

# Strengthening Women's Strategic Role Through Locally Specific Households Industry in Bali, Indonesia

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## Abstract

This study aims to identify the typology of rural households industries in the district of Abang, Karangasem regency, to analyze the strategic role of women in households industry, and to propose strengthening women's strategic role models through the development of households industries locally specific.

The database obtained from studies conducted in rural sub-district of Abang, Karangasem regency, Bali province of Indonesia in 2014. The field observations and information obtained from a critical review on the relevant reports were published and further referenced in the expert meeting to determine the elements of the system are believed to be appropriate for strengthening women's strategic role. Analytic Network Process (ANP) was selected as decision analysis tools and software Super Decisions as supporters.

The results showed that the involvement of women in households industry are very high, although not yet a profitable business for himself and his households because it is only able to account for 30% of total households income. Women dominate decision-making, particularly in the selection of the type of business, labor utilization and marketing, but they still need their husband's opinion, especially in terms of the fulfillment of working capital, education of children, and investment in production equipment. The development of households' industries locally specific benefits in terms of availability of raw materials, the absorption of labor force, market demand, access to capital and business places, but in the context of fulfilling the needs of households, the development of households industry is still considered to have limitations.

There are five alternative formulation of the strategy for developing the strategic role of women through locally specific households industry, i.e. partnerships synergy, strengthening of the human resource competencies, institutional strengthening, strengthening of marketing functions, and stimulus for the application of machine technology and equipment. Results of Analytic Network Process (ANP) showed that the strengthening the competence of human resources is the best alternative to the relative priority of 39%. It is therefore, in applying the strategy of strengthening the competency of human resources, women need to incorporate important strategic orientation and product innovation capabilities in order to expand the business and in turn is able to increase the scale of their business from households scale only becomes SMEs.

**Keywords:** Women's strategic role, ANP model, local specific households industries in Bali.

## 1. Introduction

The ultimate goal of economic development is to create a prosperous society, both the present generation and the generations to come. In accordance with the development paradigm of economic development, there has been a change in the measure of the success of development of growth to approach the quality of life approach. Empirical facts indicate that the high economic growth nationally is not always able to solve the welfare problems such as poverty and living standards of the community at large (Arsyad, 1999). Even the World Bank (1994) concluded that economic growth in developing countries such as Indonesia had created problems, such as poverty, unemployment, environmental degradation, and political causes of the condition are often unstable (Budi susrusa et al, 2009). Indeed, the economics of standards, very little mention of gender and say that the economy consists of the interaction between the company and rational individuals, regardless of gender. However, while some economists are now starting to consider the role of gender in more detail. Economists of this school of thought that viewpoint 'rational economic man' should not do discrimination and ignoring the role of women. Macroeconomic policy also treats women unfairly. How to measure the existing economy does not take into account the contribution of women. Women perform a variety of households chores, ranging from caring for and provide nutritious food to children and households members are elderly or sick (Darmawan, 2011), cooking, cleaning and so on.

Because women's work is usually not paid as well as in formal economic transactions, it is not counted in national income. Gross Domestic Product is only a partial measure of economic progress because the welfare of mankind depends on many factors, including the position of women in the households. Reduction of total households income, often have a negative impact on women than men because of the great responsibility of women in the households, especially in the case of members of households health and education of children. Moreover, the facts show that the ratios of women's earnings are always under men. In Bali, the housewife often becomes the focus of microcredit policy that encourage women to engaged in business on the idea that housewives were able to invest more wisely. Some studies show that housewives are given more control over

family resources better ensure nutritional needs and the cost of their children's education (Darmawan, 2014).

Households economic is not a new discourse again today. It must be remembered events monetary crisis that hit the world in 1997/1998 by which time many workers and employees laid off due to economic conditions in the countries in the world many of which reached its nadir. However, at that time Indonesia is not so completely. There is no safety valves, namely the existence of Small and Medium Enterprises (SMEs) become creators of new jobs. In addition, many of them have been instrumental in increasing people's incomes are widely spread, especially in the agricultural sector, especially in rural areas. Thus can not be denied that the SMEs, in the form households' industrial activity which is certainly driven by women, capable and worthy expressed as the backbone of the households economy. Therefore, the development of households industries that are gender responsive needs attention from all sides, not only can improve the economy at the grassroots, but also eventually be a positive influence on the health and livelihoods of families, as well as play a role in alleviating poverty in relative terms. This point of view as it is imbued with the spirit of patriotism that is based on public interest and not private interests above the needs of the community. This view by several parties is considered important and urgent as efforts to use local resources and can be used as the basis of public policy or business in Indonesia beloved homeland as a form of national sovereignty. In turn, the strengthening of the domestic economy will play a positive role in building interconnectivity of local economic centers, reducing regional disparities, which has been seen as the main cause of growing social problems in Indonesia.

This study aims to identify the typology of rural households industries in the district of Abang, Karangasem regency, to analyze the strategic role of women in households industry, and to propose strengthening women's strategic role models through the development of households industries locally specific.

## **2. Methodology**

The database obtained from studies conducted in rural sub-district of Abang, Karangasem regency, which is an area that is still relatively poor in the province of Bali in January to August 2014. The area is considered representative and the potential for the development of households industry with its comparative advantage. These results of field observation of households and industrial profile of women's participation through growing industries in the community were analyzed descriptively. The results of field observations and information obtained from a critical review on the relevant reports were published and further referenced in the expert meeting to determine the elements of the system are believed to be appropriate for strengthening the strategic role of women. Respondents were drawn to perform expert meeting was the head of SMEs, the head of industry and trade office, the head of the households industry groups, traders, analysts on SMEs, and academic SMEs' experts from local universities. In this study, Analytic Network Process (ANP) was selected as decision analysis tools and software Super Decisions as supporters. The main reason for choosing the ANP as a decision-making model is likely to be encountered interdependency relationships among the criteria.

## **3. Results and Discussion**

### **3.1 Potential and Utilization of Resources**

Based on field observations and relevant official documents, selected Abang District, Karangasem as survey locations with the argument that there are still encountered villagers who are poor, i.e. in the village of Abang and Ababi village. Abang village (322 headcount of 782 households). The population of working age (15-56 years) Abang village in 2013 as 1,598 men and 1,526 women, while 38 people unemployed. Village revenue in 2013 amounted to Rp 11,926,582,000 per year and distributed in multiple sources of income, respectively: livestock sub-sector (29.7%), agriculture (24.5%), plantations (14.8%), trade (10.6%), forestry (6.5%) and services sector (11.5%) and households industry. Ababi village has the same characteristics as Abang village with the dominant sources of households income distribution in Excavated C (25%), livestock (24.5%), 19% agriculture, plantations 8%, trade 15%, industry 3% and others. The livelihood of the people in the village of Abang principal is highly dependent on the agricultural sector in the broad sense. Abang District has the potential for the development of superior commodities for the province of Bali, such as coconut, palm tree, palm and bamboo. According to statistics plantation Bali Province, Abang sub district has the largest coconut plantation area, i.e. 2,484 ha (23.3%) of the total area of the development in Karangasem regency (14 102 ha), with the highest levels of productivity as well (1,089 kg / ha / years).

Based on the potential of the production area and the opportunities commodities, undoubtedly can be developed derivatives of economic activity, both of which utilize the results as well as wastes from agricultural commodities, such as sugar industry, coconut oil, coconut shell handicraft and other industrial raw materials derived from plantation crops. However, the observation and comparison of facts on the ground indicate that the public has not been involved to the maximum in the households industry as well as the inability to take advantage of the comparative advantage of resources well. In accordance with the stages of business development, to date most of the effort in Abang relatively undeveloped, so it can only be regarded as industrial business beginners. The potential of human resources, especially the strategic role of women in households

industry in the district of Abang, Karangasem regency, can be seen from the level of women's participation in business activities. Therefore, the characteristics of the respondents in this study would reflect the existence of close links between business actors with the participation of households industry activities in rural area.

The results showed that the business actors are women (100%) with aged of 12-68 years, and predominantly driven by housewives (93%) and 7% students, the average age was 38.6 years industry participants and belong to the productive age, unless on bamboo matting efforts need to be supported by men, especially in the provision of raw materials. The proportion of business agent in every type of SMEs has characteristics of different age ranges.

### 3.2 Households Type Industrial Activity

The SMEs activities, especially households industry in Abang District is spread into several activities, that is (1) The business activities of convection (sewing and “mute” pairs) with the proportion of 30% of the total existing businesses; (2) Industrial palm, bamboo woven and coconut shell craft with the largest number, that is 40%; (3) Food and beverage home industry, such as meatballs and snacks and “tuak” by 10%; (4) The business activities of tool-making ceremony "canang sari", "bebanten" and "orti" by 7%; (5) other industries by 13%. Type of business convection (sewing and mounting of “mute”) and coconut shell craft demanding younger entrepreneurs with vision sharper eye for dealing with the sewing. This is reflected in the relatively young businesses as listed in Table 1. If the terms of this kind of work seems to be favored by young women as a side job (when it was done). Here it appears that the burden of the family (an average of 3.9 persons/households) shows that the load factor of the family as the main reason to pick up this second job. The education level is not high (average 7.8 years), making the industry the business is the best option for housewives in augmenting households income without having to work outside the home (Table 1). However, if the terms of the distribution of working hours businesses on domestic industry is apparently only about 2-6 hours per day with an average of 3.5 hours per day indicating that businesses saw only limited business activities and could sideline done after the main job as a housewife is complete. The wage rate for each type of industry is quite varied depending on the level of difficulty of the work. Coconut shell handicrafts have a high level of complexity so that the wage rate per day at most.

Table 1. Identity of Respondents Specified According to Industry, Age, Education, and Households Expenses

No.	Type of Industry	Number of Respondents	Average			Long-time Education (year)	Burden of Households
			Range	Age			
1	Tailor	5	37 - 49	45.0	10.5	4.8	
2	Install of “mute”	7	25 - 38	31.5	7.2	2.3	
3	Woven palm	5	34 - 40	37.0	8.4	3.2	
4	Woven bamboo	6	34 - 58	35.0	7.0	4.0	
5	Coconut shell crafts	5	12 - 51	25.2	8.2	4.6	
6	Cake	3	35 - 49	38.5	8.5	3.5	
7	Meatballs	1		58.0		4.0	
8	“Canang sari”	6	30 - 44	37.0	7.5	4.0	
9	Others	2	60 - 68	40.0	5.0	4.6	
		40		38.6	7.8	3.9	

#### *Households Crafts Industry Activities*

Industrial activity is the utilization of local raw materials, including bamboo crafts, handicrafts woven papyrus, coconut shells and waste utilization "lidi" coconut leaf midrib. Activity is a form of processing or handicraft production into much needed local community, both for economic activities or religious ritual in Bali.

Some of the domestic industry are classified this group, include bamboo craft, craft papyrus and "ingka". Production activities have been done long ago and are a hereditary business. Production activities carried out by order of consumer and workforce done entirely from households members. Handicraft business woven bamboo, woven papyrus, and making of "ingka" were done independently with its own venture capital so progress is rather slow. In addition to the limitations in market access, low competence businesses become the main reason of developing this business yet.

#### *Households convection services activities*

Industrial activity was initiated by the government and conducted in groups in 2013. At first, the number of businesses who are interested to guided and trained as many as 20 people (10 people each stitch and mounting 10 "mute"), the present is still active only 15 people. This industry provides services to sew and install accessories "mute". Providing assistance in the form of government facilities sewing machine is the reason businesses to get involved in this business. Informed that this work is seen by the business as a sideline (spare time) and production activities are based upon orders only and can be done simultaneously with the main activities as a

housewife. These businesses do not need a lot of capital so that it can be regarded as independent activity of each actor. Marketing of services convection is done by building networks of information between actors through the head of the group, or access information from members of own group.

#### ***Households food and beverage industry activities***

Households business of foods and beverages, such as baking, cooking oil (made from raw palm fruit), drink "tuak", and meatballs is a business that is entirely conducted independently. Production activities are based on the order that are incidental when no ceremony or celebration of rural communities. Activity of these activities take place and grow and grow since the first, is a tradition passed down through generations by using only labor in the family, and its nature as a side job or just spend leisure time alone.

#### ***Households appliances for religious ceremonies activities***

The business activities of this industry include the business of making tools supporting the local community religious ceremonies, such as "canang sari", "orti" and "banten". Production takes place continuously and does not depend on the existence of the order, so it leads to the principles of small business. However, given the limited market segment for the local community, the development was not so advanced. The technology used was quite rudimentary and not using technology machines.

### **3.3 Typology of Households Industry**

Typology of households industry in the district of Abang spread into several business groups, namely convection services (stitch and attach "mute"); Industrial craft woven palm and bamboo; Industrial food (cake and meatballs); tool-making ritual ("canang sari", "bebanten" and "orti"). Assessment of the typology of households industry uses 10 indicators selected (production activities, the way sales results, financial management, large working capital, capital resources, production processes, workforce, technology adoption, business ownership, and the experience and knowledge of business actors) shows that most (90%) of rural industries Households in the district of Abang, Karangasem regency, Bali Province are classified as business-type starters and undeveloped (i.e. tailoring business, the installation of "mute", woven palm, bamboo, food industry businesses and beverage and manufacturing tools religious ceremony), and only 10% of the which includes growing category (coconut shell craft).

The pattern of households industrial production activities based on local needs with the sole purpose to serve the community. In terms of production activities, the business depends on the order only and is done without the use of machines. This shows that the type of business industry is indicated as a business beginner. Similarly, the results of observations on the utilization of labor used mostly use labor in the family (1-2 people) and have a working capital of not more than Rp 200,000 to Rp 500,000 which indicates that the business has not been developed. Orientation towards a broader market segment has not been a consideration for the majority of business actor in this industry, so that production activities solely based on order and can be confirmed is a business that is not growing. It is a little different happened to coconut shell craft business, where production activities are continuous and not dependent on customer orders. There or not the order of activity is still running. Thus, for this kind can be classified as an enterprise that developed. Lately, the type of coconut shell craft are progressing quite rapidly because of the technical and marketing guidance by the office of the local trade and industry. The product has even spread to come out of Bali Province. Coconut shell craft business has been running since 7 years ago. This effort was originally initiated by the government in the form of business groups with as many as 22 members of the group.

A form of production, training and coaching done in a group, but it is a slight change in its development. Production activities are no longer held in a place because of the issue of the allocation of time and the group members agreed that the product can be done in their homes without having to work together. The wage system is made fair and transparent. The amount of wages received by workers will depend on the volume and type of products that are done at a certain time unit. Here, craft businesses no longer need an office or a particular workplace. Chairman of the group are responsible for the availability of funds for procurement of raw materials and marketing. It could be argued that the industry as a business partnership between the owners of capital (still a rural community member) and non-permanent employees, but in practice all parties can co-exist in harmony without anyone feels mistreated each other.

### **3.4 The Role of Women in Households Industry**

#### ***Households industry profile***

Analysis of the households industry profiles provide an overview of the strategic role of women in building the creative economy at the grassroots and rural agriculture-based to address the root causes of hunger, poverty and creating employment opportunities and equitable distribution of income. Women have a central position in terms of preparation and delivery of food for infants and children or other households members who are vulnerable to food insecurity. Overall, women have a role in improving access to food and households economic resilience. Finally, all stakeholders in the households industry are to benefit and contribute to sustainable development in the agricultural sector which is one of the economic pillars of Bali.

Observations and field surveys indicate that business dominant women aged 12-68 years, and most were housewives (93%) and the rest are students. Type of business activities carried out at this time, include: (1) convection service industries, such as sewing, fitting mute by 30%; (2) food and beverage industry 10%; (3) industrial craft bamboo, palm and coconut shells as much as 40%; (4) industrial tools such ceremonies "canang sari" and "banten" of 7%; (5) other industries 13%. When viewed from its contribution to the total households income increase the participation of women turned out to be able to contribute as much as 30% as shown in Table 2.

Although the average income per month industry participants from domestic industry is relatively small (Rp 490.676) compared to the total households income (Rp 1,554,762), but it can help alleviate the perceived needs of their households. Low income level of the households industry can not be separated from the low work hours allocated by women, which is within the range of 2-6 hours and an average of 4.5 hours per day with a frequency between 15-30 days per month. Low time allocated was caused mostly industry participants still view the job just as a side job. Awareness of duties and functions as a housewife becomes a major factor of the condition.

Table 2. Households Industry profile specified according to Industry Group, Households Income, and Households Income Industry

No	Households Industry	Business Actor (people)	Business Actor (%)	Households Income (Rp)	Industry Income (Rp)
1	Convection Services	20	23.8	1,517,142	410,714
2	Handicraft	50	59.5	1,666,668	526,666
3	Foods	4	4.8	999,000	466,000
4	"Canang sari"	7	8.3	1,750,000	475,000
5	Others	3	3.6	1,841,000	575,000
		84	100	1,554,762	490,676

### ***The dominance of women in decision-making***

With regard to the dominance of households' members in decision-making in terms of business at the households scale, respondents argue that women dominate decision-making, particularly in the selection of the type of business (54.8%), labor utilization (51.6%) and marketing (54.8%). On the other hand, women have argued that they still need their husband's opinion, especially in terms of the fulfillment of working capital (41.9%), education of children (58.1%), and investment in equipment of production (51.6%).

### ***Respondents' perceptions of households industry***

Respondents perceive that the development of households' industries locally specific benefits in terms of availability of raw materials (71.0%), the absorption of the local labor force (64.5%), market demand (61.3%), access to capital (64.5%), and business places (45.2%). However, in the context of fulfilling the needs of households, the development of households industry is still considered to have limitations (61.3%).

### **3.5 Empowerment of Women Model through Households Industry Development**

Planning strategies to empower women through households industries is using the Analytic Network Process (ANP). ANP allows for dependencies and feedback, both within and between clusters. ANP is composed of two parts, namely (a) the hierarchy / network control and subcriteria that control dependencies in the system under study; (b) the effect of inter-element networks and clusters (Saaty, 2003). Figure 1 shows the general framework of the model of ANP for the households industries. This network has four clusters, namely: purpose, aspect, problem and strategy. Cluster "aspect" has two elements, the cluster "problem" has five elements, and cluster "strategy" has five elements.

From the results of the expert meeting that has been done, the problems faced by the households industries can be classified into internal and external aspects. Internal problems faced by the households industries are building and machinery investment is limited, weak competence of human resources, and weak marketing function. External problems faced by the households industries are the entrepreneurial spirit of the community is weak and subordination of women. There are five alternative of the strategy for developing the strategic role of women through locally specific households industry, namely: partnerships synergy, strengthening of the human resource competencies, institutional strengthening, strengthening of marketing functions, and stimulus for the application of machine technology and equipment. Data were obtained by questionnaires by experts using paired comparison then processed using the Super Decision software to obtain the synthesis of priorities (Table 3).

Table 3. Priority Synthesis of households industrial development in the district of Abang, Karangasem regency using ANP

Aspect	Priority
1. Internal	0.56
2. External	0.44
<b>Problem</b>	
1. Weak of competence of human resources	0.30
2. Building and machinery investment is limited	0.12
3. The entrepreneurial spirit of the community is weak	0.26
4. Weak of marketing function	0.13
5. Subordination of women	0.19
<b>Strategy</b>	
1. Partnerships synergy	0.11
2. Strengthening of the human resource competencies	0.39
3. Institutional strengthening	0.15
4. Strengthening of marketing functions	0.15
5. Stimulus for the application of machine technology and equipment	0.20

Based on data from Table 3, it appears that the main aspects to consider in looking for an alternative development strategy home industry are the internal aspect with the average weight of 0.64. From the internal aspect, the main issues considered most important is competence of human resources weak with the average weight of 0.30, while the most external problems received attention is the weak social entrepreneurial spirit with the average weight of 0.26.

Alternative strategies are formulated for the households industries are five, namely synergy of partnerships, strengthening the competence of human resources, institutional strengthening, strengthening the marketing function, and technology applications stimulus of machinery and equipment. The strategy is a top priority in developing the home industry in rural areas is strengthening the competence of human resources with a weight of 0.39 (the best alternative to the relative priority of 39%).

In applying the strategy of strengthening the competency human resources, there are two approaches that can be done, namely the strengthening of the marketing function that human resources is able to build a brand image of the product on the market as well as innovation and learning so that their products have a competitive advantage (Porter, 1980; Porter, 1985; Barney, 1991; The British Council, 2010; grawe et al., 2009). Study of SMEs creative business showed a close relationship between strategic orientation, innovation capability and firm performance (Kandampully, 2002; Keskin, 2006; Rahab and Sudjono, 2011; Kumar et al., 2012; Manurung and Barlian, 2012). In an effort to foster competence of human resources, women can incorporate important strategic orientation and ability to craft innovative products that benefit home industry forward. Marketing functions that still need to be strengthened is the design and development of products, the smooth distribution of products, standardization and grading of products, packaging, labeling and branding, marketing information (for example, through the website, including the introduction of online transactions), and resistance to business risk (risk-taking).

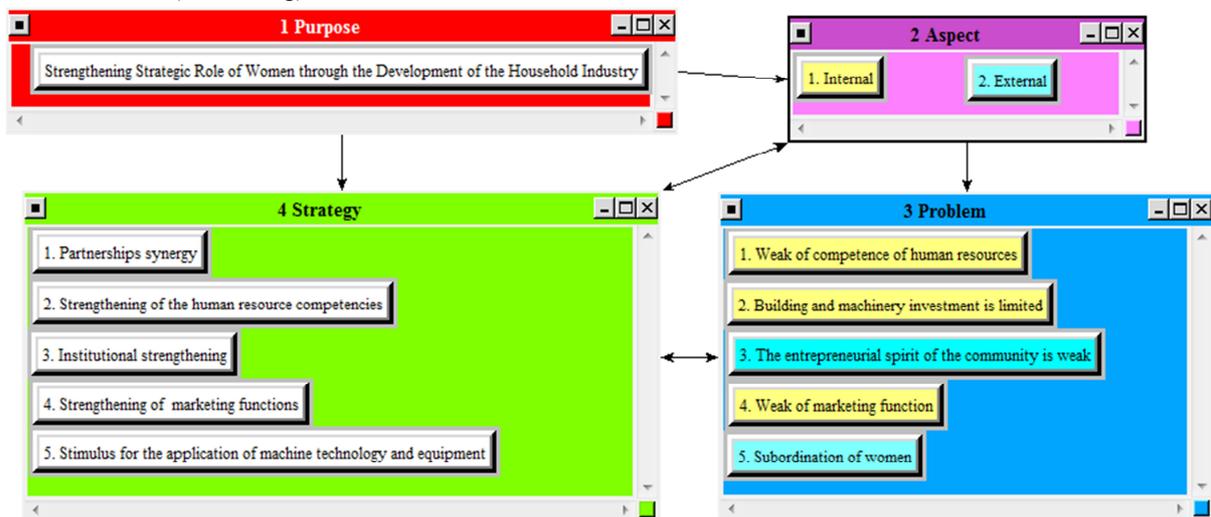


Figure 1. Model of Strengthening Women's Strategic Role Using ANP

## 4. Conclusion and Managerial Implications

### 4.1 Conclusion

Most industries of rural households in the district of Abang, Karangasem regency, Bali Province are classified as business-type starters and undeveloped and only 10% which includes growing category. Rural people assume that women's businesses are conducted merely as a sideline, with the distribution of working hours on average 4.5 hours / day and there has been no attempt to reach a wider market segment.

The involvement of women (93% housewives, and 7% of students) in the domestic industry are very high, although not yet a profitable business for himself and his households because it is only able to account for 30% of total households income. With regard to the dominance of households' members in decision-making in terms of business at the households scale, respondents argue that women dominate decision-making, particularly in the selection of the type of business (54.8%), labor utilization (51.6%), and marketing (54.8%). On the other hand, women have argued that they still need their husband's opinion, especially in terms of the fulfillment of working capital (41.9%), education of children (58.1%), and investment in equipment production (51.6%). Respondents perceive that the development of households' industries locally specific benefits in terms of availability of raw materials (71.0%), the absorption of the local labor force (64.5%), market demand (61.3%), access to capital (64.5%), and business places (45.2%). However, in the context of fulfilling the needs of households, the development of households industry is still considered to have limitations (61.3%).

Internal factors are the main constraint of domestic industry is a weak human resource competency, building and machinery investment is limited, and limited marketing functions, while the external factors are weak entrepreneurial spirit of the community and the subordination of women.

There are five alternative formulation of the strategy for developing the strategic role of women through locally specific households industry, namely: partnerships synergy, strengthening of the human resource competencies, institutional strengthening, strengthening of marketing functions, and stimulus for the application of machine technology and equipment. Results of Analytic Network Process (ANP) showed that the strengthening the competence of human resources is the best alternative to the relative priority of 39%.

### 4.2 Managerial implications

In applying the strategy of strengthening the competency of human resources, women need to incorporate important strategic orientation and product innovation capabilities in order to expand the business and in turn is able to increase the scale of their business from households scale only becomes SMEs.

Strengthening the marketing function for women who are involved in this households industry needs to be done in order to awaken the brand image of the households products industry both in the local market and in turn are able to expand outside the province of Bali.

Given the typical households industrial clusters based on local resources and innovation capabilities of rural women is an important factor in the development of creative small and medium enterprises, government (cq. Empowering Ministry of Women and Child Protection, the Ministry of SMEs and Cooperatives, Ministry of Trade, and the Ministry of Tourism and Creative Economy) and the local government of Bali, is expected to encourage the expansion and growth of the craft industry in line with the road map for development of Indonesia's Creative Economy in 2025.

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