



The Role of Housewives, Motivation, Business Independence and Education on the Economic Improvement of the Family

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ABSTRACT

This research is a qualitative approach. The subjects of this study were the wives of potato farmers in Simpangan village, Batur, Banjarnegara. The object of this research is the improvement of the family economy. Data collection was done by interview, observation, and documentation methods. To prove the validity of the data used persistence techniques in the field and triangulation of sources. Data analysis in data reduction research, data presentation and conclusion drawing. The results showed that the research subjects were housekeepers and also helped improve the family's economy by increasing knowledge about processing low quality potatoes into Mustofa potato products, which were processed into delicious and nutritious potatoes, so that it would improve the socioeconomic conditions of their families. The inhibiting factors are the division of time between work and family management, as well as motivational problems, as well as optimizing the use of potatoes. Suggestions are given as follows: 1) managing time allocation for business, 2) trying to be self-motivated, 3) and optimizing the use of potatoes. Implications – This research is limited to potato wives in Simpangan village, Batur, Banjarnegara, so farmers are advised for further research to expand the surrounding tourist attractions considering the location is also close to the Wonosobo area in order to compare the level of ability to improve the family economy, inhibiting factors, motivation, independence, and educational background.

Keywords: *Mother's Role; Motivation; Business Independence; Educational Background; Education*

1. INTRODUCTION

Potatoes are the main commodity of the Simpangan Village community, Batur, Banjarnegara which is located in the Dieng Mountains area. Potatoes have very useful content, the nutrients contained in potatoes include carbohydrates, minerals (iron, phosphorus, magnesium, sodium, calcium, and potassium), protein, and 9 vitamins, especially vitamins C and B1. Potatoes also contain fat in relatively small amounts, i.e., 1.0-1.5%. Chemical composition is influenced by variety, soil type, cultivation method, harvesting method, maturity level and storage conditions [1]. The ratio of protein to carbohydrates of potato tubers is higher than that of cereal seeds and other tubers. The amino acid content in potatoes is also balanced, so it is very good for health [2]. Potato tubers do not contain fat, cholesterol, but contain carbohydrates, sodium, protein, vitamin A, vitamin C, calcium, and iron, and the content of vitamin B6 is quite high when compared to rice [3]. The potato content

allows it to be widely used for various processed foods, both wet and dry foods.

The majority work as potato farmers with a fairly large difference in economic level. Simpangan Villages. The community which has extensive agricultural land tends to have a high economic level. On the other hand, the economic community in the lower middle class generally only owns about 1/8 ha of land or less, and does not even own land. They will rent other people's land or cooperate with a profit-sharing system. Based on the quality, the potatoes harvested by potato farmers in the Dieng Mountains are divided into several categories, namely grade A, grade B, grade C, grade D, and BS. Among the five types of potatoes harvested by farmers, potato types D and BS are of low quality because of low selling prices. Potato D is small. The selling price of grade D potatoes is the price of grade A and B potatoes. BS potatoes are potatoes of category A, B, and C but with a shape that is not smooth (with holes) or scratched

during harvest. The selling price of BS potatoes is the price of grade A and B potatoes.

The women in Simpangan Village are the wives of potato farmers who have a land area of about 1/8 ha or less. Each harvest, only produces 2 tons of potatoes with grades A, B, C, D, and BS. The selling price of BS is only times the total number of potatoes harvested. If potatoes with A and B qualities from farmers are priced at 8K by collectors, then the price of BS potatoes is only 2K. The results of the interview with Mrs. Sarofah, et al. Every potato harvest will be sold all. Mothers only set aside a little potato grade D and BS to be cooked into a side dish or chips for their own consumption. Mothers have never thought of processing D and BC quality potatoes to increase their income. Even though Simpangan Village is one of the villages close to the tourist village of Dieng in which there are many tourist attractions. This is an opportunity for the Simpangan Village community to be able to improve the economy, one of which is by selling processed potatoes as a side dish for souvenirs typical of the Dieng Mountains that are widely known, such as candied carica, potato chips, mushroom chips, and others. Based on these problems, a solution is offered in the form of processing grade D and grade BS potatoes into Dieng mustafa potatoes to improve the economy of potato farming families.

The selection of Mustafa potatoes is due to the relatively easy processing. Mustafa potatoes are also able to reach all consumers from all walks of life, especially millennials who want contemporary products. This food is also expected can be used as a food companion for souvenirs typical of the Dieng Mountains to accompany the typical food of the Dieng Mountains which is well known to the wider community. Based on the description above, the formulation of the problem that will be discussed in this study are: Factors inhibiting the division of time between work and taking care of the family, and motivational problems, as well as optimizing the use of potatoes. Suggestions are given as follows: 1) managing the division of time for business, 2) trying to be self-motivated, 3) and optimizing the use of potatoes. Implications This research is limited to the wives of potato farmers in Simpangan village, Batur, Banjarnegara, so it is recommended for further research to expand the object of research in the surrounding area considering the location is also close to the Wonosobo area in order to compare the level of ability to improve their family's economy, inhibiting factors, motivation, business independence, and educational background. The objectives to be achieved in this research are:

1. Knowing the motivation of housewives in improving the family economy?
2. Knowing the independence of the housewife's business in improving the family economy?
3. Knowing the education of housewives in improving the family economy?

2. METHOD

The research uses a qualitative approach, namely an approach by looking at the object of study seen from a system, meaning that the object of study is seen as a unit consisting of interrelated elements and describing existing phenomena [4]. Data collection was done by interview, observation, and documentation methods. To prove the validity of the data used persistence techniques in the field and triangulation of sources. Data analysis in this study is data reduction, data presentation and verification or drawing conclusions.

3. RESULT AND DISCUSSION

3.1. Motivation of housewives of potato farmer's wife

The motivation of housewives and wives of potato farmers in Simpangan Village to help improve the household economy because of the need factor according to Maslow, basically employees work to meet the following needs: Physiological needs, security needs, social needs, self-esteem needs, and needs self-actualization. These needs are hierarchical, i.e., a need will arise if the previous basic needs have been met. After physiological needs such as clothing, food and housing are met, these needs will be replaced by the need for safety and so on. So that the level of needs of a person will vary in work. A person whose needs are only to eat, then any work will be done to meet those needs.

The role of a housewife in improving the family's economy is a woman who plays an important role in the family as the smallest unit in people's lives and has the status as a wife as well as a mother for her husband and children. Housewives have duties and responsibilities for managing everything in the household. The duties of a housewife are to do housework, take care of children, cook, clean the house, and so on related to the situation in the house. Along with the development of technology and the demands of the times, many housewives who initially only did housework, now many have decided to work or open a home industry business. A working housewife is a woman who works as a housewife and also acts as a worker, where the factors that encourage working housewives are to be able to live independently and wish to increase family income in addition to husband's income. A housewife is a married woman who is responsible for doing housework, taking care of children, cooking, cleaning the house and not working outside the home. Based on the results of the first interview by Mrs. Sarofah who stated that: "the price of potato agricultural sales tends to decrease, if the potato yields are defective/grade D and BS.

The activities of the wives of potato farmers in innovating to process potatoes into one of the home industry products can be seen in Figure 1.



Figure 1 After stripping, the activity continued with the preparation of spices.

Figure 1 show what motivates the wives of potato farmers to innovate processed potatoes into one of the home industry products known as mustofa potato chips, so that they have a fairly high selling value and can improve the family's economy.

3.2. Business independence of housewives in improving the family economy

In the psychological dictionary, independence comes from the word independence which is defined as a condition in which a person does not depend on others in making decisions and has an attitude of self-confidence [5]. Emil Durkheim, independence is the third essential element of morality that originates in people's lives and develops. because of two factors that become the requirements of discipline, namely the existence of rules of action and authority, and commitment to the group [6].

Business independence is an attitude in which people can regulate, fulfil, and not depend on the will of others in activities aimed at meeting their needs. So that it will encourage someone to take economic action, especially among housewives to develop ideas / ideas with the surrounding environmental conditions. In this case, developing potato agricultural products with grade D or BS into one of the food products that are nutritious and have a higher selling value. As one of the efforts to grow the independence of the wives of potato farmers in improving the family economy.

3.3. Education of housewives in improving the family economy

Mudyahardjo [7] explained that education is a view or a series of opinions about education presented in a concept system. Education as a system implies a certain group that at least has a special relationship reciprocally and has information.

The geographical condition of the people in Simpangan village with the majority of the education level of potato farmer mothers being relatively middle to lower, but it did not dampen the enthusiasm to make a

new breakthrough by developing processed potatoes into a product that has better economic value. This is of course thanks to the creativity of potato farmers to improve the economy of their respective families.

The positive impact is that housewives get additional income to meet the needs of their families without leaving their role as housewives. Based on the presentation of the results of the interview by Mrs. Umi, Elsa, Wafa, et al, it can be concluded that this housewife who works in the agricultural sector proves that in a household sometimes all of their needs cannot be met, thus encouraging them to be more creative. If there is no negative impact.

Based on the presentation of the results of the interview, it can be concluded that the wives of potato farmers want to help their husbands to provide for their families even though they have to be smart or be able to manage the division of time for the family, namely completing all their homework, namely as housewives. So that the nature of a mother who already has a household is still carried out, only then she works outside of work for business, by optimizing the use of potatoes.

And from the results of research conducted by the author on the role of housewives in improving the family economy through this home industry, the reason they manage the home industry is because they want to improve the family economy. besides helping their husbands little by little whose income is not too big, even though the mothers here help their husbands by working but they do not forget their nature as a wife or mother, they also carry out the rules and conditions that have been determined as determined.

3.4. Discussion

1. After the discussion was carried out to listen to the problems of the wives of potato farmers in the village of Simpangan Batur Dieng, it was found that the housewives wanted to increase the value of potato yields through variations of processed products, this of course required skills to develop

creativity and innovation that could be carried out on the side lines of the activities of housewives to help the household economy.

2. This lecture activity for the development/innovation of the potato processing business needs to be followed frequently with the intention of providing an understanding to the mothers of potato farmers in Simpangan village about how to process mustafa potatoes with good quality, besides that they also understand the labelling process from designs, pictures and his writing. Another thing that needs to be done is the understanding process on how to take care of PIRT so that it is easily recognized because the quality of the product has been recognized because it has received a product license with a PIRT



Figure 2 The results of packaging and labeling mustafa potatoes, and ready to be marketed to further improve the family's economy

3.5. Closing

Based on the interviews and observations that have been carried out, it can be concluded that the wives of potato farmers in Simpangan Batur Dieng village in producing mustafa potatoes run smoothly. The mothers were very enthusiastic about participating in the mustafa potato production activity, it was proven that from the start to the end of the activity everyone played a role. The result of this activity is mustafa potatoes that have been packaged with attractive labels and are ready to be marketed. In addition, the results of the study indicate that the research subjects are housekeepers and also help improve the family economy by increasing knowledge about processing low quality potatoes into Mustafa potato products, which are processed into delicious and nutritious potato chips, so that it will improve the socioeconomic conditions of their families marked by increased family economy.

4. CONCLUSION

It is recommended for further research to expand the object of research in the surrounding area considering the location is also close to the Wonosobo area in order to compare the level of ability to improve their family's

number. The support of knowledge and sales practices with a good marketing model is expected to open up wider market opportunities, thereby contributing to the improvement of the family economy.

3. Routine training in processing mustafa potatoes that is carried out properly, starting from peeling potatoes, grated potatoes, washing, frying, drying, seasoning, to packaging, will affect the level of processed products with good quality.
4. Packaging is done by including mustafa potatoes in packages of various sizes, namely 150 ml, 250 ml, and 350 ml as shown in Figure 2. This variation is intended so that consumers can buy mustafa potatoes according to their needs and finances.

economy, inhibiting factors, motivation, business independence, and educational background.

5. SUGGESTIONS

So that the wives of potato farmers in Simpangan Batur Dieng village are better able to manage their time, always be self-motivated, and optimize the use of potatoes with their innovation and creativity.

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