

ENTREPRENEURIAL CHARACTER DEVELOPMENT STRATEGY FOR PRODUCTIVE AGE HOUSEWIVES

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Abstract

The creative economy industry can develop and progress with support from the Creative Economy Agency owned by the Government of Indonesia. The role of a woman is to take care of the family and manage household activities. When a woman owns or manages a business enterprise, the majority of locals seem to question her ability to strike a balance between work and family responsibilities. The significant function of micro, medium and small enterprises in Indonesia is owned and managed by women entrepreneurs. Respondents of productive age housewives in the DIY Upload community to illustrate and produce Human Resource Development Strategies for the formation of a strong Entrepreneurial Character in productive age housewives. The Strategy of Cooperation with External Parties and the Strategy for Increasing Management and Business Knowledge are strategies needed to improve weaknesses and seize opportunities for the formation of a Resilient Entrepreneurial Character.

Keywords:

Crafts;
Entrepreneurial
Character;
Housewives; Human
Resources
development

INTRODUCTION

Indonesian handicrafts are one of the subsectors of the creative industry, one of the top three contributors to Gross Domestic Product (GDP). In terms of craft materials, they are usually made of wood, metal, leather, glass, ceramics, and textiles. Yuliati (2017, p. 7), that the majority of UMKM owners in terms of gender are women, because the business began as a filler for housewives. The business is also a legacy of the family business. Creative product entrepreneurs who are engaged in fashion, accessories, culinary, cultivation, and craft or handycraft have a relatively young age and are still entering the productive age..

The desire to be independent, do something beneficial to society and create flexibility is the most important thing for a housewife. The role of motherhood in her motivation is illustrated by the desire to provide flexibility where mothers need to remain productive in taking care of the household, Krismiyati, K. (2017). Therefore, the challenge is related to the dual roles of entrepreneur and mother. On the other hand, technical problems such as lack of skills and knowledge remain, Miranti (2022, pp. 109–139). Agussani (2020, pp. 5935-5947) Many Indonesians believe that the role of a woman is to take care of the family and manage household activities. Therefore, when a woman owns or manages a business enterprise, the majority of locals seem to question her ability to achieve a balance between work and family responsibilities. The significant function of micro, medium and small enterprises in Indonesia is owned and managed by women entrepreneurs. Platt, L. C. (2019, p. 362) the idea of women coming together to make crafts is a matter of habit and studied to understand emotional labor and the role of creativity in women's experiences in urban areas. It is disputed that the group showed a lack of involvement in the wider market and process in making the organization official, but instead the women's craft brewery group showed independence. The majority of Indonesia's population is of productive age,

sourced from Susenas data (in 2022), that the productive age of men in Indonesia is 69.16% among the ages (15-64 years) while the productive age of women in Indonesia is 69.08%. In the Indonesian economy, Micro, Small and Medium Enterprises or UMKM are the business group that has the largest number. The small-scale business have an important role, this is evidenced by their position that survives various kinds of economic crisis shocks. Government support for UMKM has been stated in the global agreement through the Sustainable Development Goals which aims to improve the economic welfare of the community in a sustainable manner to create quality of life for each generation, Avianti, W. (2022).

Crafts have become a new trend, this kind of statement invites millennial interest in DIY (Do It Yourself) crafts, Oskar Galewicz (2017). Do It Yourself is about using whatever you can get as part of your own habits, Kate Holmes et.al (2014, pp. 277-295). Statistical data published by the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia Tourism Industry and Creative Economy Statistics 2020 shows that: (1) Craft Sub-Sector 89.51% has the area of origin of production inputs in regencies and cities, (2) Craft Sub-Sector 82.69% have marketing areas within districts/cities, (3) The Craft subsector is seen to need a type of business development in terms of management, with a percentage of 2.17% including businesses that lack guidance from both government and non-government. Women entrepreneurs in the handicraft sector are found to have problems with commitment in creating handicraft products. The commitment that has been built has not been maintained continuously, this is due to the condition of the internal environment in the family in the form of lack of support from family and motivation in oneself. The external environmental factor is the lack of support from the government for business actors in the handicraft business. Researchers found problems from the initial survey results, namely the realization of government leaders, educators, entrepreneurs, and citizens who have creative, innovative, and productive abilities, it turns out that this has not synergized between communities.

The current Human Resource Development Program has not been maximized for the empowerment of the creative industry. If the entrepreneurial character is not strengthened with the right Human Resource Development Process and Program, then the formation of entrepreneurial character in Productive Age Housewives is not optimal, so that the business or business that is run is only limited to filling spare time and is a side business. Dewinnaar (2019) Most entrepreneurs innovate products because of the increasingly fierce competition between entrepreneurs, which ultimately encourages entrepreneurs to innovate their creative products as a form of responsiveness to market changes that occur. If business development is aimed at housewives who belong to productive age in the form of a Human Resource Development Program in order to form an Entrepreneurial Character, so as to help business owners in carrying out their activities properly, and will be able to increase the development of UMKM. G.T. Lumpkin and Gregory G. Dess, (1996), the better the product innovation carried out by owners, the higher business development will be. Innovation reflects a company's propensity to engage and support new ideas, novelties, experimentation, and creative processes that can lead to new products, services, or technological processes.

METHOD

The exploratory research method can be considered appropriate for the nature and purpose of the research carried out, because it is able to describe the circumstances that are happening related to events that are actually taking place so that they are relevant to the reality that occurs, to conduct an in-depth exploration of the formation of entrepreneurial character in Housewives of Productive Age in the community environment Upload DIY Handicraft Products Bandung Area. The process begins with increasing Motivation, forming entrepreneurial Personality, and Skills in entrepreneurship. Exploratory research requires an initial survey or an observation to observe the problems that need to be explored further in an investigation and whatever problems exist in it : (a) Description that explains the development of human resources, the formation of entrepreneurial character in a complete and holistic framework, (b) Seeking answers to the phenomena encountered based on theory as a criterion to answer problem phenomena, (c) To find the depth of interpretation of the data found, as well as test the criteria used in this research.

RESULTS AND DISCUSSION

Members of the Upload DIY Bandung Community are divided into several categories based on their ability to produce products and even activeness in every activity held as part of the Bandung Area DIY Upload Community Program :

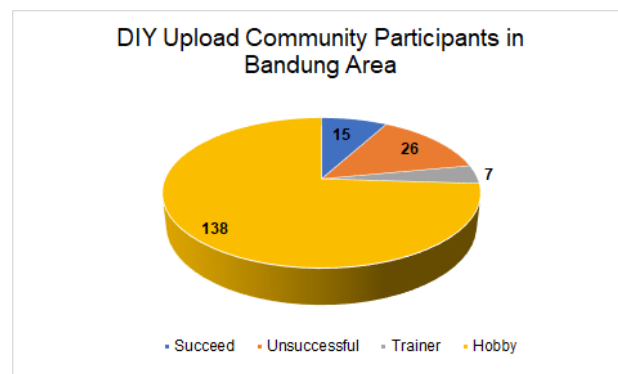


Figure 1. Members of the Upload DIY Bandung Community

The key informants in this study represent two main themes discussed in this study. In addition, researchers created a structure of informants or respondents based on the categories of participants in the Upload DIY community based on their activeness in participating in programs organized by the Upload DIY community in the Bandung Region, as well as the success of participants in running a business in the handicraft sector. Based on the results obtained from the Figure 1 the DIY Upload Community in Bandung Area uses the strategy contained in quadrant III or Turn Around Strategy. The recommended strategy that will be carried out is the W-O (Weakness-Opportunity) Strategy. Focus on weaknesses in the Bandung Area DIY Upload Community and need to make the best use of existing opportunities to improve the weaknesses identified in the Bandung Area DIY Upload Community; Identify the company's weaknesses and look for opportunities that can be exploited to overcome these weaknesses; Create an action plan to improve organizational weaknesses by taking advantage of existing opportunities. Creative economy handicraft business

opportunities in the DIY Upload Community in the Bandung Region can minimize the gap between strengths and weaknesses that exist in the DIY Upload Community in the Bandung Region as shown in the table 1 and table 2.

Table 1. EFAS

Factor	Weighted	Rating	Score
Opportunities			
The opportunity for the DIY Upload community in Bandung Region to become a Mentoring Program by Private Companies and Government Agencies	0.1	4	0.4
Opportunity for members of the Upload DIY Bandung Area community to be resource persons for various DIY handicraft training activities	0.1	4	0.4
An opportunity for members of the Upload DIY Bandung Area community to have a career in digital business to become celebrities of DIY handicraft products	0.05	3	0.15
The creative sector in the city of Bandung provides benefits for the DIY Wiayah Bandung Upload community in the projection of cooperation	0.05	3	0.15
The development of the creative sector can lead to stronger media promotion and distribution of DIY handicraft products, especially for community members	0.1	3	0.3
Can create a variety of products in the DIY handicraft sector	0.1	4	0.4
Total	0.5		1.8

Factor	Weighted	Rating	Score
Threats			
Mood swings in a mumpreneur when dealing with internal and external problems in Bandung Area	0.05	3	0.15
Public perception that buying handicrafts does not last long and is expensive in order to increase household income	0.05	3	0.15
The emergence of various kinds of handicraft products from abroad or from other regions with cheaper price competition	0.06	3	0.18
The large number of industrial products in this case handicraft products that can be easily modified	0.04	3	0.12
Handicraft products are imitated by the industry and become business competition in the market	0.3	3	0.9
Total	0.5		1.5

Source : Processed by Researchers (2023)

Table 2. IFAS

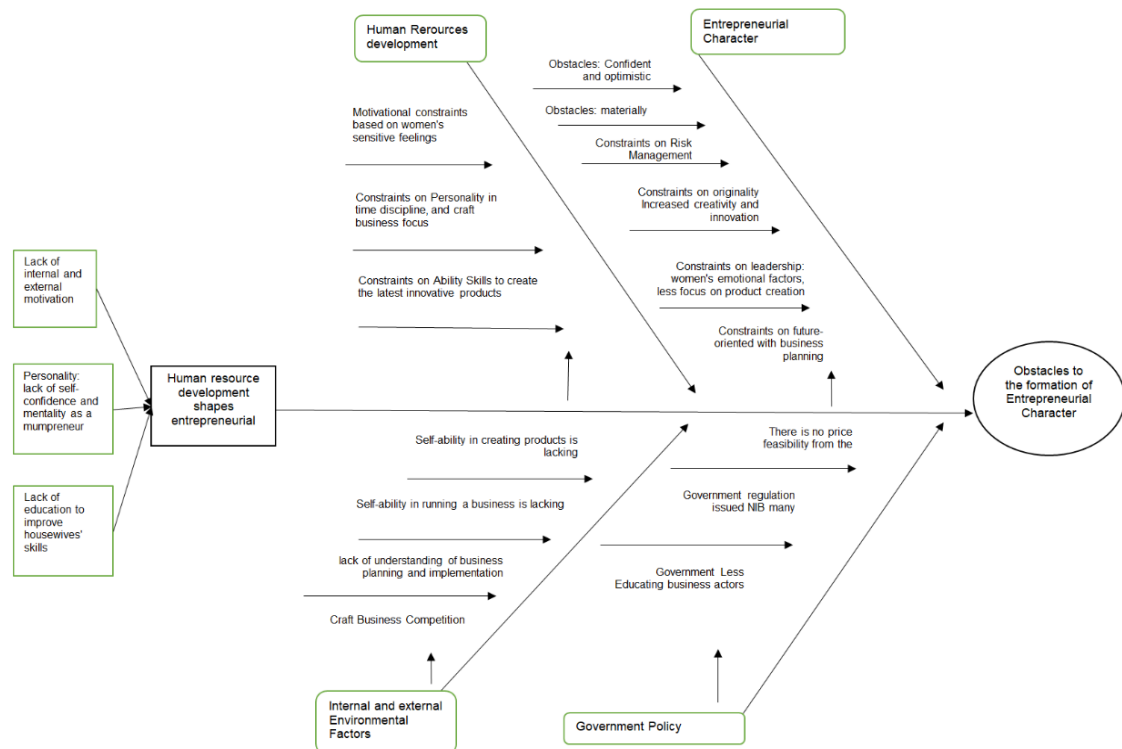
Factor	Weighted	Rating	Score
Strengths			
There is support for marketing programs through various events for business development in the DIY handicraft sector, especially for the DIY Upload DIY community in the Bandung Area	0.06	2	0.12
Women entrepreneurs who are members of the Upload DIY Bandung Area community have the opportunity to manage various very productive businesses in order to increase household income	0.04	3	0.12
The DIY Upload Community of Bandung Area can make a significant economic contribution to its members	0.03	2	0.06
DIY Upload Community Bandung Area creates a positive business climate	0.05	4	0.2
DIY Upload Community Bandung Area based on knowledge and renewable resources	0.08	4	0.32
DIY Upload Community Bandung Area can have a positive social impact	0.1	4	0.4
Total	0.36		1.22

Factor	Weighted	Rating	Score
Weakness			
The development of DIY handicraft product innovation from time to time is still slow	0.03	2	0.06
It is still difficult to find premium quality raw materials tailored to market demand	0.05	2	0.1
Lack of knowledge in the field of technology as a tool for product research and market research	0.09	2	0.18
Lack of knowledge in online marketing procedures	0.05	2	0.1
Lack of knowledge in business management, especially the DIY handicraft sector	0.07	2	0.14
The low purchasing power of the community is due to the image of the community that handicraft products include expensive products	0.1	3	0.3
Lack of creation of varied DIY handicraft products tailored to the desires of the market	0.08	2	0.16
Lack of cooperation with external parties who can market DIY handicraft products	0.05	3	0.15
Demand for handicraft products is only carried out in accordance with certain market behavior according to the order (PO system)	0.04	3	0.12

Material and Non-Material Support from the government has not been felt thoroughly	0.08	4	0.32
Total	0.64		1.63

Source: Processed by Researchers (2023)

Based on the SWOT analysis, the results of EFAS and IFAS conditions, then also supported by Fishbone analysis, the focus of this strategy is to maximize by strengthening the strengths that the Bandung Region DIY Upload Community already has and seizing opportunities that favor the goals of the Bandung Area DIY Upload Community. Thus, the strategy processed by researchers based on the results of interviews and observations, was developed into strategies for strengthening Human Resource Development in order to form a strong entrepreneurial character, namely: strategies to increase entrepreneurial motivation, strategies to form entrepreneurial personalities and strategies to improve skills.



Source: Processed by Researchers (2023)
Figure 2. Fishbone Diagram

Human Resource Development for the formation of Entrepreneurial Character in housewives of productive age, the handicraft business sector requires:

- Formal and informal education programs to provide an understanding of the basic concepts of entrepreneurship, especially in the field of handicraft business.
- Strengthening is needed for productive age housewives who want to develop their business with the concept of management and business able to identify

strengths, weaknesses, threats and opportunities for handicraft businesses in accordance with the type of handicraft produced.

- c. Implementing Human Resource Development Programs oriented towards increasing motivation to work and become entrepreneurs (mumpreneur); oriented to the improvement of personality is closely related to values, norms and behavior; oriented towards improving skills related to tasks carried out capably and nimbly carried out by housewives of productive age in the DIY handicraft sector by making valuable products by increasing expertise as needed by market demand.
- d. Support internally and externally through soft skills and hard skills improvement programs for productive age housewives to create mumpreneurs who have motivation, personality and skills in the human resource development process to form entrepreneurial characters in the DIY handicraft sector.
- e. Overcoming obstacles and obstacles to the formation of entrepreneurial character for housewives of productive age in the DIY handicraft sector.

CONCLUSION

Sidik Priadana (2022) "Human Resource Management is a strategic field, it should be viewed as an extension of the traditional view to manage people effectively and it requires knowledge of human behavior and the ability to manage it". Human Resource Development Strategy for the formation of Entrepreneurial Character in Housewives of Productive Age Handicraft Business Sector DIY Upload Community Bandung Area, can be concluded as follows:

1. Housewives who have not succeeded in running a handicraft business, there are 4 entrepreneurial character indicators that need to be strengthened. Housewives of productive age who run handicraft businesses require understanding and strengthening of the indicators: a. Result-oriented, currently the results are materially not felt because they have not focused on running the business. Indicators of entrepreneurial character that have: b. courage to take risks and like challenges when applied to housewives of productive age are illustrated today which are the main risks are careful consideration of readiness to face risks in terms of time, this will have an impact on handling financial risks, capital risks, operational risks. c. Leadership indicators need to be built to be able to set the vision and mission goals of the desire to run a handicraft business, so that it will be: d. strengthening business planning and development on future-oriented indicators.
2. Unsuccessful productive age housewives there are 5 Obstacles / Obstacles Indicators of entrepreneurial character, namely: a. Obstacles Confident and optimistic in the form of, there is fierce competition in the handicraft business world which has an impact on b. Constraints on material results in the form of the need for capital are hampered, so the impact on non-material results requires a long time to order raw materials which are usually still available in foreign markets. c. Obstacles / Constraints on indicators of courage to take risks and like challenges including the risk of long enough processing time due to handmade. Obstacles / Constraints on Production risks, in the form of places and means of production and it can be an obstacle in d. Indicators of originality in the form of increased creativity and innovation. e. Perceived leadership indicators in respondents have not been successful, namely focusing on making handicraft products that are in demand by

consumers and have an impact on future-oriented constraints with planning for business improvement.

3. In the Human Resource Development Process of forming an Entrepreneurial Character, it is necessary to strengthen entrepreneurial motivation oriented to increasing motivation to work and become an entrepreneur (mumpreneur); oriented to the improvement of personality is closely related to values, norms and behavior; oriented to improving skills related to tasks carried out capably and nimbly carried out Housewives of productive age DIY handicraft sector by making valuable products by increasing expertise as needed by market demand, can be started from: 1) Focus on the hobby of making handicraft products, 2) Originality of products that have distinctive characteristics, introduced to the community through social media so that they will be motivated to further increase confidence, 3) Confident and optimistic when the product is in demand by consumers. Strengthening this motivation will form a personality to form a positive personality for housewives who have 6 personality traits including: Confidence and self-confidence, consistent, discipline, Energetic and vigorous, likes challenges and is interested in trying new things, and communicate well. And formed through 4 skill needs, especially for housewives of productive age including:
 - a. management skills and making production time strategies
 - b. Skills in increasing the ability to use more creative and innovative handicraft making techniques,
 - c. emotional and mental management skills as a mumpreneur
 - d. communication skills.
4. Human Resource Development Strategy for the formation of entrepreneurial character in the form of Cooperation Strategy with External Parties and Management and Business Knowledge Improvement Strategy.

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