

Entrepreneurship Experience Based On Online-Reading Among Housewives

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Abstract— Making an extra living for a wife does not have to go to the office every day, work at home can be done. Women entrepreneurs can be good examples for their family environment or social environment. The positive things that the activities are about professionalism, self-actualization, patience and other psychological's things. In addition, women in the family also have an important role in helping the husband to improve the economy's family. The steps used in the research are selection, provocation, recording and decoding. The results of the study explained that the housewives who gathered to form a business group, started from having the same motivation and interest that is helping the economy's family. One of the things to do is opening orders of local cuisine, making cakes, making snacks of children, and so on. Interesting thing of the business group is the housewife get inspiration, information and knowledge about entrepreneurship through internet with mobile media. Information most sought and read about recipes, entrepreneur success stories, and marketing theories either offline or online. The conclusion is the entrepreneurial experience of housewives through the "*Dewi Catering*" business group related to the results of online reading via the internet. The results obtained from reading online are housewives can strengthen entrepreneurial motivation, can improve cooking skills and can have the skills to market their products

Keywords— *entrepreneurship; housewife; online-reading*

I. INTRODUCTION

The village of Sukamukti is geographically located in the District of Pamarican, Ciamis Regency. Villages that have an area of 388,713 hectares with an area of agricultural land / rice fields covering 262,870 hectares or 67.63 percent of the total area of the village, so that Sukamukti Village can be said as

Agraris Village. [1]. An agrarian village is a village whose inhabitants have a major livelihood in agriculture and plantations. For example, agricultural land produces many products such as rice, corn, cloves, and onions while plantation land produces papaya, sprouts, pariah, tomatoes, bananas and coconut. One of the villages that has the potential to develop agricultural land into agricultural products is Sukamukti's village. There are have several agricultural products such as ampera cracker business, convection business, papaya business, nata de coco business, banana sale business and sprout business.

Results of village products are usually marketed directly to Banjarsari's Market and sold to middlemen at low prices. So according to the economic calculations, the farmers do not have much profit even if the harvest in unison will result in the farmers lose money. As in the case of last year's tomato harvest, farmers sold tomatoes at very cheap prices to middlemen, so farmers lost money because they had to pay the tomato distribution costs. At other times when the farmers are harvesting in unison again, they agree not to sell their crops. As a result farmers do not get adequate results from their hard work during farming and gardening.

When the harvest is not getting results, the housewives in the village try to help husbands to earn extra livelihood. One of them with entrepreneurship. The entrepreneurial understanding is the same as the entrepreneur, the intelligent or talented person recognizes the new product, determines the new way of production, prepares operations for the procurement of new products, markets them, and manages the capital of its operations. Making an extra living for a wife does not have to go to the office every day, work at home can be done. For

example, by opening a business that is interested in the sale of food or goods through online, open a food stall, open a grocery stall, and others. [2]. Opening a business usually starts from the hobby or hobby. For example, if someone has a hobby of reading, then he can open a reading garden or if someone has a hobby of cooking, then he can open a business selling food.

Based on research conducted by Millennium Challenge Account-Indonesia in International Finance Corporation (2011), that one third of SMEs in Indonesia are owned by women. [3]. That is, today's women already reflect independence and have creativity. Independent women, in addition to making additional money will also get inner satisfaction. This is because the work is done without any coercion. So far, the development of entrepreneurship in Indonesia continues to improve Based on the data of Sakernas August 2016, the number of women who work as an entrepreneur / entrepreneur is 14.3 million people. The number increased 1.6 million people compared to the new 2015 amounted to 12.7 million people. This means more and more entrepreneurs, including women entrepreneurs who grow. This shows that women have increasingly enlarged their role in the economy [4]. The development of the era increasingly demands the participation of women in building the household economy. Entrepreneurship is also evidence that women support gender equality. All work can be done by women. For example, women who become bus drivers, conductor, parking attendants, tire repairers, and others. In fact, the officers of the Fuel Station for General (SPBU), which was originally male dominated, currently involves women as operators. More and more women are beginning to realize that being an entrepreneur is the best way to help the family economy. Moreover, nowadays women and business can go hand in hand, because women have different business styles than men. Women prefer businesses that are in the daily scope, using feelings, tend to personal, even doing business activities that are on the sidelines of the routine care of the family. With his mindset, women do business not to enrich themselves, but the pleasure of heart and personal interest. [5]

Women entrepreneurship can be a good example for the family environment or social environment. The positive things that can be taught, among others, about professionalism, self-actualization, and patience as well as things that are psychological. In addition, women in the family also have an important role in helping the husband in improving the family economy. Therefore, Women should be equipped with the spirit to continue learning. Following the development of technology, improving education, both formal and informal, as well as increasing the knowledge and skills to be able to run the dual role. One of them through reading.

Reading is the process of understanding a written message that uses a particular language conveyed by the author to his readers [6]. Through reading women get some information and knowledge that is very useful in the practice of everyday life. For example knowledge of entrepreneurship, ranging from the procedure of building a small business, success stories of women in entrepreneurship, barriers in establishing a business, and so forth. For now, reading can be done anytime and anywhere with easily accessible media. For example through communication and information technology one of them internet.

The advancement of information and communication technology enables us to access the internet using various technology options. Each technology can access the internet in various ways, for example by mobile phone, laptop or Personal Computer. Currently, the Internet network has entered the village of Sukamukti. Many villagers use the Internet just for communication, searching for information, playing online games, and so on. The same thing done by women especially housewives in searching for information through internet network by using media of mobile phone.

One of the things done by housewives in helping the family economy is opening catering through business groups. This business group was initiated by a team of lecturers from Universitas Padjadjaran by creating entrepreneurship training activities through Community Service activities. Sukamukti's Village has 2 business groups consisting of 4-8 housewives. The business group is called "Mandiri Wanita" and "Dewi Catering". Currently groups of "Independent Women" are being vacuum due to problems in their business group. This is very unfortunate given the business group "Independent Women" had made great profits by selling cakes that entrusted in small stalls or large stores. The group is still running and has the addition of members namely business group "Dewi Catering". The Internet has a big influence on "Dewi Catering" business group. This can happen because the majority of the group members started production to market their products via the internet. The acknowledgment is to read articles that support their performance, such as recipes, how to distribute the product, the foods that are in demand, and others. Through reading in addition to adding insight and knowledge, can also generate ideas that contain business opportunities.

Based on the above explanation, then the issues to be raised in this research is how online entrepreneurship based reading experience among housewives. This study aims to determine the entrepreneurship ever and is being done by housewives in Sukamukti's Village Ciamis District. In addition, through this paper the author hopes to become a source of ideas for other housewives who want to open business opportunities.

II. RESEARCH METHODS

The steps used in this research is field observation to Sukamukti's Village in District Banjarsari, Ciamis Regency, and West Java. Observation is to collect data or information to be executed by conducting observation efforts directly to the place to be investigated [7]. The data collection technique used is to observe directly about the condition and situation of the village and conduct interviews with housewives who have independent business, village managers and the surrounding community who become consumers in the business owned by the housewife.

Karl Weick (1979) goes so far as to say that observations have seven characteristics:

1. Selection. Selection of subjects to be observed, in this case the authors chose the housewife who has entrepreneurship.
2. Provocation. Authors may change their behavior or mood without disturbing to naturalist. In this case the author tries

to change the behavior of the Housewife by using the influence of someone exemplary. For example the author informs about successful examples of entrepreneurs in running business.

3. Recording. Activity records events by using field notes, system categories, and other methods. The author recording by recording every situation and condition of Housewife.
4. Encoding. The process of simplifying records through data reduction methods. In this case the authors make the process of data selection is considered important and a priority in this study. [8]

At each observation step conducted, the authors confirm by way of discussions and interviews with related people. The data analysis technique is done by comparing the data one with other data, then compare the categories with one other category. In general, the process of data analysis includes data reduction, data category, sintesisasi, and end by composing work hypothesis. [9]

III. RESULT AND DISCUSSION

Coulter in [1] explains that entrepreneurship can be linked to the process, establishment or growth of a new business oriented to profit, value creation, and the creation of innovative products or services. From the definition can be seen that there are several important aspects in entrepreneurship, namely in entrepreneurship must involve in the process of obtaining profit. This means no individual can undertake entrepreneurship solely to obtain a profitable income. In addition the next aspect in entrepreneurship that is the process of creating the value of a product or service formed. Such creation can at least provide value to the benefit of the entrepreneur himself or others. The last aspect of the product or service that is formed should be unique and innovative, meaning that the product must have unique, new, creative, yet beneficial to the people. In Indonesia itself there are several brands and products that are considered innovative and successful in the market according to TRAS N CO Research, among others:

1. Laundry Klin which is the first kilogram laundry franchise in Indonesia that combines the concept of O2O (Online to Offline)
2. J & T Express which is the first technology-based delivery service system that focus on online business in Indonesia
3. Diva Beauty Drink which is the first beauty drink In Indonesia that has nutrients for women's skin now and later
4. And-others [2]

Being an entrepreneur should take risks, be able to see and evaluate business opportunities, and be able to take appropriate action in making decisions. In entrepreneurship there are some weaknesses and advantages faced. [3] Reveals that there are several benefits to being an entrepreneur, that is, individuals can have an opportunity to control themselves when determining important goals, individuals can have

opportunities to make important changes, individuals can have the opportunity to gain unlimited benefits and individuals can have an opportunity to use all of their potential. Business or business is one tool for self-actualization in which the development itself is limited only by the talent and strength itself. [3].

On the side of profit there are some weaknesses in entrepreneurship, that is the absence of certainty in income, the risk of losing all investment, working longer and harder, having a low quality of life until the business is considered stable and even established, and has a large responsibility burden up to sometimes sacrifice personal life, such as being too busy to forget about the health of oneself and the environment.

In Figure 1, Quadran Bob Sadino explains about entrepreneurship starting from Know (knowing the theory), Can (knowing the practice), Skilled (having competence) and Expert (recognition from the environment). Bob Sadino is one of Indonesia's most well-known entrepreneurs, he has several businesses: supermarket business, processed food business, vegetable business with hydroponics system, and travel agency business. However, the best known of Bob Sadino's figure is some crazy thinking. As quoted in the newspaper, there are several principles in running the business, namely: no purpose in running the business on the grounds that the goal will make the individual focus on a single point while the potential possessed by individuals can exceed it, the plan is a disaster because without making a plan he takes on the most profitable opportunities that are in sight, the lecture will only teach theories but the environment will teach reality. ([4]).

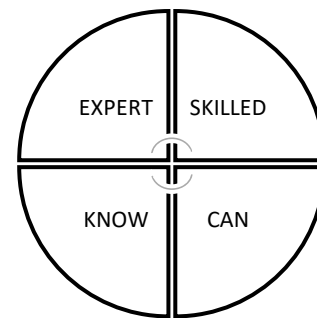


Fig.1 Bob Sadino's Quadran [5]

1. Quadrant of Know. This quadrant explains that the individual doing the entrepreneur has a lot of knowledge and information about planning and risk management concerning entrepreneurship. Knowledge and information is usually obtained by studying in other educational or informal institutions. For example, individuals who want to be able to dance, but the individual is just learning the theory and not practicing it then the chances of becoming can be low.
2. Quadrant of Can. This quadrant describes individuals who learn through an environment with experience. Individuals are plunged into the field with self-taught without having a theory or knowledge of a qualified

before. The individual starts with a hands-on practice with no careful planning.

3. Quadrant of Skilled. This quadrant describes individuals who have already passed the Know-Quadrant and Skilled quadrant process. Individuals in this stage already have the ability to respond quickly to problems, able to be responsible in all problems and can be rendered in all situations.
4. Quadrant of Expert. This quadrant explains that the expert is the designation of the environment against individuals who feel successful, successful and beneficial to the people in carrying out entrepreneurship. [6]

The housewives who gather to form a business group, started from having the same motivation and interest that is helping the family economy. One of the things done by housewives in helping the family economy is opening orders of local cuisine, making cakes, making snacks of children, and others. This business group was initiated by a team of lecturers from Padjadjaran University by creating entrepreneurship training activities through Community Service activities. Sukamukti Village has 2 business groups consisting of 4-8 housewives. The business group is called "Mandiri Wanita" and "Dewi Catering". Currently groups of "Independent Women" are being vacuum due to problems in their business group. This is very unfortunate given the business group "Independent Women" had made great profits by selling cakes that entrusted in small stalls or large stores. The group is still running and has the addition of members namely business group "Dewi Catering". The business group currently has 10 members consisting of housewives. The majority of her husband's work as farmers and rush in the village, so the family's economic condition cannot meet the needs of everyday life. The housewives have the same goal of making a profit by working according to the skills they have. Enterprises that have ever run that is selling local foods such as chicken noodles, seblak, cilok, meatballs tofu, besides that business group also receive orders of cuisine with a large scale. The Internet has a big influence on "Dewi Catering" business group.

Interesting thing of the business group is the housewife get inspiration, information and knowledge about entrepreneurship through internet with mobile media. Information most sought and read about recipes, entrepreneur success stories, and marketing theories either offline or online. Based on the results of the interview, they sometimes practice directly what has been read without realizing the information is heretical (hoax) or not, so the results obtained less satisfactory. But they never give up, by implementing the concept of trial and error in the learning process, the housewives also managed to gain skills in meeting the objectives of the business group. The business group has two major activities ie marketing its products in accordance with market demand, in other words the product is made when there is order. For example, ordering rice package complete with boxes for ceritas thanksgiving ceremony, wedding, birthday and other gifts. Subsequent activities make local snacks such as cakes that are entrusted in the stalls, make a cake when the month of Ramadan comes,

making local snacks such as chicken noodles, meatballs tofu and a special every weekend. So far, these business groups have cash positioned as capital and benefits that can be shared among active housewives. Based on Bob Sadino quadrant, housewives are in quadrant position Can, they learn entrepreneurship from experience and environment. They do not study theory in formal institutions, but they learn self-taught through online reading on the internet.

The Internet has a big role in the progress of business group "Dewi Catering". In addition to providing entrepreneurial knowledge that is free, with the Internet business groups can open opportunities for cooperation with other entrepreneurs. As done by the business group, the benefits of the Internet can be utilized to the maximum as shown in Figure 2.

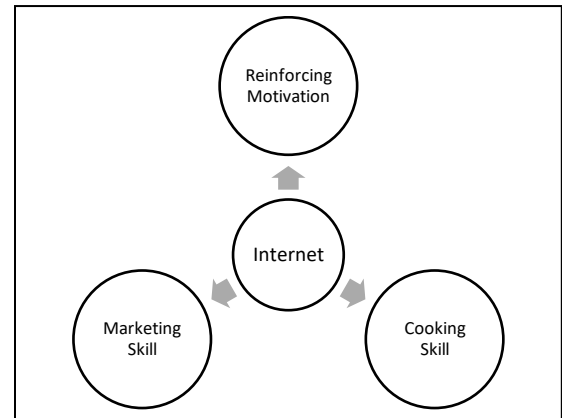


Fig 2 The role of Internet in Entrepreneurial Group "Dewi Catering"

Internet can actually be utilized in various fields, such as education, government health and the entrepreneurial world. The business group of Dewi Catering maximizes the benefits of the internet for several purposes:

1. Reinforcing motivation. The housewives in the business group have the same goal, which is getting benefits to help improve the family economy. When undertakings do not match expectations, sometimes they become down and have no passion or enthusiasm to continue the business group. But there are some members of the business group, which is always positive thinking by searching for information about the success of successful entrepreneurs on the internet. Then the member who gets the information, notify the other members by chatting casually during the afternoon, or sharing information through the Whatsapp Group.
2. Improve cooking skills. Cooking is a practice that needs to be done over and over again to get the expected taste. Initially the housewives in the business group cannot make the cake for Eid Al-Fitr contemporary, they only make traditional cakes Sukamukti Village whose knowledge is obtained from generations of their ancestors. For example *sale*, *puyum*, *jenang*, and others. But the current market demand for Eid Al-Fitr cakes can be incorporated into beautiful jars, as they see in television commercials, such as nastar cake, snow princess cake, black forrest, kastengel,

and others. Through the internet the business group is looking for information about recipes in accordance with market demand. At the beginning they never failed in making these cakes, but as much training they can finally make the desired cake. To find the appropriate recipe on the internet is not easy, because many circulated fake recipes (less food, less cooking steps, etc.), to get around that then they implement the concept of trial and error to get what expected.

3. Marketing skills. Initially the business group is marketing its products with the nearest reach, for example, to store food in stalls in the village. However, the results obtained have not been maximized, so they are looking for a way through the internet for a more effective and efficient marketing process. The trick is online marketing. The housewives take advantage of Facebook as a primary tool in promotional activities. In Facebook contains photos of food that can be ordered, testimonials from friends who have tried and contact numbers that can be contacted. To further attract market interest, this business group makes the concept of free delivery service for regions close to home production. By using online marketing, the business group has a dramatic increase in profits compared to offline marketing.

Internet in the digital era has many benefits in the world of entrepreneurship, for example, can facilitate access to sales so that the market did not initially know the existence of business group "Dewi Catering" to know even become a regular customer. Further benefits can facilitate long distance communication, if the market wants to order the product, then do not need to come to the production house, simply by ordering via Facebook or contact the contact number shown. Another benefit of the internet is that it is easier to grow and get more customers, because housewives can easily get information related to ordering, and make it easier for customers to transact.

IV. CONCLUSION

The entrepreneurial experience of housewives through the "Dewi Catering" business group is concerned with the results of online reading via the internet. The results obtained from reading online are housewives can strengthen entrepreneurial motivation, can improve cooking skills and can have the skills to market their products.

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