

The Role of Entrepreneurship Development for Women Welfare in Rural Area

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Abstract

Data from statistics Indonesia in 2017 indicates that entrepreneurship in Indonesia reaches 3.01% of the population, which is 225 million people. That number increased dramatically from 2014 which only amounted to 1.55%. Increasing the number of women entrepreneurs is still largely urbanized, whereas from rural communities the number is still limited. Women are expected to have the ability to develop their potential and improve the welfare of women in rural areas. Using Schumpeter's theory which is then supported by hope theory explains why entrepreneurship is important for some women. The approach used in this research is to use a qualitative approach. The procedure in collecting data through the study of literature, namely in the form of activities to collect, review, and examine and search for documents or literature that can provide information needed in a research activity. This article investigates how and what rural women need to become entrepreneurs. Women in rural areas are more likely to be less involved in entrepreneurial activities and are less optimistic about the ability to engage in entrepreneurship education and the lack of confidence to start as an entrepreneur. Because in Schumpeter's theory the most important factor that causes economic development is the process of innovation and the culprit, namely entrepreneurs. Community economic progress can only be applied with innovation by entrepreneurs. Whereas in the theory of hope, it is based on the interests of individuals who want to achieve maximum satisfaction and want to minimize dissatisfaction.

Keyword: Entrepreneurship, Rural Area, Women Welfare

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1. Introduction

The development and improvement of entrepreneurial activities in a country cannot be separated from the participation and role of women in it. Women's participation in entrepreneurship has increased quite sharply over the past decade. The case in Indonesia, from year to year the number of women entrepreneurs in Indonesia has increased. 2017 BPS data states that entrepreneurship in Indonesia reaches 3.01% of the population, which is 225 million

people. This figure increased dramatically from 2014 which only amounted to 1.55% (Kumalasari, 2018). Increasing the number of women entrepreneurs is still not evenly distributed. Due to the increase in women's entrepreneurship, many are still concentrated in urban areas, while in rural communities the numbers are still limited (Kumalasari, 2018).

Women's active role in the development process is one of the ways to achieve the overall goals of development, women are expected to

have the ability to develop the potential they have and to be able to face all the challenges and opportunities that exist in the future. Various challenges faced by women to become entrepreneurs, ranging from fear of starting the business, not having a lot of ideas in starting a business, thinking that women should have a dual role, and limited capital loan links. Women who have concerns about starting a business due to lack of support from the surrounding environment and many considerations for women is to play a double role, where the dual role that is meant is when working a woman also still has responsibility for the welfare of her family. It takes the right time division between family interests and work interests so that all activities can run well without having to harm one of them. Entrepreneurship has characteristics, one of which is the characteristics of psychology in which motivation, risk, and innovation possessed by women entrepreneurs in running their business, because what will be seen is the entrepreneurial character possessed by entrepreneurial women who influence decision making to start a business and to become a entrepreneurship (Munfaqiroh, 2018) have managers, and instituting his own business. Factors that encourage entrepreneurship someone to take career decisions can be known through personality assessment especially the experience and background. Therefore in entrepreneurship requires the ability or skill to be able in the face of stiff competition. In this study aims to (1. The most important issue is not the difference between men and women, but what is the initial motivation for the start of the business (Fielden & Davidson, 2006). The next entrepreneurial characteristic which is related to risk taking, Kontilton, an economist from France conceptualizes entrepreneurship as a risk taking that is not guaranteed (Aramesh et al., 2010). And the last is about innovation, according to Drucker which means the ability of women entrepreneurs to produce business ideas and make service products that have market value (Gries & Naudé, 2010).

Provides an overview of strategies implemented by poor households to get out of poverty, both through economic and social strategies (Widodo, 2011). Migration is still a choice for rural residents, despite the use of social capital in the community. Entrepreneurship is another solution to reduce poverty, migration, and develop employment in rural areas (Sukidjo, 2012). One of the causes of failure in achieving economic growth and economic development of a country is because there is no entrepreneurship at the individual, organizational and community level; previous research says that entrepreneurship is very instrumental in economic development.

Equality of education for women is increasingly favored to achieve economic competition and a better life in the 21st century. Thus the role of women in the world of education is increasingly noted. Education in rural communities, especially women, has opened the mindset of rural women. Women's empowerment is also an effort to improve the status and role of women in national development (Hubeis, 2010). Education for women is also an important issue in efforts to improve the quality of a nation. So that when women's education is high, it is expected that women also have a duty to increase the rate of economic growth. Entrepreneurship is now increasingly being discussed, because it is hoped that it will be a hope to overcome existing unemployment. In both formal and informal education, there are several trainings aimed at women. Mention training is a very specific educational role, because it involves teaching people to do something (Ife & Tesoriero, 2008).

One way that can be done and appropriate for individuals to deal with the current era is to work alone and not rely on the government or related institutions, namely by creating their own work or by entrepreneurship. Entrepreneurship, especially for women, is expected to have benefits to reduce unemployment, create jobs, even increase local income, and the benefits for women are that in addition to being a housewife, they can also work from home to help with household income.

In entrepreneurship, women play an important role in the field of micro, small and medium enterprises (Pristiana et al., 2012). Explains that women small and micro entrepreneurs tend to have limited access to capital credit for the following reasons: lack of education (which causes a lot of information that cannot be utilized), lack of guarantees such as land, high transaction administration costs that make lenders reluctant to lend to poor borrowers.

In Schumpeter's theory emphasizing the importance of the role of entrepreneurs in creating economic growth, it is shown that entrepreneurs are groups that will continuously make renewal or innovation in economic activities. The function of the entrepreneur himself is to change or revolutionize the pattern of production by utilizing a new invention. To begin its role as an entrepreneur, there is a need for motivation in the person, so that they are more enthusiastic about doing things according to their wishes. Expectancy theory (Vroom) explains that the power that motivates someone to work hard in doing their work depends on the reciprocal relationship between what is desired and needed from the results of the work. In other words, that people will be motivated to do certain things in order to achieve goals if they believe that their actions will lead to achieving these goals. To compete in the 21st century, that to create a new business must be needed the ability and willingness of every woman other than that in order to become a woman who plays a dual role and becomes an independent woman, it takes the entrepreneurial spirit itself, fostering an entrepreneurial spirit besides the school should from outside the school there are trainings and seminars on entrepreneurship, especially for women in the countryside because they still assume that the nature of women is to be a mother and wife, even though there are those who work they prefer to work as factory workers, because of the reason that they do not finish studying. The advantage of women in entrepreneurship will increasingly open up opportunities to develop business other than that the ability of women such as skills

must continue to be improved so that the ability to manage a business can run well. In addition, also must pay attention to the factors of business development run by women. At the beginning of running a women's business tends to be in business based on his hobbies and does not require large funds and only requires simple technology. Intention or motivation of entrepreneurship is positively correlated with someone's courage to bear the risk in entrepreneurial activities, the more courageous a person is to bear the risk, the stronger the intention in entrepreneurship (Koesworo et al., 2007).

2. Literature Review

There are four reasons why entrepreneurs are important in society, namely: to utilize production factors such as land, capital, technology, information, and various human resources; to identify various opportunities in the environment by increasing activities that will benefit everyone; to choose the best approach in utilizing all production factors in order to minimize waste in various entrepreneurial activities; and to utilize future generations.

Research with the title "A Longitudinal Investigation of the Impact of Family Background and Gender on Interest in Small Firm Ownership" (Matthews & Moser, 1996). The purpose of this research is to find out the things that are the cause of their career choices. The focus of this study is on how family and gender backgrounds influence small business ownership after men and women complete education. This research also refers to Cooper's model which emphasizes family influences which causes men / women to pursue the ownership of a small business.

In general, the position of entrepreneurs is to place themselves against the risk of shocks from the company they built (venture). Entrepreneurs have a risk to their own finances or other people's financial trust in starting a business. He also risks the negligence and failure of his business. Instead managers are more motivated by the goals charged and compensation (salary and other benefits) that they will receive. A manager is intolerant of

something that is uncertain and confusing and is less risk-oriented than entrepreneurs. Managers prefer salary and a relatively safe position at work. The study who conducted a study of women entrepreneurs in Malaysia found that they had diverse motivations to become entrepreneurs (Franck, 2012). In general, the motivation is the opportunity to increase income, freedom and flexibility in terms of time, they have an interest in a particular field, they want a job with better income and personal autonomy.

The factors that influence women entrepreneurship include: helping the family's household economics expressed strongly agree that 46.7%, not entirely dependent on the husband agreed 73.3%, the motivation that agreed was 60%, it was easier to manage time for families who agreed 48.9%, and strong determination and hard work as much as 62.2% (Munfaqiroh, 2018) have managers, and instituting his own business. Factors that encourage entrepreneurship someone to take career decisions can be known through personality assessment especially the experience and background. Therefore in entrepreneurship requires the ability or skill to be able in the face of stiff competition. In this study aims to (1. Entrepreneurs are people who dare to open independent productive activities (Yaghoubi & Ahmadi, 2010). Meanwhile, explaining entrepreneurship is a risk taking to run their own business by utilizing opportunities to create new businesses with innovation so that the managed ones will become large and can compete. Entrepreneurship can also be interpreted as a process of applying creativity and innovation in solving problems and finding opportunities to improve life (Kasmir, 2007).

There is a potential that must be possessed by women to develop entrepreneurship, namely the development of a "foster father" work pattern carried out by local entrepreneurs in accommodating women's creative economy business activities, strengthening networks among women entrepreneurs with local entrepreneurs especially in increasing

turnover and product quality, a work culture of learning by doing among other women entrepreneurs with local entrepreneurs, a climate of togetherness at work, so that there is a shared motivation to develop business, and the creativity of some women entrepreneurs and creativity is transmitted to fellow women entrepreneurs. Whereas in the research process the empowerment of women through local food processing training is needed: participatory planning which consists of identifying the needs of the hamlet and preparing the hamlet program management team by selecting personnel based on the needs of the team, the implementation of the empowerment process through training begins with preparing the management team and then forming a business group together to obtain legality as a member of MSMEs and establish partnerships with government and private parties, successful indicators of training include increasing the knowledge and skills of citizens and obtaining operating income from product sales, the sustainability of women's empowerment programs indicated by product development or product variation, and the formation of team independence (Saugi & Sumarno, 2015). Research entitled "Management of Entrepreneurship Education: a Challenge for a Performant Education System in Romania" found that entrepreneurship education is a discipline with strong applications and involves increasing actions for the formation of students' personalities. By gathering knowledge about business about how to open and run a business and enter and survive in the labor market whose economic activities continue to change (Vilcov & Dimitrescu, 2015). In this study, revealing the basic things needed by rural women to become an entrepreneur by combining Schumpeter's theory and the theory of hope.

This research is expected to get results regarding whether the role of entrepreneurship for rural women has a good impact or not, as well as what are the factors needed to maximize entrepreneurship for rural women.

3. Methodology

The research approach used in this study is to use a qualitative approach. Procedure in collecting data through literature study, which is in the form of activities to collect, review, and examine and search documents or literature that can provide information needed in a research activity. Data analysis is done by reviewing various studies, books, or articles related to research problems, which are then analyzed using descriptive methods. The descriptive method itself is an analysis carried out by describing the facts, data and material objects through critical and systematic interpretations implemented through critical analysis to avoid abstract bias and thinking. Using the Schumpeter theory and the theory of hope, to show that entrepreneurship is needed for rural women to increase economic growth and increase employment.

Qualitative research methods refer to efforts to explore and understand the meaning of what happens to various individuals and groups that originate from social and humanitarian problems (Santana, 2010). Writing the structure of the report is written in a flexible manner, by making a report based on the perspective of research that focuses on the individual meaning of the situation that occurs and observed.

4. Result and Discussion

In this study, revealing the basic things needed by rural women to become an entrepreneur by combining Schumpeter's theory and the theory of hope. Entrepreneurship can be defined as an assembly process that is needed by factors of production consisting of human, physical, and information resources. By doing an efficient way to integrate certain methods and combine them with physical capital and ideas to create new products or to produce existing products to be renewed innovatively. The emergence of entrepreneurial favors is not a new phenomenon, entrepreneurs have long existed before the new millennium but the concept and implementation are different especially those related to development and exploration. Entrepreneurs are also someone

who creates a new business with all the risks and uncertainties for the purpose of gaining profit and business growth that is identified from their ability to get good opportunities and have the skills to utilize and manage the resources they have (Scarborough & Cornwall, 2016). One of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the implementation of entrepreneurship education (Zimmerer & Scarborough, 2005). The university is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to choose entrepreneurship as their career.

Women in rural areas need to be empowered through the development of entrepreneurship to lead to a creative economy. The main components in the empowerment of women are: the support of all stakeholders (government, private sector, NGOs, and PT) to carry out gender responsive poverty reduction programs, the existence of achievement motivation training to foster awareness of the importance of entrepreneurship development, strengthening the composition of women actors businesses and local entrepreneurs as a medium of learning by doing, the formation of joint business groups on the basis of similar types of business, developing creativity through capacity building so that the products produced are attractive to buyers and according to market tastes, expansion of foster father systems by involving as many local entrepreneurs as possible can strengthen business capital and markets for poor women entrepreneurs (Yuriani et al., 2012). The concept of conventional education does not provide the development of entrepreneurial education curriculum, the relationship of educational institutions with manufacturing and other organizations it needs to be facilitated by the role of entrepreneurship education and to reduce discrimination and achieve gender equality as one of the most important (Radovic-Markovic, 2012). Traditional or domestic roles include the role of women as wives, mothers and household managers. While the transition role includes the understanding of women as workers, members of

society and human development. In the transition role of women as workers actively participate in economic activities (earning a living) in various activities in accordance with the skills and education they have as well as available jobs. Current women's participation, not only demands equality but also states that its function has meaning for development in Indonesian society. There are several things that women must have in order to become entrepreneurs, including: creative, innovative, risk-taking, willing to make changes, deft, produce efficiently; effective; and productive, fast and precise in making decisions and taking actions, and has the ability to calculate quickly and accurately.

The existing education system must be remedied with an education program for entrepreneurship for women, they must get a multi-dimensional relationship between the concept of courses and communities based on entrepreneurial experience. Therefore creative education must provide a new dimension to gain entrepreneurial knowledge, active learning models can provide innovative personality development that creates something unique and can turn it into entrepreneurial activity (Radovic-Markovic, 2012) Entrepreneurship is a desirable trait to overcome economic growth and development in developing countries. Women's participation as entrepreneurs is quite low throughout the world, research on women's entrepreneurship is also still low, especially in the Arab countries. Women's entrepreneurship in Arabia has its own characteristics and demands special attention because Arabs have their own views on women's involvement in business activities. With entrepreneurship training, women entrepreneurs feel positive in terms of improving skills, identifying and capturing business opportunities, effective collaboration and flexibility in decision making (Petridou & Glaveli, 2008).

Programs Educatian entrepreneurship and training provide entrepreneurship for women and often in spite of many difficulties and personal risks where there are still many

cultures and places are less supportive of women entrepreneurs. But there are enough women entrepreneurs who are successful in running their businesses and creating financial value for their families and communities, here entrepreneurship education and training programs are believed to be able to provide systematic information and offer academic and practitioner insights and benefits in creating entrepreneurial value for women with value sustainable (Bullough et al., 2015). By considering the importance of entrepreneurship education for women, lately there is a growing need for new forms of education, namely creative education. Creative education and training must be able to help women to increase creativity, logical thinking and entrepreneurial activities for women (Radovic-Markovic, 2012). The function of entrepreneurship itself is to change or revolutionize production patterns by utilizing a new invention to produce a new commodity, or producing old commodities using new designs, opening new sources of materials, or reorganizing a new industry, this is the view of Joseph Schumpeter .

Traditional or domestic roles include the role of women as wives, mothers and household managers. While the transition role includes the understanding of women as workers, members of society and human development. In the transition role of women as workers actively participate in economic activities (earning a living) in various activities in accordance with the skills and education they have as well as available jobs. Current women's participation, not only demands equality but also states that its function has meaning for development in Indonesian society. there are several things that women must have in order to become entrepreneurs, including: creative, innovative, risk-taking, willing to make changes, deft, produce efficiently; effective; and productive, fast and precise in making decisions and taking actions, and has the ability to calculate quickly and accurately. Entrepreneurship allows every talented individual to realize rewards and allows them to live better than others. The drive to become an entrepreneur is inherent in

human beings, because they will compete in life to gain profit, similar to what is done in business. To ensure the success of women in the field of entrepreneurship, it is necessary to apply policy implications as follows: women need to be trained in better time management to create a balance between business work and homework; women need better understanding and need support from the community; the need for support from the government in various fields related to supporting policies, legal protection, financial support, professional entrepreneurship education, and entrepreneurship training; professional bodies that help women find raw materials, suppliers, and markets for the production of their businesses; the need for the need to develop communication systems to facilitate better information flow among stakeholders; and women need to be given updates through the organization of workshops and conferences in the business sector related to better development plans, implementation and control of the efforts they undertake (Al-Sadi et al., 2011). Businesses owned by women have greatly increased in economic activities in almost every country. Women's entrepreneurship is someone who accepts a challenging role to meet their personal needs and become economically independent.

Home industry entrepreneurs in Bogor, which are significantly related to income are education, training, age, ethnic origin, and family background; while business experience is significantly related to the expansion of the marketing area obtained. And motivation has a negative and significant effect on business performance. This indicates that entrepreneurial motivation needs to be improved in order to improve its business performance. In addition, it is necessary to increase innovation and ability to take risks. So that it is in accordance with the theory of hope, that if someone wants something and hopes to get something big enough, the person concerned will be very motivated to get the things they want, otherwise if the hope of getting the desired thing is thin, then the motivation will be low (Sumantri et al., 2012) Motivation

is explained by combining the three principles, namely: a certain behavior will produce certain results; the result has a positive value for him; these results can also be achieved by the efforts made by someone. Entrepreneurial motivation is influenced by a number of factors, namely internal factors, external factors, and contextual factors (Johnson, 1990). Where internal factors come from within the entrepreneurship can be in the form of character, age, gender, work experience, family background, and others. While external factors come from outside entrepreneurs who can be elements of the surrounding environment and contextual conditions. In a study shows that encouragement from elements of the social environment such as motivation from close friends, people who are considered important and family proved to have a positive effect on entrepreneurial intentions (Suharti & Sirine, 2011).

For women in rural areas, what is needed is the intention to become entrepreneurs and must understand what their potential is. So, it can apply the theory of hope that has been outlined in this article. In addition, women in rural areas need to be empowered through entrepreneurship development to lead to the creative economy. The main components in empowering women are: support of all stakeholders (government, private sector, NGOs and universities) to implement gender responsive poverty reduction programs, training in achievement motivation to raise awareness of the importance of entrepreneurship development. Thus, the role of entrepreneurship for rural women is needed especially to improve the economy in the family and the economy of the region or country.

5. Conclusion

The approach to economic development so far has not taken into account the benefits of equitable development for women and men so that it contributes to the emergence of gender inequality and inequality. Therefore, in some fields, efforts are needed to increase the empowerment of women so as to realize equality

of access, participation, benefits and control between men and women as members of the community.

With the implementation of entrepreneurship for women it will provide a variety of quite positive impacts, especially for the economy. But with conditions, training or knowledge about entrepreneurship given must be continuous and gradual so that women will have more time to learn. In addition, there are several things that women must possess in order to become entrepreneurs, including: creative, innovative, risk-taking, willing to make changes, deft, produce efficiently; effective; and productive, fast and precise in making decisions and taking actions, and has the ability to calculate quickly and accurately. To realize all these things, starting from the existence of entrepreneurship education for women to the emergence of characteristics that must be possessed, the need for collaboration between the central government, local government, village government, family, the surrounding environment, and the woman herself so that what is desired is achieved. It is also necessary to strengthen management from the internal side of women's entrepreneurial business must be carried out by means of: attention and assistance, such as access to production, technology, and marketing which are complemented by strengthening human resources; promotional activities of products produced by women entrepreneurs; more modern machine assistance to help increase the production capacity of women's entrepreneurial businesses. And the most important thing is that there is a need to increase the motivation of the woman herself so that they can be good at entrepreneurship, and get the desired results. So that a good economic growth will be achieved, because according to Schumpeter's theory that an entrepreneur can increase the economy of a country.

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