

Efforts to Empower Women Heads of Households in The Economic Sector in Depok City

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Abstract

Empowerment of Women-Headed Households (PEKKA) is a community to improve gender equality, welfare, and the economy. The purpose of the study is to improve the economic empowerment of communities and vulnerable groups in PEKKA, with the aim of increasing entrepreneurial growth. The author conducted a survey of 110 randomly selected people and in-depth interviews with 5 PEKKA members. The results of the in-depth interviews were analyzed with Dedoose software. Based on the findings in the field and the results of the interviews, the variables that must be addressed by the Depok City Government to support the success of PEKKA members in running their businesses are economic independence, gender equality, availability of access to product marketing, bazaars at various levels from urban village to national level, availability of access to capital, and CSR capital assistance from established local entrepreneurs.

Keywords: PEKKA; MSMEs; economic independence; family welfare.

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Introduction

Empowerment of Women Headed Households (PEKKA) is an idea from Komnas Perempuan known as the "Widows Project" through the Kecamatan Development Program (PPK) in response to requests from widows of conflict victims to access much-needed resources to better cope with their economic difficulties and traumatic experiences. With various considerations, Komnas Perempuan then collaborated with the Center for Women's Resource Development (PPSW) to form the National Secretariat (Seknas) to transform the Widows Project into the Women-Headed Household Empowerment Program.

The National Socio-Economic Survey of the Central Statistics Agency (SUSENAS BPS) in 2020 showed that overall there were 11.44 million families headed by women, which means that 1 in 4 households in Indonesia is headed by a woman. The majority of women who head these households live below the poverty line. This is in line with the results of a survey of PEKKA members in 2020, where many members of this community work as farm laborers, erratic workers, and other informal sectors with an income of IDR 1,500,000 per month. In terms of education, the majority of PEKKA members have a low level of education. From the data collected on PEKKA members, 298 PEKKA members are persons with disabilities. Based on age, most PEKKA members with disabilities are elderly (38%), between 41 and 50 years old (24%), 51 and 60 years old (22%), and less than 40 years old (16%) (Rodiah, 2024).

PEKKA communities are spread throughout Indonesia, one of which is in Depok City. PEKKA Depok City was established in line with PEKKA's vision and mission, which include: (1) to

contribute to the creation of a prosperous, gender-just, and dignified society; (2) to maintain the vision of promoting and sustaining the women-headed family movement; (3) to develop resources for the empowerment of women-headed families and the community through an inclusive, massive, structured, and effective movement; and (4) to build and strengthen the socio-economic movement with the PEKKA community in a rooted and accountable manner based on PEKKA's organizing experience as a lesson for other social movements.

Research on the escalation of PEKKA empowerment in Depok City in the economic sector has objectives that are in line with the direction of PEKKA's goals, namely: developing the ability of PEKKA members' economic independence in terms of their ability to have income or increase income, not relying on third-party assistance with the principle of equalizing assistance to PEKKA members.

Gender Equality

Qiu et al. (2023) say gender equality is a central topic of business ethics. Although great progress has been made in increasing women's participation in the labor market, women's representation in the formal employment sector is still lacking. This lack of representation is an important ethical issue that raises serious concerns about gender equality.

Balasubramanian (2023) said that gender equality in India can be achieved by opening up employment opportunities for women, which ultimately has an impact on poverty reduction.

Lu et al. (2023) revealed findings that in China, there is a close relationship between digital technology and women's employment. The policy suggestions given include:

1. The government should strengthen supportive policies to encourage women's employment in the digital economy with gender equality.
2. The government should strengthen the provision of digital skills training for women.
3. Incentivize policymakers to develop digital economy-related jobs to generate new employment demand.
4. Assist key employment groups through various public policy channels to enable all groups to share the digital dividend.

Lorrison (2022) states that there is a need for women's emancipation to fight for gender equality. Women have a great opportunity to advance if they succeed in breaking away from legal and economic dependence. Women have been oppressed in the past, and with the passage of time, they can gradually get better at overcoming the gender gap as the times progress.

PEKKA

According to research conducted by Humaira Zulfiqar and Ra'ana (2023), female-headed households are the poorest group in poor communities, and this is the case in Pakistan. Women living in households headed by men mostly do not receive an equal share of resources. Women's poverty is caused by gender inequality due to the structural patriarchal system in the household.

Similarly, Liu et al. (2017) stated that women living in male-headed households may have a higher risk of poverty than those who are able to form their own households. Women are able to

be independent in terms of life decision-making and economic access and to actualize outside the home.

Based on research conducted by Michael et al. (2021), there are still wage differences as a realization of gender inequality between female and male workers in Ghana, Africa. Gender wage differences in households have an impact on women's empowerment, household welfare, and women's welfare.

Saifudin et al. (2023) examined farmer groups in Hiyung Village, most of whom are women. In addition to the socio-economic infrastructure that has helped the lives of local people, there is also a need for empowerment programs in terms of non-formal education by trainers and agricultural extension workers.

Referring to research conducted by Ingo and Giuseppe (2021), education is part of empowerment for women and helps improve the economic standard of living in the community. amid conditions of gender inequality. The same thing was also said by Manzanera et al. (2023): the definition of women's commercial success is apart from economic independence and family welfare. Women's success is closely related to interrelated educational achievement.

Suharnik and Sarah (2022) conducted research on women's cooperatives established under community organizations. The cooperative can improve the economy of its members. In addition, social capital in the form of social networks can advance this cooperative. However, it would be even better if the development of women's cooperatives utilized the structural ecosystem of the digital network.

Asmorowati et al. (2019) said that financial assistance to women household heads can help women's

economies, improve their welfare, and empower them.

Burger et al. (2017) stated that women's groups in South Africa, especially those who are heads of households, need inclusive empowerment programs. Not only empowerment in terms of access to education, finance, and capital, but also access to opinion and politics in the order of life as citizens. Pal et al. (2022) also said that women's empowerment is an important policy discussion in economic development and modernization theory. Women's empowerment can have an impact on improving the quality, namely the capacity of human resources, that can be accessed for economic development.

Goodman et al. (2014) said that the government and NGOs play an important role in empowering women. The empowerment programs carried out are able to increase monthly income, literacy rates, food and medical/health safety, water purification practices, nutritious food sources, use of internet technology, 8-year school completion programs, and contraceptive use.

Bowman (2024) compares women's economic independence with women's involvement in global society. Women's power and independence, or their dependence, increase with their entry into industry. In Peru, women are considered to be more honest than men and willing to sacrifice for the family. However, women's shortcomings are in the aspect of economic independence. Married women and single women living in their father's house do not carry a personal allowance or savings and donate all profits to their families.

Möller (2012) says that some women entrepreneurs emphasize that they are mothers first and entrepreneurs second. Thus, they try to prioritize their

time with children and family over service to tourists.

Method

The methodology in this research is qualitative. According to Cresswell (2019), the basic and important step when collecting qualitative data is to find informants from respondents who are selected early and can provide complete information according to the purposive sampling method. A purposeful sampling strategy is the process of selecting participants, research sites, and a specific sample size. Generally, in qualitative research, there is an acceptance of the argument that the existence of an objectified society limits, shapes, and regulates how people think and act.

In the qualitative phase, the author processed the interview data with Dedoose software, resulting in coding that contained the most important and influential data. A survey of a methodologically determined sample of PEKKA members, namely 110 people selected by *systematic random sampling* from a total of 11,213 PEKKA members in Depok City and 802 PEKKA members who are members of Women Entrepreneurs,.

To conduct the survey, a structured questionnaire was developed containing questions related to women's life experiences, business profiles, and business escalation. To ensure the validity, reliability, and structure of the research instrument, the researchers conducted a pilot test of the questionnaire with a number of people. Researchers also conducted in-depth interviews and focus group discussions with five PEKKA members who are MSME actors.

Results and Discussion

In Depok City, there are Women-Headed Households (PEKKA) who have joined New Entrepreneurs (WUB) and PEKKA who have not joined WUB. In Depok, there are also PEKKAs who received assistance from 2021–2024, totaling IDR 1,127,972,500. This is in line with the opinion of Asmorowati et al. (2019) that financial assistance provided

to women heads of households can help women's economies.

Based on data obtained from the SIPETREA website, the number of PEKKA Depok members who have a marital status of death or divorce is 5,358, married is 3,189, divorced is 1,631, widowed is 840, and maiden status is 131. As shown in the graph below: (widow undefined)

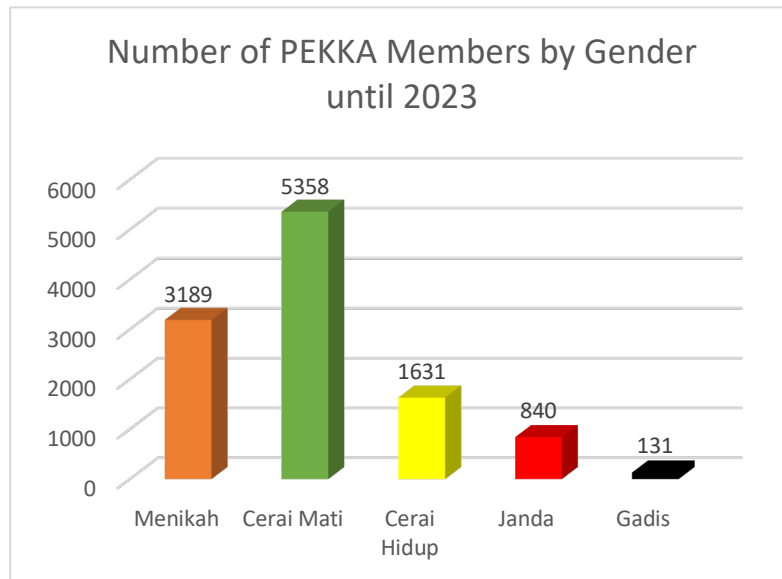


Figure 1: Graph of PEKKA Members in Depok City
Source: sipetrea.depok.go.id

Based on the survey results, the sub-districts with the most PEKKA Depok members and businesses are Cimanggis sub-district (57 people) and Limo sub-district (6 people).

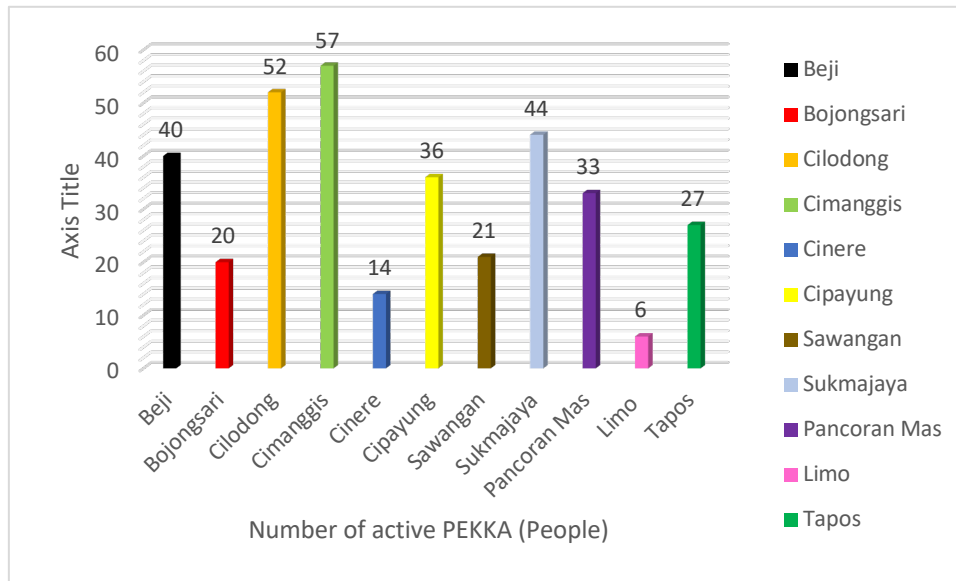


Figure 2. Sub-district Graph of Active PEKKA Depok Members
Source: Formulated by Authors

The average type of business owned by PEKKA Depok members is

culinary (83%), other services 8%, craft 5%, and fashion comes last at 4%.

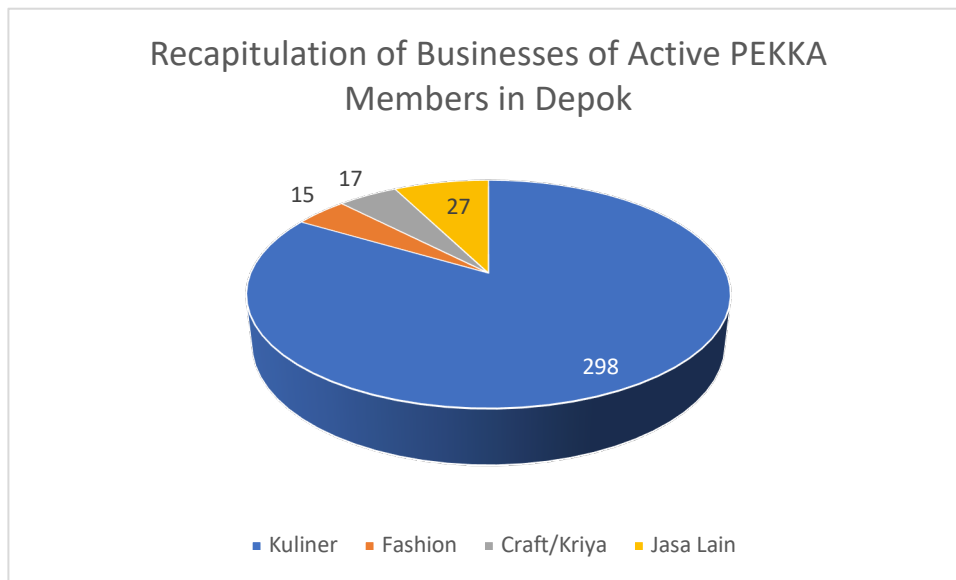
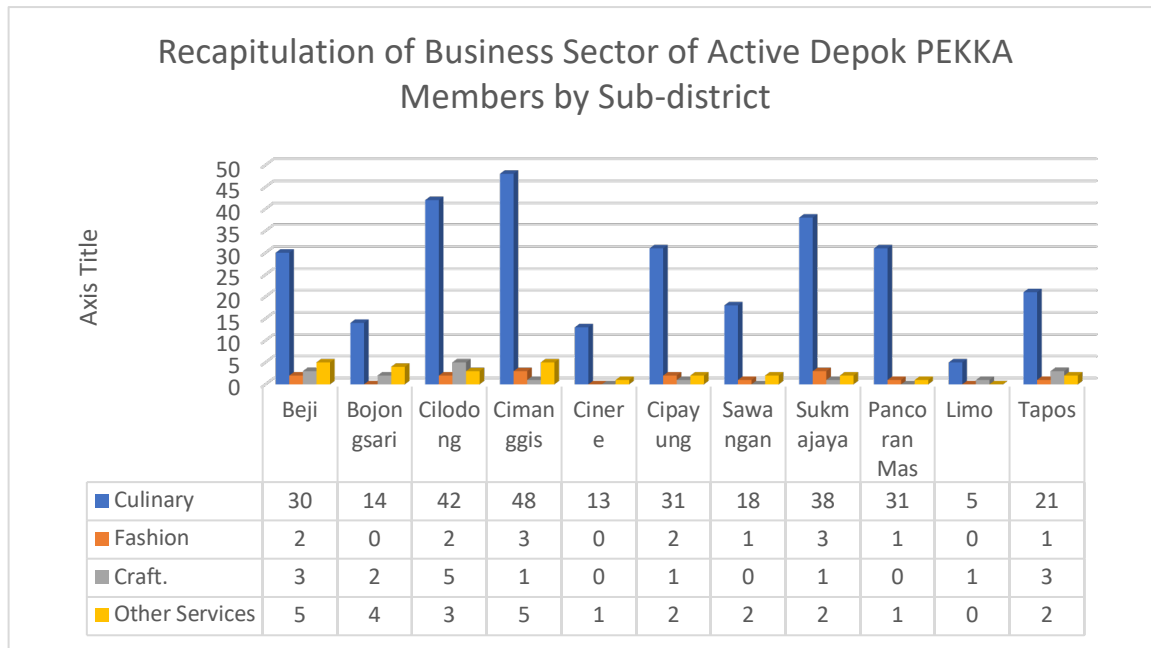


Figure 3. Pie Chart of Business Fields of Active PEKKA Depok Members
Source: Formulated by Authors

The distribution of the types of businesses owned by PEKKA members per



sub-district is as follows:

Figure 4. Recapitulation of Business Sector of Active Depok PEKKA Members
Source: Formulated by Authors

The profile of PEKKA Depok informant representatives at this qualitative stage is as follows:

1. Ms. Lis, current assignment: Chairperson of PEKKA Depok;
2. Ms. Nurlaela, current assignment: Field Officer Bojongsari Depok;
3. Ms. Dina, current assignment: Field Officer Sukmajaya Depok;
4. Ms. Umi, current assignment: Kalimulya Field Officer, Depok;
5. Ms. Siwi, current assignment: Field Officer Cimanggis Depok.

Dedoose Analysis

In this survey, all interview results in the form of recordings were converted into a narrative that was ready to be coded, or, in general terms, "coded" for further analysis. The results of data processing using Dedoose can be seen in the image below, where the larger the size of the letters or words of the variables that stand out compared to other variables, it can be concluded that the variable is dominant as per the perception of the majority of respondents. Another Dedoose output is a matrix display, where how to read it is seen per column, the score of which variables is the largest, and that is what represents the perception of respondents in general.

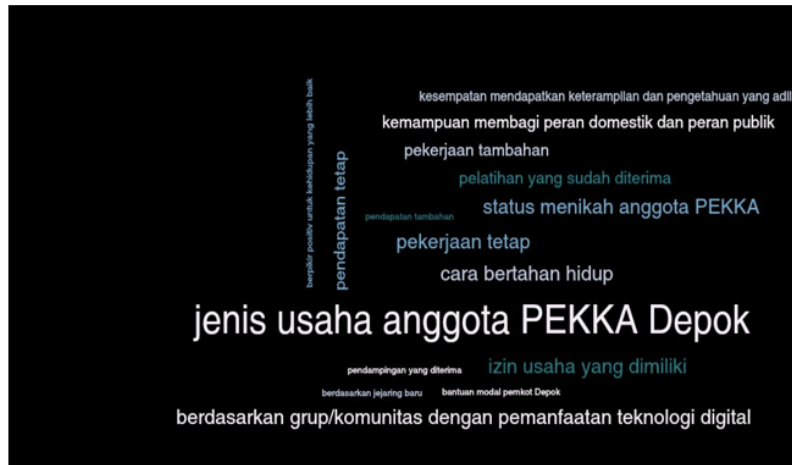


Figure 5. Dedoose Output in the form of Variable Symbols
Source: Formulated by Authors

Respondents	Code	Economic independence	additional work	Permanent job	Additional income	Fixed income	Business license held	Type of business of PEKKA Depok members	Gender equality	Ability to divide roles	Opportunity to get	Resilience of women members	Positive thinking for life	How to survive	Married status of PELLA members	Skills and knowledge	Training already received	Assistance received	Availability of product market access	International bazaar	Sub-district level bazaar	Ward-level bazaar	City-level bazaar	Provincial/national level bazaar	Availability of access to capital	Capital assistance from CSR funds	Agency capital assistance	Capital assistance from Depok City Government	Social cohesion and inclusion	By group/community	Based on the new network	Based on liveliness	Total
Ms. Umi		1	1	1	1	1	4			1		1	4	1		1													1				18
Ms. Siti			1			2	1		1																1			2					8
Ms. Nurhela		1			1	1	1		1					1	1											1		1					9
Ms. Lis		1	1				1		1	1				1											3								9
Ms. Dina			1		1		1							1	1	1									1				1				8
Total		3	4	1	3	4	8		3	2															5	1		4	1				

Figure 6. Dedoose Output in the form of Matrix Symbols
Source: Formulated by Authors

Based on the results of data processing with Dedoose software, variable groupings can be taken that reflect the perceptions of respondents, namely:

The main variables of success for PEKKA members in running their businesses are:

- Type of business of PEKKA Depok members
The type of business owned by PEKKA Depok members has a significant influence on the sustainability and success of their business. A business that is run wholeheartedly or with the skills possessed by PEKKA members will be more sustainable than a PEKKA member who runs a new business outside of her skills and abilities. The most common type of business among PEKKA members is culinary, followed by other businesses such as craft, fashion, and other services.
- Agency Capital Assistance
The capital assistance provided by the agency has a good benefit for PEKKA members, where the assistance is in the form of production equipment that is loaned temporarily until PEKKA members can be independent by buying their own equipment and having employees. This is in line with the opinion of Asmotowatu et al. (2019) that financial assistance for women heads of households greatly affects family welfare and survival.
- Married status
Most PEKKA members are single parents, divorcees, widows, widowers, or some have even decided not to marry. This condition is understandable because they are aware of being the backbone of the household economy and being the

father while earning a living in the household.

- Group/community
For example, PEKKA members usually have their own WhatsApp groups based on the location or region where they live. In addition, the community also helps PEKKA members get important information about markets, cheap and good raw materials, or suppliers that can be delivered to their homes with good quality and on time, which they usually get from their groups or communities.
- How to survive
PEKKA members have a communal way of survival, which is greatly helped by the community and the field officers who assist them.
- Permanent job
PEKKA members make their business their main occupation and main source of income, and they are eager to receive assistance from the local government, especially capital assistance, market access, and more intensive training and mentoring.

Variables supporting PEKKA members' success in running their businesses:

- Additional work
PEKKA members also have additional jobs outside of their business to support their daily household needs, but there are also PEKKA members who use their business as additional income to fulfill their daily needs.
- Fixed income
PEKKA members use their businesses as an additional source of income to fulfill their daily needs.
- Ability to share domestic and public roles
In addition to taking care of the household, PEKKA members are also

able to actualize outside the home to run their businesses and perform domestic and public roles simultaneously.

- Training already received
The training received by PEKKA Depok members has also had a significant impact on the skills and knowledge they have for running their businesses independently.
- Opportunities for assistance
Receiving assistance also has an impact on the enthusiasm and motivation of PEKKA members to survive, so a fair chance is needed for them to get assistance for those who are just starting or starting a business. Although they only receive assistance once, it is very useful and expected by female heads of households (Asmorowati et al., 2019).
- New network
- Capital assistance from the Depok City Government
- Assistance received
- Think positively for the life to come.
- Additional income

Variables that must be addressed by the Depok City Government to support the success of PEKKA members in running their businesses:

- Economic independence
As Bowman (2024) states, women's economic independence increases as they enter the industrialized world.
- Gender equality
Economic growth in Depok City is closely related to gender equality by opening employment opportunities for women, which in turn has an impact on reducing poverty. Balasubramanian (2023), Humaira Zulfiqar and Ra'ana (2023) also said

that women's poverty is caused by gender inequality.

- Availability of access to market products
- Bazaars at various levels, from neighborhood to national
- Availability of access to capital
- CSR capital assistance from established local entrepreneurs

The government should strengthen supportive policies to encourage women's employment, economic improvement, and gender equality. One of them is by providing training to generate new employment demand.

To date, several PEKKA members who have joined the Women Entrepreneurs have received program materials on entrepreneurial mindset, customers, products, and competitors; marketing, selling, branding; capital strategy; budgeting, cost of goods sold, pricing; team and operations; licensing; and cooperatives. They were provided with 3 days of Basic Training and also Advanced Training, namely Digital Marketing Training, Business and Financial Management Training, and Logo and Packaging Design Training, as well as Promotion Tips, Business Incubator Training, and Socialization of MSME Product Curation. They also received joint training conducted by each sub-district.

Conclusion

Based on the findings in the field and the results of interviews, the variables that must be addressed by the Depok City Government to support the success of PEKKA members in running their businesses are: economic independence, gender equality, availability of access to product marketing, bazaars at various levels from urban village to national level, availability of access to capital, and CSR

capital assistance from established local entrepreneurs.

While the aspects in point A: type of business of PEKKA Depok members, Institutional capital assistance, marital status, group or community, ways of survival, permanent employment, and point B: additional work, fixed income, ability to share domestic and public roles, Training received, opportunities for assistance, new networks, Capital assistance from the Depok City Government, assistance received, positive thinking for future life, and additional income. These are aspects that need to be considered and improved in the empowerment process of escalating the quality of PEKKA Depok members.

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