

WOMAN PRENEURSHIP APPROACH IN TRADITIONAL MARKET CULTURE

Saudah and Sri Hartini Djatmikowati

Communication Science Program , Social Science Program

University Of Merdeka Malang, Indonesia.

Coessponding Author : saudah@unmer.ac.id

ABSTRACT

The existence of women as the drivers of the people's economy continues to stretch as an inseparable part of the market community. The connection is very close in realizing the economic order in the family sphere to build strong self-confidence, and prove that women are able to obtain results for the efforts that have been carried out. At present, stretching women in developing the economy in the traditional market environment can be proven from the way when starting a routine to end the routine as an economic actor and there is active involvement from other people. An entrepreneur woman is someone who is able to see business opportunities, struggle and be able to take into account all risks. This paper will present the results of the study regarding the existence of women as economic drivers in traditional market environments with all their dynamics, especially in building communication with market communities. A series of speech acts and communication skills with their characteristics can be a magnet for others to be involved in the process of buying and selling in the market. Owned motivation can improve welfare and strengthen participation in developing traditional market communities. The results show that the reality in traditional markets shows conditions that bring together expertise and personal values and are firmly rooted as a market culture handed down from generation to generation. Women are able to show the characteristics of independence in carrying out roles both in the family environment and in the social environment. The thing that needs to be emphasized is the individual's responsibility to do all the routines inherent in him.

Keywords: traditional markets, interpersonal communication, entrepreneurs.

1. INTRODUCTION

Indonesian society is a creative society, and creativity is sometimes unable to be stopped so that it creates strong souls and is able to face the challenges of the times. Presenting everything and can contribute to others. Creativity is not only limited to the formulation of new ideas, but will be proven by results that are able to survive or materialize sustainably. Creative and innovative power begins the growth of a spirit that will initiate someone to become a person who is able to aim for opportunities for success. Besides that, the effort to create something different is a movement to raise awareness about one's abilities.

Entrepreneurship is currently not only held by men, but women also play a role in helping the family economy. Apart from the responsibilities that exist, the form of tough women is now emerging from all fields. The greatest strength of women is the independence factor with the aim of helping families meet economic needs, as well as an arena for self-actualization. Many challenges faced by women who established

themselves in the field of entrepreneurship. A hardworking figure and a strong intention to have financial readiness and not give up easily makes women able to break through fields that were not identical with the women's world.

The positive correlation that arises from this is that there is a great opportunity to improve the quality of life and show a strong existence in the chosen field. The embedding of this great power is also balanced with opportunities that are also initiated by associations, business taps and the establishment of good cooperation. Information about woman preneurship can be obtained in all media, and also began to be encouraged by woman entrepreneurs. One of the programs initiated by ITB is an interactive dialogue that highlights the activities of women in various businesses.

A series of activities for women entitled 2017/2018 empowerment series women, American Corner ITB hosted coffee talk women technopreneur, women empowerment throught technopreneurship (Maulani, 2017). One of the speakers, Dr. Atik Aprianingsih provided many examples related to women who are successful in entrepreneurship. This of course indicates that more and more women are moving to self-employment, especially within the framework of technopreneurship. Not all women can become entrepreneurs, because entrepreneurs are souls, so for anyone who is going to be an entrepreneur must have the nature of not giving up easily and having a high level of discipline.

Collaboration with the use of technology was able to create a community that was able to work. Atik stated that the five priority areas in Indonesia today are water, energy, health, agriculture and biodiversity (Maulani, 2017). This must also be targeted and further developed, so that in terms of benefits can be realized maximally. Building a community must begin with yourself, and the effort is not only carried out with intentions, but there are concrete actions. The concept of community development can basically be done through community participation and community organizing (Anwar, 2007). This development is not only engaged in formal sectors, but also in business sectors such as in traditional markets. The usual thing when there are many female traders, because as if being a trader is a profession that can be done by anyone. But apparently more than that, tenacity is not only in trading skills, but starts when looking for merchandise, selling it to managing unsold merchandise.

This reality is interesting to be studied further because the figure of a woman as a worker in the traditional market environment is dynamic. The culture that is built in traditional markets is a characteristic of local communities and is identical with the characteristics of the community as in general. The life of a formidable figure in this traditional market environment can be seen from the work ethic that is part of the attitude and daily behavior of traders. It can be seen that the routines undertaken are not only limited to seeking profit, but also there are spiritual and motivational aspects that ultimately look as brands of traders.

The traditional market environment is not only seen from the merchants' character, but the values brought about in the commercial activities are the values that exist in the trader and are practiced in daily activities. Market culture is defined as a collective way of life that is oriented towards livelihoods around markets and commerce (Mulyanto, 2008). This way of life accentuates the character of preneurs,

cannot live alone and always tries to always communicate with the market community that is encountered everyday, so that a brotherhood arises over an unwritten agreement. Market culture may also be restricted as a set of separate norms and values that encourage or restrict its supporters from engaging in commerce and market place as part of the traditional psycho-geographical framework (Mulyanto, 2008).

Womanpreneurs are also a person who is able to build communication well. The intensity of meetings with other people is high, resulting in the growth of communication skills, especially at the level of personal communication. In this framework, traders are able to have identities and behaviors that can be accepted by all members in the traditional market environment. Traditional market culture does not only emphasize routine and unwritten rules. But to touch the ability to communicate based on a cultural system that manifests from the way of speaking as capital to attract buyers. As a means of communication and self-expression, the ability to convey messages through buying and selling routines can influence the thoughts and feelings of others, if done continuously or repeatedly it can make other people take responsive actions according to the messages exchanged. For this reason the power of communication in supporting daily activities is the totality of all aspects that are identical with the sellers. What is done by a womanpreneur can be assessed from the approach to economic behavior which is supported by the existence of trust, empathy, similarity of view to the participation of personal values in the social sphere that leads to market culture (Saudah, 2018).

Women entrepreneurs may be defined as a "woman or group of women who initiate, organize and run a business enterprise" (Sharma, 2013). From one study conducted by Sharma, Women entrepreneurs in India have various problems, including Family ties, male dominated society, lack of education, social barriers, shortage of raw materials, problem of finance, tough competition, high cost of production, low risk-bearing capacity, limited mobility, lack of entrepreneurial aptitude, limited mobility, legal formalities, exploitation by middle men, lack of self confidence (Sharma, 2013). Under these conditions, it was explained that there must be a specific strategy that could be used to boost the tenacity of women in starting an independent business and overcoming existing problems. Apart from all that, it shows that the complexity of the role of women in the field of entrepreneur is the biggest challenge from him to remain consistent in the field he is doing. Not only related to ability and willingness, but also the sustainability of existing businesses.

2. RESEARCH METHODS

This study was conducted using qualitative methods and ethnomethodology approaches. This is done to obtain comprehensive data. Ethnomethodology is the study of daily practices used by ordinary community members in order to handle everyday life through a variety of clever practices (Ritzer, 2012). Robert W. Mackay (1974) believes that ethnomethodology restores interaction based on interpretive competence as a study phenomenon. The creator of this perspective is Harold Garfinkel, who is a student of Alfred Schutz at New School. Garfinkel had previously studied under Talcott Parsons. The combination of ideas between Parsonian and

Schutzian, helped give a separate orientation for ethnomethodology. In Garfinkel's view, actors are autonomous subjects who are intelligent and creative in maintaining, developing producing and reproducing actions and their social structures (Amal, 2010). The ethnomethodological approach treats objective reality as interactional and discursive results, which means that descriptions, stories or reports do not merely tell about the social world, all three are the constituent elements of the world. This approach relies on conversations that occur naturally to explain how everyday interactions produce social order in the context of the ongoing conversation.

3. RESEARCH RESULTS

3.1. The closeness of personality to the formation of entrepreneurial identity

The establishment of a community in the community demonstrates the polarity of an idea that is more real because there are similar interests and goals. The communication that is built becomes interesting when each individual shows an original character while still paying attention to others as friends. Putting yourself in an existing community is a representation of one's overall behavior. The biggest obstacle to entering the community is "suppressing" the nature of ego, because it no longer talks about "me" but "us".

One of the reasons that arise in a person when moving towards entrepreneurship is not only supported by strong motivation to maintain the family economy. The reasons that arise to choose the profession come from the potential that is owned and able to apply it in social life. The preneur woman brings out a tough, honest and persistent figure in everyday life. Woman preneur contributes greatly to development in Indonesia. Development as a process of social change leads to a better order of community life, and is a continuous social process despite varying intensity and is carried out consciously and planned (Harun, 2012). Activities carried out are certainly not free from intense communication.

Communication plays an important role in human interaction, so its existence cannot be separated from human life. Humans are born with various advantages compared to other creatures. The distinguishing element between humans and other creatures is the ability of humans to communicate with symbols. Humans are creatures who know how to react not only to their physical environment, but also to the symbols they make themselves (Peterson, 2008). Humans are also rational beings who have an awareness of themselves. With existing awareness, humans try to complete their lives by socializing and trying to complete other life needs. One of human needs is the need for symbolization or use of symbols. A symbol or symbol is something that is used to designate something else, based on the agreement of a group of people.

The symbol that someone uses, and shows a person's personality will appear when the communication that is carried out to the stage produces a response from others. To be able to see the existence of social interaction can be through how an individual communicates with his community, which of course will issue new languages, habits or symbols. Interaction with a community also has an attitude renewal that becomes a trend that will be maintained, eliminated, or updated in

meaning. Interaction that involves symbols emphasizing relationships, in a sense is a reference framework for understanding how humans, together with other humans, create a symbolic world and how the world is, and how these symbols shape human behavior.

In some of the existing thoughts, seeing that actions have consequences that cannot occur together with the actions themselves but surely follows them, so that at the present time the consequences of an action must occur in the future, so that it can be interpreted that uncertainty is something remain in social experience. Social interaction produces meanings and meanings to shape the world. Language, symbolism and communication are very important in every process that exists. Society is seen as a conversion to constant change and cannot be forced into generalized abstractions.

If examined further, this personality aspect becomes a form of one's identity that will carry over to the environment. This is one of the driving factors that allows one to optimize the potential that is owned to expand the business. Entrepreneurship requires strong character, because of various abilities in seeing opportunities and anticipating certain conditions. With a stronger personal identity, it will realize complex entrepreneurial characteristics.

3.2. Character Building Relations in the field of Entrepreneurship

Part of the community, the existence of a woman preneur cannot be separated from encounters with other individuals. The preneur woman character who is independent and takes risks always presents high creativity to be able to play a role in developing strategies to survive. In addition, managerial ability to organize themselves and be able to bring up creative ideas must be realized properly.

This character in a person will always develop with an effort to always think and be ready to debate all changes. In carrying out an innovation for example, will always be faced with the risk of profit and loss. Machfoedz (2005), explains that an entrepreneur has several personality traits, including:

- a. Knowing the desired target
- b. Have a good memory
- c. Calm in reaction
- d. Optimistic in trying
- e. Diplomatically speaking
- f. Do not rush into making decisions
- g. Be friendly and polite
- h. Be assertive
- i. Knowledgeable.

When talking about the profile of an entrepreneur, then what should be observed is that the personal characteristics or profiles that are inherent in him include the desire to always pursue achievement, dare to take risks, be able to solve problems, be humble, excited, have confidence, avoid the nature whiny, looking for self-satisfaction (Machfoedz, 2005). By elaborating on the characteristics that exist, then at least the fighting power in building relationships with others will also realize a maximum result. However, the key success factors of an entrepreneur must be

aware of their weaknesses and abilities. There is strong self-confidence and is able to control yourself well in all situations that are the greatest strength of woman preneurship.

The inherent character will also contribute to the formation of relationships among entrepreneurs in the field of entrepreneurship. Awareness of building relationships with others is fundamental in human life, including the woman preneur.

With communication carried out implies that the awareness of building relationships with other people is part of human life. Everyone has challenges in personal life to relationships at work, even when caution arises in certain situations, it will not make relationships with others worse. The effort that can be done is how someone is able to control attitudes and behavior in social life. A safe situation, running smoothly and there will be remedial efforts is fundamental in building relationships with other people. The basic nature of human beings is to require other people at different levels so that they are able to carry out their activities based on their full human nature that humans are creatures that are unique to each other.

Woman preneurship has the ability to be able to analyze communication situations, develop strategies to attract and retain consumers by carrying out effective communication, being able to work together with others and be able to convey ideas in various situations. In existing professions, technical expertise is related to knowledge and ability to communicate with buyers and other parties. Individuals with each other have characteristics that can be carried out when the interaction is carried out, especially those concerning the personal or personality side. As individuals who also develop in an environment, the woman preneur will bring certain habits that characterize life as an entrepreneur.

3.3. Culture of Women Preneurship Communication

The current context of the preneur woman is a real picture that her presence is never separated from the communication pattern being carried out. Indeed the communication culture that is formed also contributes to the formation of entrepreneurs. As for some factors that support entrepreneurial women, among others (Alma, 2004):

- a. Women's instincts are more accurate, smart to anticipate the future, maintain harmony, cooperation in the household can be applied in business life
- b. Educate family members to succeed in the future
- c. Customs factors
- d. Environmental needs of life
- e. Women's education is acceptable.

Until now, it is always expected that women must be able to see the opportunities that exist, have the intention to be a good person and have a strong example to build family welfare. Starting from the involvement of women in several activities that are strategic, and this has become a culture in an environment.

The communication culture built by the preneur woman leads to the formation of personal communication that does not leave the character as an independent person, especially in positive activities. Trust that is built by parties involved in

trading activities, for example, is an asset that must be maintained, because of the activities carried out continuously on the market within a short period of time. The activities carried out in an effort to maintain a culture that has been embedded in society in general. Engagement in various socio-cultural activities proves the existence of socio-cultural forces that reflect society in general. The involvement of women in a business is not only profit oriented but also maintains harmony, existence and awareness to preserve the culture of communication.

Women have the potential to face current competition, the ability to explore the future can also be well anticipated, so that women can take advantage of the opportunities that exist well. The existence of women's participation in entrepreneurship is not only for family reasons, but there are other factors that strengthen women to be able to contribute greatly to themselves and the environment around them. Normatively, it shows that the activities that have been carried out by the womanpreneur to improve capacity and run a business are representing the role of women in economic development.

Strong motivation in a woman is a positive aspect that emerges and can encourage to achieve goals in life. An ability that has become a culture in everyday life, because women are supported by people who also have involvement in a limited realm. By communicating all aspects, of course women are able to show their identity as business actors and the most visible are individuals who are active in an environment.

With different backgrounds, the interaction that is built requires a level of security and courtesy so that it can minimize misunderstandings that will occur. Communication culture is presented in the way a person communicates, the situation at the time of communication, language and style of language used, attitude or behavior when communication takes place and the response that arises. Communication is bound by culture as the culture with each other has their own distinctions and characteristics. What is important in the culture of communicating in the traditional market environment is the togetherness in interpreting the messages conveyed. Communication culture basically lies not only in the communication process, but is a series of messenger, channels used and media choices that allow the exchange of messages which ultimately results in harmony and harmony.

A womanpreneurship approach that relates to traditional market culture lies in the alertness and also the relationships that are carried out in a sustainable manner. Of course this has become a reinforcement in daily communication, because it will refer to a harmonious situation. The socio-cultural context in the environment of entrepreneurial activists refers to the basic concept that humans interact and build life together by not leaving rules, values, habits and beliefs which all influence and become a framework of behavior.

4. DISCUSSION

From year to year, there is an increase in the number of female entrepreneurs in Indonesia. In one of the reports written by Rahayu (2017) through merdeka.com, titled the number of women entrepreneurs increased to 14.3 million people, explained that the Minister of Manpower, Muhammad Hanif Dhakiri appreciated the

performance of the Indonesian Muslim Businessmen Association (IPEMI) which has contributed greatly to improving welfare Indonesian society. Significantly, it is said that currently the number of women entrepreneurs in Indonesia is 14.3 million people and an increase of 1.6 million from the previous number of 12.7 million.

While in *viva.co.id*, it was reported that the Republic of Indonesia ranked 32 in the index of female entrepreneurs. Lestari (2017) reports that women's entrepreneurship is often built on the needs and persistence that accompanies women to continue to develop in the various fields involved. On Thursday, March 9, 2017, Mastercard release countries ranking based on the index of women entrepreneurs and surveys carried out on 54 countries. Indonesia itself achieved an index score of 61.2 and was ranked 32nd. As for the ranks of the top 10 female entrepreneurs from mastercard include:

- a. New Zealand - 74.4
- b. Canada - 72.4
- c. United States - 69.9
- d. Sweden - 69.6
- e. Singapore - 69.5
- f. Belgium - 69.0
- g. Australia - 68.5
- h. Philippines - 68.4
- i. United Kingdom - 67.9
- j. Thailand - 67.5

With these data shows that entrepreneurship continues to move significantly. This is to build a better life, and can contribute greatly to the survival of other people's lives too, because of its mutual benefits. Equitable development is not only judged by measurement in the formal material aspects, but in other aspects it creates an order that elaborates on other social forces. Development is understood as a specific, situation specific, and time specific culture. Which means that development can be different in culture or one country with another culture or country. Development often triggers the spirit of the community to develop existing businesses, not only in the country, but able to enter other countries.

As expressed by Suparman Sumahamijaya (Alma, 2004) that RA Kartini has pioneered independent education for women, and evidenced from the collection of writings that are full of words the need for character development and character formation above the education of the brain, because with humans will be able to stand alone. RA Kartini's thoughts towards independent career, not only for tepai women but also men. What is championed is not only education that is only a household skill, but also independent education, paying attention to the business field. Moral messages that can be taken from the struggle of these female leaders can still be felt to this day, and evidenced by women's work in the field of business that emphasizes independence.

A woman preneurship approach in terms of increasing the economy is one indicator in community life, especially in terms of supporting family welfare. The role of women in the family cannot be viewed lightly, but the greatest strength is when a woman is able to balance her role in the family and in the outside

environment. Women's ability to manage family economy is the ability to divide time for other roles.

The habits carried by the preneur woman show a variety of behaviors, because behavior as a human being has characteristics or characteristics that are unique to him. The woman's preneur behavior is very dynamic, because she has the creativity to master the circumstances around her. The ability of every human being is fundamentally different, both in the ability to think, attitude to behavior as a whole. Sometimes what is thought is not the same as his feelings, so his movements look different. Characteristic of human beings can be seen from social sensitivity, having aspirations for every effort that is being fought for and has a uniqueness that is different from each other.

The preneur woman's own characteristics refer to characteristics that stand out in her and then manifest in everyday behavior in her environment. The main thing is the awareness that is manifested in each individual, that self-carrying in an environment will not be easy to change, and this is unique in humans. With an awareness of these factors, then as individuals are able to move themselves to be accepted by the environment wherever they are.

The innate factor is a factor that causes the tendency to grow and develop according to patterns, characteristics, certain traits, from the physical aspects to the psychological aspects. While environmental factors cannot be separated from human life, because the environment is the place where the individual interacts continuously. The environment here can be started from the environment closest to its existence, namely the family environment. With the level of life, individuals will also recognize other environments and play a role in the formation of individual characters until their development.

Whereas what is also not less important is the social environment which is the community environment and can cause interaction between individuals with each other. Such a situation, has a correlation in the formation of a person's character and fostering traits that are also dominant in him. In an environment where closeness occurs in building a relationship, interaction can occur very closely and affect the development of the characteristics of community members. It can also occur that the relationship is not too close between members of the community, so that the character that is built is not so visible, and emphasizes the character of individuals who are influenced by other aspects. Conditions like this show that there is a reciprocal relationship between individuals and their environment, and that each other cannot be separated in examining a reality that exists in society.

If it is associated with the woman's own preneur life, the behavior that appears will show a comprehensive picture of the characteristics of the preneur woman who is awakened sustainably. The contribution of communication built with other individuals will further enrich the characteristics of a person. woman preneur cannot escape from the involvement of others in daily life. Preneur women almost spend their time in all environments that are considered comfortable, because the routines that are their choice require their presence to account for the choice of profession.

Cultural and social relations are intrinsic to individuals who conduct business relationships, at different levels according to time and place regularly mixed with

social relations (Hefner, 2000). The communication culture created in the entrepreneurial environment represents that entrepreneurial life depends not only on price, product, and product information conveyed by the market mechanism, but also supported by information conveyed by friends, colleagues or other parties that also contribute greatly to the activities undertaken. Developing culture also depends on public trust, as an entity that moves in the economy and builds communication with high intensity. With a variety of communication that is carried out, both personally through the media face to face directly or with intermediary media, still provides a great opportunity for the formation of new business networks.

5. CONCLUSION

A womanpreneurship approach in traditional market culture provides a strong affirmation of character formation that can contribute greatly to the development of a business. Among entrepreneurs, there is a shared experience that an exchange that is carried out has a tendency not only to be done once, meaning that there is sustainability so that there is a hope that the next interaction will increase. The closeness in building a culture of communication through face-to-face encounters will establish the procedures for a woman'spreneur behavior and will grow spontaneously the rules are equally believed to be a way to regulate personal and group interests. As social beings,preneur women still need other people to be able to work together and interact with each other, including in transactions. The relationships that are built will change according to the conditions so that the goals of communication and communication patterns. By meeting the same person every day, each is able to recognize the characteristics and become a benchmark in building communication.

REFERENCE

- Alma, Cuchari. 2004. *Kewirausahaan*. Bandung. Alfabeta
- Amal, Khusna. Suyanto, Bagong. 2010. *Anatomi dan Perkembangan Teori Sosial*. Malang: Aditya Media
- Anwar. 2007. *Manajemen Pemberdayaan Perempuan*. Alfabeta. Bandung.
- Harun, Rochajat. Ardianto, Elvinaro. 2012. *Komunikasi Pembangunan Perubahan Sosial, Perspektif Dominan, Kaji Ulang dan Teori Kritis*. Jakarta. Raja Grafindo Persada.
- Lestari, Daurina. 2017. RI Tempati Peringkat 23 Dalam Indeks Pengusaha Wanita. <https://www.viva.co.id/berita/bisnis/892070-ri-tempati-peringkat-32-dalam-indeks-pengusaha-wanita>
- Machfoedz, Mas'ud. Machfoedz, Mahmud. 2005. *Kewirausahaan Metode, Manajemen, dan Implementasi*. Yogyakarta. BPF
- Maulani, Fauziah. 2017. Women Technopreneur: Bincang dan Diskusi Entrepreneurship. <https://www.itb.ac.id/news/read/56501/home/women-technopreneur-bincang-dan-diskusi-entrepreneurship>
- Mulyanto, Dede. Orang Kalang, Cina, dan Budaya Pasar Di Pedesaan. *Jurnal Masyarakat & Budaya*, Volume 10 No. 2 Tahun 2008. <http://www.e-jurnal.com/2017/02>. Diakses pada Selasa, 23 Oktober 2017. Pukul 11.30 WIB
- Peterson. Theodore. Rivers, William L. Jensen, Jay W. 2008. *Media Massa dan Masyarakat Modern*. Jakarta. Kencana Prenada Media.

- Rahayu, Yuyu Agustini. 2017. Jumlah pengusaha Meningkat Jadi 14,3 Juta Orang. <https://www.merdeka.com/uang/jumlah-pengusaha-wanita-meningkat-jadi-143-juta-orang.html>.
- Ritzer, George. 2012. Teori Sosiologi Dari Klasik Sampai Perkembangan Terakhir Postmodern, Edisi Kedelapan. Yogyakarta. Pustaka Pelajar
- Saudah. 2018. Relasi dan Komunikasi Antarpedagang Dalam Konteks Sosial Budaya Pasar Tradisional. Disertasi. Surabaya. Universitas Airlangga
- Sharma, Ms Yogita. . 2013. Women Entrepreneur In India. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 15, Issue 3 <https://pdfs.semanticscholar.org/a839/9756d4faf59373852a9b905b1159947a93e3.pdf>