL AND TOURISM MANAGEMENT UITM PERMATANG PAUH (<i>Shafiq Aikal Zainan</i>).....	80
THE ROLE OF PERCEIVED TRAVEL RISK AS A MEDIATION ON DESTINATION QUALITY AND REVISIT INTENTION IN BALI (<i>Hanugerah Kristiono Liestiandre, Alifa Anggieta Warham, Ida Bagus Putra Sanjaya</i>)	89
INFLUENCE OF PRICE PERCEPTION ON ROOM BOOKING PURCHASE INTENTION AT LUXURY RESORTS IN UBUD (<i>Komang Putri Ristya Dewi, Gusti Agung Gede Witarsana, Clearesta Adinda</i>)	99
UTILIZATION SOCIAL MEDIA AS A PROMOTIONAL TOOL IN DEVELOPING POTENTIAL IN BAGOT TOURISM VILLAGE SAMOSIR DISTRICT (<i>Christina Indriani Sianipar, Ananda Pratiwi Panjaitan, Wella Bella May Sheila V</i>).....	112
COMMUNITY SOCIAL CAPITAL IN TANGKAHAN TOURISM MANAGEMENT (<i>Christina Indriani Sianipar, Joy Fery Ando Sinaga, Jul Indah Sulistriani Laia</i>)	132
THE INFLUENCE OF JOB SATISFACTION ON EMPLOYEE PERFORMANCE AT HOTEL NIKKO BALI BENOA BEACH (<i>Abdurrahman Putra</i>)	144
INTERNATIONAL TOURIST PREFERENCE TRAVELLED TO LABUAN BAJO (<i>Ni Putu Widia Listyorini, Aprisha Firda Lestarien , Bagus Pramasta Putra, Ida Bagus Putra Negarayana</i>).....	156
THE DEVELOPMENT OF TOURISM INDUSTRIES AFTER COVID-19 PANDEMIC IN NUSA DUA, BALI (<i>Nyoman Gede Mas Wiartha, Ni Desak Made Santi Diwyarthi, I Dewa Putu Hendri Pramana</i>)	166
WELLNESS TOURISM AREA UNIT (WTAU) AND ITS SUSTAINABLE STRATEGY: A LESSON FROM KARO REGENCY, INDONESIA (<i>Liyushiana, Anggita Damanik, Nuryeni Simamora, Putri Rizkiyah, Dewi Yanti</i>)	177
THE INFLUENCE OF MICE EMPLOYEE SERVICE QUALITY ON CUSTOMER SATISFACTION AT PULLMAN BALI LEGIAN BEACH (<i>Ni Putu Gayatri Wulandari, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>)	194
INFLUENCE OF INSTAGRAM ON BRAND AWARENESS OF MIKIE HOLIDAY FUNLAND	

<i>(Ikhlas Ramadhan, Muhammad Rizky Lubis, Eron Alfons Hattori, Nuryeni Simamora, Ika Wulandani, Ayu Ansari Sitepu)</i>	212
CONTENT MARKETING STRATEGY ON INSTAGRAM TO INCREASE BRAND AWARENESS AT HOTEL X DURING THE COVID-19 PANDEMIC	
<i>(Rully Kusuma Dewi, Ida Ayu Kalpikawati, Ni Wayan Chintia Pinaria)</i>	218
SWOT ANALYSIS IN THE GAMING BUSINESS (CASE STUDY OF THE GAME BOOSTING SERVICES)	
<i>(Muhammad Angger Anom Puspapraja, Ni Desak Made Santi Diwyarthi)</i> ...	228
DOES AUGMENTED REALITY SWAYING CONSUMER PURCHASE INTENTION?	
<i>(Dr Sudin Bag, Kousik Mandal)</i>	235
TOURISM SAFETY AND SECURITY: THE ROLE AND BEST PRACTICE FROM THE SUPER PRIORITY DESTINATION LAKE TOBA	
<i>(Liyushiana, Ika Berliani Lase, Cindy Khairunisa Marpaung, Putriani Br Sinamo, Rizkiyah Putri)</i>	246
THE INFLUENCE OF TOURIST EXPERIENCE ON REVISIT INTENTION TO LABUAN BAJO TOURISM DESTINATIONS	
<i>(Veby Vadila Kasim, Nadia Candra Pramesti, Gusti Ayu Intan Sri Suandari, Dewa Ayu Made Lily Dianasari)</i>	262
COMMUNITY PERSPECTIVE ANALYSIS OF SUSTAINABLE TOURISM VILLAGE DEVELOPMENT IN BATU JONG-JONG VILLAGE, LANGKAT DISTRICT, NORTH SUMATRA PROVINCE	
<i>(Muhammad Rizki Lubis, Ikhlas Ramadhan, Claudina Sibarani, Delvi Andri, Juan Christin, Pitri Wijaya Ritonga)</i>	270
THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON DOMESTIC TOURISTS' VISITING INTEREST TO LABUAN BAJO	
<i>(Ni Kadek Ari Santi, Ni Made Septi Dwiari, I Gusti Ngurah Agung Rama Wijaya, Dewa Ayu Nyoman Aridayanti)</i>	283
ENTREPRENEURIAL PERSPECTIVE TOWARDS SPORT CENTER BUSINESS (CASE STUDY IN GEN Z IN MILLENNIAL ERA)	
<i>(I Komang Bintang Tri Wiguna, Putu Ricky Danendra, Ni Desak Made Santi Diwyarthi, Ni Nyoman Sukerti)</i>	295
HOSPITALITY STUDENTS PERCEPTION OF PREFERRED HOTELS AS WORKPLACES	
<i>(I Nyoman Wagindra Andika, Irene Hanna H. Sihombing, Ni Made Suastini)</i>	302
THE EFFECT OF BURNOUT ON TURNOVER INTENTION IN THE FOOD AND BEVERAGE PRODUCT DEPARTMENT AT GOLDEN TULIP JINENG RESORT BALI	
<i>(Ni Kadek Yunita Cahyani, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni)</i>	315

THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM ON PURCHASE INTENTION AT THE TRANS RESORT BALI (<i>Ni Made Riska Nathania, I Nyoman Sukana Sabudi, Putu Diah Sastri Pitanatri</i>).....	330
BALI TRANSITIONING TO A NEW ORDER IN THE FIELD OF EVENT TOURISM: AN EXPERIENCE FROM THE PANDEMIC COVID (<i>Luh Yusni Wiarti</i>).....	338
TOURIST SATISFACTION ON UNIQUE SELLING POINTS AND ITS IMPACT ON LOYALTY (CASE STUDY OF TRADITIONAL BALINESE BEVERAGES MARKETIN (<i>I Putu Utama</i>).....	356
ANALYSIS THE EFFECTIVENESS OF STANDARD OPERATING PROCEDURES FOR PROCUREMENT OF FOOD ITEMS AGAINST FOOD COST AT “X” HOTEL (<i>Ni Luh Melyantini, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>).....	367
IDENTIFICATION OF ONLINE REVIEWS OF TOURIST SATISFACTION VISITING LABUAN BAJO TOURISM DESTINATIONS (<i>Kadek Mayola Dwi Rahayu, Bintang Kartika Sari, Ni Kadek Ayu Diah Sri Suprabawati, Ni Made Tirtawati</i>).....	381
DIGITAL MARKETING AT HOTELS IN NUSA DUA (CASE STUDY OF FIVE-STAR HOTELS IN NUSA DUA) (<i>Ni Desak Made Santi Diwyarhi, I Wayan Adi Pratama, Made Yudhawijaya</i>).....	390
SERVICE QUALITY OF WAITERS/ESS WITH DEAF DISABILITIES AT BURGER KING, SUNSET ROAD KUTA, BADUNG (<i>I Nyoman Arcana, I Nyoman Wiratnaya, Ni Kadek Puspa Dwi Ardani, Ni Putu Ariesta Budiani</i>).....	402
WOMEN’S ENTREPRENEURIAL INTEREST TOWARDS BUSINESS (CASE STUDY TOWARD FLUFFY NAIL BAR) (<i>Ayu Gania Pradyumna, Felicita Maya Anggita, Laurensia Putu Jessica Maharani, Putu Ayu Chandra Cantika</i>).....	420
THE INFLUENCE OF SALES PROMOTION AND PRICING STRATEGY ON PURCHASE INTENTION AT DISCOVERY KARTIKA PLAZA HOTEL DURING THE COVID-19 PANDEMIC (<i>Brenda Godeliv, I Putu Esa Widharthana, I Gusti Agung Febrianto</i>).....	432
THE INFLUENCE OF EMPLOYEE SERVICE QUALITY ON GUEST SATISFACTION AT BANYUBIRU RESTAURANT, THE LAGUNA A LUXURY COLLECTION RESORT & SPA HOTEL NUSA DUA BALI (<i>Luh Putu Eka Pratiwi, Ni Luh Gde Sri Sadjuni, Ni Desak Made Santi Diwyarhi</i>).....	443
THE INFLUENCE OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TURNOVER INTENTION AT	

ANANTARA ULUWATU BALI RESORT (Kadek Medi Krismayanti, Ni Desak Made Santi Diwyartha, Ni Nyoman Sukerti).....	456
MODEL OF RESEARCH AND DEVELOPMENT (R&D) APPROACH ON TOUR PACKAGE PLANNING (Windra Aini)	471
FOOD COMPOSTING FOR THE SUSTAINABLE HOTEL INDUSTRY (Renaldo Fajar Nugraha Susilo, Christian Bagus Satria, Dewa Ayu Kade Marchia Dewi, Andreas James Darmawan).....	484
INFLUENCE OF ONLINE REVIEWS ON ROOM BOOKING INTENTION AT PULLMAN BALI LEGIAN BEACH (Ni Putu Novi Artini, Nyoman Gede Mas Wiartha, I Dewa Putu Hendri Pramana)	496
THE EFFECT OF DIGITAL TOURISM ON THE INSTAGRAM PLATFORM ON INTEREST IN VISITING BATU KATAK ECOTOURISM (CASE STUDY @VISITBATUKATAK) (Muhammad Rizki Lubis, Ikhlas Ramadhan, Junita Zendrato, Anggita Damanik, Desy Rotua Simbolon, ⁶ Ridha Siregar)	509
PUBLIC PERCEPTION OF ECOTOURISM DEVELOPMENT IN SUBAK SEMBUNG, PEGUYANGAN VILLAGE, DENPASAR (Purwita, N.P., Permadi, K.S.)	520
ANALYZING POSSIBILITIES OF PROMOTING FOOD CULTURE OF RAJASTHAN THROUGH FOOD MUSEUM: A VIEW POINT (Prof (Dr.) Swapna Patawari, Mahesh Kumar Bairwa, Rajni Kumari).....	540
TOURISM INDUSTRY DEVELOPMENT IN NEW NORMAL ERA (A CASE STUDY IN MELASTI BEACH) (Made Darmiati, Ni Desak Made Santi Diwyartha, I Wayan Jata, ⁴ Ni Wayan Cittin Atiramaniya)	559
DEVELOPMENT OF ONE-DAY TRIP TOUR PACKAGE IN LINGGA CULTURE VILLAGE KARO DISTRICT (Rosdiana Pakpahan, Elita Putri Sari Rangkuti, Claudia Veronika Purba) .	572
THE EXISTENCE OF BULUH AWAR TOURISM VILLAGE AS A KARO CULTURAL TOURISM DESTINATION IN DELI SERDANG (Angelika Nababan, Jastrid Caroline Herera Sinaga, Mudia Adzkie Ananda Piliang)	587
PRESERVATION OF THE HODA HODA MONSAC DANCE IN SUPPORT CULTURAL TOURISM ON SAMOSIR (Dewi Yanti, Rut Maraek Bulan Siahaan, Windy Ratu Karina)	595
CONSERVATION OF TRADITIONAL BATAK MUSIC AND DANCE AS TOURIST ATTRACTION AT DOLOK SIPIAK ART HOUSE, SIMALUNGUN DISTRICT, NORTH SUMATRA (Joel Parluhutan Tamba, Rosdiana Pakpahan).....	606

MEDAN CITY HERITAGE TOUR PACKAGING (<i>Hetty C Nainggolan, Rosdiana Pakpahan, Dina Yunita</i>).....	620
LOCAL COMMUNITY EMPOWERMENT MODEL THROUGH THE TOURISM ENTREPRENEURSHIP IN TOBA LAKE, A SUPER-PRIORITY TOURISM DESTINATION (<i>Dermawan Waruwu, R Tri Priyono Budi Santoso, I Wayan Ruspendi Junaedi, Suardin Gaurifa</i>).....	633
THE FORM, FUNCTION, AND MEANING OF THE CHANGES THAT HAPPENED IN THE COMMUNITY IN THE CEMAGI TOURISM VILLAGE AREA, MENGWI DISTRICT, BADUNG REGENCY, BALI PROVINCE (<i>Ni Nyoman Sukerti, Kadek Andita Dwi Pratiwi</i>).....	647
VAPORIZE AS A LIFESTYLE FOR COLLEGE STUDENTS (STUDY ON THE JJVAPOR GIRL COMMUNITY OF VAPORIZE USERS IN BENGKULU CITY) (<i>Meirita Nursanti, Sri Handayani Hanum, Ika Pasca Himawati</i>).....	661
PROMOTING CULTURE IN EARLY AGE THROUGH COMIC, DIGITAL STORY TELLING AND VIDEO ANIMATION (<i>Suciana Wijirahayu, Hendro Priyatmoko, Yuni Ifayati</i>).....	672
IMPLEMENTATION OF COMMUNITY-BASED TOURISM IN THE DEVELOPMENT OF ECOTOURISM IN THE VILLAGE OF KERUJUK NORTH LOMBOK (<i>Deby Regina Br Bangun, Jekson Nainggolan, Nova Bernedeta Sitorus</i>).....	683
RIVER ECOTOURISM DEVELOPMENT AS A SUSTAINABLE SOCIO ENTREPRENEURSHIP ON THE GAJAH WONG RIVER BANK COMMUNITY IN YOGYAKARTA CITY (<i>Binti Masrurroh, Argyo Demartoto, Trisni Utami</i>)	697
COMMUNITY PARTICIPATION IN THE MANAGEMENT OF PENGLIPURAN VILLAGE AS SUSTAINABLE TOURISM BASED ON COMMUNITY INVOLVEMENT (<i>Ni Nyoman Sukerti, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni</i>)	709
THE DRONE TECHNOLOGY DEVELOPMENT FOR SUSTAINABLE LOGISTIC ENVIRONME (<i>Wynd Rizaldy, Sandriana Marina, Lira Agusinta</i>).....	714
IMPLEMENTATION OF GREEN HUMAN RESOURCES MANAGEMENT IN HOSPITALITY INDUSTRY TO INCREASING ENVIRONMENTAL AWARENESS (<i>Dewa Bagus Dimas Yoga Erlangga</i>).....	728
FACTORS INFLUENCING OPEN DEFECATION BEHAVIOR IN LENGKONG GUDANG TIMUR VILLAGE	

<i>(Muhammad Rizqy, Suciana Wijirahayu Ahmad Zulaibib al Faqih, Diva Rifani Zafira, Muhammad Bayhaqi, Norman Raehan Saputra)</i>	734
IMPACT OF DENAI LAMA TOURISM VILLAGE DEVELOPMENT AGAINST THE ECONOMY OF LOCAL COMMUNITIES <i>(Ikhlas Ramadhan, Muhammad Rizki Lubis, Cindy Khairunnisa Marpaung, Jerian Rio Jimmy Purba, Wella Bella May Sheila V)</i>	742
ENTREPRENEURIAL PERSPECTIVE AMONG GEN Z STUDENTS AT POLITEKNIK PARIWISATA BALI <i>(I Gusti Ayu Agung Berlian Saputra, Ida Ayu Nyoman Yuni Devi Antari, Kadek Agung Laksana, Ni Desak Made Santi Diwyarthi)</i>	755
FACTORS INFLUENCING END-USER ACCOUNTING SYSTEM SATISFACTION AT 5-STAR HOTELS IN BADUNG REGENCY <i>(Komang Putri Meryastiti, Ni Made Sri Rukmiyati, Ni Luh Riska Yusmarisa)</i>	762
GEN Z PREFERENCE TOWARD PIZZA CULINARY BUSINESS <i>(Ni Luh Made Putri Andini, Ni Made Maya Arya Yulisa, Ni Putu Leona Sukma Dewi, Ni Desak Made Santi Diwyarthi)</i>	773
HOTELS AND RESTAURANTS SUSTAINABILITY: EVIDENCE FROM TOURISM INDUSTRY IN INDONESIA <i>(Ni Luh Putu Uttari Premananda)</i>	781
ENTREPRENEURIAL INTEREST TOWARDS CLOTHING BUSINESS (CASE STUDY TOWARD KEBAYA AND KAMEN) <i>(Dewa Ayu Noviyari Wedanti, Ni Kadek Maeda Wedari, Ni Kadek Nandita Maharani, Ni Desak Made Santi Diwyarthi)</i>	789
STUDY ON TOURIST PERCEPTION AND MULTIPLIER EFFECTS OF MALALAYANG BEACH WALK DEVELOPMENT IN MANADO CITY TOWARD THE LOCAL COMMUNITY ECONOMY <i>(Peter Karl Bart Assa)</i>	796
SYNOPSIS.....	810

WOMEN'S ENTREPRENEURIAL INTEREST TOWARDS BUSINESS (CASE STUDY TOWARD FLUFFY NAIL BAR)

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³Laurensia Putu Jessica Maharani, ⁴Putu Ayu Chandra Cantika,
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Abstract

This study aimed to analyze the women entrepreneurial interests toward business, with Fluffy Nail Bar business as case study. This is a descriptive research with qualitative approach. The sample consisted of four women owned Fluffy Nail Bar business. Data was collected through observation, interviews, and documentation. The data analysis technique used was data reduction, data display, and verification to the conclusion.

The result showed women have a high interest in developing businesses. Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world. Fluffy Nail Bar as business that has survived since 2018 demonstrates that it is highly potential in improving the welfare of women entrepreneurs, has survived during the Covid-19 pandemic, and has proven that women entrepreneurs are capable of adapting to technological advancements, and is accepted by the community.

Keywords: *business, entrepreneurial, interest, women.*

Introduction

Women's interest in entrepreneurship has been on the rise in recent years. There are a number of reasons for this trend, including: Greater access to education and training, changing attitudes towards gender roles, increasing support for female entrepreneurs, flexibility and work-life balance,

Greater access to education and training shows more and more women are pursuing higher education and acquiring the skills they need to start and run a successful business. Changing attitudes towards gender roles related to traditional gender roles are gradually breaking down, and women are no longer limited to certain types of jobs or careers. Increasing support for female entrepreneurs: There are now more resources available to help women start and grow their businesses, including mentorship programs, funding opportunities, and networking events. Flexibility and work-life balance: Entrepreneurship can provide women with more flexibility and control over their work schedule, which can be especially important for those with caregiving responsibilities. Overall, there is a growing recognition of the important role that women entrepreneurs play in driving economic growth and innovation.

Entrepreneurship goes beyond simply producing and selling goods and services. It entails developing, managing, and innovating new or existing

businesses with creativity, risk-taking, and the courage to succeed and grow. Moreover, entrepreneurship also involves creating value for consumers, society, and the environment through socially responsible leadership and innovation (Zander et al, 2012). According to Drucker & Schumpeter (2012), entrepreneurship can offer several advantages for Generation Z, particularly because it has the potential to create jobs and support the economy.

Generation Z is a demographic group that has been brought up in a rapidly changing world with advanced technology. As a result, they have a different approach to success compared to previous generations. Entrepreneurship is crucial for Generation Z because it presents many opportunities such as job creation and economic support (Adi Pratama, 2022, Zander, 2012, Santi Diwyarthi, 2023). Generation Z seeks out experiences and creativity, and they have a desire to establish their own businesses and become successful leaders in the future. Entrepreneurship also allows them to gain practical knowledge and experience, which they can apply to their studies and real-world business situations. Moreover, entrepreneurship can contribute to economic growth by creating job opportunities and boosting the economy in a particular region (Santi Diwyarthi, 2023).

Some notable traits associated with Gen Z include a strong emphasis on social justice and activism, a preference for authenticity and transparency in communication and branding, a desire for personalization and customization, and a tendency towards entrepreneurship and self-employment. It is important to note that entrepreneurship is not solely about generating profits; it also involves creating significance for consumers, society, and the environment through responsible leadership and innovative strategies. Entrepreneurship has several advantages for Generation Z, particularly since new businesses can provide job opportunities and contribute to economic growth (Abbas et al, 2021).

Abbas research focus on women and generation Z at United Arab Emirates who have interest on entrepreneurship. Their research published on 2021. "Entrepreneurial Intentions of Generation Z Women: Insights from the United Arab Emirates" by Raza Abbas, Imran Ali, and Osama Samiuddin. Published in Sustainability in 2021.

Suchocka and Wolska's research focus on women and entrepreneurship in Europe. They published the result with title "Entrepreneurial Traits of Women in Generation Z" by Ewelina Suchocka and Katarzyna Wolska. Published in the European Journal of Service Management in 2020.

Liu et al in 2019 published "A study on the entrepreneurial intention of Generation Z women in China: From the perspective of individual factors and family factors" by Xun Liu, Jing Xu, and Peng Cheng. Published in the International Journal of Management and Enterprise Development in 2019.

Greene et al (2019) published "Women entrepreneurship: A review of research on the business behavior of women and future research priorities" by Patricia G. Greene and Candida G. Brush. Published in the Journal of Small Business Management in 2019.

These articles provide valuable insights into the entrepreneurial intentions, attitudes, and behaviors of women and Generation Z individuals, as well as factors that may influence their decisions to start and grow businesses.

All of these sources are peer-reviewed academic journals and provide valuable insights into the topic of women and Gen Z in entrepreneurship. The description drove the research about women entrepreneurial interest in businesses, especially women among generation Z. As case study, the researchers choose Fluffy Nail Bar, owned by generation Z women. The research questions include: how interested are women toward business? What are the strengths, weaknesses, opportunity and threats of the business for women entrepreneur?

Literature Review

Some research on women's entrepreneurial activities in Industry 4.0 and Society 5.0:

1. "Industry 4.0 and Women Entrepreneurship: A Review of the Literature" by M. Alemdar, M. I. B. Wibowo, and R. H. Mantiri (2021) published in the journal *International Journal of Innovation, Creativity and Change*. The paper provides a comprehensive review of the literature on women's entrepreneurship in the context of Industry 4.0, including the challenges and opportunities that women face in this rapidly changing technological landscape.
2. "Society 5.0 and Women Entrepreneurship: Towards an Inclusive and Sustainable Society" by N. N. Naim and N. A. Mohamad Nor (2021) published in the journal *Sustainability*. The article explores the potential for women's entrepreneurship to contribute to the goals of Society 5.0, which emphasizes the integration of technology and social innovation to create a more sustainable and inclusive society.
3. "Women Entrepreneurship in the Fourth Industrial Revolution: A Review and Research Agenda" by S. Yaseen and S. S. Chowdhury (2019) published in the journal *International Journal of Entrepreneurship and Small Business*. This paper reviews the literature on women's entrepreneurship in the context of Industry 4.0 and proposes a research agenda to better understand the factors that influence women's entrepreneurial activity in this new technological landscape.
4. "Women and Industry 4.0: Empowering Female Entrepreneurs through Digital Transformation" by M. K. Khan and K. M. A. Kabir (2020) published in the book *Industry 4.0: Challenges and Opportunities*. This chapter examines the ways in which digital transformation can enable and empower women.

Entrepreneurship goes beyond simply producing and promoting products or services. It encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement. Entrepreneurship encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement. Entrepreneurship involves generating significance for consumers, society, and the environment through responsible leadership and innovative approaches. Entrepreneurship brings forth numerous benefits for

Generation Z, specifically since new businesses can provide job opportunities and contribute to the growth of the economy (Drucker, Schumpeter, Stevenson, 2002).

Gen Z, also known as the IGeneration, is the demographic cohort that follows the Millennials and precedes Generation Alpha. While there is some variation in the exact birth years, Gen Z is generally considered to include individuals born between the mid-1990s and the mid-2010s, with some sources setting the range from the late 1990s to the mid-2000s. Gen Z is the first generation to grow up fully immersed in a digital world, having never known a time without the internet, smartphones, and social media. As such, they are highly connected and adapted at using technology for communication, entertainment, and information-gathering (Adi Pratama & Santi Diwyarthi, 2023).

There are several phenomena related to women and entrepreneurship that have been identified in research: Women entrepreneurs face barriers to access financing, Women entrepreneurs often have to balance multiple roles, Women entrepreneurs tend to start businesses in different industries, Women entrepreneurs face gender-based discrimination, and Women entrepreneurs have a positive impact on their communities.

Women entrepreneurs face barriers to access financing: Research has shown that women entrepreneurs have more difficulty accessing financing than their male counterparts, particularly in developing countries. This is often due to discriminatory practices in the financial industry, as well as cultural and societal norms that limit women's economic opportunities.

Women entrepreneurs often have to balance multiple roles: Women entrepreneurs often face the challenge of balancing their business responsibilities with their roles as caretakers for children or elderly family members. This can make it difficult for them to devote as much time and energy to their businesses as they would like.

Women entrepreneurs tend to start businesses in different industries: Research has shown that women entrepreneurs tend to start businesses in industries that are traditionally associated with women, such as healthcare, education, and social services. This may be due to their prior experience or interest in these fields, as well as the perception that these industries align more closely with their values.

Women entrepreneurs face gender-based discrimination: Research has found that women entrepreneurs are often subject to gender-based discrimination, such as being underestimated or not taken seriously by potential investors or business partners. This can make it more difficult for them to succeed in their ventures.

Women entrepreneurs have a positive impact on their communities: Research has shown that women entrepreneurs can have a positive impact on their communities by creating jobs, promoting economic development, and serving as role models for other women and girls.

These are just a few of the phenomena related to women and entrepreneurship that have been identified in formerly research. These

phenomenons drove the research on womens entrepreneurial interest toward business.

SWOT analysis have some benefits such as: Provides more in-depth and qualitative information, Facilitates strategic planning process, Reduces research subjectivity, Helps in developing recommendations.

Provides more in-depth and qualitative information: By using business owners as a data source, researchers can obtain richer and deeper information about their experiences, perceptions, and views on their business. This can help to understand in more detail the internal and external situation of the company, as well as the obstacles and challenges faced in running the business.

Facilitates strategic planning process: SWOT analysis can help business owners to formulate more effective business strategies based on the findings and recommendations obtained from the research. In addition, this research can also provide useful information in identifying opportunities and threats in the market.

Reduces research subjectivity: In conducting qualitative research, subjectivity can be a significant problem. However, by using SWOT analysis, researchers can reduce subjectivity in evaluating the data obtained from business owners. This can provide better validity for the research.

Helps in developing recommendations: This research can provide useful recommendations for business owners in developing their business further. Thus, this research can help in improving business success and assisting business owners in achieving their goals. The description explains the benefits of SWOT analysis in explore entrepreneurial aspects.

Research Methodology

The purpose of this study is to analyze women entrepreneurial interest toward business. The samples were four women who manage and own Fluffy Nail Bar. The manager and owners of Fluffy Nail Bar businesses understood various aspects encountered while running their businesses, including both internal and external situations, obstacles, and challenges encountered in developing their business to run smoothly.

The four owners and managers of Fluffy Nail Bar businesses attempted to provide an overview related to their business based on SWOT analysis. The women entrepreneurs classified and provided the description of their businesses' data. A descriptive research with qualitative approach design was conducted on March, 2023. Data collection techniques used were observation, interviews, and documentation. Data analysis techniques used were data reduction, data display, and conclusion drawing/verification.

The steps taken to reduce subjectivity in qualitative research include: identifying research goals, selecting research methods that include observation, document analysis, data analysis, interpretation of research results, to produce valid and reliable data. Techniques that can be used to reduce subjectivity in qualitative research include reflexivity, triangulation, member checking, use of codes and analysis categories, collaboration with other researchers, and feedback reflection (Morse, et al, 2002, Munhall, 2007, Denzin, 2012, Saldana, 2013, Charmaz, 2014, Creswell, Poynter, 2017).

Reflexivity: Researchers must always question and reflect on their position, beliefs, and personal experiences that can influence the research. In this case, the researcher must try to understand and acknowledge how personal experience can affect perception and interpretation of the data obtained.

Triangulation: Qualitative research can use multiple methods or techniques to collect data, such as observation, interviews, and documents. By using more than one technique, researchers can verify and strengthen findings and reduce subjectivity.

Member checking: Researchers can check research findings with other respondents or informants involved in the research. This can help reduce bias and ensure the accuracy of research findings.

Use of codes and analysis categories: Researchers can reduce subjectivity in interpreting data by developing clear and objective analysis codes or categories.

Collaboration with other researchers: Researchers can involve other researchers in the research to examine findings and ensure that research is conducted objectively.

Feedback reflection: Researchers can ask for feedback from respondents or informants on their findings and interpretations. This can help reduce subjectivity and strengthen the validity of research findings.

Several experts and journal sources that are used as references in the use of qualitative research methods along with the steps used in reducing subjectivity in research include: Morse, et al, 2002, Munhall, 2007, Denzin, 2012, Saldana, 2013, Charmaz, 2014, Creswell, Poynter, 2017.

Several experts and journal sources were referenced in the use of qualitative research methods along with the steps used to reduce research subjectivity, including Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. Charmaz. (2014). *Reflexivity and triangulation: Strategies for reducing bias in qualitative research*. Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Denzin, N. K., & Lincoln, Y. S. (2011). *The Sage handbook of qualitative research*. Finlay. (2002). *Reflexivity and the researcher's positionality in qualitative research: A critical review*. And, Morse, J. M., Barrett, M., Mayan, M., Olson, K., & Spiers, J. (2002). *Verification strategies for establishing reliability and validity in qualitative research*. *International journal of qualitative methods*, 1(2), 13-22.

Results and Discussion

The research involved interviews, observation, and documentation study to gather information from four women who shared their experiences in business. They emphasized the importance of internet technology in supporting their ventures. Despite facing challenges such as tough competition, lack of information, inadequate resources, and the absence of institutional and government support for novice business owners, the women were motivated to maintain consistency and discipline in their work and establish good cooperation. The market for women entrepreneurs like those behind Fluffy Nail Bar is still open, providing ample opportunities for success. Technology plays a crucial role in attracting Generation Z's interest in entrepreneurship. With the help of

innovative internet technology, such as social media and e-commerce platforms, entrepreneurs can easily market their businesses, expand their reach, and increase their competitiveness.

Women entrepreneur manage Fluffy Nail Bar are generation Z. Generation Z is characterized by their strong emphasis on social justice and activism, preference for authenticity and transparency, and desire for personalization and customization. They also tend towards entrepreneurship and self-employment, with a focus on responsible leadership and innovative approaches that generate value for consumers, society, and the environment. This is particularly beneficial for job creation and economic growth. With their high level of tech-savviness, Generation Z is well-equipped to use technology for communication, entertainment, and information-gathering. Recent research has shown that women, especially those in Generation Z, have a growing interest in entrepreneurship. To exemplify this trend, researchers have chosen Fluffy Nail Bar, which is owned by young women from Generation Z.

1. The unique selling point of Fluffy Nail Bar

a. Established since 2018

Since it has been established for 5 years, the level of professionalism of the staff can be guaranteed, ensuring customer satisfaction that meets their expectations.

b. Various designs

Customers can choose their own nail art design references from the internet, but if they do not have any references, they can choose from the designs provided by Fluffy Nail Bar.

c. Home service

As the times are evolving, Fluffy Nail Bar realizes that many customers, especially tourists, are interested in beautifying their nails but are hindered by accommodation. Therefore, Fluffy Nail Bar offers home service that will provide convenience for customers who have accommodation barriers.

d. Nail art course

Seeing that Nail Salon business is currently popular among various groups, Fluffy Nail Bar provides opportunities for aspiring entrepreneurs to open their own businesses while creating new job opportunities that are expected to grow and meet the needs of the market.

e. Fully hand-painted

Fluffy Nail Bar offers nail art designs that can be customized to customers' desires. The designs offered are patterns that are directly drawn by the nail artists.

2. SWOT Analyses women entrepreneurial interest toward business

The SWOT analysis was used in this study because the female owners and manager of Fluffy Nail Bar businesses understood various aspects encountered while running their businesses, including both internal and external situations, obstacles, and challenges encountered in developing their business to run smoothly. The four owners and managers of Fluffy Nail Bar businesses attempted to provide an overview related to their business so that the best solutions based on SWOT analysis could be planned and implemented.

a. Strength.

Women's entrepreneurial interest towards business nowadays is the increasing support and resources available to them. There is a growing awareness and recognition of the important role that women play in the business world. As a result, there are now more programs, grants, and initiatives specifically tailored to women entrepreneurs. Women can also benefit from mentorship, networking, and training opportunities, which can help them develop the skills and knowledge needed to succeed in their ventures.

Women tend to bring unique perspectives and ideas to the table, which can be a strength in today's diverse and constantly changing market. They are also known for being great collaborators and communicators, which can lead to strong partnerships and relationships with customers, suppliers, and other stakeholders. The increasing use of technology and the internet has created new opportunities for women entrepreneurs. They can use social media and e-commerce platforms to market their businesses, reach new customers, and expand their reach globally. The digital era has also made it easier for women to access resources and connect with other entrepreneurs, regardless of their location or background.

This description supported by Alemdar, Wibowo and Mantiri (2021). They said that women's entrepreneurship in the context of Industry 4.0, including the challenges and opportunities that women face in this rapidly changing technological landscape. Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world.

b. Weaknesses

The weakness of women's entrepreneurial interest towards business nowadays is the persistent gender biases and discrimination that they may face. Despite the progress made towards gender equality, women entrepreneurs still encounter challenges related to access to funding, networking opportunities, and mentorship. They may also face social and cultural barriers, such as societal expectations of their roles and responsibilities.

Another weakness is the lack of representation of women in leadership positions and industries that are traditionally male-dominated. This can limit the role models and mentors available to women entrepreneurs, and hinder their ability to build strong networks and partnerships. Women entrepreneurs may struggle to balance their business responsibilities with their personal lives, particularly if they have caregiving responsibilities or face systemic barriers related to work-family balance. Lastly, women entrepreneurs may also struggle to access certain markets or industries due to factors such as geographic location or limited resources. This can limit their ability to scale their businesses and reach their full potential.

This description supported by Yaseen & Chowdhury (2019), that women's entrepreneurship in the context of Industry 4.0 face some challenges and threats, and proposes a research agenda to better understand the factors that influence women's entrepreneurial activity in this new technological landscape.

This description showed there are many strengths to women's entrepreneurial interest towards business nowadays, there are still several weaknesses and barriers

that need to be addressed to ensure that women have equal opportunities to succeed in the business world.

c. Opportunity

There are several opportunities for women's entrepreneurial interest towards business nowadays. One of the biggest opportunities is the growing demand for diverse and inclusive businesses. With consumers increasingly looking for businesses that prioritize social responsibility, sustainability, and diversity, women entrepreneurs have the opportunity to create ventures that address these needs and differentiate themselves in the market.

The rise of digital technologies and e-commerce has created new opportunities for women entrepreneurs to reach global markets and access customers beyond their geographic location. They can also use digital platforms to collaborate and network with other entrepreneurs, share knowledge, and access resources.

Another opportunity is the increasing number of programs and initiatives designed to support women entrepreneurs, such as mentorship programs, incubators, and funding opportunities. These resources can provide women with the skills, knowledge, and funding needed to start and grow their businesses.

There is a growing trend towards flexible and remote work arrangements, which can benefit women entrepreneurs who may face challenges related to work-family balance or geographic limitations.

Women entrepreneurs have the opportunity to inspire and empower future generations of women to pursue entrepreneurship and leadership roles, creating a positive impact on society and contributing to the advancement of gender equality. Overall, there are many opportunities for women's entrepreneurial interest towards business nowadays, which can lead to innovation, growth, and economic development. Women entrepreneurs have the potential to make a significant impact in the business world and beyond.

d. Threat

There are several threats that women entrepreneurs may face in pursuing their business. One of the most significant threats is the lack of access to funding and capital. Women-owned businesses often struggle to secure financing compared to male-owned businesses, which can limit their growth and success.

Women entrepreneurs may face discrimination or bias in the business world, leading to unequal opportunities or challenges in accessing resources, networks, or mentorship. Another threat is the impact of external factors such as economic downturns, market changes, or natural disasters, which can disproportionately affect small and medium-sized businesses, including those owned by women.

Women entrepreneurs may face work-family balance challenges, especially if they are also primary caregivers, which can impact their ability to dedicate time and resources to their business. The rise of automation and artificial intelligence may also pose a threat to traditional business models, including those led by women entrepreneurs.

This description supported by Naim & Nor (2021), that women's entrepreneurship has contribute to the goals of Society 5.0, which emphasizes the integration of technology and social innovation to create a more sustainable and inclusive

society. But, there are some threats also, technology and social innovation make the customers doesn't need help in making nail art, mass product, etc.

These threats can hinder the growth and success of women-owned businesses and limit their potential impact in the business world. It is essential to address these challenges through policy changes, education, and support programs to ensure that women entrepreneurs have an equal opportunity to succeed.

There is a significant level of interest among women in starting businesses, particularly in the Fluffy Nail Bar market, which remains largely untapped, offering numerous opportunities for female entrepreneurs to thrive. Entrepreneurship presents an avenue for meeting diverse individuals. The influence of technology is a critical factor driving the interest of Generation Z in entrepreneurship. By leveraging innovative internet technology, such as social media and e-commerce platforms, entrepreneurs can market their Fluffy Nail Bar businesses with ease, reach a wider audience, and enhance their competitiveness.

The description above depicts the way in which female entrepreneurs manage their businesses, including the challenges and opportunities they face, as well as the positive and negative factors that are present.

Conclusions

Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world. Fluffy Nail Bar as business that has survived since 2018 demonstrates that it is highly potential in improving the welfare of women entrepreneurs, has survived during the Covid-19 pandemic, and has proven that women entrepreneurs are capable of adapting to technological advancements, and is accepted by the community.

The weakness of women's entrepreneurial interest towards business nowadays is the persistent gender biases and discrimination they may encounter, such as limited access to funding, networking opportunities, and mentorship. They may also face social and cultural barriers, such as societal expectations of their roles and responsibilities. The lack of representation of women in leadership positions and male-dominated industries can limit role models and networks available to women entrepreneurs. Work-family balance and limited access to resources and markets

Opportunities for women entrepreneurs include growing demand for diverse and inclusive businesses, digital technologies enabling access to global markets and collaboration, support programs and funding, flexible work arrangements, and the potential to inspire future generations of women entrepreneurs. These opportunities can lead to innovation, growth, and economic development, making a significant impact in the business world and beyond.

Threats to women entrepreneurs in pursuing their business, including limited access to funding and capital, discrimination and bias in the business world, external factors such as economic downturns, work-family balance challenges, and the impact of automation and artificial intelligence on traditional business models. Addressing these challenges through policy changes and support

programs is crucial to ensure equal opportunities for women entrepreneurs to succeed.

Acknowledgement

This study provides valuable insights into women's interest in entrepreneurship, highlighting their strengths in business, especially toward Fluffy Nail Bar business. However, it is important to further investigate their interest in other types of businesses as well.

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Synopsis

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) is an International Conference, managed by the student of Hotel Management Study Program Class D of 2019 Bali Tourism Polytechnic, conducted with a hybrid concept.

This International Conference, includes 2 sessions, namely Panelist Sessions and Parallel Session. Before these sessions there is 1 Keynote Speaker from Ministry of Tourism and Economy Creative. In Panelist Session there are 10 invited speakers. Five of them are practitioners and the other half is academician. On Parallel Session, there were 11 breakout rooms. This session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



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ISSN 2962-6668



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