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THE ROLE OF WOMEN'S EMPOWERMENT THROUGH FAMILY INCOME IMPROVEMENT BUSINESS PROGRAM IN ERA 4.0

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ABSTRACT

This study aims to determine the process of implementing women's empowerment through the Business to Increase Family Income program in the industrial era 4.0, as well as to find out the impact of implementing the Family Income Increase Business program on improving family welfare. This research was conducted with a qualitative approach, and through data collection by interview, further analysis was carried out descriptively. The results show that the role of women's empowerment in Tibubeneng Village is in accordance with their understanding, namely the process of obtaining power, strength or ability, and / or giving power, strength or ability from parties who have power to those who are less or powerless. Impact of Women's Empowerment through Family Income Improvement Business Program in Tibubeneng Village, women that have joined Family Empowerment and Welfare Institution and then they are involved in this business unit; they feel very good, effective and helpful not only for women's empowerment institutions in Tibubeneng Village but also personally. This can be seen from the increase in program activities that can be carried out and the addition of training members every year.

Keyword: *empowerment, women, income, family welfare*

INTRODUCTION

Empowerment of women must be pursued economically. Economic empowerment includes increasing access to economic resources, assets, opportunities and benefits. One of the development programs that side with women in the village is the Family Income Improvement Business Program, which is implemented through the Family Empowerment and Welfare Institution. The purpose of these activities is to increase income through productive economic business groups in the form of businesses individually or in groups.

Family Income Improvement Business Program-Family Empowerment and Welfare Institution activities are part of the activities of the Second Workgroup (POKJA II) Family Empowerment and Welfare Institution whose capital comes from the presidential instruction funds (Inpres) for village development assistance

or other assistance from the government, foreign assistance, and the community itself. It is hoped that the Family Income Improvement Business Program-Family Empowerment and Welfare Institution program can be used as a basis for implementing women's empowerment at the practical level, so as to create the potential, power, and character of women that are no less important than men. The Family Income Improvement Business Program-Family Empowerment and Welfare Institution program is one of the leading programs at the level of the social safety net program. Seeing the current state and situation of technological development, the role of women's empowerment through efforts to increase family income is expected to be helped and even follow the development of the industrial era 4.0.

The presence of the industrial era 4.0 is an unavoidable environmental condition for a corporation. The world is welcoming the presence of the industrial era 4.0, where manual activities in the production process will be replaced by digitization. Internet of Things, robots, smart factories will color industrial life in all sectors. Human power is expected to be replaced by computing and machines. Industry requires skilled and reliable workforce in technology.

One of the villages where the role of women's empowerment is still widely expected to support the industrial era 4.0 is Tibubeneng Village. The role of empowering women is expected to be able to increase family income, through the Family Income Improvement Business Program and Family Empowerment and Welfare Institution programs. Here are the data.

Table of Number of Family Empowerment and Welfare Institution and Income in Tibubeneng Village

No	The name of Banjar/hamlet	The number of Family Empowerment and Welfare Institution	Type of work		Average Family Income
			Employed	Unemployed	
1	<i>Banjar Dawas</i>	60	25	35	3.500.000/month
2	<i>Banjar Tegal Gundul</i>	75	35	40	3.200.000/month
3	<i>Banjar Tandeg</i>	55	30	25	3.900.000/month
4	<i>Banjar Canggal Permai</i>	68	26	42	2.900.000/month
5	<i>Banjar Perancak</i>	70	35	35	3.500.000/month

Source: Data for 2017/2018 Tibubeneng Village

From the data above, it shows that the average income of a husband and wife in one month is approximately 3 million per month. Family Empowerment and Welfare Institution which is classified as unemployed is purely housewives who do not work. From the data above, the *banjar* which has data on the number of housewives who do not work is in Tibubeneng Village. These data indicate the need

to study the impact of the Family Income Improvement Business Program on family welfare and women's empowerment, in the village of Tibubeneng.

Community empowerment is an effort to enable and independent society, or help people to be able to help themselves (Suharto, 2004). According to Rapport, quoted by Fahrudin (2012), it means that people empowerment is a way in which people, organizations and communities are directed to be able to rule over life. Starting from this definition, empowerment is defined as the process of obtaining power, strength or ability, and or giving power, strength or ability from parties who have power to parties who are less or unempowered.

Women Empowerment Programs in the economic sector are often carried out through home industries. In terms of improving the economy of women in rural areas, women have limitations such as low education, skills, few job opportunities, and also women's ideological barriers related to households (Nugroho, 2018). Hubeis (2010) mentions the need to create a conducive climate by encouraging, motivating and raising awareness of the potential that is owned, creating accessibility, and protective measures against potential.

In general, women's empowerment is defined as an effort to increase women's ability to gain access and control over resources, economy, politics, social and culture so that women can organize themselves and increase self-confidence to play a role and participate actively in solving problems (Pranarka and Vidhyandika, 2015).

The Family Income Improvement Business Program is a form of program taken by the government aimed at women and only prioritized for those who are less well off or have minimal access to capital. This program is engaged in family economic business that aims to increase family income, for the sake of welfare (Budiartiningsih and Gusfrianti, 2015). Family Income Improvement Business Program is motivated by a low level of family income, so that Family Income Improvement Business Program is here to foster entrepreneurial skills and expand employment (Putri, 2018).

The industrial revolution is currently in the 4.0 era, which causes the world to experience increasingly rapid and competitive changes (Schwab, 2017). The industrial revolution was marked by the birth of digital technology which emphasized the digital economy, artificial intelligence, big data, and robotic patterns in human life (Manyika, 2015). The four main components in industry 4.0 include cyber-physical systems (connections between the real and virtual worlds), Internet of Things (IoT), Internet of Services (IoS), and Smart-factory (Roblek, 2016).

The position of women in the Industrial Revolution 4.0 provides great employment opportunities to increase women's income. However, the reality is that until now, the latest data as of February 2017 from the Central Statistics Agency shows that there are only 30% female workers in the science, technology, engineering and mathematics industries. The results of a study from UNESCO in 2015 showed the low level of participation of women workers in the industrial sector due to the perception that this work environment is only the domain of male workers.

This study was conducted in relation to the role of empowering women through Family Income Improvement Business Program in Tibubeneng Village.

The main objective of this study is to determine the process of implementing women's empowerment through the Family Income Improvement Business Program in the industrial era 4.0, as well as to find out the impact of the implementation of the Family Income Improvement Business Program on improving family welfare.

METHODOLOGY

This research design is descriptive qualitative. Researchers used descriptive qualitative research to understand in depth about the role of women's empowerment towards Family Income Improvement Business Program in the industrial era 4.0 in Tibubeneng Village, through the results of interviews with Family Empowerment and Welfare Institution. The method used is interpretive because the research data is more concerned with the interpretation of the data found in the field. This qualitative research is also a naturalistic research type because the research is carried out in a natural setting.

The research was conducted in Badung Regency, especially in the Village of Tibubeneng. The research setting was taken because in this village there is a more active role in empowering women than other villages. The women who have joined Family Empowerment and Welfare Institution in this village often become examples of Family Empowerment and Welfare Institution outside the village, and often represent the village even down to the district level in Family Empowerment and Welfare Institution competitions or activities.

In this study, researchers used in-depth interview techniques for each respondent using a well-designed interview guide. The design is adapted to the aspects that affect women's empowerment. The data used in this study are primary data, or come from informants, namely women (Family Empowerment and Welfare Institution) in the village of Tibubeneng. Retrieval of informants for primary data was carried out by purposive random sampling method. Informants consist of key informants (Family Empowerment and Welfare Institution administrators and heads), main informants (housewives /Family Empowerment and Welfare Institution members), and additional informants (husbands or other family members).

The data analysis technique used by researchers was qualitative data analysis techniques. This study used three-stage analysis techniques, including data condensation, which includes data selection, coding, and data categorization. After that, it was followed by presenting data such as quotations from interviews, pictures, or charts that show certain patterns. The third stage was verification of the conclusions, which was the process of drawing answers to research problems based on the analysed data.

RESULTS AND DISCUSSION

The team that moves for Family Empowerment and Welfare Institution in the Village of Tibubeneng is led by a chairman and two deputy chairmen, one secretary, one treasurer, and four workgroup heads and their members. Family Income Improvement Business Program in Tibubeneng Village is led by a Chair,

Secretary, Treasurer. Family Income Improvement Business Program in Tibubeneng Village consists of individuals and groups. Inside the Family Income Improvement Business Program in Tibubeneng Village, there are 5 main activities that are already active and are being designed for their activity processes.

Based on interviews with the head of the Family Empowerment and Welfare Institution at the Tibubeneng Village office and direct Family Empowerment and Welfare Institution members in the village, it was found that in connection with their function in the Family Empowerment and Welfare Institution program; it was found that they had been well executed and played an active role in achieving the goals of the program and were followed with great enthusiasm by Family Empowerment and Welfare Institution members in environment of the village of Tibubeneng.

" Family Empowerment and Welfare Institution in Tibubeneng Village has several Family Empowerment and Welfare Institution empowerment programs, one of which is very active here, namely the Family Income Improvement Business Program activity. In this Family Income Improvement Business Program activity program, there are several types of activities such as making cakes, making offerings, managing the waste craft industry, and additional new activities are training on beauty make-up like that." (Interview on Friday, 29 May 2020).

This statement was confirmed by one Family Empowerment and Welfare Institution member who participated in the women's empowerment program through training, stating that:

"For 15 years I have been a member of Family Empowerment and Welfare Institution and have been rewarded with Canggü Permai, there have been many Family Empowerment and Welfare Institution programs in the form of training that I have participated in with other Family Empowerment and Welfare Institution members outside compulsory activities such as mutual cooperation and gymnastics. The activity we are actively doing here is Family Income Improvement Business Program which is usually held once a month / twice a month. " (Interview on Saturday, 30 May 2020).

The second comment from Family Empowerment and Welfare Institution *Banjar* Canggü Permai, Tibubeneng Village also corroborates the above statement, he informed that:

"There are a lot of Family Empowerment and Welfare Institution activities that my mother has participated in for 10 years of being married and being a member of Family Empowerment and Welfare Institution here, mandatory and not compulsory activities. Activities are mandatory for cleanliness of gymnastics and Integrated Healthcare Center (posyandu), outside of that there are trainings." (Interview on Sunday, 31 May 2020).

The hope of Family Income Improvement Business Program activities is that the family's economic condition will improve so that it has the ability to

improve living conditions for the better. The target of Family Income Improvement Business Program's activities is low income families who already have businesses.

"As I said before, coincidentally, in the Village of Tibubeneng, this is one of the villages in Badung whose Family Income Improvement Business Program activities have been running until now and can be said to be quite active. The active Family Income Improvement Business Program phase has resulted in our members who have been working for more or less 7 years until now, the program of activities varies from waste crafts, making offerings, home snacks and what has just started to be promoted is beauty training, especially Balinese make-up. The activity is carried out once / twice a month, the women who have joined Family Empowerment and Welfare Institution are divided into several groups first before later those who really want to develop the results of the training can individually or as members with anyone who wants to also develop it as a business. One of them I mentioned is a group of mothers of light snack entrepreneurs, which we named the Bougenville group". (Interview on Friday 29 May 2020)

This statement was confirmed by one Family Empowerment and Welfare Institution member who attended the Family Income Improvement Business Program training, stating that:

"The training that I have been working on is training in making light cakes, a group of 3 people happens to be this group of women who are already running named the Bougenville Group. After 6 months we attended training, then a month of trial production for selling it and now it's been one year selling cakes with my group". (Interview on Saturday 30 May 2020)

The two previous statements were corroborated by the comments of another Family Empowerment and Welfare Institution member, who stated that:

"There are several types of training in Family Income Improvement Business Program, such as training on making light cakes, used craft limbs, and designing new activities that should be running. There is training on make-up. They haven't had time because of the corona virus rush. We have to follow all the training here, after that it will return to each of us or the group who want to really pursue or make business opportunities. I have been running the business of making *canang* and offering for ceremonies, my group has 3 members who have almost been running for a year." (Interview on Sunday, 31 May 2020)

The presence of the Industrial Revolution 4.0 with large employment opportunities is considered a great opportunity to increase women's income. However, the reality is that until now, not many women have been absorbed in this digital-based industry. In the activities of empowering women in Tibubeneng Village, especially the Family Income Improvement Business Program sector, they have started to follow developments in the Industrial Era 4.0, where its development is marked by increasingly rapid technology.

"The use of technology in empowerment activities at Family Empowerment

and Welfare Institution here has gone according to our expectations. We hope that every Family Empowerment and Welfare Institution member or group member running Family Income Improvement Business Program uses technology in carrying out their activities. Not only for the outside, but internally also use technology to help our activities both in communication and as a tool to support other activities, for example using social media in marketing products from Family Income Improvement Business Program, it's okay, if in the past it was just cooperation or word of mouth with villagers, so It's a bit difficult if you want to market to a wider scope, especially with the current Covid pandemic, where everything in the business or industrial marketing process is easier and can be carried out with the media, we have also started to design plans to create a YouTube channel for business units from Family Income Improvement Business Program in Tibubeneng, and helping women who have joined Family Empowerment and Welfare Institution as business actors to seek future business permits if they meet the requirements for it ". (Interview on Friday 29 May 2020)

This statement was justified by one of the Family Empowerment and Welfare Institution members who participated in the Family Income Improvement Business Program through the use of technology, stating that:

"For the marketing process we have subscribed to offices around the village and collaborated with Village Owned Enterprises (BUMDes), besides that we are also directing promotions with social media such as *Facebook*, *WhatsApp* so that *puspa jagatri*, the name of our offering business group is more widely known to outside consumers". (Interview on Saturday 30 May 2020)

The following comments also corroborate the previous statement above, stating that:

"It just so happened that when I passed the trial at the beginning, I immediately collaborated with the Village Owned Enterprises (BUMDes), the term was subscribed if at the Village office, the head of urban village or other events requiring cakes, we always ordered our cakes. Currently it is being intensively directed to marketing on *Facebook* in *WhatsApp* and the results are pretty good from uploading *Facebook*, sometimes there are people who order for social gathering and wedding events. In the past, about 6 years ago, I had also participated in training to production, but it is not like now. In the past, our products were only marketed and displayed during competitions between villages or there were village birthday activities". (Interview on Sunday, 31 May 2020)

Welfare in question is that women who are members of the Joint Business Group have been able to fulfill the welfare of the family, especially through activities that are participated in the joint business group.

"The impact that I hope as the head of the Family Empowerment and Welfare Institution in Tibubeneng Village is very pronounced with the addition of activities that we can do and the appreciation of Family Empowerment and Welfare Institution members who increase every year for

participating in training programs that the village provides". (Interview on Friday, 29 May 2020)

Researchers also interviewed one of the Family Empowerment and Welfare Institution members to get answers to the impact they felt:

"Because I am a housewife, yes, so I feel that there are activities that can help me to get additional income from my sales. I can also add to my daily needs. If in the past I only worked with my husband, if my work could not be prevented, there were children who still have to be dropping off and picking up school." (Interview on Saturday 30 May 2020)

This statement was confirmed by one of the Family Empowerment and Welfare Institution members who participated in the Family Income Improvement Business Program, stating that:

"What I feel first is that I have skills that can makes money; besides that, I can help the family's economy so that I have time to socialize with my family or relatives because the job is not tied to. Thankfully, the village or Village Owned Enterprises (BUMDes) want to help us who do make the results of the training an effort." (Interview on Sunday, 31 May 2020)

Empowerment refers to the circumstances or results to be achieved by a social change; namely people who are empowered, have power or have the knowledge and ability to meet their daily needs (Suharto 2014). From the results of the interview related to the role of women's empowerment in Tibubeneng Village, it is in accordance with the understanding of the role of women's empowerment as a process of obtaining power, strength or ability, and or giving power, strength or ability from parties who have power to those who are less or less empowered. By providing various activities and training programs to the TP Family Empowerment and Welfare Institution in Tibubeneng Village, it is hoped that they can gain the power and abilities of Family Empowerment and Welfare Institution members in Tibubeneng Village.

Given that Family Income Improvement Business Program is one of the programs in empowering women, the results of research conducted by the Village of Tibubeneng have conducted and taught Family Income Improvement Business Program training activities which are packaged in various types of activities such as managing waste into crafts, making cakes, making ceremonial facilities. In accordance with the function and understanding of Family Income Improvement Business Program, these various activities have been carried out by some mothers and even used as additional livelihoods to help with family finances or just fill in their spare time to develop their talents. In the future, Family Income Improvement Business Program activities will be carried out that can develop the potential of the TP Family Empowerment and Welfare Institution in the Village of Tibubeneng.

From the results of research in Tibubeneng Village regarding the role of empowering women in the Revolutionary Era 4.0, currently the relevant government and staff in Tibubeneng Village have helped to socialize, develop and assist in the use and utilization of technology to TP Family Empowerment and Welfare Institution members in Tibubeneng Village. The application of the internet

and technology in the current era in women's empowerment programs is carried out through the introduction of technology that can assist activities in the Family Empowerment and Welfare Institution, then directs and helps each member to be able to take advantage of the internet through social media for the marketing process of the products that Family Empowerment and Welfare Institution does to reach consumers wider area is not limited only around the village of Tibubeneng.

CONCLUSION

The role of women's empowerment in Tibubeneng Village is in accordance with its understanding, namely the process of obtaining power, strength or ability, and / or giving power, strength or ability from parties who have power to parties who are less or less empowered. The Family Income Improvement Business Program consists of several training activities for the Family Empowerment and Welfare Institution such as cake making, waste craft management, ceremonial making, and makeup training. From this training, several groups of mothers who pursue the results of the training can become productive jobs. So, the role of women's empowerment in Tibubeneng Village is proceeding as expected to increase the power and capacity of women in the village, especially mothers.

The impact of women's empowerment through Family Income Improvement Business Program in Tibubeneng Village is felt to be very good, effective and helpful by women who have joined Family Empowerment and Welfare Institution who are engaged in this business unit not only for women's empowerment institutions in Tibubeneng Village but also personally. This can be seen from the increase in program activities that can be carried out and the addition of training members every year. Some mothers who were previously unemployed and who have less income now can have busy jobs and at least can help their family income.

This study provides a view that the role of empowering women through Family Income Improvement Business Program in the industrial era 4.0 increases the power and skills of women and helps increase family income. This is in accordance with the theory of the role of women's empowerment. The results of this study can be used as a reference for organizational leaders to further enhance the role of empowering women through Family Income Improvement Business Program in the current industrial era 4.0. From the policy side, it is hoped that a special operational budget will emerge to assist women's empowerment activities programs, broader training programs, and provide access to women's empowerment and the introduction of technology.

Further research is expected to explore more women's empowerment roles. In addition, research can also be carried out about things that can be done as other elements in increasing the role of women's empowerment so that in the future there are many steps and ways to increase the role of women's empowerment, especially mothers.

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