

Entrepreneurial Mindset of Successful Women from Recycling Waste.

- **Author(s):** Tatag Herbayu Latukismo ,Indrianawati Usman ,Praptini Yulianti ,Nuzulul Fatimah ,Ilham ,Heri Cahyo Bagus Setiawan ,Riyan Sisiawan Putra
- **Abstract:** Business success in the new economy is a function of relevant skills and the mindset of an entrepreneur. In running a business, everyone has their perspective in achieving success. The study aims to determine how the mentality of women who have been successful in entrepreneurship from waste recycling and factors that drive success. The study adopts a qualitative research method with a phenomenological approach (Moustakas, 1994), using in-depth interviews, which lasted about 45 minutes to an hour, and direct observation using a semi-structured questionnaire. Sampling using purposive sampling technique with the researcher's criteria in selecting the sample (Sugiyono, 2014). The sample is two successful women entrepreneurs in the field of waste recycling who live in DKI Jakarta. The interviews last about 45 minutes to an hour, recorded using a smartphone. From the interview results, the data are analyzed involving several core processes, namely: epoche, phenomenological reduction, imagination, variation, and synthesis of meaning and essence. The validity test uses the credibility and transferability test (member checking) (Moustakas, 1994). The study finds that, in general, the entrepreneurial mindset possessed by women recycling waste entrepreneurs is grouped into five, namely: environmental care, learning, spirituality, creativity, and innovation and development. The mindset serves as the right guide and strategy for success.
- **Keywords:** Entrepreneur, qualitative research method, phenomenological approach, DKI Jakarta, environmental care, learning, spirituality, creativity, innovation and development