

Factors That Influence the Success of Rural Women Empowerment in Salahutu District

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Abstract

The success of empowering women in rural areas cannot be seen only partially but must consider various aspects or factors comprehensively. Many women's empowerment activities have been carried out by the central government, regional governments and NGOs, but many more have failed or failed. The failure was caused by the Top Down's empowerment programs without regard to the needs and local wisdom of the target group or without regard to various aspects/factors that could affect the success of the empowerment activities themselves at the target location. This study aims to identify factors that influence the success of women's empowerment in rural areas. The results showed that nine factors could influence the success of empowering rural women in villages (countries) within the Salahutu District region namely; The Role of Government, Cooperatives, Capital, Role of Local Community Organizations, Education, Entrepreneurial Soul, Assistance, Social Culture, and Non-Governmental Organizations (NGOs).

Keywords Factors, influences, empowerment, women, rural areas

Introduction

Nowadays women have an important role in national development. One of the efforts put forward by Saptandari to improve women's bargaining position in enhancing their role in national development is by empowerment (Saptandari 1999). Empowerment does not only involve strengthening individual members of the community, but also institutions. Instilling the values of modern culture such as hard work, independence, thrift, openness, responsibility is an essential part of this empowerment effort. Empowerment of women must be done because they have the same interests in development, and are also the users of development results who have the same rights as men (Marwati and Astuti 2012).

Therefore, empowering women in rural areas requires sensitive policies to address fundamental problems, so that they can produce the best results.

Central Maluku Regency is the largest and oldest Regency in Maluku, which based on data from the Central Maluku Statistics Agency in 2012 had a population of 371,712 people (23.59%), of which 181,869 (48.93%) were women. Judging from the composition of employment, more men have worked which is equal to 65.03%, while women who have worked as much as 34.97%. On the other hand, the unemployment rate among women is greater than men namely; 8.59% of women compared to 4.97% of men. This condition shows that women's access to the world of work is still low in the public sphere, and the position of men is still more dominant or the position and role of women is higher. In connection with the above matter, the problem to be answered in this study is how to improve the economic level of the family through empowering women by developing the potential of local resources they have (Marasabessy and Tuasamu 2016).

In general, this study aims to examine the potential of local resources owned and development opportunities, the problems faced so that it is expected to find a solution so that the economic level of the family can be improved. Specifically, this research aims as follows:

- a. Identify potential local resources that can be developed.
- b. Identify the factors that influence the success of women's empowerment in rural areas.
- c. Finding models or strategies for empowering women in rural areas.

The concept of gender was reported from the book *Theory of Gender and Its Application in Family Life* (Puspitawati 2012) as follows; Gender is the difference between men and women in the roles, functions, rights, responsibilities and behaviours that are formed by the social, cultural and cultural values of community groups that can change according to local time and conditions. Thus gender is the difference in the roles of men and women that are formed, created and constructed by society and can change according to the times.

Gender equality and justice is a condition where the portion and social cycle of women and men are equal, balanced, and harmonious. Gender equality is demonstrated by the equal position between men and women in decision making and in benefiting from opportunities that surround them. Gender equality gives equal rewards and opportunities to women and men in determining their desires and using their abilities to the fullest. This condition can be realized if there is a fair treatment between women and men. The application of gender equality and justice must pay attention to contextual and situational issues, not based on systematic calculations and not universal.

Empowering the community is an effort to strengthen the elements of empowerment to improve the dignity of the layers of society who are in a condition of being unable to rely on their strength so that they can get out of poverty and underdevelopment, or the process of enabling and independence of the community (Kartasasmista 2016).

One of the causes of community helplessness is that it is unreachable by the school education system and the lack of development of out-of-school educational activities among them. Therefore it is highly desirable for the presence of out-of-school educational programs based on socio-culture and the potential of the surrounding nature to empower the community. For this reason, according to Kindervatter, empowerment through out-of-school education focuses on students in the form of groups and emphasizes objective processes, such as; mastery of knowledge and skills. The process of development in the region makes the community able to work together in solving problems that arise and with social strategies can jointly face challenges and changes that arise in the community. Some strategies in social organizations include: 1) Strive to grow regional capability through organizational improvement and creating coalitions between organizations. 2) Starting from the interests of the community and focus on the community itself. 3) Be open, do not have a specific purpose but try to replace the community to work together. 4) Emphasis on discussion methods, democratic procedures and hard work.

Research Methods

This research is participatory action research using a social approach accompanied by discussion, field observations and in-depth interviews with questionnaire instruments planned to take place from April to August 2015, and is located in Salahutu District, Central Maluku Regency.



The subjects of this study were women in rural areas in Salahutu District, Central Maluku Regency. Research procedures that describe the stages of research from beginning to end are as follows: a) Preparation of research instruments. b) Determination of respondents based on the number of samples. c) Practice filling out the questionnaire with the enumerator. d) Retrieval of primary data (in the community) and secondary data. e) Data processing and analysis. f) Writing the draft research results. g) Conferences and writing a research report.

The data collected in this study include primary data and secondary data. Retrieval of primary data uses a closed and open questionnaire. Primary data collected consists of data: a) Education level. b) Knowledge about entrepreneurship. c) The level of mastery of agricultural / fishery product processing technology / other (local potential). d) Potential natural resources.

Whereas secondary data was obtained from related agencies/offices at various levels of government (village, sub-district, and district/city).

Result and Discussion

The success of empowering women in rural areas cannot be seen only partially but must consider various aspects or factors comprehensively. Many women's empowerment activities have been carried out by the central government, regional governments and NGOs, but many more have failed or failed. The failure can be caused by the empowerment programs Top Down is without regard to the needs and local wisdom of the target group, or without regard to various aspects/factors that can affect the success of the empowerment activities themselves at the target location.

According to Kartasasmita, 2016. Several factors are considered to have an important role in empowering rural women, namely; 1). Government participation. 2). NGO. 3). Accompaniment. 4). Local Community Organization. 5). Cooperative. 6). Private Role. 7). Education. 8). Participation.

Based on the results of interviews and observations during the research activities carried out in villages (countries) in the Salahutu District Region namely; Desa / Negeri Suli, Desa / Negeri Tial, Desa / Negeri Tengah Tengah, Desa / Negeri Tulehu, Desa / Negeri Waai, and Desa / Negeri Liang on the factors that can influence the success of women empowerment in rural areas, there are nine factors related with that. The nine factors include; The Role of Government, Cooperatives, Capital, Role of Local Community Organizations, Education, Entrepreneurial Soul, Assistance, Social Culture, and Non-Governmental Organizations (NGOs).

The government as the organizer of the state has a very big role in improving the welfare of its people because it has the power and authority as stipulated in the 1945 Constitution. Likewise the regional government, the authority possessed through regional autonomy should be able to be the driving force of economic development and community empowerment because it already has the authority to manage his finances. Thus the government needs to pay attention to all sectors so that it can help to improve the living standards of most of the population classified as poor (Assagaf et al. 2020).

Within the Salahutu District area, six villages / countries have implemented empowerment programs, specifically women's empowerment namely Desa / Negeri Suli, Desa / Negeri Tial, Desa / Negeri Tengah Tengah, Desa / Negeri Tulehu, Desa / Negeri Waai, and Desa / Liang Country. Generally, women's empowerment programs are carried out in villages/countries through the PKK Women's Groups, but there are also several women's empowerment programs that have been implemented including; in the village/state of Suli is a women's empowerment activity for the MSME group of women sellers of Rujak Natsepa where the program is quite successful, the empowerment program for the MSME group of Abon Tuna and Nutmeg Nutmegs in the Village / State of Tial where the program was successful but because Poor management caused them to suffer from lack of venture capital so that while there was a vacuum (they could no longer produce), then the MSME empowerment program for Asongan women in Lengkong Hamlet and MSME groups for Dry Cake makers in Iha Hamlet in Liang Village / Negeri Liang which until now is still active but has not been able to increase the scale of its business (increasing the group's economic welfare).

This condition is caused because the empowerment programs that have been carried out by both the central and regional governments are still partial, meaning that empowerment activities only focus on improving skills in the form of training without regard to technical matters related to the implementation of empowerment activities after the training has been completed, such as; whether the training provided in a short period has been able to be mastered by empowered people or groups, whether after training they can directly access to the market, whether the supporting infrastructure they already have or are in control of, and whether they have enough capital or access to get capital to start his business? This condition must receive attention from the central and regional government so that the empowerment programs that have been implemented can have a positive impact, especially on improving the economy and family welfare.

Women-only cooperatives in Indonesia have developed quite well, with several business fields managed and successful including; savings and loans, shop/supermarket business, consumption needs, rental, catering, telephone/internet cafe, vouchers, and so on. Besides that, the other roles of the cooperative include; providing training, business consulting, improving skills both in terms of technical business such as; organization, management, administration/business accounting, as well as improving product quality, access to productive resources, market information, business opportunities, as well as improvements in education, health, increasing women's awareness of their rights at work or family, social, legal, and politics. Some of the women's cooperatives that were a quite successful include; Setia Bhakti Women's Cooperative and Kartika Candra in Surabaya, Citra Mandiri, Citra Lestari, and Annisa in NTB, Kartini in Denpasar, Dian Wanita and K31 in Jakarta, and Lotus in Makassar (Sri Lestari Harsosumarto 2017).

In the six villages/countries in the Salahutu District area, the life of the Cooperative is not well developed, and there are also no special cooperatives for women. This is inseparable from the dark history of cooperative travel in Maluku, especially in the District of Salahutu (Umanailo, Hamid, et al. 2019). The results of the study prove that the community is aware of the important role of cooperatives during the community, meaning that if the cooperative can be managed well, has good management, is honest and can bring the interests of its members (Umanailo, Umanailo, et al. 2019). But what is happening right now is that there has been a loss of public trust in the region towards cooperatives, due to the management and the weak attention of the government to the life of cooperatives.

Capital is an important element of the business run. The intended capital here is financial capital (money). Based on the results of interviews with all SMEs entrepreneurs who have been empowered in the Salahutu District area, generally, they are a group of women who are economically disadvantaged (do not have financial capital to finance the business they are going to do) so they need an injection of funds from outsiders that will be made as venture capital. This is evident from several SMEs groups that have been empowered but their businesses have not run as expected, such as; SMEs sago-based traditional food in the village / State of Suli, SMEs Abon Tuna Fish, Nutmeg Juice, Bamboo / Coconut Rice, and Thousands in the Tial Village, SMEs Making Pastries in Iha Hamlet, Vegetable Farmers, and Jibu-jibu in Liang Village.

The process of empowerment in groups or organizations occurs through communication that gives rise to authentic thinking, namely concern for the reality of life (Freire, 1972 in Prijono et al, 1996). Besides through group life, each individual learns to critically analyze their total situation including its political dimension and try to regain the power to change the situation. The process is called consistency which is a process of stimulation of human self-critical awareness of their social reality and emphasizes the ability (power) they have to transform reality through their collective action that is realized. They learn to define a problem, analyze it, and design a solution in solving their problems (Tjiptoherijanto 2016).

Salahutu grew and developed her women's organization known as the PKK ladies group. This group was driven by the wife of the sub-district head at the subdistrict level, while at the village/country level the village head/wife led the village head (Hamiru and Umanailo 2019). This local organization aims to make women (mothers) able to plan the improvement of their environment, be able to increase group productivity, be able to carry out beneficial joint activities. The process of empowerment in groups or organizations occurs through communication that gives rise to authentic thinking, namely concern for the reality of life (Hadi 2015).

Education is the key to community empowerment, both men and women. Education is not only formal, but also non-formal education, such as craft-making skills, cooking skills, or organizational skills, so that with education women have the provision/strength to empower themselves (Pratama 2013).

Judging from the level of education completed by women in the Salahutu District area is still lower than men, where the number of women who have completed primary school is $\pm 26\%$, junior high school/equivalent of $\pm 24\%$, high school / vocational school/equivalent of $\pm 19\%$, universities as much as $\pm 3\%$. This condition shows that the higher the level of community education (women), the level of women's participation in the workplace will also be high. The level of education will be correlated and directly proportional to the condition of the level of the economy and the welfare of the community, because with a high level of education the opportunity to get a job, occupy strategic positions both in government, private, and others are also high, and vice versa.

Successful entrepreneurship only if supported by the spirit and spirit of entrepreneurship because it can encourage active participation. There are important differences that determine the spirit of entrepreneurship between men and women, these differences make it difficult for women to progress, among others; 1). Women are not taught to competent, they are not developed with the spirit of good competition in the business world. Since childhood, they are less involved, less trained in teamwork, for example in teamwork sport. They lack competition, instead tend to avoid confrontation, because confrontation is not a woman's gentleness. 2). Women to see the details of small matters, they are too concerned about the details of the problem, so they are not accustomed to seeing the position of the overall perspective because accustomed to small things, releasing the global context of the company will

interfere with the development of leadership spirit 3). Emotional women in situations that are not right, so many women spend time thinking "what people say later" when he should think professionally to complete the task, often instilling "bad feelings" in a prolonged, often emotional and sentimental when criticized about his work, attitude and appearance. 4). Women lack the courage to take risks. Women tend to carry out tasks securely and on average, so the leaders consider them to be ordinary employees who on average will not demand promotion. 5). Women are not aggressive enough, because the aggressive nature is not in line with the education they have received so far, that women must be feminine, not aggressive, so they do not dare to express their feelings and ideas explicitly, and do not dare to say no to the opinions and attitudes of colleagues they know are wrong. 6). They prefer to react rather than take the initiative, they are too awkward to accentuate their over opinions and leadership and prefer the existing path. 7). Women are more task-oriented than the goal. Thinking big on goals and objectives, defeated by his habits in routine and detailed work, (Sa'adah et al. 2019).

Factual conditions that exist in the community in the Salahutu District area are generally still strong mindset, behaviour, and amtenar culture, making them more oriented to become civil servants, military, police, or employees in certain institutions so that their entrepreneurial spirit is low. This condition causes the empowerment programs that have been implemented so far not to benefit them, even though the economic potential and natural resources available in this region are quite large.

In villages (countries) within the Salahutu District area, many empowerment programs have been carried out by the central government, regional governments, and NGOs, but only a few exist and can continue their business, among others; the SMEs group (mothers) selling Rujak Natsepa in the village / State of Suli, and the SMEs group (mothers) at the Asongan village in the Lengkong Village / State Liang hamlet. The success achieved by the SMEs group above because it was followed by mentoring activities for a certain period.

The results of the study prove that quite several groups that have been empowered are only able to survive for a short period, the causes include; business management issues, bookkeeping, capital access, etc. This condition occurs because the concept of empowerment carried out so far is short-term, meaning that empowerment is carried out in the target group only limited to technical training, without being followed by assistance for a certain time after training. This assistance is intended to finalize the training programs that have been given, such as how to manage a good business, how to make simple bookkeeping so that they can make financial reports so that they can sort between venture capital with profit. The vacuum that occurs in the SMEs group is generally caused by the absence or run out of venture capital, while they do not have access to the intended business capital, this is where the government plays a role in facilitating the SMEs group with the capital owners.

Empowerment activities based on social culture are the process of enabling and independence of the community based on cultural elements that exist in the community (Anwar, 2007), so it is very possible for the process of community participation because it departs from the culture which is a daily life experience. Empowerment does not only involve strengthening individual members of the community, but also institutions. Implanting modern cultural values such as; hard work, frugality, openness, responsible attitude, renewal of social institutions and their integration into development activities (Pratama 2013).

Each customary village/country in Salahutu District has different social and cultural values, this affects the attitudes and behaviour of the people. As is known in villages/countries in this sub-district area, many potentials can be utilized to empower their communities in the context of improving the economic conditions of families both at sea and on land. At sea is very rich in marine products (fisheries), as well as on land such as; agriculture, plantation, and forestry, even Salahutu District is geographically an entrance that connects several regencies/cities in the north to the south, and west to the east, namely; SBB and Central Maluku districts in the northern hemisphere with Ambon City, Tual City, Southeast Maluku Regency, Aru Regency, MTB Regency and MBD Regency in the Southern Hemisphere, as well as between SBT District in the eastern hemisphere and Buru and South Buru District in the western hemisphere. These potentials cannot be utilized optimally because the attitudes and behaviour of the people do not support that. This can be seen from the many empowerment programs that have been implemented both by the government and NGOs, but the results are many that did not work.

There have been many real contributions or roles made by NGOs, especially in empowering women who can reach things that have not been reached by government programs. Empowerment programs made by NGOs are always regional or regional based so that each target region has a program that varies according to the conditions of the community. The way for NGOs to become facilitators is to help people organize themselves, identify local needs, and mobilize the resources available to them (Pratama 2013).

In empowering women in villages/countries in the Salahutu District area, NGO-PNPM Mandiri is rolling out different empowerment programs for each village/country because it is tailored to the potential and needs of the community, but because NGOs are non-governmental organizations that have limitations especially the problem of funding is that its work in making community empowerment programs more stimulant and short-term in nature, so

that in the future to ensure the sustainability and success of community empowerment it is necessary to synchronize community empowerment programs between the government and NGOs.

Conclusion

Based on the results of the discussion above, it can be concluded the following matters: 1) nine factors can influence the success of empowering rural women in villages (countries) within the Salahutu District region namely; The Role of Government, Cooperatives, Capital, Role of Local Community Organizations, Education, Entrepreneurial Soul, Assistance, Social Culture, and Non-Governmental Organizations (NGOs). 2) The unsuccessful programs for empowering rural women in villages (countries) in the Salahutu District area because they are still partial and Top-Down. 3) Women's groups that have been empowered in villages (countries) in the Salahutu District area generally cannot continue their businesses due to lack of capital and access to venture capital.

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