

# Poverty Alleviation For Improved Family Welfare Through Women's Entrepreneurship Empowerment Model

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**Abstract - This paper seeks to assess women's entrepreneurship empowerment activities used to alleviate poverty as one way aimed at realizing better family wellbeing and welfare all over Indonesia. The research is based on the existing gap regarding poverty eradication through the various empowerment activities organised by both the government and community institutions, which according to the existing data reflects weaknesses found in most activities implemented and operated. Based on the weaknesses established as gaps found to exist in most of the women's entrepreneurship empowerment activities, this study aims to examine, assess and make recommendations where necessary, regarding a women's entrepreneurship empowerment model used for quality of life improvement of families in Indonesia, which in turn, if found appropriate, can be emulated and implemented in some developing countries. This research has been conducted using research and development methods, comprising of the study of literature, field observations, interviews both individuals and groups, documentation analysis, questionnaires and tests as data collection techniques. The results have revealed that the implementation of women's entrepreneurship empowerment activities can help to empower rural women especially in Indonesia, hence leading to a positive change in the quality of life of most families at the grassroot. Thus, improved family welfare and wellbeing.**

**Keywords: Women Empowerment, Poverty Alleviation, Family Welfare, Entrepreneurship, Empowerment Activities and Model**

## 1. INTRODUCTION

Poverty is very bad, it is a life depriving social evil which destroy people's lives hindering them from acquiring good education, accessing good health facility, financial services and of course, it hinders them from living a better life <sup>[1]</sup>. This social evil is a persistent problem throughout Indonesia <sup>[2]</sup>, where poor people remain vulnerable and common victims of most of the changes regarding the economy, social and political situations, of course not forgetting the rampant natural disasters which occur in the different regions of the country <sup>[2][1]</sup>. Most of these poor people are women who are mainly housewives found mainly in villages. Women face many challenges ranging from poverty to diseases. For instance, in one of the studies by Fatima, Jamil and Raju though on Breast Cancer, they established that in the postmenopausal period, women become weaker due to aging process <sup>[3]</sup>, something which affects both their

health and economic status in society, hence making a focus on their welfare and wellbeing in a family an essential unit of empowerment in the community.

This is also evident in studies on women empowerment and emancipation, which have empirically proved that majority of the poor people world-wide are women and the girl child, they therefore, require serious attention<sup>[4][5][6][7]</sup>. At times, women appear to be like new 'comers' on most of the development programmes, yet in the real sense they are majority participants in most of the grassroot programmes. In other words, though they are not a new issue on most national development agenda, for most of the rural entrepreneurship empowerment programmes, they haddocks they face at times go unnoticed. There seem to be lack of understanding of the true picture of rural women as housewives without income, hence not taking in consideration the true situation regarding the existing gaps on the socio-economic empowerment of women<sup>[8][9]</sup>. as a solution to the need for the state to improve the economy of rural communities<sup>[9]</sup>. In this paper, empowerment has been used to help in interpreting relationships within families regarding poverty in the forms "Empowerment and helplessness"<sup>[10]</sup> by looking at a situation where women, have now developed the ability to run businesses on a small scale and or even at larger scale.

This is necessary, if women are to develop equal abilities compared to their male counterparts<sup>[11][8][9]</sup>. Based on this perspective empowerment is seen to be comprising of three dimensions which include information sharing, autonomy through boundaries, and team accountability<sup>[12]</sup>, if women are to reach complete empowerment. Empowering women may lead to increased business activities, hence leading to increased "business opportunities" and better ways of conducting business because of the improved skills which is an urgent "need"<sup>[13]</sup>.

The need for entrepreneurship empowerment activities for women may arise from the ever-changing business environment which makes it necessary for communities and companies adopt effective plans of action for smooth business operations<sup>[14][15]</sup>. Which also makes the empowerment programme for rural women focused on entrepreneurial activities aimed at establishing a lasting solution for women regarding alleviating rural poverty through entrepreneurship training for self-reliance and change of lives for better family welfare.

## 2. LITERATURE REVIEW

### 2.1 Rural Women Empowerment for Improved Family Welfare

For women to have similar roles and responsibility in regard to men in society, there must be an act of changing the lives of women through increased knowledge and skills, if they are to get rid of poverty<sup>[16][17][18]</sup>. However, in Indonesia for both government and community institutions, women still lag behind men in almost every aspect of life, because they are still bound by tradition and culture. Most men work outside their homes while most of the women work at home basically regarded as care takers of all household chores and property. In such a case, the equal division of gender roles for both men and women are very important for better economic development as an effort to alleviate poverty, for improving and or leading to better standards of living<sup>[19][18]</sup>.

Because poverty leads to vulnerability, weakness and powerlessness<sup>[1][3]</sup> for rural women to obtain work which helps them meet their life needs and demands, legal applicability and approaches become very important for women empowerment for them be respected in their families, thus living appropriately in the community<sup>[20][21][18]</sup>. The success in empowering women starts from encouragement and willingness of women themselves to make changes in themselves, the awareness to determine life destinies is in accordance with the beliefs, inner strength and abilities possessed by women themselves<sup>[22][23]</sup>. Education and work are a

prerequisite in the effort to free women from the shackles of poverty because these two helps them to determine their destiny and status in the family <sup>[24]</sup>. This can happen where empowerment is not separated from cultural values and social norms which continue to limit women's freedom, rights and financial control and power in the society <sup>[24]</sup>. Empowered women can determine changes in the implementation policies at work which in turn can lead to increased job opportunities and better working skills and abilities <sup>[25] [24]</sup>.

This study established that empowering women in Indonesia to increase their knowledge and skills helps them to improve their family economic conditions, hence reducing unemployment <sup>[8]</sup>. This means that empowering women to seize opportunities and face challenges in business is one way to create awareness among women in various regions <sup>[26]</sup>, including the very rural setting.

Therefore, women must try to upgrade themselves in these changing times by adapting the latest technological benefits such that they are able to gain knowledge and skills in all functional areas of business management. More so, during this time of global integration of products and services, where markets and competition, businesses are required to act in a more responsible way, able to add value and provide better quality and be more-timely in meeting customer needs <sup>[27]</sup>.

With the above view in mind, empowering women through entrepreneurship activities in Indonesia is organized to teach rural women, especially housewives, who do not have jobs other than taking care of their families, such that they are able to develop skills which enable them to manage the natural resources that exist in their surroundings, through creative and innovative efforts in the field. Hopefully by utilizing the potential of natural resources in their environment, so that there is added value and hence high selling value as a source of income for women in improving the welfare of their families.

## *2.2 Entrepreneurship and Poverty Alleviation*

According to Combs and Ahmad <sup>[28]</sup>, poverty shackles many people's lives the world over. Therefore, the need to reduce the problems faced by poor families to meet the demands and challenges faced is a choice for life because discrimination still occurs in women education, socioeconomic and political health <sup>[29]</sup>. In the viewpoint of rural women who do not have jobs and come from poor families, they need entrepreneurial activities that can stimulate their minds on issues regarding family business for empowerment. This is also expected to increase their production and ultimately increase economic benefits <sup>[30]</sup>, hence improved family welfare.

Entrepreneurial activities conducted by women receive family support through communication with their environment regarding expanding business networks <sup>[31] [32]</sup>. The duties and roles of women in addition to taking care of children and households to maintain the integrity of their household have the responsibility and desire to earn income <sup>[33]</sup>. The reason for the importance of implementing entrepreneurial activities for women is because there is no development in the career field but has a willingness to try to get finances <sup>[34][35]</sup>.

Whoever intends to implement entrepreneurial activities must understand that they are not free from psychological factors that influence the personality elements in shaping people's character <sup>[36]</sup>. During and after the time of the global economic crisis in Indonesia, a few people started new businesses, however, because of their inability to become entrepreneurs, most of these businesses became short lived, because most of the founders of the businesses had no capacity to compete <sup>[37]</sup>. This, therefore, means that competitiveness in any

environment of a transitional economy such as women empowerment greatly depend on the ability<sup>[37]</sup> to perform.

To start a new business, it needs knowledge about business development that is in accordance with the demands and needs of consumers, by providing satisfaction through innovative service<sup>[38]</sup>. The results of good behavior need a positive action<sup>[39]</sup>. There is an expectation of a person's beliefs and beliefs in a relationship between behavior and actions toward expected outcomes<sup>[40]</sup><sup>[38]</sup>. Women's entrepreneurial activities in improving the informal economy must be able to develop knowledge and innovation with confidence in the ability of women to be able to carry out business activities<sup>[41]</sup>.

Increasing the knowledge and skills of participants to develop themselves into independent human beings, fostering a strong and broad-minded entrepreneurial spirit and having a positive attitude towards entrepreneurship<sup>[42]</sup>. The establishment of an entrepreneurial mental attitude becomes very important, because it has an influence on the world of work, especially in the countryside to develop the creativity of citizens in the economic field in entrepreneurship activities one program focuses on the field of education to acquire skills through training in business activities for women as an effort to alleviate poverty in improving family welfare.

### 3. METODHOLOGY

The study uses both qualitative and quantitative approaches. This research on women's empowerment activities through entrepreneurship training program aims to alleviate poverty in an effort to improve family welfare and wellbeing of the poor community members. This study was conducted in Neglasari Village, Salawu regency in Tasikmalaya District in Indonesia. The study focused on women activities working in the agricultural sector but with limited entrepreneurial activities.

Data collection and determining research samples was conducted using purposive sampling technique. The study consisted of 37 people with activities including: 10 people as respondents in the preliminary study; 7 people as small group test respondents; and 20 people as respondents of a large-scale field trial as well as participants during the testing of the effectiveness of the model. Borg and Gall<sup>[43]</sup>, argue that Research and Development (R & D) is a strategy that aims to improve the quality of education taking in consideration both qualitative and quantitative approaches.

The present study aimed to establish a model for empowerment of women through entrepreneurial activities as way for poverty alleviation for better family welfare. The activities entailed in the study were directed on two forms of activities: preliminary study activities (qualitative exploration); and second stage focused on experimental activities (Experimental Study). Based on this, the research instruments were developed focusing the development of a conceptual model, verification model, model testing, model implementation (field test) and evaluation of model implementation through tests (pre and post test) with the aim of testing the final entrepreneurship empowerment model for women family welfare improvement in Indonesia.

This study applied experimental research design through pretest-posttest group design without control group. According to Campbell as cited by Sugiyono<sup>[44]</sup> the scheme of the group design pretest post test is described as follows:

Group	Pretest	Treatment	Post Test
Experiment	O1	X	O2

Pre Test- Post Test Group Design Information

O1: The initial test (pretest) is done before being treated

X : Treatment is given to groups of mothers / woman

O2: The final test (Post Test) is done after being treated.

In the second stage, it was implementation of experiments carried out through the implementation of the revised model using quasi-experimental pretest and posttest trials in single groups (one group pretest-posttest design). Results from the experiment activities inclined to improved family welfare through entrepreneurial activities. The authors then finally prepared the final model which has now been recommended as a women empowerment entrepreneurship model.

**4. RESULTS**

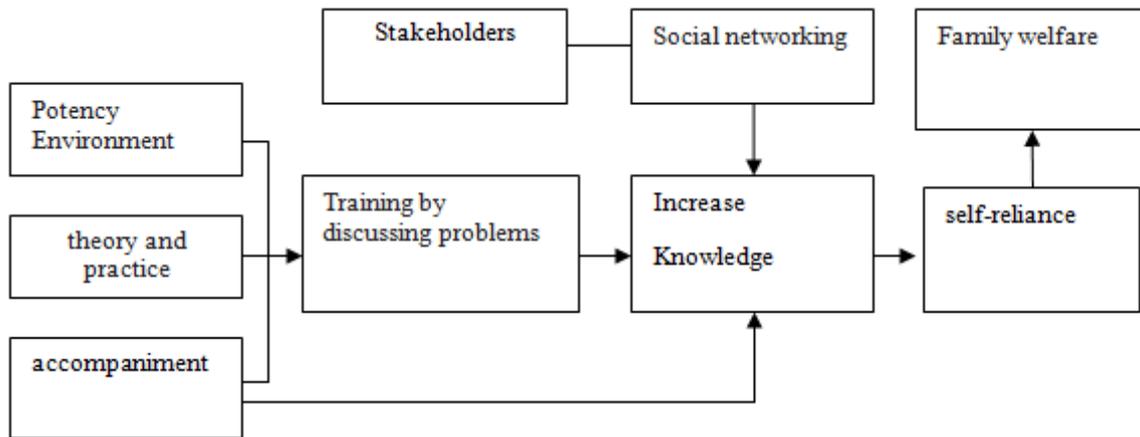
The entrepreneurship empowerment model of women developed based on women entrepreneurship activities was developed through a protracted process which consisted of several trial processes and stages to produce a model product that could be used empirically and accounted on.

The feasibility test of the model in this study was carried out through an interactive process, and was detailed both at all level which composed of the planning, implementation, evaluation and revision in order to obtain a product that was in line with the objectives expected as the final recommended model, below is table 1 showing the illustrations:

Table 1. Model Application Procedure

Number	Stages	Steps
1	Planning	1. Identify the needs during the activity and determine the criteria for participants and facilitators. 2. Develop training programs that include: training objectives, curriculum frameworks, teaching materials, setting strategies (media, training methods, and time and place of training). 3. Carry out coordination with related parties
2	Implementation	1. Implementation of women's empowerment through cultural training and entrepreneurship education based on environmental potential (theoretical and practical approaches). 2. Practice skills through training with a learning approach by doing a recipe menu from cassava and banana cassava into a variety of snack creations that have a high selling value
3	Evaluation	1. Initial evaluation 2. Process Evaluation 3. Final evaluation

Figure 1. Empowering Rural Women through Entrepreneurship Training for Poverty Alleviation and Improved Family Welfare



4.1 Hypothesis Testing Analysis

Hypothesis analysis results to determine the effect of variables X1, X2 and X3 on Y variables simultaneously and partially calculated using SPSS 17.0, with the following results:

Simultaneously

Table 2. ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.026	3	35.009	78.073	.000 <sup>a</sup>
	Residual	7.174	16	.448		
	Total	112.200	19			

a. Predictors: (Constant), a model for empowering women to alleviate poverty, entrepreneurial activities, family welfare.

b. Dependent Variable: effectiveness of empowerment models to alleviate poverty.

From the Anova table (SPSS output), the Fcount value is 78.073 while F table is 3.197 or sig (0.000) ≤ alpha (0.05). Based on the calculation results it turns out that F counts (78,073) > Ftable (3,197), Then the hypothesis zero (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

2 ). Partially

Table 3. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.124	2.989		.000	1.000
	a model to empower women to reduce poverty	.114	.138	.439	4.828	.004

entrepreneurial activities	.105	.106	.297	3.987	.000
family welfare	.730	.334	.815	6.183	.002

Dependent Variable: Women's empowerment model

For partial testing between variables X1 to variable Y is done by t test using SPSS v.17.0. From the results of the analysis obtained:

- The tcount variable is  $X1 = 4.828 > t \text{ table} = 2.120$  with a significant level of 5%, then reject  $H_0$  and accept  $H_a$ .
- The tcount variable is  $X2 = 3.987 > t \text{ table} = 2.120$  with a significant level of 5%, then reject  $H_0$  and accept  $H_a$ .
- The tcount variable is  $X3 = 6.183 > t \text{ table} = 2.120$  with a significant level of 5%, so reject  $H_0$  and accept  $H_a$ .
- The Model of Women's Empowerment through Entrepreneurship:

#### 4.2 Rural Women Entrepreneurship Empowerment Model for Poverty Alleviation to Improve Family Welfare

The model that has been formulated needs to be tested and re-examined so that an empowerment model can be developed that really suits your needs. The higher the potential quality of women, the better the form of participation in participating in fostering family life which in time will be able to build independence. Conversely, limited knowledge and skills will place the role of women to be low<sup>[45]</sup>. In the preparation of the program, it is necessary to have the required components of the model including: the formulation of the objectives to be achieved; the selection of programs to achieve the objectives; the identification and deployment of resources need to be taken into account in various elements that must be carried out, managed, and implemented; materials / materials presented in the training in the field of catering; facilitators, tutors and technical resource persons, managers; Media used; methods; time spent in accordance with the wishes of the participants; place of implementation; and women's empowerment approach. The recommended model after revision is to use the empowerment model in accordance with the findings that can be used empirically.

The procedure for applying the female empowerment model through entrepreneurial activities developed in this study has been through a trial process. Trial through stages to produce a product model that can be used empirically and can be accounted for its feasibility. The feasibility test of the model is carried out repeatedly and in detail both at the level of plan, implementation, evaluation and revision to obtain products that are in accordance with the objectives of the success indicators to alleviate poverty and improve family welfare, namely the first attempt to solve the problems faced in helping to improve socio-economic, second as a solution in an effort to fulfill the necessities of life, the third changes the attitudes and attitudes of women to have independence, the fourth grows awareness of empowerment of themselves and with others, the fifth is the formation of a network of cooperation through training with a learning by doing approach in expanding marketing and strengthening capital.

### 5. CONCLUSION

Empowerment models that are in line with women's needs in alleviating poverty and improving family welfare through entrepreneurship are directed at the ability to master knowledge, skills and attitudes in the vocational field. Especially learning about entrepreneurship education and cooking practices. The success of women's empowerment

programs include: women's empowerment programs through entrepreneurship activities to alleviate poverty is a solution to problems in helping to improve the family's socioeconomic, activities to empower women through training activities in the field of entrepreneurship as a solution in efforts to meet the needs of life in an effort to create a field work, can change women's behavior and attitudes towards the positive by having independence, self-confidence and ability in utilizing developing business activities, growing awareness (empowerment of the importance of developing entrepreneurship formed willingness to change from oneself and with others, and a model of empowering women through entrepreneurial activities in the field of cooking the need for social networking between business actors and stakeholders through the formation of joint business learning groups.

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