

The Phenomenology of Work Productivity for Entrepreneurial Women in Bali

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ABSTRACT

This study has the aims to determine the phenomenology of work productivity for entrepreneurial women in Bali. The use of economic resources in an effort to work productivity is important in every effort made by women entrepreneurs in Bali to achieve maximum results. This research uses a qualitative method with a phenomenological approach that describes the general meaning of a number of individuals to their various life experiences related to concepts or phenomena. Online interviews with 24 informants of women entrepreneurs in Bali with various business fields they are engaged in. The results showed that entrepreneurial women have the ability to use various inputs according to the optimal proportion of prices and certain production technologies. The productivity achieved can be seen from the process of completing tasks from a more efficient workforce supported by a conducive work environment so as to obtain satisfactory results.

Keywords: *Entrepreneurship, Work productivity, Women*

1. INTRODUCTION

Work productivity for a business is very crucial in the process of increasing business income. Measure that can be used to find out is through the effectiveness of the running of the business. A business that is carried out will continue to develop if the productivity of the workforce increases in the midst of competition in the business world. Human resources (HR) are related to the productivity of work carried out in an effort to maximize the production process. High productivity is reflected in the mental attitude [1] and the work ethic of the workforce to improve their welfare in the company. This will benefit both entrepreneurs and their workforce, especially for their welfare. It is only possible to increase work productivity by humans, on the other hand, human resources can also be the cause of waste and inefficiency in various forms [2]. Three main aspects that need to be reviewed in ensuring high productivity are aspects of workforce management capabilities, aspects of labour efficiency and aspects of work environment conditions. These three aspects are interrelated and integrated in a system and can be measured with a variety of relatively simple measures [3]. Productivity must be part of the preparation of a business strategy that includes production, marketing, finance and other fields. The participation of the

workforce in this case, uses resources effectively and efficiently. Aspects of work environment conditions also determine the work productivity of each workforce. This is confirmed by [4] that land productivity has a positive and significant contribution to technical and economic efficiency. These findings suggest that production will increase significantly with tillage and better counselling of good agricultural practices.

Productivity as a measure of productive efficiency in using resources is an effort to achieve the desired results. In every production activity, all resources have a role in determining the level of productivity so that it needs to be managed and regulated properly. Reference [5] stated that productivity is the ratio of production results to the total resources used. This is also reinforced by the results of research by [6] which revealed that productivity can be achieved through production activities. Productivity is not just a technical or managerial problem but is a complex problem, the more different its objectives are the more different the definition of productivity is. Productivity as a comparison between results achieved with the participation of labour per unit time in the use of productivity resources. The same opinion is also stated by [7] that productivity is related to economic, philosophical and systems concepts. Productivity refers to human activities to produce productivity that is useful

for meeting community needs. HR management must also pay attention to related factors, especially culture, because if habits are allowed to continue, it will damage the existing culture in a company, especially the management of the company or organization. The level of individual productivity in the workplace is also supported by the work management culture [8]. This is important because the work culture in a business provides support in the process of completing work. The working relationship between fellow workers and business owners must be maintained to build a conducive working atmosphere. The same thing was also expressed by [9]. that work attachment has an effect on labour productivity.

The productivity as the production created by a worker at a certain time. An increase in productivity means that workers can produce more goods in the same period of time or a certain level of production can be produced in a shorter period of time. The increase in productivity is caused by the following factors: (1) technological advances in production, with technological advances allowing the replacement of economic activities from using human labour to machine power which will increase the level of productivity; (2) the progress of the nature of the workforce, economic progress has an impact on the skills and intelligence of the workforce which plays a role in enhancing productivity; (3) improvement in corporate and community organization, the more advanced the economy, the more companies that work according to modern management methods as a measure of higher productivity. Productivity also reflects a good work ethic and mental attitude of the workforce. Both employers and workers involved make efforts to increase their productivity, with various policies that can efficiently improve workforce performance.

The opinion of [10], that the indicators of work productivity are as follows: (1) quantity of work, a result achieved by a certain number of workers with a comparison of existing standards or set by the company, (2) quality of work, a standard results related to the quality of a product produced by the workforce in this case is the ability of the workforce to complete the work technically with a comparison of the standards set by the company, (3) timeliness, the level of an activity completed at the beginning of the specified time, seen from the point of view of coordination with the output and maximizing the time available for other activities. Timeliness is measured from the worker's perception of an activity that is provided at the beginning of time until it becomes output.

Work productivity is also closely related to the work environment of every business, because this will provide a working climate for the workforce. A conducive work environment greatly influences people to work harder. A conducive work environment has a

direct effect on the comfort of workers in carrying out work activities. This statement is reinforced by research by [11], and [12] that the work environment affects labour productivity. A comfortable environment will encourage the workforce to be happy to work and increase the sense of responsibility to do the job better so that the workforce can increase work productivity. The modern economy of every company is always trying to develop technology, workforce expertise, management and product innovation to ensure that they can always compete with other companies. One of the important goals is to improve production efficiency which will increase the productivity of producing activities. Every company wishes that its workforce can increase high work productivity.

Furthermore, this work productivity also occurs in women entrepreneurs in Bali. The economic development in Bali has been able to provide a platform for women to be enthusiastic about pursuing a career in business so that they are able to contribute to household income. Entrepreneurial women not only create new jobs for themselves and others, but also provide various types of business solutions for people to take advantage of business opportunities in different ways. Based on the opinion of [13], the motivational factor is the reason for choosing a certain type of business by an entrepreneurial woman. This is also evident in the research of [14] which revealed that women have unique motivations for entrepreneurship. However, there are many other factors that can provide support and encouragement for women to run a business, because the main task of women is to be more involved in household activities. Family support is very helpful in the success of women's businesses. This statement is also confirmed by [15] who have examined financial capital and the support of family members play a role in businesses run by women. Whatever form of support is given, women have the confidence to run the planned business. Reference [16] showed that knowledge about starting a business is the most influential factor in motivating women to set up their own businesses. Money is not the only goal of entrepreneurial women to enter the business world [17]. They run businesses with the ability, talent, skills and knowledge they have in an effort to generate income. Women can make a significant contribution to entrepreneurial activities [18]. This is confirmed by [19] who have discussed the factors that motivate women to become entrepreneurs that are: independence, personality development, increased welfare, and the desire to gain profits. This is in line with [6] opinion that women are able to act as breadwinners for the family. More and more women who participate in entrepreneurial activities reflect transformations in the economic and social fields [20]. Women can make a significant contribution to economic development [21];[22] in terms of creating new jobs and increasing gross domestic product (GDP) [23]; [24]),

with a positive impact on poverty reduction and social exclusion ([25];[26]). Entrepreneurial women in Bali are able to develop themselves freely to meet their needs with the income they earn so that they have their own pride. Thus, every entrepreneurial woman has her own way of increasing work productivity, because productivity is a driving factor for businesses that are run to be more developed.

2. METHOD

The study used a qualitative approach [27], and phenomenology to find the "essence" of the meaning of the phenomena experienced by entrepreneurial women in Bali. The procedure used by epoche (confinement) is to understand the experience of entrepreneurial women as fully as possible [28]. This is done through interviews about life experiences in an effort to increase work productivity. This description is about "what" they experienced and "how" they experienced it. The Balinese women entrepreneurs interviewed were in the districts of Badung, Bangli, Buleleng, Gianyar, Jembrana, Karangasem, Klungkung and Tabanan. They provide information related to workforce productivity which contributes to the development of every business they run.

3. RESULTS AND DISCUSSION

This research was conducted on Balinese women entrepreneurs in Badung, Bangli, Buleleng, Gianyar, Jembrana, Karangasem, Klungkung, and Tabanan districts who have various types of businesses. Various types of businesses can be empowered by entrepreneurial women in Bali. This business sector is able to open employment opportunities for other women who do have expertise in this field. Businesses that are carried out are in the form of culinary, make-up, handicraft, agriculture, animal husbandry and household businesses.

The following is the narrative of several entrepreneurial women:

"I opened a culinary business to develop cooking skills and create jobs for women around the house".

This business is a bridge to improve the ability to process food so that it can be liked by consumers. In this case, a commitment is needed to continue to be creative in making better food every day because consumers get information about the taste of the food served as a basis for improvement to be more perfect. This also opened up opportunities for other women to join in the work and some to make snacks to sell at the restaurant. Thus the circulation of money becomes more and is able to develop the creativity of housewives.

"I used the knowledge I got to open a beauty salon business".

Beauty salons are synonymous with women who want to take care of themselves, this will provide a good business opportunity to continue to be developed because it will provide promising income.

"The handicraft business has become the foundation of my life to make ends meet".

Crafts are never empty of customers because the types ranging from household to indoor jewellery are continuously used by consumers. This will provide additional income for women entrepreneurs engaged in this field.

"I opened a livestock business so that it continues to grow and increase income".

This livestock business is not only for the owner, but also has an impact on his workforce. The process from maintenance to marketing requires a skilled female workforce. Of course this is beneficial for women working in this sector. Likewise, egg and meat traders can buy cheaper prices for resale.

Following are the accounts of several women entrepreneurs about the productivity of business strategies covering the fields of production, marketing, finance and other fields. The participation of the workforce in this case, uses resources effectively and efficiently.

"We are opening entrepreneurs at home to attract travellers and buses to visit Bali, and for now we are marketing it around Gilimanuk because of the impact of Covid. Working conditions that are conducive and appropriate according to health standards are very helpful in entertaining consumers".

Product marketing aspects are adapted to current conditions. These entrepreneurial women are more creative in providing satisfaction to consumers by sharing ways of offering their products. Developing ways of distributing products is to improve services to consumers. In this marketing activity, the entrepreneur observes the buying habits and motives of every consumer who buys food, so that this effort can be more directed to create and satisfy customers.

"The ability of my workforce is professional because most of them graduated from make-up and already have experience in doing make-up and hair styling for customers. The workplace environment is also supportive, this can be seen from the various facilities we have that are complete and able to provide services to customers.

Beauty businesses are able to use workforce management according to their level of expertise. The ability of the workforce to complete the job really depends on the skills each individual has. Business owners can place workers according to their fields of expertise so that the utilization of their resources can be

maximized. Every workforce has skills in managing businesses that use more physical skills.

"We use various social media to market woven products, because it is effective in reaching a variety of buyers. A comfortable work environment helps in the sale and purchase of handicraft products in the form of bags, baskets, household items, and bamboo ornaments. We also pay attention to the layout of goods so that consumers in choosing goods are easier to see and this provides an attraction that has succeeded in attracting buyers".

In addition to the various marketing techniques in attracting consumers, the work environment also determines work productivity. A good work environment will make the workforce more comfortable and active. A pleasant working atmosphere will also support the workforce to contribute to the work they complete.

"We market livestock meat directly to food vendors, but there are also meat sellers, so the amount prepared is according to demand. The work environment also supports both a strategic location for the transaction.

The marketing process without intermediaries can establish direct communication with consumers so that it is more effective to interact. Entrepreneurs can find out direct consumer responses through direct marketing. Selection of the right location is a factor that determines the success of the business being run. Businesses that are located close to customers will be able to provide excellent service to customers in order to gain business profits.

Businesses run by entrepreneurial women in Bali are not only for themselves, but also open other business opportunities for women around the place of business. This proves that women are able to create jobs and provide opportunities for other women to develop their abilities. The faster velocity of money can lead to various forms of women's creativity. This certainly adds to the motivation to increase income through various productivity processes carried out by each business.

Developing ways of distributing products is to improve services to consumers. This is done as an effort to increase the amount of production as a tangible form of work productivity. The more satisfied and loyal consumers are to the products offered, the more production will be produced. Thus, the level of productivity is higher. Business owners can place workers according to their fields of expertise so that the utilization of their resources can be maximized. Labour is a determining factor for increasing work productivity because they have a way to continue to be creative and create various job opportunities to become business profits. This is inseparable from the role of the work environment. Good working conditions will make

workers more comfortable and active. Every workforce needs a supportive environment in carrying out work. A pleasant working atmosphere will also support the workforce to contribute to the work they complete. The results of each job cannot be separated from the work environment, both physically and non-physically. The work environment has an important meaning in the various jobs performed by workers. Physically, the work environment, work facilities and infrastructure really helps the process of increasing productivity. Likewise non-physically emphasizes the aspects of a harmonious work relationship between fellow workers and business owners. This is a form of activity that supports work results to get satisfaction because it can exceed the planned business target. The work environment greatly affects the level of work productivity so as to achieve optimal results. This is in line with research conducted by [29], [30], and [11] that the work environment has an effect on labor productivity.

4. CONCLUSION

At last, work productivity can be seen from various supporting aspects, including production, marketing, work environment and various things that really determine the process until the end. Every business woman entrepreneur in Bali has a different way to increase work productivity. This uniqueness and creativity provides a higher appreciation for entrepreneurial women not only in the form of material but also high motivation to continue to be productive. Using resources effectively and efficiently in work can increase work productivity.

ACKNOWLEDGMENTS

We thank Ganesha University of Education for funding the publication of this article on the phenomenology of work productivity for entrepreneurial women in Bali.

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