

## Conference Paper

# Enhancing Business Capacity of PRO Women Program: Decision Making Roles in Family and Community

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## Abstract

This research is an evaluation of the implementation of the PRO WOMEN Program carried out on Lombok Island, NTB, one of series of community empowerment programs carried out by Yayasan Rumah Energi (YRE). The study considers the effect of increasing business capacity on the role of decision making in participating families and communities. This type of research is quantitative descriptive research. Data collection was carried out using questionnaires, structured and unstructured interviews. The results of the study indicate that there was an increase in business capacity in pro-women program participants that affected their decision-making roles in the family and community. The results of this study will be put forward with a recommendation for the development of Human Resources in NTB Province and Lombok Island in particular.

**Keywords:** social entrepreneurship, capacity building for women, pro women program, women empowerment, funded by Yayasan Rumah Energi

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Published: 29 July 2020

Publishing services provided by  
Knowledge E

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Selection and Peer-review under the responsibility of the WCGS Conference Committee.

## 1. Introduction

Based on Presidential Regulation No. 131 of 2015, the Province of West Nusa Tenggara (NTB) is one of the regions categorized as disadvantaged areas. Underdeveloped areas are regency regions whose regions and communities are less developed compared to other regions on a national scale. The determination of NTB Province as a disadvantaged area is based on 6 (six) indicators, namely: (1). Community economy; (2). Human Resources; (3). Facilities and infrastructure; (4). Regional financial capacity; (5). Accessibility; and (6). Regional characteristics. [2]

One of the priority agenda that must be carried out by the NTB Provincial Government in order to be able to get out of the status of disadvantaged areas is to reduce poverty and expand employment opportunities for its people. Based on data from the NTB Provincial Statistics Agency, it is known that the number of poor people in NTB in September 2018 reached 735.62 thousand people (14.63 percent). If seen in the period

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March 2018 to September 2018, the number of poor people decreased by 1.84 thousand people (0.12 percent). [3]

Commitment to reduce poverty is important as an effort to support the acceleration of regional development. Efforts to reduce poverty must in turn be carried out in an integrated and integrated way across sectors in the socio-economic, health and education aspects. However, it must be recognized that the acceleration of regional development must also be simultaneously supported by the involvement of all parties, not least by increasing women's participation in the context of development.

Gender responsive community-based development has provided opportunities for women to participate in development, one of which has the same opportunity to be a driver of change. This must be supported by economic empowerment, education and broad insights so as to increase his confidence to have a strong working position in society.

Yayasan Rumah Energi (YRE), has become a part that has the role of encouraging sustainable development to end poverty reduction through business capacity building for women groups of SMEs in rural areas with sustainable business management and network development both online and online according to the needs of each business.

Therefore the Rumah Rumah Foundation (YRE) through the PRO WOMEN Program which was carried out on Lombok Island NTB held a series of community empowerment programs which included several stages, the first stage was the selection of prospective program participants. capacity and assistance.

The prospective program participant selection phase goes through 2 channels, both offline and online, scheduled from November 2018 to January 2019. At this stage, around 260 women's business groups are registered from all over the island of Lombok (covering North Lombok, East Lombok, Central Lombok, West Lombok, Kota Mataram Prospective participants have been selected based on the following criteria: (1) Business activities are actively initiated and involve women, (2) Business activities have been running for more than 6 (six) months, (3) There are production activities to produce goods, not a resale or a reseller or dropshiper business, (4) There are active marketing activities, (5) Business activists / entrepreneurs have a strong willingness to develop their business, (6) Business actors are willing to participate in every program activity / stage.

After passing the selection stage, 47 selected women entrepreneurs will be selected to take part in program activities and mentoring. The program was carried out from February 2019 to September 2019. The form of program activities consisted of FGD activities, Workshop & Mentoring, Benchmarking Events and Sharing Learning. The

FGD at the beginning of the program was held in February, used to introduce the program, introduce participants and their business with PRO WOMEN facilitators and remapped the needs of each business. The second month, April, is used to hold the first workshop. On this occasion the participants got material about building a Business Mission Vision, Market Validation, Product Validation, and making a simple Business canvas for each business. The third month, the second workshop was held with the materials Mapping Resources, Building Capacity-Innovation and Product Efficiency, Product Standardization, Inventory Management, Bid Requests and Financial Recording and Pricing Strategies. The fourth month, the third workshop was held, the participants were equipped with the material Leading and Team Management, Marketing and Branding, Presentation and Negotiation Ability. Then in the fifth month, the Benchmarking Event was also held. Scheduled Workshop activities take place in the last week of every month. While the following week until meeting again with the next workshop schedule, the facilitator was scheduled to provide assistance by visiting the businesses run by each participant. In addition, assistance is also carried out through online media in the form of discussions in whatsapp groups.

At the end of the program, Yayasan Rumah Energi (YRE) seeks to evaluate the implementation of the program by conducting a scientific study conducted by academics to see what effect the increase / change in business capacity has on the role of women in the family and community. Evaluation activities are pursued through research by describing the intervened variables through a descriptive quantitative research method approach.

## 2. Literature Review

### 2.1. The Role of Women

According to Davis and Newstrom (1996) the role is manifested in behavior. The role is the part that the individual plays in each circumstance and the manner in which he behaves to align himself with the situation. Working women face complicated situations that place their position between family interests and the need to work. [4]

According to Hubeis (2010: 104-105) in terms of roles, the sorting that will occur can be in the form of:

1. The role of tradition is to place women in their reproductive functions (taking care of the household, giving birth and caring for children, and protecting their husbands).

2. The role of transition, division of tasks follows gender aspirations, but the existence of maintaining harmony and domestic affairs remains the responsibility of women.
  3. Dwiperan, positioning women in the lives of two worlds, the role of domestic-public is equally important.
  4. Egalitarian role, consuming women's time and attention for outside activities.
  5. Contemporary Role, is the impact of women's choice to be independent in solitude.
- [5]

## 2.2. Decision Making Patterns

The pattern of decision making is as follows:

1. Decision Making Based on Intuition. Decisions taken based on intuition or feeling are more subjective, that is, they are easily affected by suggestions, external influences, and other mental factors.
2. Rational Decision Making. Rational decisions related to usability.
3. Decision Making Based on Facts. Some argue that decision making should be supported by a number of facts that are adequate.
4. Decision Making Based on Experience. It often happens that before making a decision, the leader remembers whether a case like this has happened before.
5. Decision Making Based on Authority. Every person who becomes the leader of the organization has the duty and authority to make decisions in order to carry out activities for the achievement of organizational goals that are effective and efficient. [5]

## 2.3. Women's Participation

According to Wazir (1999: 29) participation can be interpreted as the involvement of a person consciously into social interaction in certain situations. With that understanding, a person can participate if he finds himself with or in groups, through various processes of sharing with others in terms of values, traditions, feelings, loyalty, obedience and shared responsibility. [6]

The forms of participation according to Cohen and Uphoff (in Supriatna, 2000: 61-63), namely:

1. Participation in decision making. Every organization, especially in the life with the community must pass through the stage of determining the policy.
2. Participation in implementation. Participation in this development can be done through community participation in contributing to support the implementation of development in the form of energy, money, goods, materials, or information that is useful for the implementation of development.
3. Participation in utilizing results. Participation in enjoying the results can be seen from three aspects, namely from the aspect of material benefits, social benefits and personal benefits.
4. Participation in evaluation. It is generally known that any organization in a life together can only be seen as successful if it can benefit the community. To find this out, it is appropriate for the community to be given the opportunity to assess the results achieved. [6]

### 3. Research Methods

This research is located in West Lombok, East Lombok, Central Lombok, North Lombok and Mataram City using quantitative descriptive methods. This study aims to determine the effect of increasing business capacity on the role of decision making in families and communities participating in pro-women programs. The population in this study amounted to 47 respondents as pro-women participants. Data collection was carried out through questionnaires, structured interviews and unstructured interviews. Data analysis was performed by descriptive statistical analysis.

### 4. Results and Discussion

#### 4.1. Increased Business Capacity of PRO WOMEN Program Participants

One of the objectives to be achieved from the implementation of the PRO WOMEN program is to increase business capacity for the participants of the PRO WOMEN program. Increasing the business capacity of pro-women program participants is important to empower women as business people so that they can run their businesses or businesses in a sustainable manner. Without adequate business capacity, the effort to create a sustainable business will not run optimally.

Increasing the business capacity of pro-women program participants is directed to encourage the growth of initiative, innovation, creativity, and cooperation in solving problems faced both technically, socially, and economically. Therefore, increasing the business capacity of the PRO WOMEN program needs to be done as an effort to foster the entrepreneurial spirit of women participating in the PRO WOMEN program. Expectations of an increase in business capacity are certainly not only oriented to personal interests, but also can be continued and felt the benefits in the family and community.

The principle of increasing business capacity for pro-women program participants actually also gives them freedom by learning by doing, they experience and find their own innovations and know the problems of the business or business faced based on the situation on the ground. Therefore, various forms of training and experience provided through the PRO WOMEN program can be a stimulus in increasing the understanding and skills of PRO WOMEN program participants in order to increase their business capacity.

To find out more about progress in increasing the business capacity of pro-women program participants, taking into account the following indicators: (1). Division of team work, (2). Understanding of product value, (3). Product / service marketing, (4). Financial recording and management, (5). Sources of business funding, and (6). Business network. These six aspects are important indicators for evaluating the development of pro-women programs with regard to the business capacity of pro-women program participants.

TABLE 1: Increased Business Capacity of PRO WOMEN Program Participants

Increased Business Capacity of PRO WOMEN Program Participants	Frequency	Percentage (%)
Low (0-10)	2	4
Medium (11-20)	21	45
Height (21-30)	24	51
<b>Total</b>	<b>47</b>	<b>100</b>

Based on the table above it is known that the increased business capacity of pro-women program participants with low business capacity (0-10) amounted to 2 (4%) participants, medium business capacity (11-20) totaling 21 (45%) participants, and high business capacity (21-30) there were 24 (51%) participants. Overall, from a total of 47 (100%) participants in the pro-women program it can be concluded that the increase in business capacity is fairly high.

High business capacity shows that there is a positive impact of the PRO WOMEN 's program for women's groups in running their business. Thus, increasing business capacity through pro-women program interventions has been quite successful in increasing understanding and skills in doing business, so that the business can now be managed more professionally, have clear development directions, and have an impact on improving the welfare of business people and the surrounding community.

#### 4.2. The Role of Decision Making in the Family and Community

A decision is something that has been determined after consideration, thought or approval. Decisions can be interpreted as determining a choice or direction of a particular action. [7] The concept of the role of decision making in the family and community is very important to see the existence of gender relations in making certain decisions.

The Rational Choice is become a basis for family decision making [8]. The role of family decision making is important to know how decisions are constructed and determined by men and women, especially in family gender dominance in family and community. These would happened to avoid womens double burdened and violence in family [9].

In the context of this study, the bargaining position of pro-women program participants in decision making both in families and communities shows a fairly good bargaining position. The bargaining position of participants in the pro-women program in decision making in the family and community, then used to develop a career through decision-making by choosing to work in the business world through the pro-women program. Improved bargaining position in decision making in the family and community by PRO WOMEN program participants was obtained through a process that continues to grow along with the increase in their contribution to the welfare of the family with the income they earn by working through businesses that are fostered by the PRO WOMEN program.

TABLE 2: The Role of Decision Making in the Family and Community

The Role of Decision Making in the Family and Community	Frequency	Percentage (%)
Low (0-8)	0	0
Medium (9-16)	12	26
Height (17-24)	35	74
<b>Total</b>	<b>47</b>	<b>100</b>

Based on the table above it is known that the role of decision making in families and communities participating in pro-women programs in the moderate category (9-16) amounted to 12 (26%) participants and the high category (17-24) totaled 35 (74%)

participants. Overall, from a total of 47 (100%) participants in the pro-women program it can be concluded that the role of decision making in the family and community is fairly high.

The role of pro-women program participants in their position or position as decision makers in the family which shows quite high results is measured through indicators: (1). Participation in decision makers; (2). Participation in implementation; (3). Participation in utilizing results; and (4). Participation in evaluation.

### **4.3. Effects of Increasing Business Capacity of PRO WOMEN Program Participants on Decision Making in Families and Communities**

This study provides an overview of the Effect of Increasing Business Capacity on the Role of Decision Making in Family and Community Participants in the PRO WOMEN Program. In this case, an increase in business capacity, which is characterized by increasing understanding and skills of pro-women participants in doing business, then has a correlation in their participation in decision making in the family and community.

100% or as many as 47 participants of the PRO WOMEN program agreed to declare that the PRO WOMEN program was very influential in increasing their self-capacity and that this had the consequence of confidence in taking important roles in decision making in the family sphere and when in the community. Their statement was supported by their explanation which states that "there was an increase in business capacity, production increased because of receiving orders from PRO WOMEN members, efforts were increasingly directed by an increase in knowledge provided, an increase in business development from changing the target market to completing the report book". However, some participants realized that not all knowledge that had been given at the time of the program could be implemented perfectly even some said that the product produced was still limited to a hobby, "therefore making the product also moody (if there was a desire just made)" said one of the PRO WOMEN participants.

In practical terms, increasing business capacity for PRO WOMEN program participants is expected to improve business direction so that it is clearer, more measurable and can be managed professionally. Business capacity building through pro-women program interventions is carried out through the empowerment process by conducting training and mentoring to pro-women program participants. Various efforts undertaken to increase the business capacity of pro-women program participants in its development have given positive results, especially in sustainable business development.



Based on the results of the study note that the business capacity value of pro-women program participants tends to be high. In other words, increasing the business capacity of the PRO WOMEN program participants showed positive results. This indicates that the understanding and skills of pro-women program participants in business development are good enough. The success in increasing the business capacity of pro-women program participants is directed not only to themselves, but is also expected to provide social benefits in the environment.

TABLE 3: Effect of Increasing the Business Capacity of PRO WOMEN Program Participants Against the role of decision making in family and society

Increasing the Business Capacity of PRO WOMEN Program Participants (X)	The Role of Decision Making in the Family and Community (Y)			
	Low (0-8) (%)	Medium (9-16) (%)	Height (17-24) (%)	Total (%)
Low (0-10)	0 0%	0 0%	2 4%	2 4%
Medium (11-20)	0 0%	8 17%	12 26%	20 43%
Height (21-30)	0 0%	4 9%	21 45%	25 53%
<b>Total</b>	<b>0 0%</b>	<b>12 26%</b>	<b>35 75%</b>	<b>47 100%</b>

The data in the table above provides information that the highest value of 45% achieved by 21 PRO WOMEN participants shows the increased capacity of the business women PRO WOMEN influence the role of decision making in the family and community. Increasing the business capacity of pro-women program participants simultaneously also improves their understanding and skills in doing business, this condition has further influenced the participation of pro-women program participants in developing their business which incidentally can impact on family income and provide benefits in their social environment.

With regard to the influence of increasing business capacity, the participants of the pro-women program can then play a role in decision-making in the family and community seen from the following indicators: (1). Participation in decision makers; (2). Participation in implementation; (3). Participation in utilizing results; and (4). Participation in evaluation. All of these indicators show that there is a form of participation of pro-women program participants in running a business that has contributed positively to the family and community.

In the context of the influence of increasing business capacity, it can be demonstrated by pro-women program participants through their capacity to make important decisions within the family (domestic) and when interacting with the public (public). Decision making is considered important along with the increasing capacity they have so they

want to exert a much broader influence, moreover accompanied by support from their husbands.

The contribution of pro-women program participants in connection with the increasing capacity of the business they have, has also significantly affected their participation in the family which includes: (1). PRO WOMEN program participants get income for families through business income, (2). Through business, PRO WOMEN program participants can meet family needs consistently, and (3). Business activities of pro-women program participants in the domestic and public sphere can optimize their income.

Meanwhile, the contribution of pro-women program participants in their participation to the community includes: (1). Participants in the pro-women program can run businesses both in the domestic and public domains, (2). In order to increase business capacity, pro-women program participants can engage in various activities in the public sector, (3). Participants in the PRO WOMEN program have the ability to become business inspirators in their social environment, (4). PRO WOMEN program participants have the ability to open up employment opportunities for others, (5). PRO WOMEN program participants have the ability to create business concepts that can inspire social entrepreneurship for others.

Those description illustrates that along with capacity increasing of pro-women program participants, at the same time they also have a strong bargaining position in making decisions in the family and community. Thus, developed business can be used as a forum to provide social benefits. A well developed business, clearly directed and managed professionally. It will also awaken societal preference, which is an ability of consumers in choosing that is a way to rank from the highest to the lowest function gained by consuming list of different items [10]. Surely, it will be sustained as expected goals through the PRO WOMEN program.

## 5. Conclusions

Increased business capacity of pro-women program participants has shown a significant increase so that they are able to direct their business clearly and professionally. It also simultaneously has an impact on increasing the role of pro-women program participants in decision making in the family and community. Thus, it can be concluded that the increased business capacity of PRO WOMEN program participants has had an influence on the role of decision making in the family and community.

This study provides the following recommendations:

a. It is necessary to increase business capacity, especially with regard to recording and financial management for PRO WOMEN program participants so that future business development can be done transparently and accountably, and have a common perception regarding the presentation of financial statements in accordance with Financial Accounting Standards (*Standar Akuntansi Keuangan*).

b. There is a need for a mentoring model regarding the lack of experience of PRO WOMEN program participants in getting business funding sources for business development needs, so the researchers suggest continuing the PRO WOMEN program to mature the business capacity of program participants.

c. In general, the PRO WOMEN program in the future needs to be replicated for the development of social entrepreneurship given the influence of increasing business capacity on decision making in the family and community by PRO WOMEN program participants. One form of replication that can be applied is to make PRO WOMEN program participants a role model in community-based business incubation. The community is adapted to the roles and fields occupied by PRO WOMEN program participants in business development. The involvement of PRO WOMEN program participants as successful entrepreneurs will have a multiplier effect on the environment.

d. The creation of successful entrepreneurs has strategic value in order to improve the welfare of the community, expand new fields and employment opportunities and sustain the economy of the region and the country. Given the potential multiplier effect that can be generated, the researcher suggests continuing the program, making the Grand Design PRO WOMEN Program developed by the Yayasan Rumah Energi (YRE) a social engineering instrument for optimizing regional economic growth.

## Acknowledgment

Thank you to the Yayasan Rumah Energi (YRE), who have funded this research activity. As well as female entrepreneurs –PRO WOMEN program participants- who are willing to become respondents. And all parties who have helped the completion of this research.

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