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Woman Entrepreneurial Learning Model for Business Group Sustainability

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Abstract:

Woman is one of the community groups that have a potential role in improving the welfare of the family as well as supporting the national economy. However, many women feel powerless in developing their potential, especially for rural women, including coastal areas of society. So far the government has been making efforts to empower women through training in economic activities for communities. However, most productive business groups did not last long, and was not able to develop into a sustainable business unit.

Based on this phenomenon it's needs to be done research to formulate a model of woman entrepreneurial learning in order to support the independence and sustainability of productive business groups for people in the coastal area. This study has a target to produce a model of woman entrepreneurial learning for productive business groups in the coastal areas. Methods of data collection is done by using in-depth interviews and focused group discussion. Data analysis was conducted using qualitative analysis. Based on the analysis of data, then the model of woman entrepreneurial learning of coastal communities involves three phases of activity, namely: mapping of business groups, counseling and advocacy capacity of women entrepreneurs and the acceleration towards self-reliance and sustainability of women's businesses.

Keywords: *Woman entrepreneurial learning, sustainability, productive business community group.*

1. Introduction

Coastal development started to be the main focus as a result of dropping on coastal communities, due to the limited access to economic resources and weak institutional infrastructure. It gives the coastal communities further behind. Therefore, it is necessary to strengthen economic institutions to improve the well-being of coastal communities.

Currently, women's entrepreneurship has attracted a lot of attention, because it proved able to create new business for growth and economic development (Jamali: 2009). If the potential of women is developed effectively through improvement of business skills in the areas of productive economy, it will be able to help meet the needs of the family live in a more decent, avoid the threat of poverty and social vulnerability.

The government has implemented various programs empowering rural and coastal communities to increase the income of the local economy. Through the Ministry of Cooperative, Micro, Small and Medium Enterprises and the Ministry of Women's Empowerment and Child Protection, the government has held a number of business training programs for women in rural and coastal areas. To lighten the load in opening their own business, then the mother-housewife encouraged to form a productive unit in groups. However, it turns out the women of productive business groups have difficulties to continue in existence, so it has not reached the desired goals.

Accs and Virgill (2009) states that there is a relationship between entrepreneurship and economic growth. The more entrepreneurial growth in a country, the more rapid economic growth. Therefore, to support poverty reduction programs and increase economic growth entrepreneurial learning strategy needs to be done for the community. Based on the above phenomenon, the authors are interested to do about women's entrepreneurship learning models to support the independence and sustainability of productive business groups of communities in the coastal districts.

2. Theoretical Review

2.1. Entrepreneurship

The study defines entrepreneurship entrepreneur as an individual who discover, evaluate and exploit the opportunities that will benefit. So entrepreneurship often requires knowledge not in the form of value, or in the form of proven, but rather on creating. In order to

reach this purpose, for example a new venture requires profit, feasibility and market share, which presents a problem for the entrepreneurial “how to achieve it while avoiding negative thoughts. Petkova” (2008)

Meanwhile, according to Bhardwaj, et al: 2011) entrepreneurship refers to the action to establish a new business or to review an existing business that can take advantage of new opportunities. So entrepreneurial forming economy by creating new wealth and new jobs as well as by creating new products and services.

2.2. Characteristics of Entrepreneur

There are several characteristics of the entrepreneur, according to experts, one of whom stated practiced by Meredith, et al (1982) that an entrepreneur has the following characteristics:

a. Confidence

Confidence, independence, individuality, optimistic.

b. Task-oriented and results

The need for achievement, profit-oriented, perseverance, fortitude, determination, hard work, has a strong drive and initiative.

c. Risk decision

The ability to take risks, like the challenge.

d. Leadership

Behave as a leader, sociable, responding to suggestions and criticisms.

e. Originality

Innovative and creative, flexible, knowing a lot.

f. Future orientation

Foresight.

2.3. Factors Affecting Women's Entrepreneurship

The most popular theme in the study of entrepreneurship is to study about the factors at the micro level include the introduction opportunities, motivation, funding and performance. Identify opportunities identified as a fundamental issue in the study of entrepreneurship. Haal is because it is regarded as an important entrepreneurial capabilities as well as a source of competitiveness. (DeTienne and Chandler: 2007)

Meanwhile Jamali (2009) says that the Woman Entrepreneurship is influenced by multiple constraints and peluang, both at the micro and macro levels as follows:

a. Micro Level

Constraints and opportunities of women entrepreneurship at the micro level include:

- 1) Motivation
- 2) Financial
- 3) Performance

b. Macro Level

Constraints and opportunities of women entrepreneurship at the macro level includes:

- 1) Law Environmen
- 2) Normative Environment
- 3) Economic Environment

2.4. Success Factor of Woman Entrepreneurship

Alam, et al (2011) identified several factors that influence the success of entrepreneurial women in running businesses:

a. Family support.

Family plays an important role in the life of women. Many entrepreneurial women manage the company with the support of family and friends, either at the time of establishment and development. Most women prefer to work when they feel that somehow diperlkan full support of the family because women work both at home and in the workplace.

b. Social network

Women sometimes feel the need to communicate with others, who can understand and know what to do. This can be done through social networks such as entrepreneurial groups or other commonly discuss and share about the issue and their views.

c. Internal Motivation

A woman who are internally motivated to pioneer a business they are interested, they will devote more resources and efforts to achieve business success. The internal motive can be either low income, job dissatisfaction and stricter regulation of working hours.

2.5. Motivation of Woman Entrepreneur

There are several reasons that encourage women to become entrepreneurial. According to Coughlin and Thomas (2002) there are three main motivations behind women into entrepreneurship, namely:

a. Economic reasons

Women business owners create jobs for their own needs and the needs of others. Many companies that employ women in the long term. But do not promote them at a higher level. As a result, encouraging them to go out and create their own company to maximize the expertise they have.

b. Social reasons

To help women escape unemployment creative company offers to women the flexibility to balance work and family responsibilities. Thus they can manage time, the ability to support the family as well as additional family income.

c. Personal reasons

Running and memikiki efforts to create higher confidence and improving personal image of women.

3. Methodology

3.1. Requiement Data

This study aims to help improve the ability of women's entrepreneurship in realizing independence and sustainability efforts on productive business groups in the coastal areas. In this research study variables defined as follows:

1. Characteristics of Business Group

This variable portray the context of the business group as a unit of business activity. This variable has a few indicators: ie: the type of group business areas, the service needs of consumers, the scale of production, as well as positions in business competition.

2. Characteristics of an entrepreneurial culture

This variable describes the values, entrepreneurial attitude held by women members of the group on a productive business communities in coastal areas.

3. The need for entrepreneurial skills and expertise

These variables include the need for the knowledge, skills and expertise required by members of the group should be productive as an entrepreneurial woman who must manage productive business groups as a business unit.

In addition to the above data, the study in the second year also need to be supported by data on the relevant expert opinion in this study include:

- a. Opinions of experts on women's entrepreneurship learning model in favor of independence and sustainability of productive business groups.
- b. Opinions of experts on entrepreneurship mentoring format for productive business groups for women in coastal areas.
- c. Opinions of experts on women's entrepreneurship mentoring module for productive business groups.

3.2. Location and Sampling Techniques

The research location is determined in three coastal districts in Indonesia, namely Waru, Sedati and Buduran. Selection of study sites based on the consideration that the three districts include districts that have coastal areas, where the coastal region is located in a relatively remote location so indispensable empowerment for productive business groups in the region.

The unit of analysis (samples) in research are women who became chairman / member of a productive business group either still active or those who had been a member of a productive business group then they are no longer active or not operate. The productibe business groups are come from Waru, Sedati and Buduran districts in coastal areas.

Selection of the sample is directed to the informer (source data) is seen to have important data relating to the cases studied. Reasons for the selection of samples subjectively because they were considered more capable of capturing the completeness and depth of data in a single not understand reality. Informants selected research is expected to provide the maximum opportunity on the ability of researchers to develop a model established in the field by taking into account specific conditions such as the specificity of the circumstances.

The unit of analysis in this study included two groups, namely:

- a. First, the unit of analysis perceptions, attitudes and opinions of a female member of a business group produktifif in coastal areas.
- b. Second, the unit of analysis is the opinion of practitioners in the field of entrepreneurship .

3.3. Data Collecting Methods

Methods of data collection will be done as follows:

a. Deep interview

In the second method of data collection is done by conducting in-depth interviews (depth interwiew), the method is carried out to find a model of entrepreneurial learning right woman for productive business groups. This method is carried out to understand the stage support groups of women in productive enterprises run business activities in micro scale (the production process, packaging, financial management and marketing). Interview on Year II study aimed at women who are members of the group of productive enterprises in the coastal areas and practitioners (Department of Cooperatives, Micro, Small and Medium Enterprises).

b. Focus Group Discussion

Focus Group Discussion (FGD) is a method to collect data from various stakeholders: academics and bureaucrats and businessmen. The data is comparative data FGD (cross check)

3.4. Data Analysis Method

The data obtained will be processed in order to be presented in a form that is easier to read and interpret. The data for this study using qualitative analysis techniques.

4. Results and Discussions

Based on the results of interviews is known that women's business groups in the coastal regions, economically has some potential, among others:

1. The potential of local resources

The business group of women in the region there are a variety of businesses with raw material base of marine products or pond. Production of crackers, for example, need to main raw materials of fish that can be obtained from the surrounding environment.

2. Characteristics of Business Unit

In general, a business unit performed by a group of business women in the coastal Sidoarjo is a food business. Products produced eg based foods like crackers local raw materials (fish crackers, crackers shrimp), shrimp paste, shredded fish. In addition, it also produces pastries, such as snacks, and so forth rengginang

3. Characteristics of Group Members

Members of the group of business women in coastal areas have a variety of characteristics of potential to develop its business, among other characteristics self-confident, tenacious and creative. The confidence seemed when they each try to maintain their businesses independently, with its own brand name and a way to compete fairly. Their tenacity proved the effort was still running even in the face several obstacles example they were still running even in the face several obstacles such as when having difficulty raw materials. Their creativity is seen at the time should result in production with limited equipment, but still able to produce products with better quality.

Independence with business groups for women entrepreneurs in the coastal areas provide a basic foundation for increasing women's productivity and real contribution to the welfare of the family fish farmers and fishermen. Meanwhile sustainability business group of entrepreneurial women in the coastal areas in the long term may be embryos birth centers strong domestic industry based on local commodity specific coastal areas. Taking into account the characteristics of the economic potential of women entrepreneurs and women's business group, the learning model kewirausahaan women to increase self-reliance and sustainability efforts for women's productive groups in the coastal area of Sidoarjo are as follows:

1. Mapping the Women's Business Group
2. Counseling and Mentoring Women Entrepreneurial Capacity
3. Acceleration Toward independence and sustainability for Women's Business

Based on these considerations, the developed model of entrepreneurial learning women for productive business group of coastal communities as follows:

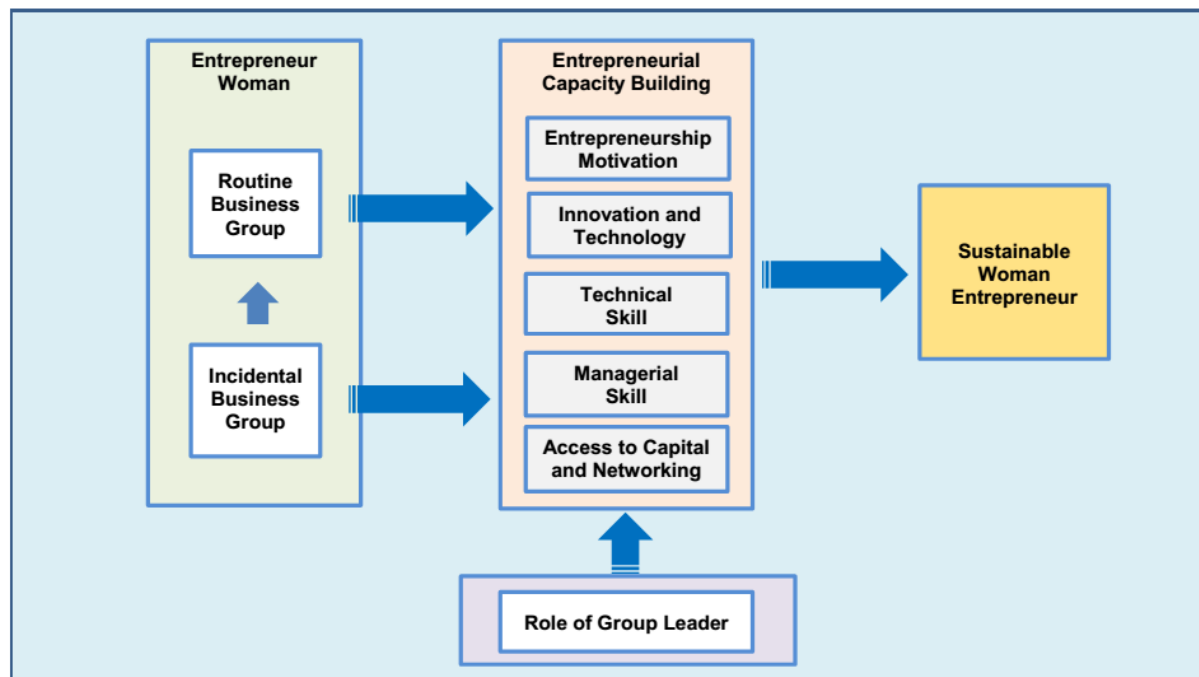


Figure 1: Woman Entrepreneurial Learning Model

Basically Productive Business Group for women in coastal areas that exist in the three areas of research can be classified into two categories, namely:

1. Incidental Business Group

The Group includes productive business groups ever formed, but then no longer operational and productive business groups ever formed and are still operating, but its activities are incidental. Business groups that have not operated this riutin mostly from rural subdistricts of Sedati and Waru.

Really the quality of products produced by women and housewives who are members of a group effort this productive effort is good enough. Similarly in the field of marketing they have also been able to ELL product, it is quite interesting packaging premises. However, the effort this group is less well-organized, so that the routine activities less intact. Sometimes a productive business activities is only a few months, then was discontinued. On other occasions they tried to produce different products again based on the results of the training activity. Unfortunately this productive activity in general also did not last long.

In general, business groups have already been trained on entrepreneurship both with regard to produks and marketing activities. However, some training which have been followed by members of the productive business groups among women in coastal areas is usually incidental. Their passion to continue productive business activities only last a few moments. After trying to produce and market their products, many of those who discontinue the productive activity. Based on the results of interviews with members and officials productive business groups in village ponds and ponds Segoro oso, it is partly because they are having some problems from the aspects of production techniques, marketing, finance or management organsiasi when the business group's pioneering efforts .. Meanwhile they have limited access to knowledge to overcome some of these constraints. Most entrepreneurial training activities ever less sustainable. Less training provider to monitor the further development of the training organized results.

Conditions productive business groups did not allow for them to be able to carry out productive activities independently and sustainably. Most of them have very limited business skills. Some of the difficulties and obstacles in carrying out their productive uaha make them lose the motivation to continue his efforts. Entrepreneurship motivation in this group in general is still relatively low. They do not have much positive experience in running entrepreneurial activity. Limitations of skills and experience as well as low motivation for entrepreneurship lead to productive business groups is difficult to grow and develop.

2. Routine Business Group

This business group is long enough to form, and run productive activities on a regular basis, although still on a limited scale. The group is mainly to be found in the coastal village district area Buduran. Productive business groups among women in the coastal areas have been carrying out activities of production and marketing on a regular basis. In addition, they also lebih organized. All members of the group have followed some training in production and marketing of several kinds of processed products, mainly related to local raw materials.

From the aspect of marketing, business groups have been able melakukan productive marketing activities fairly well. Almost every member of a productive business group PIRT own ID issued by the Department of Health which stated bahwa processed food or beverage product they deserve dikonumsi based on the results of the district health offices. This gives more value to the products they are to compete in the market. In addition, although still in a simple form they generally also have completed their processed products with packaging that is quite interesting.

In addition to the status sebagaai business group members, they also do economically productive activities independently. In between each of the group members had formed a pretty healthy competition atmosphere. Although producing products that are relatively the same, but masisng of them could have a product with the taste and texture are different. When a member is out of stock, they will recommend the customer to buy the other members.

Judging from the aspects of production, productive business groups have already had the technical capability is quite good. In addition Armed with the knowledge of the results obtained from the training production, many of those who like to do their own experiments to produce products with better quality.

In the process of production most productive members of the group are still using simple equipment, and many rely on conventional methods. This production process can cause limitations in the ability to scale. To overcome this they usually employ women and homemakers tabgga around them to be seasonal freelance workers when there is a large enough orders. It is indeed a risk particularly difficult to maintain production standards both from the aspect of size, color or taste caused by the handling of the production process by some rather difficult control.

5. Conclusion

In general, productive business groups of women in the three coastal areas that took place in the district Waru, Sedati and Buduran Sidoarjo can be categorized into two main groups, namely: 1) Business Group has been formed and carry out group activities on a regular basis and 2) The business group women already formed and carry out business activities in a coordinated less productive. Meanwhile, to develop productive business groups for women entrepreneurs in coastal areas need to be done three steps as follows:

- a. Mapping the Women's Business Group
- b. Counseling and Mentoring Women Entrepreneurial Capacity
- c. Acceleration Toward independence and Women's Business keberlanjutan

Based on the characteristics of business groups, economic potential and characteristics of productive business group of women in coastal areas Sidorjo, then in order to increase the independence and sustainability of productive business groups for women in coastal areas needs to be done sebagaai following steps:

1. Increased motivation for women who are members of a productive group effort to build a sense of confidence in the role of a group effort to help improve the welfare of the family.
2. Increased keterampilan and business management skills that are technical groups, both production capabilities and marketing capabilities to mewujudkan competitiveness and economic capacity of the business group
3. Increased managerial skills in business management to support sustainability efforts kelompok group in the long term.

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