



Analysis of Profile and Motivation of Women's Workforce in SME Culinary Sector

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Article Info

Article history:

Received Jun 12, 2019

Revised Jan 13, 2020

Accepted Jul 21, 2020

Keywords:

Profile,
Motivation,
Female Workers,
SMEs.

ABSTRACT

Small and Medium Enterprises (SMEs) can be viewed as a rescue valve and recovery process as well as national economic development especially since the monetary crisis in 1998. The success of SMEs in Indonesia in it can not be separated by the important role of women who can improve the country's economy. Most SMEs are concentrated in the production and service sectors, one of which is the culinary sector that requires a lot of female workers, both for married and unmarried women (teenagers) and does not require high education with them. Work only with cooking skills. This research was conducted in Small and Medium Business Culinary in Kecamatan Medan Selayang. This study aims to find out and analyze how the profiles and factors that motivate female workers to work in the small business sector of culinary (studies in SME Kecamatan Medan Selayang). The method used in this research is descriptive qualitative method with indepth interview. Data collection techniques used were interviews and observation. The researcher chooses to determine the informant by using accidental sampling technique in which the sampling method by choosing who happens to be or found by the researcher. Based on the results of the analysis, the factors of female worker motivation in the Small and Medium Businesses in Medan Selayang District are due to the economic need or the desire to live decent, education level, leisure time, hobbies and skills, environment and financial flexibility. The profile of female workers in Small and Medium Enterprises of Culinary in Medan Sub-district, in terms of the average age of female workers aged 21 years up to 55 years, in terms of education the informants have different levels of education starting from elementary to graduate. When viewed in terms of marital status found 3 different types of status that is married and have children, not married, and have no husband (divorce live/death).

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1. INTRODUCTION

At present the workforce in Indonesia, generally mostly is a woman (Utomo, 2012) (Brenner, 1999) The existence of women in the 20s was not only as a housewife, but also wanted to help increase the income of her husband and the welfare of his family (Brenner, 1999) (Saraceno, 1994) (Gerstel, 2000) At the time of the economic crisis in Indonesia, almost every day the media reported about the economic crisis that never improved. The impact of many layoffs from each company every day that makes the husbands who act as the head of the family become unemployed, but the needs of households, school education and also health can not be stopped (Nasution, 2002) (Ma'ruf, 2009) That forced women who were originally just housewives to become workers. Women no longer view the role as a society or as a housewife, but they can develop themselves and perform the role of work outside the home. One type of work that develops and is pretty much done by women is to build a business according to their interests or entrepreneurship (Ridwan, 2012) (Sholehudin, 2011) Potential and competence to conduct various productive activities that produce, moreover the potential is spread in various fields or sectors, including in the development of Small and Medium Enterprises (Suharto, 2005).

Increasing participation and the role of women to work is becoming a fairly interesting employment issue (Shields & Ward, 2001). The increase in the participation rate of the female workforce is related to the process of socioeconomic transformation followed by an increase and shift in the demand for labor, including the female workforce (Cerrutti, 2000). Today many women have ambitions to work, either single or married women, who have not or who already have children, who are young or middle-aged. According to data from the Central Bureau of Statistics (BPS) in 2014 the participation rate of women's labor force in 2013 was 50.26%. That is, half of women of productive age are part of the national workforce. In the same year, more than 40% of workers in the industrial and service sectors were women. In the trade sector the number of female workers is recorded to be balanced with that of male workers. Of the 100 people aged 15 and over who work in self-employment status, 37 are women and 63 are men. Of the 100 people aged 15 and over who work as employees, 34 are women and 66 are men. Women have a share in the ownership status of 42.8% of companies in Indonesia (Humphries & Sarasúa, 2012) (Fernández-Kelly, 1983). One third of SMEs in Indonesia are owned by women (International Finance Corporation, 2011) The obstacles faced by the female workforce according to bps data (Central Statistics Agency) in 2014 is that the wage gap between female and male workers is still high, that is 22.26% for the non-agricultural sector and 38.93% for the agricultural sector That is, for the same type of work and qualifications, women only receive 77.74% of the wages of men in the non-agricultural sector, and 61.07% of the wages of men in the agricultural sector. Women still dominate the number of workers with family/unpaid worker status.

Working women carry a double burden between work and home affairs. Women entrepreneurs still have difficulty in registering their business and gain access to financing (Mulyanto et al., 2006) (Sikmawaty, 2011) (Darmawati, 2014). Some factors that allow the increase of the female workforce is that women are more than men and the increasing cost of living needs, so that if the men alone work in the family, then the needs of living in the family can not be met properly (Ida Ayu, 2010) (Yahya, 2013). Thus, it is not uncommon to find a family whose mother has a dual role. They should be able to strike a balance between regulating the household and educating their children, as well as doing work outside the home for a living. Her role should be accepted as an acknowledgement that women also have the right and ability to work outside the home (Trastika, 2010) (Astuti, 2013). Since the monetary crisis in 1998 the role of Small and Medium Enterprises (SMEs) can be seen as a valve of the embedding and recovery process as well as national economic development (Astuti, 2013). The success of SMEs in Indonesia is inseparable from the important role of women who can improve the country's economy (Tamara, 2013) (Aspiranti, 2008). The role of women in economic activity can not only increase and strengthen the economy of families and communities, but will also help

contribute to the decline in poverty and ensure sustainable economic growth (Aspiranti, 2008). But previously it is necessary to know that the employment sector that requires a lot of female labor is in the industrial sector and in the service sector.

In North Sumatra Province, the existence of Small and Medium Enterprises is very strategic in order to improve the regional economy (Resalawati, 2011) (Razali, 2004). Currently it is estimated to have 2.5 million SMEs consisting of 40% micro businesses, 30% medium enterprises and another 30% small businesses. Of all SMEs in North Sumatra divided into 8 clusters, namely: clusters of embroidery, shoes and leather bags, culinary, handicrafts, rattan, batik, ornamental plants and herbs (<http://www.ukm-medan.com/>) Small and medium enterprises in the province of North Sumatra, especially in Medan Selayang district has been running well and implemented in accordance with government regulations that have been established. Until now, in Medan Selayang sub-district itself small and medium enterprises have occupied a strategic position to accelerate structural changes in order to improve the standard of living of the people. Expanding employment, as well as contributing significantly to economic growth and leveling the increase in people's incomes. Most small and medium enterprises are concentrated in the production and service sector, one of which is in the culinary sector that requires a lot of female labor, both for married and unmarried women (teenagers) and does not require a high education with them working only with skills in cooking so it is not possible to compete with those who work in other sectors (Hadna, 2013) (Puspitasari & Mudakir, 2010).

2. RESEARCH METHOD

According to Bogdan (1982), Sugiyono (2008:89) argues that data analysis is the process of systematically finding and compiling data that has been obtained from interviews, field records, and documentation, by organizing data into categories, describing into units, conducting intimacy, putting together patterns, choosing which are important and to be studied, and making conclusions so that they are easily understood by themselves and others. The procedure in analyzing qualitative data, according to Miles and Huberman (1984) in Sugiyono (2008:91-99) is as follows: 1. Data Collection Data Collection is an effort to collect data in various ways, such as (Nazir, 1988): observation, interview, documentation and so on. 2. Data Reduction Means summarizing, selecting the main things, focusing on the things that matter, looking for themes and their pattern. Thus the reduced data will provide a clearer picture, and make it easier for researchers to do the next data collection, and look for it when needed. 3. Presentation of Data (Data Display) After the data is reduced, then the next step is to display the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like using narrative text. 4. Conclusion (Verification) The fourth step in qualitative data analysis is the withdrawal of conclusions and verification. The initial conclusions presented are still temporary, and will change if there is no strong evidence to support the next stage of data collection. But if the conclusions presented at an early stage, supported by valid and consistent evidence when the researchers return to the field of collecting data, then the conclusions presented are credible conclusions (Moleong & Edition, 2004).

3. RESULTS AND DISCUSSIONS

3.1. Population Density

The number of population density per Km is detailed according to the village in Medan Selayang subdistrict inhabited by 106,150 people where the most population is in tj. Sari village which is as many as 8,985 people. When viewed from the area of the village, PB Selayang II village has the largest area of 7.0 km² while beringin village has the smallest area of 0.79km². When compared between the population and the area, beringin village is the most populous village of 11,373 people per km².

3.2. Population Structure by Gender and Age Group

The population of Medan Selayang district in 2015 as many as 106,150 residents consisted of 52,433 men and 53,717 women. Based on the gender of the population of Medan Selayang subdistrict is more dominated by the eve (Women). There are Indonesian citizens of Chinese descent domiciled in this

denounced, as many as 1,097 Indonesians of Chinese descent domiciled in Medan Selayang District, namely 496 men and 743 women. Asam Kumbang village is a crowded area inhabited by Indonesians of Chinese descent, namely as many as 836 people.

3.3. Composition of People's Livelihoods

Based on the data collection of the 2015 livelihoods of residents in Medan Selayang district the most is as a private employee of 14,460 people. As for the fewest livelihoods, namely as Abri which is only as much as 885. for livelihoods as fishermen it does not exist because of the location of the topography of Medan Selayang subdistrict which is not surrounded or close to the sea.

3.4. Profile By Age

From the results of research with informants, the average age of women working in the SME sector ranges from 21 years old to 55 years old, if grouped by age, women aged 29 years and above prefer to work in the SME sector because they can easily divide time between homework and working outside the home. Meanwhile, informants aged 29 and under claim to work in the SME sector because they want to add experience while working while waiting or looking for a better job with a lot of wages and promising career paths.

3.5. Profile By Marriage Status

Of all the results of research interviews with informants, some informants already have husbands and children, although they already have a family and play an important role as housewives who are fully obliged to take care of the house and children but they are given permission by the husband to work. At the encouragement and permission of the husband they do the work with a calm feeling, and as for the informant who tells that by working often they feel guilty. because all day away from home and not fully controlling their children and after home they feel depressed because of the guidance of children and husbands. As for unmarried informants they feel happy and free in working because they do not have dependents, in addition there are also informants who do not have a husband and become the backbone of the family.

3.6. Profile By Education

When viewed in terms of education of women who choose to work in small and medium enterprises, especially in the culinary field has a relatively low educational status because of limited knowledge and bermondalkan cooking skills or hobbies alone that make him work in the SME sector in the field, while the informants who claim to have a high level of education they choose to work in the small and medium business sector because they want to implement the knowledge that has been dinyamnya in education and claimed to want to open a job vacancy to be useful for himself and others.

3.7. Various things that become motivation / encouragement so that women work based on the following.

a. Motivation Due to Family Economic Needs

The increasing needs of life and become a trend in the big city of living costs are so high plus the husband's income is not enough to meet the needs of daily life with various causes such as declining wages of husbands, sick husbands, husbands affected by layoffs, husbands leaving wives because of death or remarried. This is the main motivation of the female workforce to work, this incident is also felt by the informant writers so demanded that they to work more vigorously in order to earn more wages in order to get a better life. There are some informants who claim what if they do not work if the husband's income can not be sufficient for household needs and the number of dependents of children are many, not to mention the cost of children for education that they have to pay each month.

b. Motivation Due to Education Level

Different educational factors make one of the reasons for the motivation of informants in work, as well as informants who have a low level of education claiming to work to meet the needs of life is different from informants who have a high education they work to implement the knowledge that has been obtained during education and add insight and income work, especially in the small and medium business sector. In addition to benefiting themselves it is also beneficial for others who need a job.

c. *Motivation Due to Free Time*

Having a lot of free time and uncommitted working hours that make one of their motivations work, with the average working hours starting from 10.00 wib to 16.00 wib with a span of 6 hours the informants do work outside the house by selling or making food, so that in the morning they can do their duties as housewives first such as preparing breakfast, cleaning the house and preparing lunch for their husbands or children and after their work as a housewife is finished they also have to shop for household needs or needs for their trade. After finishing the work outside the house the informants return to be housewives who use the time to relax back with their families or use their time to rest. By having free time that many informants also claim to have a social identity obtained through the work community, by hanging out or just chatting with other co-workers they do not feel bored or become stressed because they must always constantly take care of the household and children.

d. *Motivation Because Of Hobbies And Skills*

In general, the nature of women is as a housewife who always deals with the kitchen and has cooking skills, the informants claim cooking is a hobby that encourages them to work and make her hobby as a business that can produce. Starting from a hobby and can be a talent development they dare to start a business in the culinary field. Business in the culinary field is one of the wishes of the informants because they are convinced by the hobby of cooking that each owned by the other women must have their own characteristics so that although many SMEs in this field they are not afraid to compete with each other.

e. *Motivation Because of the Environment*

Environment becomes one of the factors of the informants work both because of the family environment and the neighborhood, one of the informants admitted that the mileage between home and work is fairly close so as to save time and expenses due to the close proximity of the informant can occasionally control the house or children interrupted by empty work time.

f. *Motivation Due to Financial Flexibility*

At this time, many house hold needs that must be met by married couples mostly such as home installments, motorcycles, pulses and so on must be met. So the informant works because they do not want to depend on the husband, as long as they are still able to work they will help work in the hope of easing the burden of the husband in meeting the needs of the family, and if they get more wages they are also used to save for other purposes such as if they fall ill and save for old age, while other informants claim the wages earned are usually used for the informant's parents in lightening the burden of his brother's education costs.

4. CONCLUSION

Based on the results of research that has been done can be concluded that the profile of the female workforce working in the culinary small and medium business sector in Medan Selayang District if reviewed in terms of the age of workers are generally aged from 21 years to 55 years. Whereas when viewed in terms of education the average female workforce graduates from elementary school to Bachelor. Dan in terms of marital status most informants are married and have children on average 2-3 people. Marital status or profile of this study found 3 types of status, namely teenagers or unmarried, married and already have children and divorced life or divorce died. While the factors that influence the motivation of women's labor in the small and medium business sector in the culinary field, especially in Medan Selayang subdistrict are economic factors, education level, free time, talent development skills and hobbies, environment and financial flexibility. But economic factors are the main factors that motivate women to increase their husband's income or income and get a good life.

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