

Analysis of Typology of Womenpreneur in Fashion

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Abstract—There are only limited number of studies that examine the development of women entrepreneurs in Indonesia. There are at least two main reasons why the development of women entrepreneurs in Indonesia needs to be examined. First, national and West Java data on the number of women entrepreneurs and their main characteristics are very limited. Second, public interest in women entrepreneurs in Indonesia has just been revealed after the Asian financial crisis was driven primarily by the introduction of the MDGs. The purpose of this study is to reveal the typology of West-Javanese women entrepreneurs engaged in fashion. The research employed explanatory survey. Research conducted on womenpreneur who manages SMEs of fashion in West Java. The population consists of 452 people and 200 of them were taken as the sample by using proportional random sampling technique. The typology of women entrepreneurs was analyzed based on the factors of age, marital status, education, main occupation, and type of business ownership. The results show that the fashion womenpreneur typology in West Java covers young age, highly educated, unmarried, and owning company. Therefore, the West Java Government needs to develop and pay attention to the potential of womenpreneur in West Java because they can help the program of family poverty alleviation.

Keywords—*typology of women entrepreneurs; fashion industry; women entrepreneurs; Micro, Small, and Medium Enterprises; poverty reduction*

I. INTRODUCTION

The development of women entrepreneurs in Indonesia is very rapid. Small and Medium Enterprises (SMEs) have a very important role in the Indonesian economy. Based on data from the Central Statistics Agency (BPS) in 2016 states that the proportion of SMEs in Indonesia amounted to 99.9% or 57.9 million of the total businesses in Indonesia [1]. SME contribution to Gross Domestic Product (GDP) of 57.93% of the total GDP in 2014 amounted to Rp10.4 trillion. In addition to the labor absorption rate of 97.30 percent. The involvement of women in the business world, particularly small business, is quite significant. Of the 57.9 million SMEs business operators in Indonesia, 60% of the perpetrators were women [1]. Thus, the contribution of women to economic development is very significant and should be empowered [2].

West Java is now developing the creative industries and intends to become the Qibla of Muslims in the world fashion. The fashion industry in West Java has involved by many

women entrepreneurs. The involvement of women in the business world, particularly small business, is quite significant. The total 7.9 million of SMEs business operators in Indonesia, 60% of the perpetrators were women [1]. Thus the contribution of women to economic development is very significant and should be empowered [2]. However, business coaching and mentoring from government to business survival of women is still not well ordered. Some of the Office relating to the development of SMEs, have a program and policy development that still collide with each other so that coaching is only made to the company that's it. This occurs due to the absence of data collection and mapping of potential MSE clear fashion in West Java. MSE fashion in West Java have not been identified clearly both the data and its potential, but they need to be nurtured both in terms of marketing, product quality, administrative, financial and technological mastery thus increasing the competitiveness of the large companies. Theoretically, many studies have been carried out and have identified the problems associated with the performance of SMEs: 1) Difficulty development of SMEs to access finance and capital [3-8], 2) Lack of technical knowledge, managerial skills are inadequate, lack of planning, lack of market research, lack of confidence and lack of training SME [9], 3) SMEs are likely to face various challenges in marketing, which is characterized by a lack of resources, expertise and influence [6,10-14]. Another difficulty is the absence of good data collection so that coaching was difficult because of the MSE itself not recorded properly.

The purpose of this study is to collect data while recognizing the typology of Micro and Small Enterprises in Fashion in West Java managed by women entrepreneurs. With the data collection regarding the typology of women entrepreneurs are expected to obtain an idea of the potential development of enterprises managed by women.

II. METHOD

The research method used is survey explanatory. Research conducted on womenpreneur who manage SMEs Fashion in West Java. The population of 452 and taken a sample of 200 people with proportional random sampling technique. The typology of women entrepreneurs was analyzed based on the factors of age, marital status, education, main occupation, and type of business ownership.

III. RESULTS AND DISCUSSION

A. The Linkage Rate of SMEs by Age and Education Level

TABLE I. CHARACTERISTICS OF RESPONDENTS BY AGE AND EDUCATION LEVEL

Age			Size			Total
			Micro	Small	Secondary	
<20 years	Last education	High School	8			8
		Bachelor	3			3
	Total		11			11
21 years - 30 years	Last education	High School	45	7	0	52
		D3	7	3	0	10
		Bachelor	51	17	5	73
		Postgraduate	0	0	3	3
	Total		103	27	8	138
31 years - 40 years	Last education	High School	3	0	0	3
		D3	5	6	0	11
		Bachelor	8	8	2	18
	Total		16	14	2	32
41 years - 50 years	Last education	High School	0	3		3
		Bachelor	6	5		11
	Total		6	8		14
51 years - 60 years	Last education	High School	2	3		5
		Total		2	3	
	Total		58	13	0	71
Total	Last education	High School	58	13	0	71
		D3	12	9	0	21
		Bachelor	68	30	7	105
	Total		138	52	10	200

According to the table 1 can be seen that most womenpreneur engaged in micro-enterprises. Womenpreneur are included in the category of micro enterprises mostly aged 21-30 years with an undergraduate education level. Similarly Womenpreneur included in the category of small and medium enterprises mostly aged 21-30 years with an undergraduate education level.

The results of a study by Lange et al, examining Gladwell's statement that most entrepreneurs start their businesses at the age of 25 and below [15]. Linked between age and innovation, according to Lange, that at the age of 20 years up to the age of 40 years, the age of entrepreneur innovation continues to increase. At the age of 20 to 40 the ability to innovate will continue to grow and after 40, it will experience a setback. In this research, there are similarities that the age of the majority of fashion industry owners are of 21 to 40 years. This means that, when referring to Lange's research, womenpreneur in West Java are in an age that has a high level of innovation.

Based on Table 1 shows that the majority of respondents have a high level of education. Formal education is important to establish entrepreneurial capacity, and, especially in developing countries, as well as vocational training [16]. Experience is also important because it can compensate for education. Nafziger and Terrell, who conducted a study on Indian businessmen revealed that age, experience and background can compensate for the lack of education in the entry level and success of the company [17]. This is also supported by the results of research in Indonesia. Tambunan shows that the level of education positively affects the growth

of the company [18]. The owners of SMEs with a higher education level proved to be a better understanding of their business. If you look at the research in this fashion, then dominated by the educated to degree so it can be assumed they have a high level of education that is expected to have the ability to understand the latest market trends. The educational background of women will affect the way he takes desperation both in business and family environment. Therefore formal education makes an important thing to improve competence and empower women psychologically [8].

B. The Linkage Rate of SMEs with Job and Status

TABLE II. CHARACTERISTICS OF RESPONDENTS BY JOB AND STATUS

Work			Size			Total
			Micro	Small	secondary	
Entrepreneurial status	Marital status	Single	32	11	0	43
		Married	29	32	7	68
	Widow		0	3	0	3
		Total		61	46	7
PNS	Marital status	Married		3		3
		Total			3	
Employee	Marital status	Single	10		0	10
		Married	3		3	6
	Total		13		3	16
College student	Marital status	Single	41			41
		Total		41		
More	Marital status	Single	4	0		4
		Married	17	3		20
		Widow	2	0		2
	Total		23	3		26
Total	Marital status	Single	87	11	0	98
		Married	49	38	10	97
		Widow	2	3	0	5
	Total		138	52	10	200

According to the table 2 can be seen that most womenpreneur has the primary job as self-employment, while the rest become womenpreneur as a side job. Womenpreneur are included in the category of micro enterprises mostly being an entrepreneur is his main job and mostly unmarried status. Similarly, in this micro enterprises further in the second position is dominated by students who are not married. In a small business, a large part womenpreneur has the primary job as an entrepreneur and are married. As for medium-sized businesses, a large part womenpreneur have a primary job as an entrepreneur and are married.

Table 2 shows that the fashion industry started from a hobby cultivated by women, either unmarried or married. This situation shows that the interest in women's fashion will grow from day-to-day performance is better and in addition to their own needs can also increase revenue. It is seen that most of womenpreneur make efforts now as their main job in generating money to help the family economy. Besides, based on interviews there are some among them who initially worked but then chose to stop work on others because of low salaries, the time consumed outside the home, and no progress so they decided to entrepreneurship. But some of them are still there also being an entrepreneur as a side and still work on other

agencies such as local governments, teachers, bank employees for the sake of leisure, hobby and increase revenue. This is in line with research conducted in Pakistan that which states that 47% womenpreneur is purely as a housewife, 28% work in companies with different areas and the remaining 21% are students [19]. The above conditions are supported by the results of research prove that most women become entrepreneurs, especially in the field of SMEs, set up by poorer households or individuals who cannot find a better job elsewhere, either as a primary or secondary job (supplementary) source of income [20]. The MSME category dominated by SMEs which were managed without having wage workers. Therefore, the presence of SMEs in Indonesia is often considered as a result of unemployment or poverty, not a reflection of the entrepreneurial spirit.

C. The Linkage Rate of SMEs by Ownership Type and Number of Employees

TABLE III. CHARACTERISTICS OF RESPONDENTS BY TYPE OF OWNERSHIP AND NUMBER OF EMPLOYEES

Ownership type		Size			Total	
		Micro	Small	secondary		
Personal	Number of employees	<10	128	32	0	160
		10-30	2	13	7	22
		30-50	0	1	3	4
Total			130	46	10	186
Ownership type		Size			Total	
		Micro	Small	secondary		
Family	Number of employees	<10	5	2		7
		10-30	3	4		7
		Total	8	6		14
Total	Number of employees	<10	133	34	0	167
		10-30	5	17	7	29
		30-50	0	1	3	4
Total			138	52	10	200

Based on data in Table 3 shows that almost all respondents as many as 186 people or 93% have a business with this kind of private ownership, while the remaining 14 people or 7% have a business with this type of family ownership. Of private property, which includes the most categories are SMEs engaged in micro-enterprises with number of employees less than 10 people, as well as on small businesses turned out the most are those which have the number of employees less than 10 people. As for medium-sized businesses and private property, has a number of workers between 10-30 people.

Based on the data shown in Table 3, most have their own business run itself starting from scratch, process and marketing of goods. They generally begin this endeavor alone because it is based on a hobby of designing clothes. This causes many of them start everything yourself and when it starts a new developing employ others. So that ownership is actually owned by itself from the capital, designing up to marketing.

The number of employees in SMEs is limited, it is in accordance with the characteristics of SMEs in Indonesia in the absence of a clear division of tasks between the administration and operation. Most small industries is managed by an individual who is also the owner and manager of the company

utilizing the labor of the family and close relatives. Most of these efforts have not have legal status.

IV. CONCLUSION

Womenpreneur who are engaged in the fashion industry in West Java have young, high-educated characters who are not married and are owned businesses privately that are pioneered by themselves. Therefore, the potential of womenpreneur in West Java is very high and needs attention from the government because it can help to alleviate family poverty and open new jobs.

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