

Analysis of Personal Characters and Business Behavior of Women in Industrial Revolution 4.0 (Case In Sungai Buluh Timur Village, Remote Village In Padang Pariaman Regency, West Sumatra Province)

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ABSTRACT

This study aims to look at the distribution of respondents based on personal characteristics and the level of business behavior in the era of digital information technology for women entrepreneurs in running a household scale business in Sungai Buluh Timur Village, Padang Pariaman Regency. The research approach used is a quantitative approach with a descriptive survey method. The research instruments used were questionnaires, observations, and interviews. The results showed that the majority of respondents were of productive age (31-45 years), had an average education of high school graduates, the dominant had never attended a business training, spending was greater than income, minimal use of technology in business and communication, social media was limited to sms, and rarely follows television broadcasts that have substance with entrepreneurship. Furthermore, the level of business behavior is categorized in the "medium" category at the very good, good, medium, bad and very bad categories.

Keywords: *Personal characteristics, business behavior, and industrial revolution 4.0*

1. INTRODUCTION

Indonesia is a country that has the highest population density in the world. According to the CIA World Factbook census in July 2019, Indonesia ranked 4th after the United States as the most populous country with a population of 268,074,600 people or around 3.54% of the total world population. Indonesian population also has a lot of diversity in various aspects, one of which is diversity in economic aspects. Economic factors are one indication used to measure the level of welfare of a population in a country.

Many factors are found to cause economic disparities, such as public education which is still low, both in utilizing human resources and in utilizing natural resources. Besides the low education factor, another factor is the perception of the local community towards various innovations from outside that enter the region. (Sari Ekonomi, & Airlangga, 2018). To overcome economic disparities in remote communities, the farthest and most remote or far from the center of government is to provide a policy intervention that is community empowerment.

Empowerment according to Syahyuti (in Bartin, 2019) is an emphasis on the intervention of the government and several parties to increase individual and community capacity (capacity building) through the process of education and training so as to increase the

knowledge, skills and awareness of individuals and the community. The community is given power in the form of knowledge and skills so that they can continue their lives in a better direction (Sumodiningrat, 1999). What's more at this time all aspects of life have been entered by digital technology.

In community empowerment actions, women are often the object of activity, especially in the business aspect. The reason is because women have more free time or do not work as well as men. The problem of unemployment and female labor is also a strategic issue that is hotly discussed today. Therefore to fill in the time it is very suitable to be given an empowerment program in the form of life skills education. Through life skills education various solutions to economic problems in the female target group can be provided as needed.

Sungai Buluh Timur Village is one of the remote villages located far from the center of the district government. Access to get to this village is also quite far and has steep and winding roads. Internet networks have begun to enter the nagari in the past year, where a small portion of the people there have started using the internet to support their lives. In the rapid use of the internet, it is found that many people do not understand how to use it and some even refuse to use it.

The economic living conditions of women in Sungai Buluh Timur Village need government attention.

Women in this village spend most of their free time with activities that are less useful, even though they have the potential to work productively and can produce goods or services that can help their family's economy.

Based on the description above it can be concluded that the government and related parties need to formulate a community empowerment policy strategy especially for women who are on target, synergistic, and sustainable, especially providing support in the use of digital technology to support business ability. Therefore in-depth research and focus on fostering women's businesses in the digital era is needed to produce appropriate policies for the community or women going forward in Sungai Buluh Timur Village.

2. METHOD

Research Subject and Location

As the subject or population in this study were are womens who actively run businesses on a scale of household businesses with the following characteristics: 1) women are in the weak economic class, 2) women with low formal and non-formal education, and 3) women who have many family members. The total population of the study was 76 people and as many as 37 people were selected as research samples. Sampling is done based on simple random sampling.

This research was conducted for two months, namely in June and July 2019, located in Sungai Buluh Timur Village, Batang Anai District, Padang Pariaman Regency. The selection of the location of this research is based on the consideration that many women businesses have not been well developed, community education is relatively low, and this village is in a remote area even in the past few years this village is a disadvantaged area.

Collecting Data

Primary data was collected through a questionnaire, both quantitative and qualitative data. The questionnaire was made in the form of a Likert scale. To obtain quantitative data about the personal characteristics of the questionnaire answers were made in four interval scales, and to obtain data about business behavior divided into four answer criteria namely often, ever, rarely, and never (Sugiyono, 2017)

Analysis Data

This study uses a quantitative approach, the primary data obtained from the results of questionnaires are then processed with several descriptive statistical analysis techniques to see the distribution of categories on the personal characteristics of respondents, women's business behavior, and the level of diffusion adoption of information technology innovation. From the results of descriptive statistical analysis obtained the frequency and percentage values for each sub-variable, then a score calculation is performed to see the qualitative categories for each variable and sub-variable (Sugiyono, 2017)

Furthermore, through interviews and observations conducted a qualitative analysis of several variables and sub-variables that show interesting and specific phenomena (Cresswell, 2014)

3. RESULTS AND DISCUSSION

Personal Characteristics of Respondents

Many opinions say that there are many aspects that are described about a person's personal characteristics. Wardini (2004) said that personal characteristics can be seen from the level of education, the number of family dependents, family income, and the amount of venture capital. All that must be examined carefully if researchers want to get real data and in accordance with actual conditions.

In this regard, Bartin (2018) said that the educational aspects as well as the economic aspects are the personal aspects of learning citizens which will affect their quality of life.

The distribution of data about the personal characteristics of women entrepreneurs in Sungai Buluh Timur Village can be seen in Table 1.

Table 1.
Distribution of Respondents Based on Respondents' Personal Characteristics (n = 37)

Personal Characteristics of Respondents	Scale of measurement	n	Percentage (%)
1. Age	(15-30 years)	7	18,92
	(31-45 years)	1	51,35
	(46-60 years)	9	29,73
	(>61 years)	1	0,00
		0	
2. Formal Education	SD/Elementary school	5	13,51
	SMP/ Midle school	1	27,03
	SMA/High School	0	51,35
	University	1	5,41
		9	
		2	
3. The frequency of participating in entrepreneurship training/workshops	Never	2	78,38
	1-2 times	9	5,41
	2-4 times	2	0,00
	> 4 times	0	5,41
4. Number of children (family dependent)	No person	2	
	(0-2 persons)	4	10,81
	(3-4 persons)	1	40,54
	> 4 persons	5	40,54
		1	2,70
5. Personal income every month (Rp)	(0-1 million)	1	
	(1-2 millions)	2	67,57
	(2-3 millions)	5	18,92
	> 4 millions	7	5,41
		2	0,00
6. Personal expenses every month	(0-1 million)	0	
	(1-2 millions)	1	37,84
	(2-3 millions)	4	43,24
	> 4 millions	1	2,70
		6	2,70
	1		
	1		

7. The use of superior technology in business	Nothing	2	67,57
	Engine fuel oil	5	18,92
	Electric machine	7	8,11
	Digital machine	3	0,00
		0	
8. Types of communication tools used	Nothing	2	5,41
	Desk telephone	0	0,00
	Mobile phone	2	67,57
	Smartphone	5	27,03
		1	
9. Social media in use today	Facebook	5	13,51
	Instagram	3	8,11
	Whatsapp	1	29,73
	SMS	1	64,86
		2	
10. Frequency of watching television in a day	Never	4	
	(1-2 hours)	6	16,22
	(3-4 hours)	2	70,27
	> 4 hours	6	10,81
		4	2,70
	1		

Table 1 shows that the aspect of formal education for women who run a dominant education business is high school graduates, with 19 people (51.35%), and at least at the university level, only 2 people (5.41%). This educational data display is a normal curve in which life skills education participants are generally junior and senior high school graduates and very few have graduated from elementary school and university. The distribution of the data also shows that groups educated in junior and senior high schools need to be given adequate business education and training related to the use of information technology in business. This is important so that they can work productively and can support the fulfillment of family needs and not always depend on the husband's income.

Referring to the sub-variables on entrepreneurship training that were followed in the last 5 years it was found that most of the respondents were 29 people (78.38%) had never participated in entrepreneurship training, while respondents who participated in related training more than 4 times were only 2 people (5.41%). The distribution of this data shows that there are very few women entrepreneurs who have never attended entrepreneurship training. This certainly becomes a problem when respondents want to develop their businesses in the future. Education and training and assistance is absolutely necessary for them to be able to adjust to the current globalization that is full of the use of information technology.

In the aspect of community income, it turns out that the dominant community income is under one million rupiah per month, as many as 25 people (67.57%), and no one has an income per month above 4 million rupiah. While the dominant respondent's expenditure was above the income, with expenditure of 1-2 million, namely as many as 16 people (43.24%), followed by spending as much as 0-1 million as many as 14 people (37.84%),

expenditure of 3-4 million as much as 1 people (2.70%), there were even respondents who spent more than 4 million rupiah a month (1: 70%).

The aspect of family responsibility, the community whose dependents are dominant in the respondents with the number of children in the range of 1-2 children is 15 people (40.54%), and the range of 3-4 children is also 15 people (40.54%), followed by those who do not have family dependents (children) as many as 4 people (10.81%), while respondents who have dependents of more than 4 children are as many as 1 person (2.70%).

Ironically, the distribution of respondent data on the parameters of family dependents is inversely proportional to the parameters of the respondent's income. Personal income of respondents is still relatively low where the personal income of dominant respondents is only around Rp. 1-2 million per month, as many as 25 people (67.57%) and no respondent earning above Rp. 4 million per month.

To increase the income of the community, efforts to empower people in the field of life skills education should be intensified and developed in the lives of respondents so that the respondents of women in this village become independent and are able to find their own way out of economic and business problems.

Sub variables about the technology used by respondents in trying to obtain data that the technology used is the dominant technology that is left behind. Most respondents do not have enough knowledge about the latest information technology and can be applied in business. This is proven by the data obtained, as many as 25 people (67.57%) of respondents did not use the latest or digital-based production and information technology. As many as 7 people (18.92%) only use fuel-based production machines, 5 people (8.11%) use electric production machines, and there are no respondents who use production technology using digital-based machines. Furthermore, it was found that the data using information technology in communication is that most of the respondents, 25 people (67.57%) used ordinary mobile phones, 10 people used Android phones (27.03%), and 2 people (5.41%) did not use any communication media.

The use of machine technology and digital technology that is minimal in running a business is one of the factors causing their business to not develop properly. This contrasts with the future conditions in which all business sectors have entered the era of the industrial revolution 4.0 where all business activities have been based digitally or known as the internet of things (IoT).

Social media also has a high influence on the business development of respondents. Almost all human activities today are communicated through social media, ranging from seeking business relationships, looking for business information to marketing the results of entrepreneurship through social media.

The distribution of respondents to the use of social media turns out to be dominant that is limited to using SMS, namely as many as 24 people (64.86%), followed by the use of whatsapp as many as 11 people (29.73%), instagram users as many as 3 people (8.11%) and only 5 Facebook users (13.51%).

The distribution of this data can be interpreted as saying that women entrepreneurs in this village are not yet active in internet-based media, one of which is Facebook where social media is very common and can reach all regions in the hemisphere.

Indeed, for the intervention of information and the diffusion of innovations in enhancing entrepreneurship technology among remote communities, conventional media are still needed such as television, radio, newspapers and so on. however, based on the distribution of respondents' data on the use of conventional communication media it is known that respondents are still minimal in obtaining information from television media. The time used by respondents to watch television is dominant in the range of 1-2 hours, as many as 26 people (70.27%), and those who are more than 4 hours using the time to watch television only 1 person (2.7%), there are even respondents who have never watched television are as many as 6 people (16.22%. The reason for the low use of television as an information medium is suspected because respondents spent more days working such as farming, social activities, and taking care of the family.

Based on the results of focus group discussions, observations, and interviews in the field, it was concluded that the difficulty of access to communication used by respondents of women entrepreneurs in Sungai Buluh Timur Village was due to the limited costs of purchasing communication equipment, equipment and business infrastructure based on information technology, low knowledge of use digital communication tools, as well as low willingness and confidence in business development. Internet-based communication networks are still new to most respondents. This condition is very different from the people outside this village who have long felt the ease of communication services with digital-based information technology and the use of more advanced production technology.

Characteristics of Respondents Based on Business Behavior

Based on the business skill behavior variable data from 37 respondents obtained the following data distribution, there are 14 people (37.83%) respondents “rarely” do business planning, 13 people (35.13%) “never” do business planning, 6 people (16.21%) “often” do business planning and only 4 people (10.81%) “always” do business planning. The score obtained for the indicator of business planning is 50.00%, meaning that overall respondents in planning their business are in the “medium” category. For more

details the distribution of respondents based on business planning indicators in women's business behavior can be look in Table 2.

Table 2
Distribution of Respondents Based on Business Skills Behavior (n = 37)

Business Skills Behavior	Scale of measurement	Amount	Percentage (%)	Score (%)	Category
Business Planning	Never	13	35,13	50,00	Medium
	Rarely	14	37,83		
	Often	6	16,21		
	Always	4	10,81		
Business Production	Never	15	40,54	46,81	Medium
	Rarely	15	40,54		
	Often	3	8,10		
	Always	3	8,10		
Marketing and Business Capital	Never	13	35,13	48,46	Medium
	Rarely	15	40,54		
	Often	6	16,21		
	Always	3	8,10		
Average score				48,42	Medium

Rating Category: Interval Score : 0-100%
 Very Good : 80.01 – 100.00
 Good : 60.01 - 80.00
 Medium : 40.01 - 60.00
 Bad : 20.01 - 40.00
 Very bad : 0.00 - 20.00

Based on the data on the sub-variables of respondents' skills and knowledge in business production, it is obtained that there are an equal number of respondents who rarely and never do the production process as they should in the digital age. There are 15 people (40.54%) respondents said “often” and “always” carry out the production process using digital-based technology, and the same number of 3 people (8.10%) said “often” and “always”. In the sub-variable aspects of the production process of women's businesses in the digital era a score of 46.81% was obtained. This can be interpreted that the respondent's business skills behavior in the business production process in the digital era is of “medium” category.

Based on the data above, it can be interpreted that respondents did not do much analysis of business planning, accelerate production and maintain product quality, as well as market analysis and look for opportunities to increase business capital. According to Solfema (2017), a home-based industrial business that is carried out by most women in West Sumatra is a simple

business, such as making snack products, sewing clothes, business processing agricultural products, and business production of other household needs. This target group is spread out in almost all regions, especially in disadvantaged areas and where people are still classified as poor families.

Furthermore, through the sum of all sub-variable scores obtained an average score of 48.42%. This means that the distribution of respondents based on the level of business skills behavior in the community studied is in "the medium category"

4. CONCLUSIONS

Based on the research findings and discussion, several research conclusions can be drawn, namely:

1. The majority of respondents are of productive age (31-45 years), have an average education of high school graduates, generally have never attended business training, spending is greater than income, minimal use of digital information technology in business, social media is limited to text messages, and rarely follow a television broadcast that has substance about entrepreneurship.
2. The level of business behavior of women in Sungai Buluh Timur Village is included in "the medium category".

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