

EMPOWERING WOMEN IN DEVELOPING AUTONOMOUS ENTERPRISES TO ENHANCE FAMILY WELFARE IN BENDAN DUWUR SUB-DISTRICT GAJAHMUNGKUR DISTRICT SEMARANG

Dra. Titik Susiatik
Dra. Eko Heri Widiastuti

ABSTRACT

Through various efforts to empower the women potential that the government of Bendan Duwur Sub-district carried out is able to improve the community welfare. These efforts are done through training, assistance to the efforts by the Bendan Duwur community. Various types of enterprises based on the existing potential in the Bendan Duwur Sub-district area, including in the enterprises form of boarding houses, food stalls, grocery shops, various processed foods, they all start from the number of migrants or students studying at various existing universities in the Bendan Duwur Sub-district. It turned out that the students who lived temporarily in the Bendan Duwur Sub-district did not only motivate residents in enterprises, but also motivated them to get a better education than ever. Some families try to provide the best education for their children, but on the other hand, some residents fail to understand the importance of education for their children. Therefore, this family becomes the target to obtain guidance and assistance, so that they have better soft and hard skills. Bendan Duwur Sub-district Government has established cooperation with several related institutions including universities in the region to participate in the efforts to empower women in enterprises of which they can get additional income, so that it can be used to improve the welfare of their families.

Keywords: Women Empowerment, Autonomous Enterprises, Bendan Duwur Sub-district.

A. BACKGROUND

The potential of women's resources as economic development workers in Bendan Duwur Sub-district is quite large at 54.8% (Monograph of Bendan Duwur Sub-district, 2016). Traditionally, women have responsibilities in domestic functions, but they have access to economics, especially for home industrial food production. Commitment and responsibility and women potential in development are materialized and actualized by their participation in the process of accelerating development.

The community in Bendan Duwur Sub-district, although their position is close to various universities, but their lives are less prosperous. Bendan Duwur Sub-district, Gajahmungkur District, Semarang City, which consists of 7 Community Unit (RW) and 28 Neighborhood Unit (RT) has a population of 3,396 people consisting of 1691 men and 1705 women and 2,453 or 72.3% are of productive age. From the productive age population, only 330 or 13.5% have permanent jobs, with the rest working in the non-formal or odd jobs sector. (Monograph Semester II of Bendan Dhuwur Sub-district, 2016). In addition, 60% of the productive age are women, among whom there are housewives and young women dropping out of school, and this condition requires the attention of various parties so that their lives or welfare could improve. One way to improve the welfare of people's lives is to encourage them to develop the potential they have with household enterprises, both in groups or individually.

Domestication of the role of women in the economy is still occurring, so the process of marginalization of women keeps ongoing. The impact of these conditions resulted in the level of creativity of women relatively difficult to develop. Based on the survey, it turned out that women's accessibility in the economic sector is relatively low, as the role of women is only strong in the income, in this case is the decision of priority needs, income allocation decisions and division of tasks, their domestic role, whereas in economic production, the women only plays role in light tasks, while male dominance in the family economy is still higher. (Lili Marliyah, et al., 2019). The social capital owned by the Bendan Duwur Sub-district community is regarded from the parameter of fairly good confidence, as evidenced by the enthusiasm of women at work, and is supported by the existence of social norms in religions, economic and social sector. The norm parameters can be viewed from the existing social institutions in the economic, religions and socio-cultural sectors. Parameters of the network of cooperation between people are facilities for communication and interaction, so as to foster trust and strengthen cooperation. This network can be used to build the strong, formal and informal interrelationships. Social capital owned by the Bendan Duwur Sub-district community can strengthen the role of women, giving rise to honest, organized attitude and using norms in establishing cooperation with them. This is evidenced by various existing social institutions of which capital is used as a means of community development.

Women empowerment in improving family welfare requires collaboration in all sectors, including women's empowerment through microeconomic sector. Women empowerment to develop autonomous enterprises in Bendan Duwur Sub-district is an effort to improve family welfare.

Based on the description above, the focus of the problem is on women empowerment in developing autonomous enterprises in Bendan Duwur Sub-district, Gajahmungkur District, Semarang City.

B. DISCUSSION

1. Concept of Community Empowerment

Women empowerment is an effort to increase women access and control over economic, political (decision making) and cultural resources in terms of formulating values, symbols, ideologies (Ratih D & Erma E.C, 2004)

According to Clutterbuck in Syarif Makmur (2008: 54) empowerment as an effort to encourage and enable individuals to assume personal responsibility for their efforts to improve the way they do their jobs and contribute to the achievement of organizational goals. Furthermore, empowerment becomes an important strategy in increasing the roles and opportunities of women in their lives.

The definition conveys that the meaning of empowerment is not only interpreted economically where the individual can meet the life necessities, but concerns with the confidence of each individual, their self-esteem and organizational cultural values must be placed in balance, so that every human truly finds his or her true identity. Therefore, in developing society in the future a humane balance between political, economic, legal and socio-cultural life is required for every human being or society, so that this will only be materialized if community empowerment is able to function properly (Syarif Makmur, 2008: 55) .

The N Ach theory or need for Achievement from Mc Clelland in Syarif Makmur (2008: 48) stated that the development of a community is caused by the community members lack motivation to excel or have no need for achievement or N Ach. They are prone to be fatalistic and accept their fate without resistance.

According to Anwar (2007), the process of community empowerment contains at least two kinds of perspectives that are commonly used to approach problems, especially the issue of poverty, namely: (1) cultural perspective, which is approaching the issue of poverty at three levels of analysis: individual (Strong feeling of marginality), family (free union or consensual marriages) and society; (2) structural or situational perspective.

The strategy of women empowerment can be done through developing mentoring and increasing their effectiveness both as a household member and as an autonomous entrepreneur, protection to the female workforce, increasing the effectiveness of mentoring and training, improving regulations, facilities and wage rate, training and fostering home industry skills, and job opportunities to be gender-balanced and include women in all activities including agriculture (Rooganda Elizabeth, 2007).

Indicators of successful implementation of the empowerment program include (1) the reduction in the number of underprivileged people, (2) the development of efforts to increase income by the underprivileged through the use of available resources; (3) increasing community awareness on efforts to improve the welfare of underprivileged families in their environment; (4) increased group self-support marked by the increasingly productive efforts of members and groups; (5) increasing community capacity and income distribution. (Sumodiningrat, 1999).

2. Model of Empowerment

The results of research from Ismi Dwi Astuti, et al. (2008) that tourism development needs to be developed by women empowerment, thus this empowerment is focused on capacity building, cultural change, structural adjustment, and development of facilities that prioritize pioneering and developing partnerships with various enterprise actors.

In order for this development to work well, it requires some supporting factors including 1) the role of higher education; 2) entrepreneur; 3) credit institutions; 4) related institutions; and 5) cooperatives as business entities. Enterprises unit activities carried out by cooperatives will cause economic multi-player effects, thus leading to increased income and welfare of the community.

3. Concept of Autonomous Enterprises

The advance of technology, which is then followed by changes in all aspects of life has caused various problems in people's lives. The main problem is about the level of community welfare, as poverty and unemployment in communities often leads to social and community stability. This condition is increasingly problematic with the high unemployment of highly educated people; the large number of university graduates as job seekers rather than job creators, further complicates the conditions. This is partly because the learning system applied today is more focused on preparing students who graduate punctually and have a job, rather than those graduates who are ready to create job opportunities. One way to overcome this problem is to deliver lecture material on entrepreneurship.

In order to build an entrepreneurial mindset it can be started by reading, getting to know the type of enterprises, taking courses and others. Entrepreneurial mindset can arise in a person due to several factors, namely (1) Entrepreneurial Necessity, which is being an entrepreneur by force and urgency on life necessities; (2) Replicative Entrepreneur, which tends to mimic a trendy business, so it is vulnerable to competition and collapse; (3) Innovative Entrepreneurs, which is innovative entrepreneurs who keep thinking creatively in observing business opportunities. (Anif Jamaluddin, 2010). These factors often make a person frightened to start a business.

The fearless nature, dare to take risks are some qualities that one must have to starts his or her own enterprise, as they must have entrepreneurial mindset that dared to fail, dare to try, and dare to succeed. The way to do this is by creating job opportunities, making product innovations. Starting a new way is difficult to do especially for those who are already well-established, but for ones who desire to improve their living standard, the capital factor is often an obstacle. In order to overcome the factor, it can be done by seeking for investors, establish cooperation in enterprises and others. Several types of enterprises can be built, for example by home industry, establishing joint business groups, or with apprenticeship in advance.

4. Research Method

In accordance with the problems and objectives of the study, the research approach used a qualitative approach. In this case, qualitative research using focus groups or Focus Group Discussions combined with in-depth interviews. The reason for using the focus group method (Focus Group Discussion) is that by using this technique, the data will be obtained from various parties or groups on research topics, as focus groups can also create backgrounds from different perceptions, assessments and experiences about the proposed research topics.

The population in this study were all women either housewives or young girls in Bendan Duwur Sub-district, Gajahmungkur District, Semarang City. The sample selection in this study used the snowball technique. It is used because the selected sample members are key informants who are familiar with and are directly involved in the process of women empowerment to develop their own enterprises. In this study, the sample used 7 informants, consisting of stakeholders, which was the head of Bendan Duwur Sub-district, from the Family Welfare Empowerment (PKK) Driving Team and from housewives and teenage girls who dropped out of school.

Data analysis techniques used in analyzing qualitative data is carried out interactively and continuously keeps going thoroughly, so that the data is saturated (Miles and Huberman, in Sugiyono, 2011). Activities in data analysis includes data reduction, data display, and conclusion drawing/verification.

5. Research Result

a. The form of autonomous enterprises in Bendan Duwur Sub-district, Gajahmungkur District, Semarang City

The life of Bendan Duwur Sub-district, which consists of 7 Community Unit (RW) with 2084 families partly still has a relatively low level of welfare. In the last decade or around 2000, some women still worked as stonebreakers, but now they are no longer found. This indicates that their livelihoods have begun to shift, along with the changing times. Some women already have their own enterprises, although on a small scale ones, for example running a grocery shop, food stall (as many children staying in boarding houses are found in this sub-district area), making snacks and so on.

They start their own enterprises, as they want to improve the welfare of their family, as very dominant family factor influencing someone to start a business. In general, they learn from others' success, they follow the example of other people or even have partnerships with others. Furthermore, some started their enterprises due to coincidence (The head of Bendan Duwur Sub-district). This business was initially only a side business for additional activities or additional income, but because these enterprises turned out to be very profitable, then the owner made up to work for it.

Starting a business by trial and error is quite feasible, especially by those who have no experience, having difficulty finding work, or just going through termination of employment (layoffs). Many of them could achieve success. This compulsion factor is just a driving force for people in Bendan Duwur Sub-district in establishing their business, as it is usually done by one who has trouble finding work or after going through termination of employment.

According to Kasmir (2012) before starting an enterprise, it is first necessary to select the area that you want to focus. The choice of line of enterprises is highly important so that we are able to recognize the ins and outs of the business and be able to deal with it. The choice of this line of business needs to pay attention to one's interests or talents, because they are a definite factor in running a business. In addition to interests and talents, another factor involved in determining an enterprise is the owned capital.

Another thing that is no less important in starting a business is the factor of Human Resources (HR), as Human factors or business actors are the driving force of an enterprise, as their persistence in doing business can be a determinant of a successful enterprises. Environmental factors must also be regarded in order to determine the type of enterprise to be carried out.

Several businesses in Bendan Duwur Sub-district have a lot to do with this environmental situation. In the area, many public and private universities are found, and they include UNTAG, IVET University, Farming, POLIMARIN and AKPELNI. The existence of this higher institutions makes Bendan Duwur Sub-district area have a lot of boarding houses, as most of the students studying at the higher institutions come from outside Semarang City.

Many existing students from outside the city is a business opportunity for the community around the higher institutions, so that many people regard it as a business opportunity. One of the things the people of Bendan Duwur Sub-district work on is an effort to build a boarding house. Some residents deliberately establish boarding house business by building several rooms separated from the landlord or the owner. Furthermore, some gave up the rooms they had to be lodged by students who need them, so that the rooms used as boarding houses are mixed up with the owner's residence.

In addition to boarding house businesses, any enterprises mostly done by the people in Bendan Duwur Sub-district are having food stalls and grocery shops. The opening of these stalls and shops in addition to meeting the needs of the surrounding community, it also fulfills the needs of the boarding houses' residents. Most current boarding students do not cook for themselves, thus they buy from food stalls around their boarding houses in order to cater their food needs. It turns out that many food stalls were run by women, and many are found in the Bendan Duwur Sub-district area.

In addition to the two enterprises, some people have the business of making snacks, such as donuts, spring rolls (risoles), brownies, meatballs-stuffed tofu (tahu bakso) or other food dishes. The efforts in making these snacks apparently also attract the interest of some women, as the marketing is relatively convenient. Their marketing method is quite simple by delivering their snacks into the surrounding food stalls and grocery shops.

The efforts that the community carries out, especially the women in Bendan Duwur Sub-district area turns out to be the family's economic resource, as due to the outcomes of this enterprises, the economic life or the welfare of their families has been positively increasing. It can be viewed from the awareness of parents to provide best education for their children.

b. Method of women empowerment in developing autonomous enterprises in Bendan Duwur Sub-district.

Some efforts that the community in Bendan Duwur Sub-district has made is required to have its sustainability maintained and even increased in order to develop them. The owners of these enterprises need to get assistance from the Sub-district government so that they can manage their enterprises properly and correctly, especially for residents who have boarding houses as they have a great responsibility for the existence of boarding children. The inhabitants of boarding houses must be taken care of as they must be able to mingle with the local residents in their lives, so that they will have a comfortable environment in learning and other activities.

The same case for residents who have food stalls, especially those who are attempting to build food stalls, the government needs to monitor the hygiene of its dishes, so that food hygiene can be improved. In addition to women who already had a business in making processed food, their skills need improvement to develop their enterprises. Regarding many existing business opportunities, the Bendan Duwur Sub-district government is making an effort to establish cooperation with the city government or the existing higher educations in the area to participate in helping efforts to improve the welfare of its citizens.

The efforts that Bendan Duwur Sub-district government made are in the form of training or assistance, especially for young mothers who still have their future long span. The training carried out by higher educations and the city government especially concerning women empowerment is aimed to improve their skills, and it is expected that the participants will be able to improve their skills so that they can be developed into an enterprise in order to increase profit or income.

The provided training material comes to terms with their skills and needs, while taking into account the interests and talents of the women. In addition to adjusting to the interests and talents of these young mothers, they need to be motivated constantly so that they are able to use their skills they have to improve the welfare of their families.

Some forms of efforts by Bendan Duwur Sub-district government in an attempt to improve skills for women, which is by collaboration with other institutions both from the Semarang City government or with higher educations in the area. The trainings that have been carried out including, among others:

1) Training in making dowry

Every family that will marry off their daughters, the male family will certainly make a dowry. At this point, dowry-making services are much needed by the community because when a family will provide dowry or mahr in a marriage, they must attempt to make it as appealing as possible, so that the dowry-making services can be used as an alternative job that can increase their income. Seeing the potential of dowry-making services as one of the alternative jobs, the Bendan Duwur Sub-district government in collaboration with the city government especially in Women Empowerment holds training to make dowry, with the purpose of providing skills for young mothers in making dowry. It is because dowry-making service can be done by mothers while doing their domestic work.

This training turns out to be very pleasing to women, but the Bendan Duwur Sub-district government must still follow it up by providing assistance so that the skills in making dowry can be developed and commercialized. In order to expand it, women requires driving motor so that they are motivated to develop it, so that the outcomes will be able to improve the welfare of their families.

2) Training in painting and embroidering hijabs

Hijab for the community at this time especially for the Muslims women have become their daily necessity, as they mostly wear dress along with hijabs in a daily basis. Therefore, they must exert themselves to look beautiful with their hijabs. Seeing the opportunity of the hijabs as clothing that particularly Muslims women must wear, the Bendan Duwur Sub-district government organized training to embellish the hijabs by painting and embroidering hijabs, so that the hijabs looks more beautiful rather than merely plain ones.

The training in painting and embroidering hijabs is intended that in addition to women can use hijabs themselves to look more beautiful, it can also be used as an alternative enterprise. They can buy plain headscarves at any affordable prices and then make paintings or embroidery, so that the hijabs will look more appealing. The main obstacle in pilot business is marketing problem, so that after training the sub-district government and related institutions must keep making efforts to motivate trainees to develop their skills.

3) Training in making snacks

The community in the Bendan Duwur District area, especially by the women, mostly does making snacks. However, the marketing is still limited to the environment, besides that it is made without regard to environmental sanitation or the type of unvaried food. Therefore, training and mentoring are needed for women who have made snacks or those who will improve their skills in making snacks.

Efforts that the government of Bendan Duwur Subdistrict makes to enhance the skills in making these processed foods, in addition to facilitate the Women Empowerment in Semarang City also collaborate with the higher educations in Bendan Duwur area. In collaboration with the higher education, the Farming College, residents are taught to make simple salted eggs that do not take long time but hygienic. Then in order to collaborate with IKIP Veterans is by assistance in making snacks to packaging, marketing and IRT certificates from the Health Office.

These efforts are certainly intended so that people who have the potential to develop a business in making snacks or various processed foods can develop their skills and enterprise. This means that the processed products are not only marketed in the surrounding area, which are in the existing stalls in the Bendan Duwur Sub-district area, but also can be marketed to other more expansive areas.

4) Mentoring

In addition to training, the government of Bendan Duwur Sub-district in collaboration with higher educations in the area held mentoring related to the method to improve family welfare. This is because mentoring is required to motivate the community in order to prepare themselves and their families to make an effort in improving their lives. These mentoring included the importance of food intake in early childhood, the proper parenting for children, especially in early childhood. The target in this activity is intended for young mothers who still have early-aged children, as early childhood is a golden period, so that they must get proper food intake and education. This is because they are the ones who will continue their role as community people. Therefore, children should have been had their needs properly and appropriately.

c. Improvement of family welfare in Bendan Duwur Sub-district, Gajahmungkur District, Semarang City.

Human life from time to time always have changes, and their mindset also change along with the advancement of time and technology, tastes and habits as well. Such rapid changes have forced people to think hard to remain survived in their lives. These changes are due to the rapid growth and development of technology. The advance of technology, especially communication technology has been able to uphold the people's life order. The fragmented world has become one, as there is no clear obstacles between nations and countries.

Such rapid changes in technology have an impact also on changes in people's behavior. The incoming information is easily absorbed by various community groups. Such rapid incoming information due to advancement of information technology, such as television, radio, newspapers and the like has made people more intelligent and difficult to be deceived.

Various changes in life patterns have also been experienced by the people of Bendan Duwur Sub-district, moreover in this Sub-district, there are many newcomers, both inhabitants of the boarding houses and those who have become permanent residents. The presence of newcomers who enter the Bendan Duwur Sub-district area will certainly create competition or motivations for local residents to live in harmony with the newcomers.

Initially, most of the residents in Bendan Duwur Sub-district area, especially women attempt to increase income for the family by working as stonebreakers or breaking large stones into gravel which is then put it up for sale. However, along with the changing era, this work has been abandoned, so that women especially young ones, then run a business by opening food stalls, grocery shops and boarding house business. All is done besides fulfilling the needs of newcomers it can also be used to increase family income.

Improvement of the welfare of residents in Bendan Duwur Sub-district is also done by improving their education levels, in addition to the availability of costs, it is also because the increased awareness of parents to send their children to school. The level of education of these residents turns out to have an impact on the type of their work after finishing school. Many residents then have a permanent job, so they no longer work in odd jobs as before, thus the family life is increasingly assured.

The improvement in welfare can be seen from the form of residential houses in Bendan Duwur Sub-district, most of them are permanent houses and they have vehicles as a means of transportation as well as more easily traversed access roads. These changes are a sign that the level of community welfare in Bendan Duwur Sub-district is increasing.

The Bendan Duwur Sub-district government continues to strive to improve the welfare of its people by providing training that is beneficial to the lives of its people. The Government realizes that with good welfare, it will create a peaceful and orderly atmosphere in the lives of the people, especially that their lives must coexist with newcomers who are mostly students studying at higher educations in the Bendan Duwur Sub-district area.

C. CONCLUSION

Based on the description above, it can be concluded that in Bendan Duwur Sub-district area, some of the communities already run some enterprises including having food stalls, grocery shops and boarding houses. However, there are still limited residents who have these enterprises, because it only has to do with meeting the needs of incoming students who are studying at higher institutions in the Bendan Duwur Sub-district area. Other enterprises include laundry or photocopying, but non-residents of Bendan Duwur Sub-district own these businesses instead.

Considering only a small number of residents who are able to employ the surrounding potential, the Bendan Duwur Sub-district government is attempting to empower its community, especially for women, so that they have skills in order to give a benefit for their families, which is to increase family income. Bendan Duwur Sub-district government is making an effort to establish cooperation with various institutions and higher educations in the area to play a role in efforts to empower the community, especially women. These efforts are in the form of training and enlightenment, as this activity is aimed to improve both soft and hard skills of the residents of Bendan Duwur Sub-district. Increased soft and hard skills of citizens are expected to improve the quality of life of Bendan Duwur Sub-district community.

The efforts that the government of Bendan Duwur Sub-district made are solely to improve the welfare of their citizens, because by increasing their welfare, a resilient community will be created and able to compete in this globalization era, and can build and maintain its territorial order. It is very necessary considering that in Bendan Duwur Sub-district, many migrants who come from almost all of the Archipelago have different cultures, so that this condition is vulnerable to trigger any friction.

BIBLIOGRAPHY

- Anwar, 2007. Manajemen Pemberdayaan Perempuan: Perubahan Sosial Melalui Pembelajaran Vokasional Skill Pada Keluarga Nelayan. Alfabeta. Bandung.
- Burhan Bungin, 2003. Analisis Data Penelitian Kualitatif: Pemahaman Filosofis dan Metodologis ke Arah Penguasaan Model Aplikasi. PT Raja Grafindo Persada, Jakarta.
- Monografi Kelurahan Bendan Duwur Kecamatan Gajah Mungkur Kota Semarang Tahun 2016
- Laporan Penelitian Kebijakan Bank Dunia, 2005. Pembangunan Berperspektif Gender (Melalui Perspektif Gender dalam Hak Sumberdaya dan Aspirasi).
- Lili Marliyah, dkk, 2007. Peran Wanita Dalam Pengembangan Industri, Pertanian dan Pariwisata (Intanpari) di Kawasan Bandung. Laporan Penelitian IKIP Veteran Semarang.
- Lili Marliyah, dkk, 2013. Model Pemberdayaan Peran Perempuan dalam Masyarakat Agribisnis Kawasan Bandung, Laporan Hasil Penelitian Hibah Bersaing DRPM.
- Roosganda Elizabeth, 2007. Pemberdayaan Wanita Mendukung Strategi Gender Mainstreaming Dalam Kebijakan Pembangunan Pertanian di Perdesaan, Forum Penelitian Agroekonomi Vol.25 No.2. Bogor.
- Syarif Makmur, 2008. Pemberdayaan Sumber Daya Manusia dan Efektifitas Organisasi. Rajawali Pres, Jakarta.
- Trisakti Handayani dan Sugiarti, 2001. Konsep dan Teknik Penelitian Gender. Pusat Studi Wanita dan Kemasyarakatan Universitas Muhammadiyah

Dra. Titik Susiatik, MSi, NIDN 0010015901
Email tsusiatik@yahoo.co.id

Dra. Eko Heri Widiastuti, M Hum, NIDN 0617116002
Email ekoheriwidiastuti2@gmail.com