

## **ABSTRACT**

*This study aims to understand the motivations of former workers who experienced Termination of Employment (PHK) in starting microenterprises in Semarang. Microentrepreneurship plays an important role in the local economy, particularly in creating job opportunities and boosting the local economy. After experiencing PHK, many former workers chose to start microenterprises as an alternative to generate income. Factors motivating them include the drive for economic independence, utilization of prior skills, and support from family and the government. However, the challenges they face include limited capital, difficulty in finding strategic business locations, and lack of knowledge in marketing and financial management. A phenomenological research method is used to explore the subjective experiences of former workers, with data collection through in-depth interviews, observation, and documentation. The results indicate that while motivation and external support are important, the practical challenges faced by former workers remain significant. Therefore, government programs supporting microentrepreneurship, such as providing training and access to financing, need to be tailored to the specific needs of former workers to be more effective in helping them achieve business success.*

*Keywords: entrepreneurial motivation, termination of employment, microenterprises*