

# Mompreneurs: A Study of The Entrepreneurial Behavior of Women Traditional Cake Business In Rumpia Village, Majauleng District, Wajo District

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## ABSTRACT

*This study aims to identify the entrepreneurial behavior of mothers in the traditional cake-making industry in the Village of Rumpia Majuleng District, Wajo Regency. The research method used is descriptive research with a qualitative approach. Samples and populations taken are traditional pastry entrepreneurial mothers in the village of Rumpia. As for the data collection techniques by interview, observation, and documentation. The result of the research is the traditional cake of notice is not desperate with what it gets and tries to believe the buyer so they don't lose customers they have a very high power of maintaining its efforts and they don't pose a face in the face of problems in their efforts*

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## 1. PRELIMINARY

Mompreneur is a word that is characterized a woman entrepreneur who effectively balances the work of being a parent and the work of a business visionary. Mompreneur is a combination of the words "Mother" and "Businessman". The information shows that more mompreneurs maintain their organizations from home or out of the home than do business structures. The obligations to the family must produce some kind of harmony between showing the children and keeping the business. Businesswomen, especially those who maintain work balance, are a pattern that develops over time [1]. The advantage of this movement is that it can generate income, but also the ability to adapt over time so that it is very profitable for a mother and her children. After all, they can be dynamic as entrepreneurs and deal with their families. Mompreneur offends women who are in this condition [2]. The entrepreneurial sector is one of the choices of women in the business sector. Many

women have proven themselves ready to become business people to help their partners accommodate their families [3]. Generally, business ventures can be viewed by concentrating on a persuasive angle that drives execution to complete business exercises. Inspiration and business goals are generally similar, which is a picture of the goal to make money from skills driven by any individual or group [4]. Business people (business people) play an important role in the nation's economy. The main key for a woman and, oddly enough, a housewife who chooses to be a business visionary is to realize and understand the qualities of the business to be embraced. This is important in sustaining a business if a business visionary can realize and understand the quality of his business. Mothers also work to earn a living to meet the basic needs of their families. This applies to both husband and wife. We observe that there are many working women in the world, as well as many images of competent workers harboring prejudices. To support their families and their own needs, they work [5]. Awareness that injustice

against women occurs throughout the world is one of the challenges for the progress of a country. Although the discovery was still relatively new, the status of women at that time was completely ignored and even reversed because their position was considered less important than men. The notion that a husband has to take care of his wife and children, so that the job of earning a living is the responsibility of the husband has become the most widely known thing in Indonesia. However, during this period of liberation, this assumption has been invalid until now. Women and men have equal open doors in employment. Practically everything that is usually done by men should also be able to be done by women [6].

However, currently, women are also considering entering the business field. This uniqueness occurs as women have the concern to be more visible in social life, politics, and finance. They are gradually trying to realize themselves. Women are beginning to demonstrate that they must have the choice to make or achieve progress as a way to realize themselves [7]. The contrast in the inspiration of women and men to start a business, especially an emphasis due to factors to and fro and such personal variables. Self-Efficacy or belief in a certain space, depending on the individual's self-view of their abilities and capacities. An important part of self-sufficiency is that it appears, on the whole, to be an explicit task and space. Overall, someone who has high self-visibility in one area, but low self-adequacy in other areas [8].

The progress of the times in many ways is accompanied by an increase in data and the level of human scientific capacity. Women's work in life is constantly changing to respond to the difficulties of the times, keeping in mind the people's work to further develop family government assistance. As a rule, the foundation of everyday life is a man or a partner. However, nowadays many women play a role in helping the family economy. Women are the decoration of the house, but also play many roles in the family [9]. Women's cooperation or employment in the field of work has made an extraordinary contribution to family government assistance, especially in the financial sector. The expansion of labor cooperation does not only affect the classification of labor market stars but also affects government assistance to women themselves and government assistance to their families. The current situation causes women to play dual roles, in particular, the housework responsible for taking care of the family and the public jobs serving outside the home or trying to deal with the problems of everyday life. Mothers' support in the field of work has made an extraordinary contribution to family government assistance, especially in the financial sector.

Women today take on a single role, but also take on different roles. In the end, housewives do not only play a role at home, but also play a role outside the home, such as small shops, stalls, housekeepers, salons, representatives, and so on. Usually, those who sustain daily life are men. However, nowadays many women play a role in helping the family economy [10]. Women are ornaments for the home, but also have many parts in the family. Following the concept of ibuism, a women's independence cannot be separated from her work as a mother and partner, women are considered complete social beings if they can play multiple roles well [11]. As for the family, the main thing to help in building a family is an example of communication and economic patterns. These two things greatly affect government assistance to families, both physically and intellectually. However, in the current era of globalization, the component that most influences family government assistance is the level of money, and whether family needs are met. For families who have a satisfactory financial level, it will be easier to make associations and solve family problems so that physical and mental consistency can be met fairly, than for families with a weak economy. Weaknesses and financial problems will make it more difficult for a family to achieve improvement, however, creating more serious problems such as division and coercive behavior in the home. Usually, the term government social assistance is often interpreted as a condition of prosperity, more specifically a state of satisfaction of various life needs, especially the basic ones, such as food, clothing, housing, schools, and medical care. Additionally, governmental fulfillment and life support should be remembered for the reason that it is a sensation of harmony, security, and harmony.

This is where it tends to be seen that a mother plays an important role in enabling the family's economy to meet family government assistance. Mothers can assume a dual role apart from their main obligation as a servant, and then help the family's economy, of course with the approval of their partner so as not to cause conflict in the family. It is women with lower levels of education and ability who do enter the workforce, especially the casual sector, with the inspiration to increase the family salary. At present, all regions, especially business people, must have what is called a pioneering mentality and great behavior in different conditions, such as the condition of schools and the local environment. Opportunity and arrangement are two interrelated things.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### *Attitudes of Rumpia Village Housewives Towards Increasing Family Income*

In Rumpia Village, Majauleng District, and Wajo District, the actions of housewives selling cakes must be seen both in the context of the family environment and increased income levels. The most effective way to behave as a housewife in a family environment, including how to deal with family problems. Their actions had a major impact on increasing family government assistance, but they were not reimbursed financially.

The factors that encourage housewives to offer cakes to work are:

- a. The family economy, especially the husband's income, has a significant influence on a woman's decision to work. The belief that what people make of what they achieve is not following the demands they have to fulfill makes it difficult for people to make ends meet. Partner labor is motivated by a lack of fulfillment or by the many demands of everyday life.
- b. Husband's income has a significant impact on women's employment decisions. Considering that the companion's wages are not enough to handle family problems well, it was also observed that housewives offer cookies to fill their time by engaging in activities that will increase family income. The amount of time spent at work increases as the family environment improves. Considering that the more *kelurahan* in a family, the more opportunities for women to work, it makes sense that the number of *kelurahan* in a family has a significant effect on the decision of housewives to choose to work or not.
- c. To fill their free time, some women find it tiring to keep quiet because they have little work to do with their families. In this way, to relieve fatigue he needs to keep track of practice in the business area.
- d. Housewives, especially married couples, who do various daily jobs, whether planned or not, generally value their money, especially if the work is paid and aims to support the family [12]. In Rumpia Village, Majauleng District, Wajo Regency, where the economy is second to none, it is not uncommon for husband and wife to have the same responsibility for the well-being of their loved ones [13]. Considering that the husband is the head of the family and must be responsible for fulfilling it, the husband and wife should be fully responsible for providing for the needs of their family apart from working in the family economy related to family compensation. Even though housewives, especially married couples, participate in helping as evidenced by their financial abilities and expectations [14]. Because of the financial benefits to the family, housewives are encouraged to work, and most do so because of low wages. or because they have to go to work, with their companions. encouraging a more family-oriented lifestyle, and keeping them busy because, according to him, doing work is more important than anything else [15]. Since this job does not interfere with the wife's dedication as a housewife, it is clear that the spouse/wife plays an active role in increasing the family's income with the help of a conspiracy in these conditions.
- e. When there are children in the family, the financial situation is unpredictable, the cost of basic needs is increasing, and family compensation is careful, it is a general rule that the spouse must work to support the family economy less increase. Family members can often overcome problems with money. The same thing happened to the residents of Rumpia City. The environment and development are to blame for this. The amount of payment and costs have an impact on family finances. It includes the practices that families use to generate income, produce goods, and run businesses. People in this area are agile, strong, and diligent. Both soul mates and spouses, help each other in meeting their daily needs, which include clothing, food, shelter, and other needs [4].
- f. The cake merchant family can be thought of as a financial unit consisting of people with a group of monetary principles that are adhered to together and are generally reliably and practically interconnected. This shows in Rumpia village. Most of the individuals in Rumpia Village are breeders and some are a mix of business visionaries. Some housewives in Rumpia town support or supplement their family income by maintaining a side income source as cake sellers. Participating in the dynamics of a housewife's work in earning money for the advancement of the family's economy is seen as a support for their partners, it is clear that they get the blessing of their husbands.

- g. A person usually works to the best of his ability. The better the quality or depth of their knowledge, the more benefits they will derive from their understanding [16]. In particular, a housewife who sells cakes has more time working with a cake seller, creating a business. It is the result of his point of view and is motivated by a need or longing within him. only to support the household economy [9]. People often operate within their means. The higher their understanding, the more consideration is given to the quality or level of their information. The number of women working outside is increasing for various reasons, including financial reasons, the desire to work, to fill leisure time, and for pleasure [17]. One's perspective determines the outcome of one's efforts and is driven by constant inner demands, especially housewives in Rumpia, who spend their free time starting a standard cake business to support their family.

After interviewing housewives who sell cakes to supplement their family income, it is known that some of them also have side livelihoods. As stated by an Indo Senggeng source (37 years) to researchers:

*"Besides being a housewife, I also have a side job. Selling cakes that I made myself. My income is also erratic, in a normal month it is also Rp. 500.00 usually is also more. But Alhamdulillah, it is also enough to increase the needs of the family. If you have time to take care of your children, divide the time too. After taking care of my new child I went to make a cake"*

An almost identical statement was made by informant Sitti Hadijah (56 years) to researchers:

*"Business cake at home as my side job. In a day my income is approximately Rp. 50,000. Thank God, I can also pay for my daily needs at home."*

From the sources of information above, as a whole, it will be seen that the work done by the informants is not only to build a family income salary but also to see the value of these exercises [18]. For the current status of the business, the source's statements about their whereabouts and perspective on the universe of work give us clarity that they are also aware that what they are doing is something that can be felt, given the status quo consistently. design plans they need to look like a housewife and family.

From the information gathered from the informants mentioned above, it is very clear that

the housewives in Rumpia Village who sell cakes to raise funds for their families do some strange behavior [19]. All they do is work to increase their income, support their husbands and support their families [20].

### ***The Challenge of Housewives Selling Cakes to Increase Family Income***

Every job that someone does comes with challenges or difficulties. For example, housewives who sell cakes to boost family income by working side by side must overcome challenges specific to the profession they are in. The following are challenges to increasing household income:

#### **a. Capital**

Capital is very important in carrying out work and business will be hampered by the assumption that there is no available capital. As experienced by housewives in Rumpia village who have a side livelihood, in some cases they are constrained by cash flow to build their business [13]. As stated by a source, Mr. Buhari (58 years) is a cake seller for researchers:

*"If the cakes that are being sold are a little sold, then there is no return of capital, of course, there is not enough material to buy. So the income is a bit less."*

Then the same thing was conveyed by Mrs. Sitti Hadijah to researchers:

*"Sometimes a few buy cakes, so the income is very less, only then can't make cakes if the capital used doesn't come back, then the need also increases and cake ingredients are also expensive."*

Based on the source's clarification that capital is essential in building a business, this is the obstacle experienced by housewives in Rumpia village who work part-time to increase their family's salary.

#### **b. Workplace Conditions**

Unpleasant working conditions at work, such as the climate, in some cases cause working mothers to feel stressed if their products are not sold in a day, thus affecting their salaries. As conveyed by Ms. Sitti Hadijah to specialist doctors as follows:

*"Usually I sell at the market, sometimes there are a few buyers at the market, of*

*course the income is also small, there are also many needs that I want to buy."*

The same thing was expressed by the informant Mr. Burhari to researchers:

*"Sometimes there are too many buyers, sometimes too few, moreover, I only live in a village and sometimes only neighbors buy, but yes, if I sell cakes, sometimes there are lots of buyers, and sometimes there are also few buyers."*

Based on the meeting classification above, it turns out that the work environment is also a barrier for housewives who save various types of side income to increase family income, with the explanation that sometimes a calm working environment causes their income level to fall [19].

c. Homework

The basic responsibilities that a mother has with household chores such as washing, cooking, cleaning, and caring for children are housework. One of the challenges faced by housewives in Rumpia Village is housework [5]. As Indo Senggeng's mother told the professionals:

*"I only sell cakes for a side job, my daily income is around Rp. 300,000. But Alhamdulillah bisaji for daily needs. I start making cookies when the kids are asleep."*

From the results of the meeting with Mrs. Indo Senggeng in general, it can be seen that family tasks, such as taking care of children, become a choice barrier so they find it difficult to divide their time between work and caring for children, which affects them.

From the results of meetings with several informants, especially housewives in Rumpia village, strangely so far there have been many obstacles seen by housewives in Rumpia town who keep side sources in supplementing the family's salary, especially those related to with business. capital and the second is the condition of the work environment. In addition, schoolwork gradually becomes a barrier for them to have a family.

### **Entrepreneurial Behavior**

Based on the results of the study, the entrepreneurial behavior of traditional cake sellers in Rumpia Village, Majauleng District, is as follows:

- a. Not easily discouraged

In running their business, cake sellers in Rumpia village often experience problems in trading. However, they can overcome these problems and can maintain their business. The problems they face can be solved properly. They did not give up and got back up to run their business. For them, the problem can be used as a lesson so that the business being carried out can be successful.

- b. Not Missing Opportunities

An entrepreneur has a soul in doing business, one of which is that they can take advantage of time opportunities and business opportunities in trading. In taking advantage of these opportunities they have a side business to supplement their income. For them time is everything that can be used as an opportunity for entrepreneurship.

- c. Keeping promises

A trader must be honest and trustworthy, instilling trust in consumers is very necessary in business. Keeping promises in entrepreneurship is a behavior that must be owned by a trader so that the business he is running can be trusted by consumers [21]. However, many traders make mere promises to consumers. This is avoided by traditional cake sellers, because breaking promises can eliminate consumer trust, so that no one believes anymore and can result in losing customers and businesses going bankrupt [22].

- d. Trying to Convince Buyers When Running a Business

As traders, growing confidence in consumers is needed by traders. The confidence that traders give to consumers makes them believe that they believe traders can provide the best for them [18]. These advantages can provide a lot of customers. Likewise, the traditional cake traders in Rumpia village have customers. It can be seen that traditional cake traders in Rumpia village serve their customers well, are patient, and provide good quality. The trust held by these consumers makes traders have many customers and increases profits in trading [23].

- e. Has Endurance and High Fighting Spirit

Endurance and high fighting spirit are needed by traders in maintaining their business. They must always have this behavior so that their business runs smoothly [24]. With endurance and high fighting spirit will motivate yourself to always be optimistic. In general, traditional cake traders in Rumpia village, every time they trade,

they must have competitors from other traders. However, they consider that competitors have become a natural thing in dealing with the twists and turns of trade [25]. The strong mentality possessed by traditional cake traders makes them brave in facing the risks they face. To be able to survive, traditional cake traders have high enthusiasm and endurance in trading. The traditional cake traders in the village of Rumpia like the job of being traders, so they do the work to the fullest and with enthusiasm without any coercion in doing so [26]. All work done to the maximum will get maximum results as well. In dealing with their competitors they also compete in a healthy and respectful manner even though many of the competitors are from several other kinds of cake vendors.

### 3. RESEARCH METHODS

The type of research used in this research is descriptive research with a qualitative approach. This study uses qualitative research methods to make it easier for researchers to describe research in a transparent and inside and out manner about a problem being studied by researchers. Qualitative research is "often called naturalistic testing because testing is carried out in normal circumstances (ordinary settings), also called ethnographic strategies, because initially this technique involves something else for research in the field of human social sciences, which is called qualitative research, on the grounds that the information gathered and examined is more subjective[27]. "A qualitative research strategy is an exploratory technique in the illumination of a positivism perspective, used to dissect the conditions of ordinary things, where researchers are the key instrument, techniques for social event data are completed by trigulation (joining), data assessment is inductive, emotional, and abstract investigative symptoms have meaning. rather than a hypothesis [27].

In subjective examination, the main thought in the selection of information is the determination of the source. In subjective exploration, the term population is not used. The inspection procedure used in this exploration is a deliberate example. Examples of witnesses in this study are women selling traditional cakes in Rumpia Village, Majauleng District, Wajo Regency. The following is a research framework.

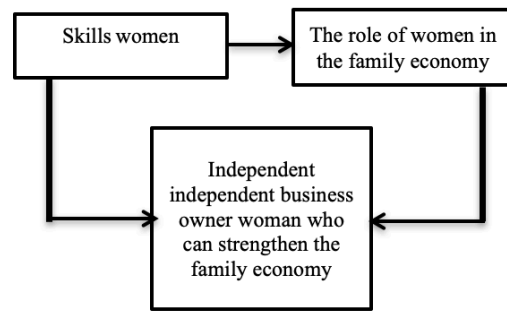


Figure 1. Framework of Mind

### 4. RESULTS AND DISCUSSION

Data collected from research subjects, especially traditional cake traders, showed that traditional cake traders in Rumpia Village, Majaleng District, and Wajo Regency demonstrated entrepreneurial behavior in managing their trading business. According to Seng, traditional cake sellers display behavioral characteristics that support their commercial success [28]. These behavioral traits include being very tenacious and persistent, not giving up easily, not missing opportunities, keeping promises, trying to persuade clients when running a business, and honoring commitments [29].

Traditional cake sellers face a number of challenges, such as financial constraints, commitments related to their work and home, and trade-related risks. Even though there are many risks in the commercial world, traditional cake traders are able to manage these risks well because of the difficulty. When difficulties or obstacles come, they refuse to give up and sink. It is difficult to stop someone from acting constantly positive and confidently believing that they have produced something that is expected and desired. One must take and learn from the difficulties traders face in order to develop and expand the company. They persisted in their struggle, but they were able to bounce back and continue their operations. Until now, they are still continuing their activities that are difficult to stop [30].

These women still care about the condition of their children's education in their roles as housewives and cake sellers. The high cost of education is a separate task for housewives [31]. Despite the many educational assistance policies from the government so far, there are still many costs that must be borne by parents directly or indirectly to support their children's education, including the price of uniforms, snacks, transportation, and school supplies. According to Fattah, there are direct costs and indirect costs associated with schools. What is meant by "direct costs" are costs incurred for the purposes of implementing teaching and learning activities, such as buying teaching materials, providing study

rooms, paying for transportation, and paying teacher salaries, including those incurred by the government, parents, and the teachers themselves. In contrast, indirect expenses come in the form of lost income and lost opportunities for students to learn [12].

Therefore, it is clear that the money earned from selling clothes is not enough if you have to cover all your children's school fees, but if you consider the overall family income, it can be argued that it is better to cover these costs, and it has been verified by this housewife [2]. The evolution of society and the environment in which a housewife lives has an impact on her status and role. Economic growth is the driving force behind this societal change as a result of changes in the economic system [1]. The social and cultural development of society will be affected by these changes. The longstanding division of labor between the sexes is crumbling as a result of economic and social trends. Discrimination in the division of labor between men and women is caused by new patterns of productive work between or across genders.

Economic and educational variables are the main influences on how women's roles and status develop [3]. The wife must help her husband find a job no matter how high the demands on finances or family life are in order to maintain a

balance in the home and be able to pay for the education of the children [32]. The status and function of women at home is also changed by education; when a child or mother becomes more knowledgeable or educated, these changes also occur. After receiving education, they experience changes [7].

## 5. CONCLUSION

Based on the research results, it can be concluded that:

1. The way housewives in Rumpai Village, Majauleng District, Wajo Regency increase their family income through their side jobs, such as selling cakes, is one example. The money they receive can support daily expenses, improve the family's economy, and increase other people's wages.
2. The obstacles experienced by housewives in Rumpia Village in increasing family salaries were mainly due to capital, place conditions, and household chores. This obstacle is an obstacle for housewives in Rumpia Village who save as a side income source in increasing family income.

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