

Women's Empowerment Management Models For Local Economic Development

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ABSTRACT

The efforts to realize gender equality through the work of Balinese women were built from the endek weaving sub sector as an icon in several regions in Bali Province like Klungkung. This study was aimed at finding out the evaluation of women empowerment models in order to strengthen the local economy in which local governments were involved in encouraging, stimulating, maintaining business activities to create jobs. The successful implementation of the model was expanding opportunities for small communities in employment and business opportunities; expansion for the community to increase income; the empowerment of micro and small business institutions in the production and marketing process; and institutional empowerment of partnership networks between government, private sector, and local communities.

INTRODUCTION

The Small and Mid-sized Enterprises (SMEs) which have significant roles in sustaining the country's economy is ironically facing difficulties in maintaining its existence amid the increasingly fierce competition because of neither factors originating from within the industry itself or factors originating from outside the industry. Considering that issue, it is very important to conduct in-depth study and analysis of SMEs so that they can survive in a highly competitive industry.

The proportion of women workers in the informal sector covers 60 percent of the total female workforce (Vibriyanti, 2013). The magnitude of women working in the informal sector raises an indication that there are still many limitations on woman's access to enter the formal sector. Through the given opportunities in which women actively involved in various productive economic activities, it is hoped that women can increase their contribution in improving the economic well-being of the family and the economic development of local communities in which women can improve their bargaining position towards justice and equality gender in turn.

Community empowerment through participation is considered as "economical" development because it is based on locality. Through people's economic efforts, the economic development of SMEs can be considered as a partiality effort. "Reviving" the economy of SMEs in order to create fair and

equitable prosperity is a challenge as well as an opportunity for national economic growth and development.

Therefore, efforts to develop such small economies need to be carried out with structural changes. These changes include the process of change from economic dependence to independence. The development of SMEs received great attention from the government considering its role in the development of a society-based economy through labor-intensive production processes that are able to absorb a lot of labor, expand employment opportunities and increase income. In accordance with the general policy direction of national development 2015-2019 which is promotes inclusive and sustainable economic growth, increasing competitiveness and the role of SMEs is one way that can be taken in leading to sustainable economic growth (Badan Pusat Statistik, 2019).

Based on aspect of women participation in small and medium businesses, the work ethic of women is considered very high. The evidence can be seen in the results of a Rahmah et al (2013) research which claimed that women have a great desire to contribute to the welfare of their families and want a reduction in unemployment. These two things indicate that women have a high level of business persistence so they need to be given precise directions and insights about the way to manage the business in a modern way in which these women are expected to become very strong entrepreneurs.

Empowering women access to public resources can be related to the impact of micro credit on decision making and loan management. The contribution of micro credit to women empowerment can be identified from decision making related to the use of credit, such as who controls the use of credit, who manages businesses supported by credit, who controls the marketing of products, and who controls the income earned from businesses supported micro credit.

To find out the role and ability of women in developing SMEs, they can be divided into 1) women as SMEs, 2) women as managers of SMEs and 3) women as coaches, mentors, and motivators, in which every role acquires knowledge, abilities, and entrepreneurial competence. There are several reasons for women and men to become entrepreneurs for various reasons. The motivation of women to become entrepreneurs in general is to meet the basic needs of the family or to find work. Women entrepreneurs are more likely to run businesses that are smaller, less productive, and less profitable than men. when starting a formal or informal business to increase their income or find flexibility in their schedules (World Bank, 2012).

In addition to the approaches from Woman in Development (WID) and Gender and Development (GAD), the other approaches proposed by Dasaluti et al (2010) are: The Social Welfare Approach is a development approach that aims at prospering the community. The aim of improving welfare is to improve the welfare of women and their families; The Equalization Approach is the first approach from the WID approach in which aimed at increasing the role of women in development. This approach is directed at efforts to achieve equality in the development of the role of women so that they can play an active role in development as well as men; The Anti-Poverty approach is the second approach from WID that focuses on distributing the basic needs of the community in a more equitable way. It is aimed

at low-income women in order to increase productivity; The Efficiency Approach is the third approach from WID that focuses on efforts to overcome the decline of the world economy by considering the contribution of women as an important part of economic development.

Women empowerment is a condition where women can develop themselves through active participation in an activity, so they can work together and build social trust. These conditions will have an impact on improving the quality of women self. Community empowerment especially the woman in question is not necessarily a high salary earned after getting a job opportunity. However, empowerment is more about how women have the opportunity to develop themselves through active participation which are foster self-concept and the spirit of empowerment, have strong social capital both in working together in a group, building social responsibility or trust, and establishing networks as needed. The indicators of women empowerment are participation, access, control, ability to work together, believe inabilities. The empowered community has the following characteristics: (1) able to understand themselves and their potential; (2) able to plan and direct himself; (3) having negotiating power, working together for mutual benefit; (4) responsible for their actions (Porter, 2013).

A powerless society is a society that lives in a civil society which believes in the ability of its members to create a better life and the community as well as aware of their rights and obligations in social life in which the conditions of empowerment will be realized if community members obtain opportunity to be more empowered. Community empowerment is not realized automatically and briefly, but empowerment is the result of an empowerment effort aimed at the realization of community empowerment in various fields or certain aspects to improve their lives (Kasmel & Andersen, 2011; Ahmad & Talib, 2014)

Basically, there are two things which are the essence of women empowerment, namely reflection of emancipation leadership to encourage women to be able to participate collectively in development, process of involving individuals or communities in the process of enlightenment, collective awareness, and organization or mastery skills so that they can become critical and effective participants in society.

Women's empowerment is a very important goal. Gender equality is the center of economic and human development, where gender equality is an important human right. These priorities include women's economic status, women's equal participation in decision making in a leadership, improvement in health outcomes and equitable education. Referring to the concept of community empowerment, there are three things in the empowerment process, namely development (enabling), strengthening the potential or power (empowering), and the creation of independence both individually and in community groups.

The indicators of successful implementation of an empowerment program include: (1) reduction in the number of poor people; (2) the development of efforts to increase income by the poor through the use of available resources; (3) increasing community awareness of efforts to improve the welfare of poor families in their environment; (4) increased group independence marked by the increasingly productive efforts of members and groups; (5) increasing community capacity and income distribution.

Zahara (2014) revealed that the role of women in the development of the creative economy was considered potential because of the spirit of perseverance needed in the craft business. The factor of the number of children under five is found to be negatively related to the capacity of women in developing the creative economy of embroidery crafts. Nugroho (2017) states that women empowerment can be measured through participation, access, control, being able to work together, and trusting in their abilities.

Bayeh (2016) revealed that the role of women in various dimensions of sustainable development was less reflected in Ethiopia. The lack of use of female workers in economic development shows that women's rights are not well protected. In addition, women are very affected by environmental problems, and less emphasis is placed on their participation in them. Dewinta & Sumarti (2015) the research looks at women empowerment through several things. First, welfare can be measured from the fulfillment of basic needs such as food, income, housing, and health. Furthermore, access means opportunity, low access to resources resulting also low productivity. Women in many communities are given responsibility for domestic work, so they do not have enough time to improve themselves. This must be overcome through a process of awareness. The increased participation of women is a result of empowerment.

Building gender equality and justice cannot be done in a relatively short time. There are several obstacles that stem from the legitimacy of cultural construction that tends to be the patriarchal, inaccurate interpretation of religious teachings and political policy. Gender equality and justice in practice refers to the absence of differences in rights and obligations between men and women guaranteed by the laws produced by the state and the social environment. Guarantee that there is no difference in the status and position of women and men in the life of the nation and state includes participation in development programs, especially in improving the quality of life through programs to improve capabilities or basic abilities.

However, it cannot be denied that in reality there are still many women who are less involved in various structures and decision-making processes both in the family and in the community even at the state level. At the country level, there is a lack of representation of women in strategic positions of decision making in the public sector, and this has led to the development of economic and social policies that give privileges to the perspectives and interests of men, as well as investment in national resources taking into account benefits for men. Such conditions are actually inseparable from the sociocultural values that develop in a society that is very binding and fetter.

In the top-down model, society is placed as an object in development. The state/government has a more dominant role compared to people. People at the grassroots level do not have the authority to make decisions, including those that are directly related to their lives. The perspective that is becoming mainstream now is the community-based development perspective. One theory that is the main reference is people-centered development. Implementation of people-centered development uses a

community empowerment approach. Through the community empowerment approach, it can be seen that the problem of poverty and underdevelopment is the powerlessness of the community.

The process of community empowerment is a cycle or process that involves the role of the community to work together in formal and informal groups to assess problems, plan, implement and evaluate jointly planned programs (Hadiyanti, 2016). To find out the extent of community planning and development through 5 stages, namely: 1. Possibility, 2. Strengthening, 3. Protection, 4. Support, 5. Maintenance (Hidayat et al., 2017). This empowerment cycle illustrates the process of individual and community efforts to follow the journey towards individual and higher job performance and satisfaction. The process can be interpreted as a sequence of changes (events) in the development of something (Ajuzie et al., 2012), so the process of empowerment can be interpreted as a sequence of changes in the development of efforts to make the community more empowered. There is a two-way relationship between economic development and women's empowerment which is defined as increasing the ability of women to access development, such as health, education, income earning opportunities, rights, and political participation. In other aspects, development itself can play a major role in reducing inequality between men and women; whereas, continuing discrimination against women must be eliminated because it impedes development. Empowerment in other words accelerates development (Bhoganadam et al., 2014).

RESEARCH METHOD

This type of research leads to field research. The study focused on human resources, namely the role of women weaving crafts who are members of SMEs. This research is a descriptive study with a qualitative approach. The focus of this research is as follows: 1) how the government's efforts in developing the local economy of SMEs which are managed by women, include a) policies adopted by the government in developing the local economy; b) the role of women artisans in developing the local economy in Klungkung Regency; 2) what are the supporting factors and inhibiting factors in local economic development; 3) how the impact of local economic development in Klungkung Regency includes a) employment created for the community, b) the amount of endek ikat weaving income as a product of the geographical indications of Klungkung Regency with local economic development. The informants in this study were obtained using saturated sampling, namely 100 SMEs of weaving crafts in Klungkung Regency, consisting of Desperindag staff in Klungkung Regency, SMEs, and some women craftsmen who developed the local economy.

RESULT AND DISCUSSION

Small and medium businesses with the inclusion of the role of Balinese women in endek handicraft in Klungkung Regency proved to be able to become a "buffer" for the local economy community's, because the situation encouraged community initiatives, especially women to carry out peripheral economic activities as an effort to survive. This is seen in the quantitative growth of the number of

small and medium business operators in Indonesia. 2017 which reached 40,137,773 million (99.86 percent) of the total number of business operators 40,197.61 million, while micro business operators reached 97.6 percent of the number of small and medium businesses.

Performance is referring to the level of achievement or achievement of the company in a certain period of time. The performance of a company is crucial to the development of a company. The company's goals which consist of standing and surviving to gain profit and able to grow can be achieved if the company has a good performance. Company performance can be seen from the level of sales, the level of profit, return on capital, the level of turnover and market share achieved (Purnamawati & Yuniarta, 2018; Purnamawati & Adnyani, 2020).

Women's empowerment and economic development have a close relationship: on the one hand, development itself can play a major role in reducing inequality between men and women; on the other hand, empowering women can benefit development. Development policies and programs tend not to view women as an integral part of the economic development process. This is illustrated by the higher investment in women's reproduction compared to their productive roles, especially in population programs. But women in all developing countries are involved in economically productive work and earning an income. They work mainly in agriculture and in the informal sector with formal wage employment. However, their income is generally low.

Since the 1950s, development agencies have responded to the need for the poor women to earn income by making relatively small investments in income-generating projects. However, these projects often fail because they are motivated by welfare and not because of development problems, offering women temporary and part-time jobs in traditional feminine skills such as knitting and sewing who have limited markets. Through various government efforts and programs, fostering SMEs that are synergized with potential and strategic roles, SMEs will become the power to drive the economic activities of the community, and at the same time can become a foundation in improving their welfare. At least so far SMEs have been able to contribute to the absorption of the largest workforce nationally and increase exports, as well as in the formation of national GDP. On the other hand, Indonesia's economic structure which in reality is dominated by the people's economy, is a true national economic power. To be able to assess the rate of return / response of respondents, the criteria for the percentage of respondents' responses, can be seen in Table 1.

Table 1

Criteria for Percentage of Respondents' Responses

Total	Return	Score	Criteria
20,00	percent -	36,00	Not good
36,01	percent -	52,00	Poorly
52,01	percent -	68,00	Enough
68,01	percent -	84,00	Well
84,01	percent -	100 percent	Very Good

Source: data processed

Questionnaires were distributed according to the sample calculation of 46 questionnaires, after the return deadline ended, returned questionnaires were 46 questionnaires with the condition that the questionnaire was feasible to be analyzed because all items had been filled out by respondents. Details of sending and returning questionnaires in this study can be seen in Table 2. Based on Table 2 it can be seen that for sending 46 questionnaires were sent and 46 returned questionnaires or 100 percent of the total questionnaires. This shows the level of response rate is very good.

Tabel 2
Delivery and Return Questionnaire Details

Remarks	
Delivery of questionnaires	46
Returned questionnaire	46
<i>response rate (46:46 * 100%)</i>	100 %

Source: data processed

Table 3
Implementation score of the local economic strengthening model for women with
Endek Weaving in Sampalan Area

Item	ST	T	K	S	S	Total
1	0	0	0	22	24	46
2	0	0	0	20	26	46
3	0	0	1	15	30	46
4	0	0	0	21	25	46
5	0	0	1	15	30	46
6	0	0	0	14	32	46
7	0	0	6	21	19	46
8	0	0	3	19	24	46
9	0	0	3	29	14	46
Total	0	0	14	17	22	414
Percentage (%)	0,0	0,	3,	42	54	100,0

Source: data processed

Note: STS is strongly disagree, TS is disagree, KS is less agree, S is agree and SS is strongly agree.

It was shown that 54.11 percent implementation score of the local economic strengthening model for women with endek craftsmen was responded to strongly agree, 42.51 percent responded to agree, and 3.38 percent responded less to agree. So, it can be concluded that the response of business actors in Klungkung Regency to the implementation of the model is more likely the response is very amenable. Based on the results of the analysis of sample answers to 6 items of model implementation was revealed in 46 respondents. Based on data obtained from the questionnaire, a frequency distribution table and percentage scores are presented in the Table 4.

Table 4
Implementation score of the local economic strengthening model for women with
Endek Weaving in Gelgel Area

Item	STS	TS	KS	S	SS	Total
1	0	0	0	27	19	46
2	0	0	1	31	14	46
3	0	0	0	25	21	46
4	0	0	9	27	10	46
5	0	0	0	27	19	46
6	0	0	0	27	19	46
Total	0	0	10	164	102	276
Percentage	0,00	0,00	3,62	59,42	36,96	100

Source: data processed

Note: STS is strongly disagree, TS is disagree, KS is less agree, S is agree and SS is strongly agree.

In Table 4, it was shown that 36.96 percent responded to the implementation of the model strongly agreed, 59.42 percent responded agreed, and 3.62 percent responded less agree. So, it can be concluded that the response of weaving business actors in Klungkung Regency to the model is more likely to agree with the response. Based on the results of the analysis of sample answers to the 8 item model implementation questionnaires, description of the role of synergy and strengthening of the local economy was revealed in 46 respondents. Based on data obtained from the model implementation questionnaire, a frequency distribution table and percentage scores are presented in Table 5.

Table 5
Implementation score of the local economic strengthening model for women with
Endek Weaving in Klungkung Area

Item	S	T	KS	S	S	Total
1	0	0	1	3	14	46
2	0	0	15	2	6	46
3	0	0	13	2	8	46
4	0	0	3	2	17	46
5	0	0	1	3	14	46
6	0	0	1	2	18	46
7	0	0	1	2	17	46
8	0	0	3	2	14	46
Total	0	0	38	2	10	368
Percentage (%)	0,	0,	10,	6	29	100,0

Source: data processed

Note: STS is strongly disagree, TS is disagree, KS is less agree, S is agree and SS is strongly agree.

In Table 5, it was shown that 29.35 percent of the role score implementation of the local economic strengthening model was responded strongly to agree, 60.33 percent responded to agree, and 10.33 percent responded to disagree. So, it can be concluded that the response of endek business actors in Klungkung Regency to the implementation tends to be more agreeable. Identification on the study of Women Empowerment Models Evaluation for Local Economic Development is done by copying the results of the questionnaire data processing into a graph and then describing it according to the results obtained. The identification of social characteristics of Klungkung women was obtained based on age, experience, motivation, and managed business land. While the economic characteristics of craftsmen are obtained based on the income received during production and net income. Identification of the characteristics of the activities of the presence of Klungkung women as subjects of creative industries was carried out to determine the production, packaging and marketing of post-production endek waving. Identification is obtained based on the results of data processing from the questionnaire which is then presented in graphical form and then elaborated to explain the graph. Identification of institutional characteristics is carried out to determine the institutions that exist in the community and institutions by the government that supports endek weaving and development activities to be carried out. Information obtained from questionnaires and field observations.

As in Klungkung Regency, Bali Province which is a center for weaving craft. The resulting weaving production is a source of income and contributes well to the economy in Klungkung Regency. The target of the realization of the level of craftsman growth in the Klungkung MSMEs weaving is 6.29 percent and has been realized a number of 5.4 percent can be said to be a relatively high achievement, in 2018. Data on economic growth in the craft sector in Klungkung Regency shows that within one year running Endek production has increased. Efforts to empower endek weaving handicraft industry centers in the framework of developing human resources (HR) are carried out through technical guidance, training and socialization activities, with the aim of providing information and knowledge for Klungkung weaving handicraft entrepreneurs in order to improve their business. Technical guidance, training and outreach activities provided to endek weaving craft entrepreneurs have brought benefits to endek weaving business entrepreneurs, although HR development activities cannot be given routinely every year due to the limited budget owned by the local government and the results that are still felt to be less than optimal for endek weaving handicraft entrepreneurs because the implementation time is only a short time but with the existence of HR development activities have been provided by the Department of Industry and Trade can help endek weaving handicraft entrepreneurs in developing their businesses.

Empirically, there is a strong relationship between economic development and women's legal rights, in areas such as ownership rights, access to land, access to bank loans, violence against women, abortion policies, and others. Doepke et al (2009) show a strong negative correlation of 0.4 or higher across countries between the lack of rights and GDP per capita. Historically, the expansion of economic

rights for women in the United States and Europe preceded their access to political rights. Although it is certainly not possible to deduce causality from the data, two lines of argument show why economic growth can lead men to voluntarily surrender economic rights to their wives. Doepke et al (2009) argue that, as the importance of human capital in the economy increases with advancing technology, men begin to give up some rights to women to ensure that children get a better education (in the sense that women care more about resources children's human power and bargaining power are important for household decisions) (Duflo, 2012).

CONCLUSION

Crafts as one of the mainstay sectors of the Klungkung Regency is still dominated by the role of the tertiary sector is expected to contribute to the regional economy of the Klungkung Regency. Development policies to be able to create a better socio-economic life of the people, then the regional macroeconomic target of Klungkung Regency. Seeing the potential of endek weaving that is able to contribute to the economy, it is necessary to innovate the production of endek weaving so that it can create competitiveness and provide added value to the community. So that the potential of endek weaving crafts not only benefits the region, but can improve the welfare of the community. The business partnership of the endek handicraft center is only limited to business partnerships with local governments, universities, the Department of Cooperatives and MSMEs because not all entrepreneurs have established business partnership relationships with the private sector in developing their businesses so entrepreneurs have not been able to realize the empowerment of business partnerships with private businesses In the future, to support all MSME sectors, they must develop relationships with the private sector.

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