

## WOMEN'S CHALLENGES ON INCREASING ENTREPRENEURSHIP AND ECONOMIC BENEFIT IN INDONESIA: A LITERATURE REVIEW

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### **Abstract**

*In carrying out financial planning, a woman has a very strategic role in the family. Meanwhile, women's interest in entrepreneurship is increasing due to the resources they have, availability of labor, advances in information technology, and easy access to simple technological equipment. This research aims to observe that women have the ability to play roles in daily life and become entrepreneurs and explore the challenges faced in carrying out the role of women in the entrepreneurial field where their role makes a positive contribution to the Indonesian economy. The methodology used in research is using descriptive qualitative, where researchers rely on various literature to obtain research data and use a qualitative approach because the data produced is in the form of words or descriptions.*

*Keywords: Entrepreneurship; Challenge; Women Entrepreneurs*

### **INTRODUCTION**

In carrying out financial planning, a woman has a very important role strategic in the family. Most of the family's shopping activities - starting from monthly shopping, buying a house, decisions about purchasing household necessities, are arranged by the wife or mother at home. This reality makes the role of women very strategic in family financial planning. Departing from this situation, through their roles, women are able to make their own contribution and color to the MSME landscape and the Indonesian economy.

Based on data from the Central Statistics Agency [1] in 2021, it is 67.85 percent of the total Small, Micro and Medium Enterprises (MSMEs) in Indonesia are women. This data is proof that women in Indonesia have a strategic role in national economic growth. It is

also hoped that women MSME players can continue to develop their business to a higher level.

From a study conducted The Coordinating Ministry for Human Development and Cultural Affairs [2], the role of Micro, Small and Medium Enterprises (MSMEs) is very important in national economic development. Based on data from the Ministry of Cooperatives and SMEs, the contribution of MSMEs to National Gross Domestic Product (GDP) is 60.5 percent, and to labor absorption is 96.9 percent of the total national labor absorption. Likewise, the role of cooperatives, the Central Statistics Agency (BPS) noted, the number of active cooperatives in Indonesia is 130,354 units with a business volume of IDR 197.88 trillion in 2022.

Currently, women's interest in entrepreneurship is increasing due to the resources they have, availability of labor, advances in information technology, and easy access to simple technological equipment. Increasing the number of women entrepreneurs will reduce unemployment, create jobs and encourage economic growth. Thus, women entrepreneurs can become a driving force for development and the economy of regions in Indonesia, especially those engaged in small and medium businesses [3].

According to [4] attitudes towards business between men and women are very different. Men are known as someone who dares to take risks, while women are more inclined to the comfort zone. This attitude creates challenges when women enter the entrepreneurial field, such as a lack of mental readiness so that it becomes difficult to make decisions in the midst of critical situations, not daring to take risks, being less able to build networks or relationships, tending to use their feelings when acting, and often experiencing dilemmas. related to her status, namely as a housewife and businesswoman.

Womenpreneur consists of two words in English, namely women and entrepreneur. Women means women, temporary entrepreneur is someone who builds a business while also being brave enough to take risks. In other words, understanding womenpreneur is a women entrepreneur who sets up a business and is ready to bear the risks that may occur in the process.

Womenpreneur can be said to be almost the same as entrepreneurship. This study aims to explore the role of women in entrepreneurship and the challenges of women entrepreneurs in increasing entrepreneurship to improve the Indonesian economy. The next section is a literature review as the theoretical basis of this study. The third part is research methods. Meanwhile, the fourth and fifth sections are the results and discussion, as well as the conclusions of this research.

## LITERATURE REVIEW

The gender role of women as entrepreneurs is considered capable of being a stimulus for family economics [5], because women are considered to have broad insight in improving the level of education for children. It is known from findings in the field that women contribute to supporting the family economy [6]. There are several mentions of popular words for the women gender and entrepreneurial profession, such as: womenpreneur, mompreneur, And ladypreneur. However, whatever popular names are given to women business people, it comes back to the goal of how to achieve success and contribute to women's business. InvolvementwomenpreneurAt the business level, MSMEs in Indonesia have proven to be quite large in surviving the economic crisis, so their existence is worth developing [7].

However, it cannot be denied that women who own businesses face unique challenges that men do not, from difficulty raising funds to mastering work-life balance.

## RESEARCH METHODOLOGY

The research method used is literature review system (SLR) is a research method used by reviewing and summarizing the results of research that has been carried out (primary research) to present more complete facts [8].

The steps used for research using SLR are as follows:

- a) Determine the topic to be researched regarding the phenomenon of MSMEs started by women in Indonesia, namely "Women's Challenges on Increasing Entrepreneurship and Economic Benefit in Indonesia: A Literature Review"
- b) Search for literature related to predetermined keywords, both national and international articles. The amount of literature needed is as large as possible, but still relevant to the objectives of this research. The collected literature, namely 25 pieces of literature, then entered the selection stage regarding suitability to the research topic.
- c) The results of the selection showed that there were 18 relevant pieces of literature which were then reviewed one by one.
- d) Start a journal based on the literature have obtained.

## RESULT AND DISCUSSION

### Womenpreneur

Women entrepreneurs have special characteristics, namely responding to business as a system that is interconnected and integrated in life, by placing themselves as the center of interaction between work, family and society [9].

A women entrepreneur who leads a business who has taken the initiative to launch a new venture, accepts the associated risks and financial, administrative and social responsibilities, and who is effective and responsible for its day-to-day management. [10]

According to [11] women entrepreneurs are women who establish a business unit or business and struggle and lead it to achieve economic success. Population size and balanced with women's productivity is the potential for women to become productive, if human resource competency empowerment is carried out effectively.

## **Entrepreneurship**

Entrepreneurship is a process of applying creativity and innovation in solving problems and looking for opportunities to improve business life [12]. Entrepreneurship is often associated with stimulating economic growth [13].

According to [14] entrepreneurship is the result of discipline in applying creativity and innovation to market needs and opportunities. Creativity is the ability to develop new ideas and to find new ways of looking at problems and opportunities. Innovation is the ability to apply creative solutions to problems and opportunities to improve or to enrich people's lives. A successful women entrepreneur not only has to have a great idea, but also has to turn the idea into a tangible product, service or business venture.

Entrepreneurship is driven by perceived opportunities. The stress experienced is the loss of opportunities due to changes in the environment. Administrative behavior is driven or controlled by existing resources and then tries to find appropriate opportunities. Pressure comes from social contracts with colleagues or subordinates and from organizational control and evaluation systems. An entrepreneurial spirit in organizations needs to be developed through intrapreneurship. Entrepreneurial drive or motivation usually appears by itself after having sufficient provisions to manage the business and being completely mentally prepared.

## **Women Entrepreneurship Challenges**

From several journals observed by researchers, they said that becoming a womanpreneur has its own challenges. In general, women entrepreneurs act as the main caregivers for the family, making it difficult for them to set up and run a business. As

working mothers, wives and entrepreneurs, entrepreneurial women business owners have to fulfill various dual roles in business and family.

These roles create conflict as women entrepreneurs seek to expand their responsibilities at work while their family commitments remain unchanged. The challenges of balancing work and home life can cause stress, leading to less effective childcare, health problems, and decreased life satisfaction [15]. Furthermore, the challenges obtained from the research results state that running an entrepreneurial business becomes more challenging after marriage, because they have to work harder to meet the high expectations of their in-laws, in accordance with the community's original cultural norms, where the basic responsibility is a son-in-law. Women entrepreneurs have to take care of their husband's families. As a result, family norms and household obligations make it very important.

It is worth noting that this research suggests that our MSMEs should take a sustainability approach because they should not take advantage of current opportunities that have many weaknesses. They must take small steps to grow, turning weaknesses into strengths while slowly exploiting opportunities [16].

According to [17], who provided assistance to independent women's SMEs in Medan Labuhan District, Medan City, found that in entrepreneurship it is necessary to have self-efficacy, support from the family environment, social media, and spirit of entrepreneurship which will increase entrepreneurship. Apart from that, the current community empowerment will add references for motivators to empower communities in other areas. So that more and more SMEs will be successful and develop to be able to compete with other companies or SMEs.

A person's motivation to become an entrepreneur includes profit, namely being able to determine how much he wants, the profits he will receive, and how much he will pay to other parties or employees. Freedom, namely freedom to manage time, freedom from supervision, freedom from oppressive rules/intervention, and freedom from company culture rules. A personal dream, namely being free to achieve the expected standard of living, free from boring work routines because you have to follow other people's visions, missions and dreams. The reward for determining one's own destiny/vision, mission and dreams. Independence, namely having a sense of pride because you can be independent in all things, such as capital, independent in management, independent in supervision, and being your own manager.

Meanwhile, according to [18] who made observations about Resilience and Adaptation Women entrepreneurs in The New Normal Era, building motivation for innovative behavior requires the support of other parties, such as activities initiated by academies, institutions or companies creating public spaces to share benefits, both

knowledge and business experience. Based on the problems complained about by the women entrepreneurs, they spread the benefits by contributing to each other through community service. Several forms of activity service, including: entrepreneurial assistance followed by sharing knowledge, experience and business skills is an alternative solution to address the resilience and adaptation of MSMEs in the new normal era in anticipating a pandemic situation full of challenges.

## CONCLUSION

Role womenpreneur in the Indonesian economy is increasingly important and developing. From the results of the research found that the role of womenpreneurs is: Increasing the number of women entrepreneurs: The number of women entrepreneurs in Indonesia continues to increase from year to year. Drivers of Economic Growth: Contribution womenpreneur on economic growth is increasingly recognized. By starting and developing businesses, women help create jobs, generate income, and support domestic consumption. Innovation and Creativity: womenpreneur often bringing new innovation and creativity to the business. They tend to solve social or economic problems with unique and impactful approaches. Women's Economic Empowerment: Women's involvement in the business world also contributes to women's overall economic empowerment. Through training, mentoring and support, women can expand their capabilities and increase their role in the economy.

Challenges and Detention: Despite positive developments, womenpreneurs still face challenges such as access to capital, self-confidence, dual roles as mothers and entrepreneurs, and social roles that sometimes limit their mobility. Empowerment and entrepreneurship education programs for women are increasingly available, helping to overcome these barriers and encouraging growth in the number of women entrepreneurs in Indonesia. With increasing access to opportunities and better support, it is hoped that the role of women entrepreneurs in the Indonesian economy will continue to grow and have a significant positive impact.

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