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WOMEN MALAY RENGAT ENTREPRENEURSHIP

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Abstract

The main issue of this research is to find out why Malay women participate in trading in the city of Rengat. The purpose of the study was to find out the motives of Malay women in trading. This research is a qualitative study using the hermeneutics method, where researchers asked for help from 7 informants through in-depth interviews and Focus Discussion Groups with 4 informants, the interviews and Focus Groups Discussion were analyzed and interpreted with meaning. The results of this study are women who take part in entrepreneurship or trade in the city of Rengat because to help the development of the household economy, the factors that trigger the emergence of business are family factors and also because of the impulse of entrepreneurship.

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INTRODUCTION

This study departs from the reality/reality that researchers see in Rengat, Indragiri Hulu Regency, Riau Province, where many new traders appear along the streets of Rengat City. Researchers see the business they are engaged in on average is culinary (food and beverage trade) with a small capital scale and improvised place. Rengat City is a small town located in the south of the city of Pekanbaru with a population of 53,158 people. Rengat city residents are predominantly Malay ethnic and migrants such as from Minangkabau, Javanese and Batak, there are also ethnic Chinese in Rengat City.

Research on entrepreneurship among women is very interesting to do. Zusmelia (2012) in her research entitled Entrepreneurship Development Model in Empowering Household Economy in Minangkabau said that female traders are incubators for the next generation of entrepreneurs who will become big traders. Lee et.al's research (2017) titled Independent Café entrepreneurship research in Klang Valley, Malaysia - Challenges and critical factors for success: does family matter? With the results of one of the factors in a successful café business is the family factor and family life cycle management. Other research by Fitrio (2019) with the title ZA sponge house business strategy which is also owned by a woman is obtained by market penetration strategies in business development.

From previous research that has been revealed above, researchers see entrepreneurship among women is triggered by various factors such as increasing family income, heredity and the spirit of entrepreneurship itself. Researchers look at research on the entrepreneurship of Malay Rengat women that researchers have not yet found. The author has tried to search with the Publish or Perish software with a database on Google Scholar, therefore researchers

consider this a novelty. According to Serian (2009) one of the criteria for seeing the originality of a study is: applying existing ideas in the place of new areas/new objects or repeating research in other contexts, for example, different countries.

The focus of this research is food and beverage (culinary) traders in Rengat, Indragiri Hulu Regency. Some questions that will be answered from this research are: 1). The motive of the Malay woman Rengat for entrepreneurship? 2) what is their process to become a female entrepreneur? The purpose of this study is to find out why Malay women trade in the city of Rengat.

METHODS

This research used a qualitative method with the reason that using this approach, the writer can look deeper into the process aspects of this research by seeing how the communication process from outside according to the process sequence and properly translated so that it can be interpreted. Qualitative methods can also present the nature of the relationship between the Researcher and the respondent. By using the qualitative method, this research is more sensitive and is adjustable by sharpening the mutual influence and the value patterns that occur. The goal is to be analyzed more deeply so as to facilitate the interpretation of the conditions of relationships, processes, effects that occur and the phenomenon that is developing. This research emphasizes the process that occurs so that conclusions can be obtained from the meaning of the process. Basically, this research gives more weight to the subjectivity to interpret the problem being studied.

This research uses the hermeneutic method approach. hermeneutics can be interpreted as a theory or philosophy in interpreting meaning. Historically hermeneutics emerged and developed as a theory of interpretation. When a person

demands the satisfaction needs of his brain to achieve something he needs, it means that the brain will be active and interpret the response it receives, in this case including interactions among humans through language that requires plural interpretation. The flow of this interpretation process will occur in humans while he is still alive, through language is one way to generalize the experiences experienced by humans.

This research was conducted in the city of Rengat where informants were Malay women traders who sold food and drinks (culinary). The author took several informants to conduct in-depth interviews so that the essence of this research was achieved. The results of this interview the author coding so that it can be analyzed and interpreted properly.

The procedure of this research begins by making a framework of thinking after the researcher sees the reality/truth that exists about Malay women traders. After that, the writer makes a conceptual framework for interviews with informants, the number of informants is not limited to the information

provided by the informant according to researchers can answer the research problem. After the information from the researcher's informant is obtained, the researcher coding the data into parts of the writing before interpreting it. The author is assisted with Nvivo 12 software. Furthermore, the data that has been coded is analyzed to be interpreted

To avoid research bias and maintain reliability, validity and generalizability, the authors also conduct Focus Group Discussion and share with colleagues. Finally, the authors narrate the meaning of data analysis by comparing with theories or literature reviewing the topic of entrepreneurship.

RESULTS AND DISCUSSION

The results of this research are that women from Malay Rengat participate in trading because the motive is to increase family income, encouragement from families who also trade and their own will. The following table is the result of information from informants:

Table 1. Research Results of Women Malay Entrepreneurship Rengat

Informant Sources	Interview Point	Pattern of Equation	Difference Pattern	Researcher's Analysis
1	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents also do business	Adding family income, the family is also an entrepreneur
2	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents are civil servants but they are entrepreneurs	Adding family income, the family is also an entrepreneur
3	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents also do business	Adding family income, the family is also an entrepreneur
4	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents are civil servants, but uncle is an entrepreneur	Adding family income, the family is also an entrepreneur
5	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents also do business	Adding family income, the family is also an entrepreneur
6	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Parents are civil servants but they are entrepreneurs	Adding family income, the family is also an entrepreneur
7	Motives and driving factors for entrepreneurship	Increasing family income and driven by the spirit of entrepreneurship	Come from an entrepreneurial family too	Adding family income, the family is also an entrepreneur

Sourcer: Observation results (2019)

From the table above we can analyze and draw conclusions that Malay women participate in trading in the city of Rengat due to factors: (1) Increase Family Income; (2) Coming from a family that is also an entrepreneur; (3) driven by an entrepreneurial spirit from within oneself.

CONCLUSION

The motive of the Malay woman Rengat to enter into entrepreneurship is to increase family income. Their process is to become a female entrepreneur starting from a family that is also an entrepreneur such as parents, brothers, uncles or aunts so that they at least have seen directly even helped the family in doing entrepreneurship. The results of this study are also supported by the results

of research by Lee et al. (2017) where the key to the success of cafe entrepreneurs in Klang Valley Malaysia, one of which is family and family life cycle management. The results of this study also support the study of Zusmelia et al. (2012) with the research title "Entrepreneurship Development Model in Empowering Household Economy in Minangkabau" with the findings of women traders in the nagari market is the incubator of the birth of the spirit of entrepreneurship for the next generation so that they become big traders.

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