

Womenpreneurship: Actualization of Economic Empowerment Boarding School's Women of "Nawaning Madura"

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Abstract

Entrepreneurship is not only owned by men, but women are also starting now moved to create a business that can be the basis of his life. Indonesian women entrepreneurs are synonymous with micro, small and business enterprises medium (MSME). Of the 58 million MSMEs, 60% of them are contributed by women. MSMEs employ around 116 million people or 97% of the total workforce. Womenpreneur is a term for women who run a business or are women entrepreneurs which are defined as women or a group of women who start, organize, and operate business enterprises. The business company in question is not not only a formal business company but also an informal business company. There are three categories of female entrepreneurs, namely "Change", "Forced", and "Created" businessman. These different classifications are based on how their business was started or about what their main reason or motivation was for starting their business. The purpose of this research is to find out the empowerment strategy model the economics of women at the Nawaning Madura Islamic boarding school in an effort to increase independence economy. In this study, researchers used a qualitative approach with types descriptive research which aims to provide a clear picture of what will be researched, and also the researcher intends to understand the social situation thoroughly deep. Qualitative research is aimed at understanding social phenomena participant's point of view or perspective. Nawaning is said to be the plural form (jama') of Ning said. This is an honorary call for the descendants of Indonesian women from poro Kiai and Nyai, especially Islamic boarding school owners in East Java. Maybe now spread to other areas so that this term is no longer exclusive to East Java. When women are still underestimated in the world of entrepreneurship, It is hoped that the Islamic boarding school-based entrepreneurial model will be a solution. Because Islamic boarding schools are now very entrenched in Indonesian society, and There are very many of them in almost

every region of the archipelago. So you have enormous potential to provide solutions to current gender biases, esp in the development of women entrepreneurs. Women play an active role in meeting the needs of the family the family is more independent and of course the level of welfare also increases. Although This matter is still often debated between classical scholars and contemporary scholars, but in a world that has entered the era of industrial revolution 4.0, everyone gets convenience, namely access to the world of work online and can be utilized by a wife so that she can carry out various roles for her household, minimizing family neglect, and maximizing the level of family harmony because of the economic independence carried out by the wife with the blessing of the husband. The limitation of this research is that the subject of the research is the economic empowerment of female Islamic boarding school women who are often called Ning or nawaning in Madura.

Keywords: Womenpreneur, Economic Empowerment, Nawaning Madura

I. INTRODUCTION

In the current era of government, economic growth is a central issue that is a priority for future economic development. One of the foundations of economic development that is the focus of attention is the development of entrepreneurship. This is due to experience in dealing with past crisis issues, where success in dealing with the crisis is greatly influenced by the success of the business world in survival. In this case, small businesses can be used as an alternative for the community to be used as an option to create new jobs, because many small-scale companies have proven to be able to survive the global crisis that has hit Indonesia. Therefore, development will be successful if it is supported by entrepreneurs who can create jobs.

Entrepreneurship is not only owned by men, but women are now starting to be moved to create a business that can be used as a foundation for their lives. Given the weak socio-economic conditions and the difficulty of finding work in the government sector or civil servants who require various requirements through the education level. So this situation creates more opportunities for women to find or form their own business through ideas or skills they have and with flexible capital. The entrepreneurship sector is one of the business fields of choice for many women to prove their ability to do business. Many women have proven themselves capable of becoming entrepreneurs from the level of small, medium and large businesses, with the intention of helping their husbands meet the economic needs of the family or as a vehicle for activity and creativity in everyday life.

Indonesian women entrepreneurs are synonymous with micro, small and medium enterprises (MSMEs). Of the 58 million MSMEs, 60% of them are contributed by women. MSMEs absorb a workforce of around 116 million people or 97% of the total workforce (Fauziah, 2021). Womenpreneur is a term for women who run a business or women entrepreneurs which is defined as a woman or group of women who start, organize, and operate a business company. The business company in question is not only a formal business company but also an informal business company.

The entrepreneurial process between men and women is not much different, but in practice women experience more obstacles due to several factors such as: (1) Laws, customs, traditions, culture, and religion. (2) Marital status. (3) Heavy household chores. (4) Limited education, knowledge and information. (5) Limited funds for capital and access to credit. (6) Inadequate institutional networks. These constraints are the basis for women in choosing a business field. Women tend to work in businesses that do not require high skills and large capital, use simple techniques and are easy to manage so that in the end the majority of them will work in the food and beverage business, the tobacco industry, textiles, garments and leather, crafts and non-metal mineral products. (Dewi, 2018)

The same is true for pesantren women. Nawaning is said to be the plural (jama') form of the word Ning. It is an honorific for female descendants of Indonesia from poro Kiai and Nyai, especially the owners of Islamic boarding schools in East Java. Maybe now it has spread to other regions so that this designation is no longer exclusive to East Java.

When women are still underestimated in the entrepreneurial world, it is hoped that the pesantren-based entrepreneurial model will be a solution. Because pesantren are currently very rooted in the midst of Indonesian society, and there are very many of them in almost every region of the archipelago. So it has enormous potential to provide solutions to the current gender bias, especially in the development of women entrepreneurs. Based on the above background, the purpose of this study is how the actualization of economic empowerment of women's pesantren nawaning madura in an effort to increase economic independence.

II. LITERATURE REVIEW

1. Economic Empowerment

There are many definitions of economic empowerment. In terms of language, empowerment is a translation of empowerment derived from the word power which means power or empowerment. Etymologically, empowerment comes from the root

word "power" which means strength or ability. Based on this understanding, empowerment can be interpreted as a process of obtaining power or the process of providing power from those who have power to those who lack or do not have power. (Yopa, 2017) Empowerment leads to the ability of a person or group to have the ability to meet their basic needs so that they can reach productive sources that allow them to increase their income. (Zaini, 2022) Empowerment according to Islam, namely It is a system of real action that offers an alternative model for solving people's problems in the social, economic and environmental fields from an Islamic perspective.

Empowerment in the economic field is an effort to build power (community) by encouraging, motivating, and raising awareness of its economic potential and striving to develop it. Thus, economic empowerment is a series of activities to strengthen the power or empowerment of weak groups (economic conditions) in society. As a goal, empowerment points to a state or result to be achieved, and the concept of empowerment goals is often used as an indicator of the success of empowerment as a process.

One of the principles of empowerment is the assignment of economic competence, namely, the ability to utilize and manage production mechanisms and services. Competence in this context refers to personal achievement, which is a form of personal competence that can be improved through learning or direct involvement in the field, such as economic management competence. The empowerment carried out by the boarding school to its students is empowerment by increasing the economic capacity of the students. Which can be useful when they are back in their community environment can be a good role model in the field of productive economics or as cadres of economic empowerment (Yuliani, 2020).

2. Womenpreneur

Womenpreneur is a term for women who run a business or women entrepreneurs, which is defined as a woman or group of women who start, organize and operate business enterprises. The business enterprise in question is not only a formal business enterprise but also an informal business enterprise. There are three categories of women entrepreneurs namely "Change", "Forced", and "Created" entrepreneurs. These different classifications are based on how their business started or on what their main reason or motivation was in starting their business.

Change Entrepreneurs, are those who start a business without a clear goal or plan. Usually, these businesses start from their hobbies that evolve into economic enterprises over time. Forced Entrepreneurs, are those who are forced by

circumstances that require them to carry out business activities. Their motivation tends to be financial. Created Entrepreneurs, are those who do business activities because they are motivated, encouraged, and developed through things related to entrepreneurship such as entrepreneurship development programs.

The entrepreneurial process between men and women is not much different, but in practice women experience more obstacles due to several factors such as: (1) Law, custom, tradition, culture and religion. (2) Marital status. (3) Heavy household chores. (4) Limited education, knowledge and information. (5) Limited funds for capital and access to credit. (6) Inadequate institutional networks. These constraints are the basis for women in choosing a business field. Women tend to work in businesses that do not require high skills and large capital, use simple techniques and are easy to manage so that in the end the majority of them will work in the food and beverage business, the tobacco industry, textiles, garments and leather, crafts and non-metal mineral products (Lita Rohma Dewi, 2018: 18-19).

III. RESEARCH METHODS

1. Approach and Type of Research

In this study, researchers used a qualitative approach with a descriptive type of research that aims to provide a clear picture of what will be studied, and also researchers intend to understand social situations in depth. Qualitative research is intended to understand social phenomena from the point of view or perspective of participants. Participants are people who are interviewed, observed, and asked to provide data, opinions and perceptions. Qualitative research examines participants' perspectives with multiple strategies. With interactive strategies, such as direct observation, participatory observation, in-depth interviews, documents, complementary techniques such as photographs, recordings, and others. The location of this research was conducted in Bangkalan and Sampang, in several Islamic boarding schools.

2. Data Collection Technique

The data source in this research is the subject from which data can be obtained. In qualitative research, it is more about understanding social phenomena or symptoms because the community is the object. This research uses primary and secondary sources. Primary sources are from the first party, including Nawaning Pondok Pesantren and several informants from pesantren administrators and the community who are involved or not involved in the management of pesantren entrepreneurship. Secondary sources are as a complement to primary sources.

Literature, namely data sources obtained and extracted from books or a number of library literature related to the research title.

In qualitative research, researchers enter certain social situations, make observations and interviews with people who are considered to know about these social situations. Determination of data sources on interviewees is done purposively, that is, selected with certain considerations and objectives. Purposive sampling is a data source sampling technique with certain considerations. This particular consideration, for example, the person who is considered to know best about what we expect, or maybe he is the ruler so that it will make it easier for researchers to explore the object / social situation under study.

3. Data Analysis Method

The data analysis used in this research is the Miles and Huberman Model, the following steps: 1) Data Collection. The first thing to do is to collect the results of interviews, observation results, and several documents tailored to the research problem. 2) Data Reduction. Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary data and organizes data in such a way that conclusions can be drawn. 3). Data Presentation. Presentation of data is a series of organizing information that allows research conclusions to be made. 4). Conclusion Drawing. Drawing conclusions is part of a whole configuration activity. Conclusions were also verified during the research.

IV. RESULTS

1. Actualization of Women's Economic Empowerment Nawaning Madura

Islamic boarding schools as religious institutions that develop in the community have an important role in fostering and improving community empowerment and transformation, especially empowerment of women. Empowerment efforts depart from the assumption that the potential that exists in a human being must be developed so that empowerment efforts are also an effort to build, encourage, motivate, and raise awareness of the potential that is owned with the awareness to develop it (Ratnasari, 2016). One of the potentials is to become an entrepreneur. Therefore, pesantren can also be an institution to develop the entrepreneurial potential of the community, including women.

Women entrepreneurs are a form of implementation of women who participate in entrepreneurial activities in total, are able to face risks, and are able to identify opportunities in their environment to process resources well so that they can create competitiveness (Anggadwita & Dhewanto, 2015). The phenomenon of women

entrepreneurs through these activities is able to have a positive impact in the economic field and empower resources effectively, their contribution has prospects for economic growth. That is the reason they receive attention, especially in the scope of scientific studies.

There are several popular terms for the female gender and the entrepreneurial profession, such as: womenpreneur, mompreneur, and ladypreneur. Womenpreneur is a term for women who run a business or women entrepreneurs which is defined as a woman or a group of women who start, organize, and operate a business enterprise. Pesantren women who are female descendants of Kiai and Nyai, commonly called Ning or Nawaning, are plural (jama').

When viewed in terms of location and type of business, the general type and location of the business that Nawaning Madura has been doing has several characteristics:

- a. Women's fields of expertise that have been considered a "habit", for example: catering businesses in the form of stalls or pesantren cooperatives in providing consumption for santri.
- b. The type of business that does not require a large capital stock when starting.
- c. The type of business where the transaction and production process is close to the type of domestic work. Thus, sometimes the work is done while doing household chores.
- d. The business production process is not complex, does not require expensive heavy equipment, and does not require high technology.
- e. Management of profits from business results, usually used to finance daily life and help the pesantren economy.

One form of entrepreneurship carried out by Nawaning Madura is the management of the Pesantren Cooperative (Kopontren) which provides all the needs of students such as for the consumption of santri food, clothing, stationery, accessories and the like; Incense; Madura scrub; Madura herbal medicine whose recipes are passed down from generation to generation, mushroom cultivation, maggot cultivation, bottled drinking water (AMDK).

The business company in question is not only a formal business company but also an informal business company. There are three categories of women entrepreneurs: "Changed", "Forced" and "Created" entrepreneurs. These different classifications are based on how their business started or on what their main reason or motivation was in starting their business.

Change Entrepreneurs, are those who start a business without a clear goal or plan. Usually, these businesses start from their hobbies that evolve into economic enterprises over time. Such is the confession of Ning Husnul from an Islamic Boarding School in Sampang, who produces various santriwati accessories such as various types of brooches, bracelets, decorated digital prayer beads, and so on. What started as a hobby can finally fulfill her needs. As well as involving santri in the process.

Forced Entrepreneurs, are those who are forced by circumstances that require them to carry out business activities. Their motivation tends to be financial. Apart from financial factors, of course, by doing business, Nawaning Madura is able to generate financial coffers, the results of which are to meet family needs and help the pesantren economy.

Created Entrepreneurs, are those who carry out business activities because they are motivated, encouraged, and developed through things related to entrepreneurship such as entrepreneurship development programs. There is the OPOP (One Product One Pesantren) program, which is a program to improve the welfare of pesantren-based communities through the empowerment of students, pesantren, and alumni of pesantren. Some of the boarding schools that get this program are An-Nafiiyah Bangkalan and Nurul Amanah Bangkalan. Nurul Amanah Islamic Boarding School already has several business units, namely, Kopontren, mushroom cultivation, maggot cultivation, bottled drinking water (AMDK).

And An-Nafiiyah Islamic Boarding School established various kinds of businesses through the pesantren's business units. Among them are tofu factories, shops, livestock, and agriculture. This pesantren, which cooperates with OPOP, has one superior product, namely Yian Tofu, which is marketed in the local pesantren cooperative (kopontren). The business not only helps the pesantren's economy, but also helps people outside the pesantren.

2. Economic Empowerment in an Effort to Increase Economic Independence

Some of the confessions of the informants prove that entrepreneurship carried out by pesantren women is a form of women's empowerment and entrepreneurship which is a form of solution to economic problems for women. There is also a role of pesantren that drives the entrepreneurship model, one of the roles is that pesantren must be able to support women who want to be free to do entrepreneurship creatively and efficiently. In certain cases, pesantren can even be an institution that provides capital assistance for the sustainability of its entrepreneurship.

Women take an active role in fulfilling family needs to make their families more independent and of course the level of welfare will also increase. Although this is still often debated between classical scholars and contemporary scholars, but in a world that has entered the era of the industrial revolution 4.0, everyone has the convenience of access to the world of work through online and can be utilized by a wife so that she can carry out various roles for her household, minimize family neglect, and maximize the level of family harmony due to the economic independence carried out by the wife with the blessing of the husband.

The entrepreneurial process between men and women is not much different, but in practice women experience more obstacles due to several factors such as: (1) Law, custom, tradition, culture, and religion. (2) Marital status. (3) Heavy household chores. (4) Limited education, knowledge and information. (5) Limited funds for capital and access to credit. (6) Inadequate institutional networks. These constraints are the basis for women in choosing a business field. Women tend to work in businesses that do not require high skills and large capital, use simple techniques and are easy to manage so that in the end the majority of them will work in the food and beverage business.

Islamic boarding schools play a role in empowering the economy in pesantren institutions and empowering their students, as well as facilitating students to become entrepreneurs in order to increase economic independence in pesantren, as well as forming creations and innovations in the pesantren economy, students also have a role in supervising and providing policies in advancing economic business entities in Islamic boarding schools.

V. CONCLUSION

Womenpreneur is a term for women who run a business or women entrepreneurs which is defined as a woman or group of women who start, organize, and operate a business company. The business company in question is not only a formal business company but also an informal business company. The form of entrepreneurship carried out by Nawaning Madura is one of the management of the Pesantren Cooperative (Kopontren) which provides all the needs of students such as for the consumption of santri food, clothing, stationery, accessories and the like; Incense; Madura scrub; Madura herbal medicine whose recipes are passed down from generation to generation, mushroom cultivation, maggot cultivation, bottled drinking water (AMDK).

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