

## Mompreneurs Potential: An Analysis of Housewives' Entrepreneurial Interest

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### ABSTRACT

*This study aims to determine whether there is an interest in entrepreneurship in housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency. The research method used is descriptive qualitative research, how to collect data, namely through observation, interviews, and documentation of the object of research so as to explore more deeply about the analysis of entrepreneurial interest in housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency. As objects in this study are some housewives who have a business or do not have a business. The results obtained from this study stated that most housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency do not have an interest in entrepreneurship so that the government needs to play a role in overcoming this problem. Entrepreneurial interest in housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency actually has enormous potential for mompreneurs development, but it is not easy because there are internal factors and external factors that become obstacles from housewives themselves to develop themselves into mompreneurs. However, to foster interest in entrepreneurship, the way that can be done is by trying to dig up information from various sources related to the business world that is run, especially in recognizing the potential of mompreneurs.*

**Keywords:** *entrepreneurial interest, mompreneurs potential, housewives*

### 1. INTRODUCTION

The role of women in the world of business and economics has undergone a significant shift in recent decades. One trend that has been gaining traction is mompreneurs, a concept that refers to stay-at-home moms who are also entrepreneurs. Mompreneurs combine the roles of mother and entrepreneur, managing their business while still caring for the family and household (Richomme & Vial, 2014; Ryketeng et al., 2023; Isma et al., 2023). This phenomenon reflects the expanding dynamics of social and economic change, and mompreneurs have become an integral part of global economic development.

Mompreneurs are important change agents in driving the economy. They prove that women are capable of running successful businesses while still fulfilling their important roles as mothers and caring family members (Wang, 2019). However, not all housewives have the interest or courage to become entrepreneurs. Housewives' entrepreneurial interest can be influenced by various factors, including background, education, experience, and social support (Merliyana et al., 2023).

In this context, this study aims to conduct an in-depth analysis of housewives' entrepreneurial interest. We will examine the factors that influence their entrepreneurial interest, both internal and external. The main objective is to understand what factors encourage or hinder mompreneurs' entrepreneurial interest, so that we can provide smarter recommendations to support mompreneurs in developing their potential.

Mompreneurs is about empowering women to reach their full potential in entrepreneurship while still fulfilling their important roles as mothers and dedicated family members. It is not just about growing a business, but also about providing the necessary support

to mompreneurs so that they can be successful in running a business and fulfilling their role as a good mother. As mompreneurship continues to grow, an in-depth understanding of the entrepreneurial interests of stay-at-home moms will be key to creating a more conducive environment for the growth of mompreneurship in the future.

The importance of mompreneurs in the economy cannot be ignored. They create jobs (Hunafa & Latifah, 2023), drive the local economy (Isma et al., 2023), and contribute significantly to overall economic growth (Srimulyani & Rustiyaningsih, 2021; Isma et al. 2023). However, mompreneurship is also a challenging journey. Some stay-at-home moms may be constrained by uncertainty, time constraints or lack of resources. Therefore, it is important to understand what motivates housewives to start their own business and what can provide better support to them.

This research will provide a deeper understanding of mompreneurship and housewives' entrepreneurial interest. The results of this study are expected to provide valuable guidelines for the government, economic development agencies, and related organizations to design programs and policies that support mompreneurship. In addition, this research will also provide insights on how mompreneurship can continue to grow and develop in an increasingly changing and dynamic era.

## 2. METHOD

This research seeks to obtain complete and in-depth information about fostering interest in entrepreneurship case studies in the community in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, therefore this research uses a descriptive qualitative approach, namely an approach that intends to understand the phenomenon of what the object of research experiences.

This research is located in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency. The reason was chosen in Salubarani Village because of the lack of people in this case housewives who are interested in entrepreneurship so that research was carried out in Salubarani Village.

The types and sources of data used in this research are qualitative data. Qualitative data is data that is not in the form of numbers, but is described in descriptive form. Descriptive method is a method used to look for elements, characteristics, properties of a phenomenon. Descriptive methods in their implementation can be carried out through cases The data that will be used in this study are primary data and secondary data.

Sources in qualitative research are called sources or informants. The source of informants in this case is housewives who work as farmers. While data collection techniques are carried out using literature studies and field studies. Literature studies are carried out by reading literature, books, magazines, journals, scientific writings related to this research problem, as well as, and so on in order to obtain secondary data and find concepts that are in accordance with research problems. While the field study was conducted by interview, documentation, and observation.

In qualitative research, data is obtained from various sources, using various data collection techniques and is carried out continuously until the data is saturated (Sugiyono, 2009). Data analysis is carried out by conducting an analysis plan which maps the information collected. Furthermore, the researcher interprets the research results and then draws conclusions from the results that have been presented. After drawing conclusions, the researcher provides recommendations on the findings in the form of marketing strategies used.

Data validity is an effort to show the validity and reliability of research data. Validity is a measure of the extent to which the data that has been obtained accurately represents the reality under study. Meanwhile, reliability is the level of consistency and stability of data or findings. The data validity that will be used in this research is data source triangulation. Triangulation of data sources is to explore the truth or credibility of data by checking data obtained through

several sources. The triangulation process is carried out continuously throughout the data collection and analysis process, until the researcher feels confident that there are no more differences in information. To further strengthen the research results, researchers used source triangulation in the form of sales documents. Researchers match the data that has been obtained through interviews, observation and documentation. Triangulation of data sources aims to test data obtained from one source with data from other sources. By triangulating data sources, researchers can then reveal a more adequate picture of the symptoms studied.

### **3. RESULTS AND DISCUSSION**

#### **3.1 Results**

##### **a. Overview of Research Informants**

Gandangbatu Sillanan consists of the word Gandang which means Drum and Batu (stone in general). Gandangbatu Sillanan comes from two villages namely Gandangbatu and Sillanan, which in Toraja language is called Tondo Dipadiong Lisunna Pala', Dipalan Se'ponna kalepa' Sang Sipairisan Angin Dibuntu, Tangsi Painbong, Tangdikellean Malamu' Si Sapu Lentek Mangugantanan Sirenden Palak. It means "mutual care on both sides, for example in Gandangbatu rejoicing, Sillanan also rejoicing and vice versa if Sillanan grieves Gandangbatu also feels".

Gndangbatu Sillanan is called Tondok Da'dua Bua'na and Tondok Ma'palampang Batu which means "two governments united and the two villages are two expanses of stone mountains that have similar motifs and shapes". On the other hand, it is called Gandangbatu Sillanan because the culture in Sillanan comes from Gandangbatu so that it is thus merged into one sub-district and also as a monitoring place because there is an agreement for one feeling and coexistence, so that it becomes a sub-district which is currently called Gandangbatu Sillanan, whose sub-district capital is located in Benteng Ambeso Village. Kecamatan Gandangbatu Sillanan was formed based on Regional Regulation Number 18 of 2000.

Gandangbatu Sillanan Subdistrict, whose area consists of mountains, has a distance of 30 Km from the Subdistrict Capital to the Regency Capital. The implementation of government activities in an area cannot be separated from its demographic situation because without the community/population is the object and subject of development and services in an area. For this reason, the development of population growth must always be followed and considered so that it will be able to support government activities. The population is a very important supporting factor in determining the success or failure of government programs. The population is required to participate and play an active role in the success of the programs set by the government.

The success of the Kecamatan government in organizing the wheels of government in its territory is influenced by the number, composition and character of its population. This is because the population element is very important, especially in the process of delegating some government authority from the regent because the people who will be served are the people.

##### **b. Selection of Research Informants**

Based on the results of research that has been done, regarding the analysis of entrepreneurial interest in housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, most housewives do not have an interest in entrepreneurship, it can be said that of the 10 respondents or interviewees interviewed in other words of 100% housewives only 2% of housewives are interested in entrepreneurship. The entrepreneurial interest of housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency is influenced by internal and external factors.

##### **c. Characteristics of Research Informants**

The characteristics of respondents in this study are divided into four characters, namely based on age, education level, experience, number of family dependents and occupation.

**Table 1.** Age Characteristics of Respondents

No	Age Group	Number (Person)	Percentage (%)
1	25 – 30	3	3
2	31 – 35	2	20
3	36 – 40	4	40
4	41 – 45	1	10
Total		10	100

Housewives in Salubarani Village, Gandangbatu Sillanan Sub-district, Tana Toraja Regency are on average of productive age between 25 and 45 years. At this age housewives are still able to work well supported by strong physical and mental in carrying out their role as entrepreneurs. In this productive age housewives can do entrepreneurship easily and quickly.

**Table 2.** Characteristics of Formal Education

No	Education Level	Number (Person)	Percentage (%)
1	Not graduated from Elementary School	0	0
2	Elementary School	3	30
3	Junior High School	3	30
4	Senior High School	4	40
Total		10	100

The level of education possessed by housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency can provide its own variations in thinking, behaving and acting to make decisions in entrepreneurship. Respondents can be categorized as moderately educated, where traders who have completed education in elementary school as many as 3 people (30%), junior high school as many as 3 people (30%), and high school as many as 4 people (40%). The level of education can influence interest in entrepreneurship as well as reading information about entrepreneurship and technological changes that exist with a gradual process.

**Table 3.** Characteristics of Number of Dependents

No	Number of Dependents	Number (Person)	Percentage (%)
1	0 – 1	0	0
2	2 – 3	5	30
3	4 – 5	5	30
Total		10	100

The number of family dependents is the number of all family members who are not working and still in school whose needs are borne by the head of the family, which will affect the interest in entrepreneurship.

**Table 4.** Characteristics of Occupation

No	Occupation	Number (Person)	Percentage (%)
1	Farmers	10	100
2	Non Farmers	0	0
Total		10	100

Judging from the occupation table that housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency who work as farmers are 10 people or (100%).

### 3.2 Discussion

Based on the results of research that has been done, regarding the analysis of entrepreneurial interest in housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, most housewives do not have an interest in entrepreneurship, it can be said that of the 10 respondents or interviewees interviewed in other words of 100% housewives only 2% of housewives are interested in entrepreneurship. The entrepreneurial interest of housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency is

influenced by internal and external factors.

Internal factors that influence the entrepreneurial interest of housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, namely the motivation and personality of the housewives themselves who are still closed and still focus on taking care of the household or housewives who work as farmers only.

External factors that influence the entrepreneurial interest of housewives in Salubarani Village Gandangbatu Sillanan Tana Toraja Regency consist of family factors and the social environment. In the family environment there is no motivation or encouragement of entrepreneurship because they do not believe in the ability of the resources they have, coupled with a social environment that does not support entrepreneurship because housewives think it is better to manage their own than to buy. This is a factor in the lack of interest in entrepreneurship of housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency.

To be able to analyze the entrepreneurial interest of housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, the ability to be confident and the ability to compete is needed. To do all things well is not easy then, with that only a few people who do business.

Looking at the answers from the questionnaire distributed to the community or housewives with 4 indicators and 3 statement items for each indicator. With 5 answer options including: (1) "strongly agree" with a value weight of 5, (2) "agree" with a value weight of 4, (3) "disagree" with a value weight of 3, (4) "disagree" with a value weight of 2, and (5) "strongly disagree" with a value weight of 1. The following is an explanation of each indicator:

a. Motivation

Motivation comes from the Latin word *movere* which means drive or move. The importance of motivation for housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency is because motivation is what causes, channels, and supports human behavior, so that they want to work hard and enthusiastically to achieve optimal results (Pristiyanti, 2016). Rachmatsyah & Basuki (2021) suggest that motivation is a desire contained in an individual that stimulates him to take actions. Meanwhile, according to Tombakan (2014), motivation is a psychological process that arises due to factors from within a person in the form of personality, while from outside a person, various other factors are very complex.

The higher a person's motivation, the easier it will be to foster that person's interest in entrepreneurship. With interest, it will encourage or trigger a person's attractiveness. Goleman (2017), explains that entrepreneurial motivation is a very strong technical drive in individuals to prepare themselves for work, have the awareness that entrepreneurship is related to him, so that he pays more attention and prefers to carry out entrepreneurial activities independently, believes in himself, is future-oriented, accompanied by a desire to excel in his field based on his abilities, strengths, and skills and proper planning.

Based on the distribution of research questionnaire data to housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency for the first item we stated with the question "I am motivated to become an entrepreneur because I see the success of people in entrepreneurship" as many as 5 people who answered disagree, 3 people answered less agree, 2 people who answered agree. In the second item we stated with the question "I am motivated to become an entrepreneur because I see the opportunities or opportunities that exist" as many as 8 people who answered disagree, 2 people who answered agree. Then in the third item we stated with the question "I have a strong desire for entrepreneurship" as many as 3 people answered disagree, 5 people answered disagree, and 2 people who answered strongly agree.

The motivation of housewives in Salubarani Village, Gandangbatu Sillanan Sub-district, Tana Toraja Regency is still very lacking because they have a strong desire not to be entrepreneurs. These housewives are not motivated to become entrepreneurs because those around them have not seen success in entrepreneurship, nor in the motivation to become entrepreneurs because they see opportunities or opportunities that exist.

## b. Personality

Personality is the overall way in which an individual reacts and interacts with other individuals. Personality is most often described in terms of measurable traits exhibited by a person (Blackie et al., 2017; Möttus et al., 2020). According to Vanaja & Rajeswari (2022), personality is a complex and dynamic arrangement of psychophysical systems (psychological and physical that combine and interact with each other in directing behavior) in an individual, which determines the individual's adjustment to his environment, so that it will appear in his behavior that is unique and different from other people.

As for some of the spirit and personality of an entrepreneur who spurs him to success, namely: (1) not easily discouraged, (2) work together, (3) honest, (4) not quickly satisfied, (5) do not be afraid of mistakes / failures. Based on the distribution of research questionnaire data to housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency for the fourth item we stated with the question "I can be entrepreneurial" as many as 5 people answered disagree, 3 people answered strongly disagree, and 2 people answered agree. In the fifth item we stated with the question "trying new things is a way to start building a business" as many as 5 people answered disagree, 3 people strongly disagreed, and 2 people agreed. And in the sixth item we stated with the question "liking something that makes more progress is a step towards starting a business" as many as 8 people answered disagree, and 2 people answered agree.

Agar dapat mengetahui kemampuan yang ada pada ibu rumah tangga maka sebelumnya para ibu rumah tangga tersebut harus memahami apa sebenarnya potensi yang dimiliki. Seorang wirausaha dituntut untuk mampu melihat dan mengoptimalkan kemampuannya. Jika mereka tahu kemampuan utamanya, maka mereka akan lebih mudah untuk berminat berwirausaha. Dalam kepribadian ibu rumah tangga di Desa Salubarani Kecamatan Gandangbatu Sillanan Kabupaten Tana Toraja bahwa tidak adanya kepercayaan diri untuk berwirausaha. Dalam mencoba hal-hal yang baru merupakan cara untuk membangun wirausaha ibu rumah tangga di Desa Salubarani kecamatan Gandangbatu Sillanan beranggapan bahwa dengan mencoba hal-hal yang baru hanya membuang-membuang waktu saja.

## c. Family

According to Wahid et al., (2020) the family environment is the first and main institution, most of the children's decisions will be influenced by the family. According to Yusuf (2012), the environment is a whole phenomenon (event, situation, or condition) physical/natural or social that affects individual development. Meanwhile, according to Seamon (2015), the environment is something that surrounds individuals in their lives, both in the form of a physical environment such as parents, the surrounding community, and in the form of a psychological environment such as feelings experienced, ideals, problems faced and so on. The family consists of the head of the family, namely the father, mother and their children. The family is the first social group in human life where he learns and expresses himself as a social human being in an interaction relationship with his group. In the family, social interactions will occur where a child first learns to pay attention to the wishes of others, learns to work together, help each other, here the child learns to play a role as a social being who has certain norms and skills in his association with others (Prihantoro & Hadi, 2016).

Based on the distribution of research questionnaire data to housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency for the seventh item we stated with the question "the family encourages entrepreneurship" as many as 8 people answered strongly disagree, and 2 people answered strongly agree. In the eighth item we stated with the question "I am an entrepreneur because it is hereditary from the family" as many as 8 people answered strongly disagree, and 2 people answered strongly agree. Then on the ninth item we stated with the question "my family is not an entrepreneur" as many as 8 people answered strongly agree, and 2 people disagreed.

In the family factor, mothers in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency are still very minimal in encouraging their families to become

entrepreneurs. This is because families and housewives are not hereditary in entrepreneurship. This is also what affects housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, namely most of the housewives have young children and the housewives only focus on taking care of their children and households.

#### d. Social Environment

The social environment is the interaction between society and the environment, or an environment that also consists of social beings or humans. This social environment then forms a social system that has a big role in shaping a person's personality, and then there is an interaction between people or communities and their environment.

According to Yuliani (2013), the social environment is all the people or other humans who influence us. Humans form social groupings among each other in an effort to survive and develop life. In a social life, humans also need organizations, namely schools, community groups and others. In general, what is meant by the social environment is everything that is around humans that can have an influence on these humans, as well as other humans around them, such as neighbors, friends, and even other people around them who are not yet known.

Based on the distribution of research questionnaire data to housewives in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency for the tenth item we stated with the question "I have neighbors who are entrepreneurs" as many as 10 people answered disagree. On the eleventh item we stated with the question "I can get information about entrepreneurship easily either from the internet, television, newspapers, and so on" as many as 8 people answered disagree, and 2 people answered agree. Then on the twelfth item we stated with the question "the majority of the people around me are farmers" as many as 10 people answered strongly agree.

Judging from the social environment that housewives in Salubarani Village, Gandangbatu Sillanan Sub-district, Tana Toraja Regency, the surrounding community is the majority of farmers. Housewives are also unable to dig deeper into information about entrepreneurship because housewives are busy with housework, taking care of children, and their work as farmers.

By analyzing the entrepreneurial interest of housewives, it gives a big contribution and strategic role in economic development, especially in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency. As for the number of household industries in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency, there are 2 household industries engaged in the business of selling mixed goods. This household industry is managed by local people who are individuals and in general all those who set it up are women who work as housewives.

Based on the results of observations and interviews to 2 business owners selling mixed goods, namely: a). Nurlia mixed goods sales business b). Musadalifah mixed goods sales business. Of course, in establishing a business, there must be a history of each, from the 2 sales businesses telling the history of their business in the interview results it can be concluded that this business was founded from several years ago. this initially used minimal capital and the place remained at home. This business was established in order to achieve a sufficient life. In addition, because the average founder of this business is a woman who works as a housewife.

Based on the results of these interviews and their relation to the theory put forward above, it explains that the establishment of a business is inseparable from several industrial factors as well as in the selection of a place with minimal costs and capital, meaning that the ideal industrial location is the lowest cost. In the business of selling mixed goods, according to the results of interviews from the business owner, almost all people in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency shop or buy at the place.

From the explanation above, it can be seen that there is still a need to increase motivation and interest in managing their business to develop it into a bigger business. To increase the entrepreneurial interest of the community, a greater effort is needed to boost the confidence of the community to be able to compete. Thus, an entrepreneur should be able to

know how much sacrifice in the process. Talking about the problem of interest is not an easy thing to motivate people to have the view that entrepreneurship is the right choice as a job status. It takes maximum effort that must be done not only from internal and external factors to work together in fostering interest in entrepreneurship, especially among the people in Salubarani Village, Gandangbatu Sillanan District, Tana Toraja Regency.

In addition, the various efforts made by the current government have indeed been maximized, but this will certainly run according to the target if the efforts made by the government are assisted by all government apparatus including the community itself. Efforts to foster interest in entrepreneurship can also be carried out with various activities aimed at gaining information from various sources related to the business world being run, including industrial visits to government agencies such as the Department of Industry and Trade, the Department of Cooperatives and MSMEs, household industries, small and medium industries, and other industries. In addition to being able to get knowledge and experience in the world of work, the community also has insight, towards regional cultural elements and the most important thing of course is to get free information.

#### 4. CONCLUSIONS AND SUGGESTION

Based on the results of the research that has been carried out, this research can be concluded, including: 1) Efforts to increase interest in entrepreneurship among housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency is not an easy thing caused by internal and external factors of the housewives themselves. 2) Growing interest in entrepreneurship among housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency can be done with various activities that aim to explore information from various sources related to the business world that is run, especially in recognizing regional potential and opportunities in opening a business.

From the above conclusions, suggestions that can be given are to further enhance the role of government in analyzing entrepreneurial interest among housewives in Salubarani Village, Gandangbatu Sillanan Subdistrict, Tana Toraja Regency can be done by conducting various entrepreneurial activities that include housewives participating in these activities.

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