
Family Welfare: A Review of The Entrepreneur Role of Women Traders

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ABSTRACT

Purpose — *This paper aims to analyze family welfare based on the portrait and role of women who have professions as traders. Trading is an option for women to provide income for the family, improve the family's standard of living, and also fulfill physical and mental well-being.*

Method — *This paper was studied using a qualitative approach, containing quotations of data (facts) revealed in the field to provide support for the data presented. The data sources used are primary data and secondary data. Data collection techniques using interviews, observation and documentation. The data analysis technique uses interactive model analysis, there are three types of activities, namely data reduction, data presentation, and drawing conclusions and data collection).*

Result — *This paper finds that 1) The reasons women are interested in working as traders are to increase their income, want to have their own income, and want to increase their trading experience. 2) the role of female traders in improving the economic welfare of the family is as a housewife, as a manager of family finances and working as a trader. 3) The role of female traders in improving the material welfare of families is to fulfill the needs for food, shelter and clothing and also fulfill children's educational needs.*

Novelty — *The latest of this research is from a welfare study perspective and focuses on female traders.*

Keywords: *Family Welfare, Enterprise, family trader*

INTRODUCTION

Trading is a sequence of activities related to transactions goods and/or services within the country and beyond national borders with the aim of transferring rights to goods and/or services to obtain profit. (Sidabatok, 2020, p.9) Trader is person which do trading, buying and selling goods that are not produced by yourself, to obtainsomething profit. Trader including perpetrator economy which most influential in sector trading because his contribution asliaison from producer to consumer.(Zamzam & Aravik, 2020, p.73) Trading is a means for business continuity in the family.(Clauß et al., 2021).

In family life, husband and wife have their own roles alone. The main role of a husband is to earn a living and provide family needs and a husband must also be responsible so big for all need and capable used as a role modelhis children and wife, while the wife's obligation is to take care of her needs household such as taking care of the house, taking care of children, taking care of husband andalso as manager of the family economy. But in development In this era, the role of a wife/woman was not only to be a housewife but they lots which have position the same with a man who works hard to provide for the family, from matter the position woman in lower race man in in family.(Zamzam & Aravik, 2020, p. 74).

In general, the opinion in society is that a woman is considered it violates her nature as a woman to leave the house too oftenespecially go out house without notice reason for do deeds or actions outside the home. But seen in today's life often women become savior of the family economy. This can look at the large number of people who still belong to the middle class down, women came too share in searching livelihood for his family.

In house ladder woman own role which so bigcompared to a man. A woman plays the role of manager and expenditure need house ladder whereas a man role as a breadwinner. From the many roles that have been carried out so will make para woman for life independent. With seereality in the field para woman no only work For fulfilown interests but a life demand that compels people female workers to help meet family needs. This is possible occurs because the husband's income is not sufficient for the family's needs. Para women are more informal, such as trading, being housemaids stairs and other matter in look for living addition for his family. A family business that is built from a trading perspective is not only for the family's

economic interests, but also for economic prosperity, social and environmental values.(Tiberius et al, 2021).

On era modern moment This, a mother sued for creative, be patient, tenacious and persistent in reach well being family. Lots things that the mother has done to support the family's economy in a way trade, work in company private nor government, even become labourer rough or do work other which normal done by men. As which done by woman which work as trader in market dompyong dam. Trader there are many traders at the Dompyong Dam market who are seen as women who has the status of a wife, this can identify that role a woman can help increase prosperity family.

In family life in today's society, there are still many families which not yet fulfilled his welfare. For example well being economy which not yet fulfilled because income husband low, no meet basic needs. Children who don't go to school because of their parents no have cost. Problem like this will influence level well being in family. In matter this, member the family is required to be able to overcome this problem. Not just welfare economy there are also well being material which can demand woman work wrong the only one work as trader. The trading profession for women is beneficial for the family's economic security.(Burrows, 2022; Li, 2022; Singh, 2021).

Wrong one form work which done by woman for improving family welfare is working as a trader in market. Market in a way general is transaction sell buy, is facility public for the economy of a region . Apart from being a lifeblood, the market is also become barometer for level growth economy public. Market traditional village toothless is wrong one center expenditure/activity economy which there is in subdistrict Dam. Market This operates every day from 5 am to around 12 noon, and only the Kliwon and Pahing markets are crowded with traders and buyers. Market this is located in the corner street village Dompyong. Trader which selling mo only from region Dam just however many are originating from Trenggalek subdistrict to Tulungagung and Ponorogo. The existing traders are not only men but many are also male among women, even in the Dompyong market area the majority are dominated by female traders. Some of the existing female traders are: trader vegetable, clothes, basic necessities, and other etc. Women traders have an important role apart from fulfilling life's needs his family, market traders also has a high role for strengthen economy for country in effort increase power buy society so that in a way whole follow as well as increase economy in a way macro.

METHOD

This research was studied using a qualitative approach (Rukajat, 2018, p. 6), containing quotations of data (facts) revealed in the field to provide support for the data presented. Location study is place which made as subject research to be carried out. In this research the researcher will take location at Dompyong Dam Market, Trenggalek district, Java Province East. The data sources used are primary data and secondary data. Collection techniques using interviews, observation and documentation. The data analysis technique uses interactive model analysis, there are three types of activities, namely data reduction, data presentation, and drawing conclusions and data collection)(Miles et al., 2014).

RESULTS AND DISCUSSION

Results

From results study on trader woman in market Dompyong Dam, researchers will analyze data from the results of their research as following:

Reasons Why Women Are Interested in Working as Traders

In general, the opinion in today's society is that a woman it is considered to violate her nature as a woman if she does it too often go out house especially go out house without notice reason for do deed on action outside house. However seen in today's life often women become saving the economy family. This can seen of many public which still belonging to the lower middle class so women are required to participate share in look for living for his family. Based on the findings obtained by researchers from interviews to trader woman in market Dompyong dam, obtained reason ladies interested work as a trader:

Adding income

Circumstances something house ladder which all round lack will move member house ladder work for add family income.(Lilis, 2021; Marfuatin, 2021; Remik, 2021) This happens to female traders in the market Dompyong Dam, because wages husband and the more many need which must fulfilled in family make they para woman decide for work as trader.(Yanti, 2021) These women chose to work as traders because it works only in morning so they can run role as mother house ladder. Apart from that, trading increases family

income.(Nurohmi, 2021; Utami, 2021; Yustanti, 2021). Trading can open up your own job opportunities, without depending on other people.(Murtiatun, 2021) Trade free from superior pressure.(Giani, 2021).

Picture 1: The Situation of Women Working at Dompjong Market, Bendungan Trenggalek



Source: Observation

Want to have income own

Para woman trader which there is in market dompyong also have the desire to have their own income. Although no a lot, but it can lighten the family's economic burden besides that if you have your own income when there is an urgent needthey can fulfill it without must request to husband.(Nurohmi, 2021)

Increase experience

Indirectly, women traders are one of the traders in market Dompjong study start business alone. They enthusiastic learn matter new and interact with people new. With interact with person new is method traders to develop and make their businesses more advanced from time to time. (Lilis, 2021)

The Role of Women Traders in Improving Family Economic Welfare

The role of women traders regarding economic welfare is role in the family. Based on the findings obtained by researchers, the following are the rolesfemale trader in increase well being economy family:

As a housewife

Dompjong market women traders able to share roles in in family and in outside environment family. trader woman carry out the obligations of the family role, namely cleaning House, look after husband, look after child and arrange needs family.(Lilis, 2021; Marfuatin, 2021)

As manager of family finances

Apart from taking care of the household needs of female traders also do role economy in family. Trader capable woman arrange finances according to income which they have. That way, the family's needs can be met according to what is needed which needed.(Nurohmi, 2021; Yanti, 2021)

As a trader

People who buy and sell goods that are not produced or which produced alone for obtain profit. Trader woman provide goods need tree, vegetables, sandals, shoes, tobacco, clothes and other necessities. They do too marketing with a bargaining system bid. Merchant income woman in market Dompjong average a day Rp. 200,000 so that they can help lighten up burden husband for fulfilneed his family.(Giani, 2021).

The Role of Women Traders in Improving Family Material Welfare

In a family, material needs can determine levels welfare of his family. The contribution to family welfare by female traders can be seen from their monthly income as follows:

Table 1: Revenue from Women Trader

No	Name	Type of trader	Revenue/month
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1	Lilis	Retail of traditional herbal medicine	Rp. 3.000.000
2	Siti Nurohmi	Retail tobacco	Rp. 2.400.000
3	Utami	Wholesale and retail clothing	Rp. 3.600.000
4	Yanti	Clothes retail	Rp. 3.600.000
5	Murtiatun	Wholesale and retail of materials ciki staples and snacks	Rp. 4.800.000
6	Marfuatin	Retail sandals and shoes	Rp. 2.400.000
7	Yustanti	Wholesale and retail of materials ciki staples and snacks	Rp. 4.600.000
8	Giani	Retail chilies and soon	Rp. 1.800.000
9	Mbah remik	Cooked vegetables	Rp. 3.600.000

Source: Women trader at Dompuyong Bendungan market

Matter this can seen from level fulfillment regarding food, the level of fulfillment of clothing and shelter and don't forget level fulfillment education for child.

Meeting food needs

Business which done by trader woman market Dompuyong for create resilience food on level family or household can taken through enhancement reserve food, And nutrition (Utami, 2021), they can fulfil need will food every day. (Lilis, 2021) Average daily needs in the range of 30,000 – 50,000 rupiah are sufficient. (Utami, 2021; Yanti, 2021)

Fulfillment of clothing and shelter needs

Besides need principal pangan somebody also need home as a shelter and clothing as a social need psychological somebody, para trader woman market Dompuyong also pay attention to meeting clothing and housing needs which worthy in use. They capable fulfill clothing purchases minimum one year 3 - 5 time and each family trader own house alone. (Nurohmi, 2021; Utami, 2021)

Fulfillment of children's education

Dompuyong market women traders are very concerned about things need education for his children, matter the simply because importance look for knowledge and is need for his family. To get to education, you definitely need money of working income, the respondents set aside around 30% of their income income work. Importance in demand knowledge Matter the proven with education final child each of these female traders' families, the majority have at least high school graduates college tall. Education child para trader woman fulfilled with good. (Lilis, 2021; Nurohmi, 2021; Utami, 2021).

In preparing for children's education, traders can take advantage of the following opportunities to save:

Table 2. Percentage of Children's Education Savings

No	Trader's name	Revenue / month	Education Saving
1	Lilis	Rp. 2.000.000	35%
2	Siti Nurohmi	Rp. 2.500.000	25%
3	Utami	Rp. 3.600.000	25%
4	Yanti	Rp. 3.600.000	25%
5	Murtiatun	Rp. 6.000.000	35%
6	Marfuatin	Rp. 2.400.000	25%

7	Yustanti	Rp. 4.600.000	25%
8	Giani	Rp. 1.500.000	15%

Source: Indept Interview on Trader

Discussion

Based on research findings in the form of interviews, observations and documentation which then done analysis data findings results the research will be discussed in accordance with the theory in the previous chapter. Which obtained from results observation interview, observation in a way deep which has researcher analysis in a way qualitative which then identified in order according to purpose. Based on interview result and observation as well as documentation about role trader woman in increase well-being family in market Dompuyong subdistrict Dam regency Trenggalek as following:

Reasons why women are interested in working as traders

Strength development economy which optimal if resident participate full through ability which he has, including para woman. Women who are married (housewives) are also assets or human resources that are productive in scope development family dignity and dignity woman (mother house ladder) experience continuous increase in role, where they are not just busy with family matters (cooking, washing, taking care of children and so on) but also helps her husband in meeting all his living needs produce income in realize family prosperous. Women from a gender perspective contribute to welfare. (Abio et al., 2021) .

In research conducted by (Asmara, 2018) in her journal " *Role Woman Work In Increase Well-being Family* " role informal is role as giver encouragement, role maintain harmony, and role gor compromise. With exists role formal In the family there are all kinds of conflicts, one of which is about income can be resolved through deliberation between father and mother or can look for living together for make ends meet family. Matter the same thing that women market traders do to earn a living for help his family. In accordance with the role according to Bruce J. Biddle is the center of behavior of personal in context. (Biddle, 1979) Roles occur in everyday life at some point public and each show off his role with method which different.

According to Arsyad, role theory is a function or behavior expected to exist in sexual individuals as an activity. There are two roles viz public roles are activities carried out outside the home with a purpose to bring in income as an example of a working woman outside the home with the aim of generating income, that matter done by woman in market Dompuyong they do activity become a trader. And the domestic role, namely activities carried out in house and usually no intended for bring income like taking care of house, look after child, teach husband too look after needs in his family. (Arsyad, 2020, p.15).

In the book Eko Sujatmiko defines that a trader is people who carry out trade, buying and selling products or goods which are not produced for profit. Traders too categorized as become three which first trader big or distributoris trader which buy or get product goods merchandise from hand first or producer in a way direct. (Sujatmiko, 2014, p.231) The success of traders is in line with the entrepreneurial spirit to support local economic development. (Rokhim, 2021) and success informal economic (Moffitt, 2020).

Eva Fitria confirm in public where family as smallest unit experiencing economic shortages, is a strong reason women improve their economy by carrying out activities economy and add income. By because matter the which encourage women to take actions that are useful in fulfilling need his family. (Fitria, 2019).

The role of female traders in improving family economic welfare

In today's modern era, a mother is required to be creative, patient, tenacious and persistent in achieving family prosperity. Many things have been carried out by the mother as a support for the family economy by trading, worked in private and government companies, even as rough porters or do work other which normal done by man.

Apart from that, a woman has so many roles, namely as manager and expenditure need house ladder whereas a man plays the role of breadwinner. From the many roles what has been done will enable women to live independently. By looking at the reality in the field, women not only work for fulfil its interests alone however s demands life which force para worker woman for help fulfil need family. Matter this can happen because income husband no sufficient need family.

Matter this in accordance with role theory Halda Arsyad By universal, gender roles for woman classified into two the main roles are (Arsyad, 2020): *First*, Reproductive Role (Domestic) is the role performed by female traders at Dompuyong Bendungan market while at home to carry out related activities with source maintenance power human and task to the house acceptance like prepare food, collect water, looking for

firewood, shop, maintaining health and family nutrition, caring for and educating children. *Second*, Productive Role, productive work concerns that job produce goods and services to be consumed and bought and sold like traders women at Dompyong market sell goods in the form of basic necessities, clothes, food, spice kitchen, and other etc.

In accordance with Bruce J. Biddle's theory confirms that role is center behavior from inner person context. Role happen in life every day in a society and each one shows off his role with method different. This is appropriate with the role played womantrader in the market Dompyong , they no only act role in house as mother house stairs , however they also play a role outside house for work as trader . Women's welfare increases as women's income increases.(Wilmarth, 2020).

Theory role from Paul B. Horton and Robert L. Horton defineroles as one behavior which expected from in a number of status. For example If he a women, the clothes they have, the way they are walking and speak, type work, his interest leads on impression eachpublic. In accordance with theory the para woman trader in market Dompyong occupy position in public with do commerce or trading for do interaction between traders and consumer.(Horton & Horton, 1982, p. 19).

Theory Buchari Alma regarding female traders is in generaltrader men and women have the same roles, but in some matter there is difference level his motivation in open business.(Alma, 2013) Woman trade motivated from previous work. From these are ideas for develop his talents in doing business can realized. In accordance with trader woman in market Dompyong they have talent in marketing product so that they choose work as trader.

The role of female traders in improving family material welfare

Currently, women are required to be able to play several roles. Besides role as searcher living woman also own role for can meet food needs, shelter needs and clothing needs, as well as need for education child. Every family has various kinds of daily living needs. days that must be met with costs that come from family income. Fulfillment need life family daily is effort which carried out to obtain income to meet various needs daily.

In accordance with theory Role according to Arsyad is function or Act in demand which expected on an individual sexual as one activity. According to the goal can differentiated become two; (1) role public, that is activity which done in outside house with objective for bring income; (2) domestic role, namely the activities carried out at home and usually not intended to generate income. This role is usually carried out by housewives because they want conditions family which prosperous from facet fulfillment clothing, food, board, education.(Arsyad, 2020, p. 15).

In study Juliana et al, structure social public which divide task between man and woman often harm woman. Woman which work in in house ladder no gain economic rewards. The value of women as mothers is a sacred value full of devotion. The term dual role three which owned woman that is, productive roles (work, look for living) role reproductive (prepare all needs family for in in and outside the home, needs of children and husband) as well as community roles (social gathering, mutual cooperation).(Juliana & Sinaga, 2020).

For create a well being in in family, Family needs must be met. Especially food needs must be met first and the need for board or space needs stay which must fulfilled moreover formerly for reach enhancement well-being in family. In accordance with theory from Khairuddin about fulfillment need life, every family have share type need life daily which must fulfilled with cost which came from income family.(Khairuddin, 2022) fulfillment need life family everyday is everyday which done for obtain income to useful various need daily. Welfare for families is generally measured by each consumption ability and health access needs (Slycken & Bleys, 2020) . Family welfare is a manifestation of the family's economic resilience in various economic situations.(Burrows, 2022; Junaidi, 2020; Riitsalu, 2023; Sherlock, 2020; Singh, 2021).

CONCLUSION

From exposure data and findings study about role trader woman in increase well-being family studies case market Dompyong Dam regency Trenggalek which has outlined previously, then you can concluded that:

1. The reason women are attracted to work as traders is to add income. Want to have your own income, and to increase experience in trade.
2. Role trader woman in increase well being economy The family is responsible as a housewife, as a regulator finance family and as trader for increase economy family.

3. Role trader woman in increase well being material family, namely in meeting food needs, fulfilling needs clothing and board, and fulfillment need education.

Based on the research results and conclusions that have been presented, furthermore researcher convey suggestions which perhaps can provide benefits to the parties concerned with the results of this research. As for suggestion which can be delivered as following:

1. For female traders at Dompayang Bendungan market, Trenggalek Regency
Study this can made reference for para woman in increase well-being family. And also gor trader woman in market dompyong prioritize moreover formerly need which most main and urge moreover formerly, share time for business, For family as well as optimizing ability self For educate And raise child. Try routine set aside income for in the use tube needs education child and need daily.
2. For UIN Sayyid Ali Rahamtullah Tulungagung
Study his can used For material reference for increase insight, by documenting and informing results study this in Faculty Economy And Business Islam specifically major Economy Sharia.
3. For Further Researchers
This research can be used as a reference for further research which relates to the role of female traders, beyond the subject and object of study this.

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