



THE ANALYSIS OF POVERTY PROFILE AND POTENTIAL OF  
ENTREPRENEURSHIP OF POOR WOMAN BASED LOCAL POTENCY IN  
WEDI DISTRICT OF KLATEN REGENCY

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*Abstract*

*The poverty is a problem of development characterized by unemployment, underdevelopment, and adversity. This study aimed to describe the profile of poor women in Wedi district and measure the potential of poor women in developing entrepreneurship based on local potential in Wedi district. This study consisted of data from primary and secondary data. The primary data of places and events related to the empowerment of poor women gathered through observation, interviews and focus group discussions (FGD) gradually. Secondary data relating to the statistical data on poverty and related research results that have been done. Data were analyzed using an interactive model (interactive models of analysis) which has three components: data reduction, data presentation, and conclusion. The results showed that, based on the profile of poor women in Wedi district, known to those still living in homes that are not habitable, have limited access to education and a low income. These conditions make them locked in poverty. Measurements of the 28 respondents related to the potential of entrepreneurship that is in poor women in Wedi district, showed all respondents (poor women) have a high potential in an entrepreneurial profession or have a high potential as a prospective entrepreneur or entrepreneurs.*

*Keywords: women's empowerment, entrepreneurship, poverty*

## I. INTRODUCTION

Poverty is a classic problem that continues to be a major concern of the government. Poverty became one of the most important measure to determine the level of welfare of a household. Poverty is a problem of development characterized by unemployment, underdevelopment, and adversity. Dimensions of poverty not only on the economic dimension, but also involves other dimensions, such as social, cultural, political, and even ideology (Basuki and Presetyo, 2007). Chambers (1983) as cited by Sutrisno (1995) suggested that the core of the problem of poverty lies in the deprivation trap or traps deficiencies that include five elements: (1) poverty itself; (2) physical weakness; (3) isolation; (4) the vulnerability, and (5) powerlessness.

One important factor that is often overlooked by the government in poverty alleviation is the dimension of feminist and gender inequality. Poverty always displays in front of the woman's face. Many contemporary researchers said, in a poor family, she continues as a safety valve for the family economy. Women are considered as a safety valve for families because of the economy by the various roles of poor women were taken by poor women in



the family, (Sri Marwanti and ISMI Dwi Astuti, 2011), includes: First, as the financial manager of the family; Second, in charge of the entire domestic work; Third, as the family breadwinner; Fourth, as one of the important social network node in terms of social transfers,

According to Susi Ratnawati (2011), there are three important reasons why women shall be empowered in the context of poverty reduction: 1). Because women have a common interest in development, and is also the result of development, which have equal rights with less men. 2). Women also have a special interest in nature for the women themselves and the children. Suboptimal if initiated by men because it requires special sensitivity in nature, related to everyday life, socio-cultural present. 3). empowering and involve women in development, will indirectly also empower and transmit a positive spirit to the next generation, which is generally in everyday life are very attached to the mother.

This study aimed to: (1) describe the profile of poor women in Wedi, (2) measure the potential of poor women in developing entrepreneurship based on local potential in the district of Wedi

## **II. LITERATURE REVIEW**

### **1. Women Empowerment**

The empowerment of women is an attempt to bring about equality of roles, access, and control of women and men in all areas of development. Women's empowerment programs conducted by the government and the public for this effort is to always realize the creation and distribution of the benefits of development for men and women equally. Various steps can be taken to create equality between men and women and gender equality, among others by developing an entrepreneurial family so as to materialize the role which balanced between men and women in the family to get together to build and develop the economy of the families in order to achieve the welfare of the family. Despite efforts to build gender equality has been done for a long time, but still there are a lot of things and the life that does not yet reflect the equality between women and men. Lack of attention and the intensity and sustainability of women's empowerment program is one cause of gender equality yet. Therefore we need a more vigorous effort, intensive, painstaking, and continuous to establish gender equality through women's empowerment programs. Until now, many poor families necessarily reflect how many poor women. Therefore we need a more vigorous effort, intensive, painstaking, and continuous to establish gender equality through women's empowerment programs. Until now, many poor families necessarily reflect how many poor women. Therefore we need a more vigorous effort, intensive, painstaking, and continuous to establish gender equality through women's empowerment programs. Until now, many poor families necessarily reflect how many poor women.

The development approach has not considered the benefits of development are fair to women and men that contributes to the emergence of gender inequality and injustice. Therefore, in many areas is still always necessary empowerment of women in order to create equality of access, participation, benefits, and control between men and women as members of society. On the other hand, at this time there are still many policies, programs, and activities that have not been gender-sensitive development, One of the models that develop based women's empowerment is known as the "Framework for Women's empowerment".

The model explains the importance of development for women, how to address the issue explicitly gender as an obstacle to women's empowerment in an effort to meet the specific



needs of women and achieving gender equality (Muttalib, 1993). The empowerment of women includes three things: (1) capacity building means building the capacity of women; (2) cultural change that is directed toward a cultural change in favor of women; (3) structural adjustment is structural adjustment in favor of women. Empowerment efforts aimed at the achievement of public welfare through gender equality. The criteria of analysis used in this method consists of five (5) criteria, namely: (1) well-being; (2) access; (3) awareness; (4) participation; (5) controls.

## **2. Entrepreneurship**

Entrepreneurship is a process of innovation and creation. Entrepreneurs are innovators and creators. According W.T Subroto (2013) suggests that entrepreneurship is the attitude, spirit, and the ability to create something new that is extremely valuable and useful to himself and others. While Duanmu and Yilmaz (2013) states that entrepreneurship is an attitude and spirit that is always active or creative power, and unpretentious work and effort in order to increase revenue in their business activities. Someone who has a character is always not satisfied with what he had accomplished. From time to time, day to day, week to week is always looking for opportunities to improve their business and life. He was always creative and innovative without stopping due to be creative and to innovate all the opportunities can be obtained. Entrepreneurs are people who have a skill in developing business opportunities in order to improve their lives. Zemmerer and Scarborough (2008) argues that "An entrepreneur is one who creates the a new business in the face of risk and uncertainty if for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities" .

Skilled entrepreneurs are people who get an opportunity to develop its business with the aim to improve their lives. Robert Hisrich and P Peters (1995) in Buchari Alma (2002) states that the entrepreneur is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risk and receiving the resulting rewards of monetary and personal satisfaction. With simple language can be said that the entrepreneur or entrepreneurial is the process of creating something different to devote all his time and energy accompanied by bear financial risk, psychological, social, and receive remuneration in the form of money and personal satisfaction.

## **3. Poverty**

According to the World Bank poverty as "poverty is concerned with the absolute standard of living of part of society, the poor in equality Refers to relative living standards across the whole society, (Gunawan Sumodiningrat. 1999). Poverty can be divided into two, namely absolute poverty and poverty relatively. someone said absolute poverty if their income is below the poverty line so it is not enough to meet the minimum life such as clothing, shelter, food, health, and education. While the relative poverty if someone had been able to live above the poverty line but still below the ability surrounding communities, (Gunawan Sumodiningrat, 1999).

Poverty based on the sequence / pattern time, differentiated into four: (1) persistent poverty, (2) cyclical poverty, (3) seasonal poverty, and (4) accidental poverty, (ginandjar kartasmita, 1996 in Suwarno, 2008). Persistent poverty is poverty that have chronic or hereditary and in general a lot happening in the area of critical natural resources and Iokasinya isolatedwith other regions. Cyclical poverty is poverty that follow the pattern of



the overall economic cycle. Seasonal poverty is poverty that is often experienced by fishermen and farmers crops. Then the so-called accidental poverty is poverty caused by natural disaster or a government policy that resulted in a decrease in welfare.

Causes of poverty may occur because of natural conditions and economic, structural and social conditions, as well as cultural conditions (culture). Natural and economic poverty arising from limited natural resources, human, and other resources so that the chance of production is relatively small and can not play a role in development. Structural poverty and social caused uneven development outcomes, institutional arrangements and policy development. While the cultural poverty (culture) is caused attitudes or habits that feel sufficiency so that trap someone in poverty (Nugroho and Dahuri, 2004). Law Number 25 Year 2000 on Propenas mention based on the cause of poverty can be divided into two (Kwik Kian Gie. 2001), that chronic poverty (chronic poverty) because: (1) attitudes and habits of people who are not productive life; (2) the limited resources and isolation; and (3) the low level of education and health status, lack of employment, and the powerlessness of the people, and poverty temporary (transient poverty) caused by (1) changes in the economic cycle than normal into an economic crisis; (2) changes in seasonality as in the case of fishermen poverty and food crops; and (3) natural disasters or the effects of a policy. (2) changes in seasonality as in the case of fishermen poverty and food crops; and (3) natural disasters or the effects of a policy. (2) changes in seasonality as in the case of fishermen poverty and food crops; and (3) natural disasters or the effects of a policy.

### **III. RESEARCH METHOD**

This study is a descriptive study with the support of qualitative and quantitative data, particularly with regard to the empowerment of poor women in district Wedi, Klaten regency through entrepreneurship development based on local potential. The data consist of primary data and secondary data. The primary data of places and events related to the empowerment of poor women gathered through observation, interviews and focus group discussions (FGD) gradually. Secondary data relating to the statistical data on poverty and related research results that have been done. Teknik analysis of data using an interactive model (interactive models of analysis) which has three components: data reduction, data presentation, and conclusion (Miles & Huberman, 1985). Data reduction is a selection process, focusing, simplification and abstraction of raw data in field notes.

This study took place in district Wedi, Klaten regency. This location was chosen because it is an area that has a population of poor women affected by high due to the location of the earthquake and the eruption of Merapi most severe compared to other districts in Klaten regency. The subject of this research is a poor woman in Wedi, Klaten regency. Other research subjects are government officials from related government agencies empowerment in Klaten regency. Stages of implementation of the outline research carried out as follows:

- Research and information gathering (Research and information collecting).
- Describe the profile of poor women in Wedi, Klaten.
- Analyzing the potential of poor women in developing entrepreneurship based on local potential in the district of Wedi, Klaten.

### **IV. RESULTS**

#### **1. Poor Women Profile in Wedi, Klaten Regency**

Wedi is one of the districts in Klaten District, located in the southern part. Wedi an area of



3,273 hectares, which is administratively divided into 19 villages. Wedi some of its territory lies on the slopes of the limestone mountains so this area less fertile for agricultural development and some regions in this area also impressed stagnant. With such local conditions, the poverty rate in Wedi still quite high. Overview of poverty conditions of women in general Wedi can be known from the residence condition, the average income of each month, as well as the level of education.

#### **a). Condition of dwelling house**

Based on research results regarding the condition of homes inhabited by poor women in Wedi, it was shown as follows:

**Table 1. Condition of dwelling house poor women**

N0	Criteria less livable home	amount
1	The building has not a permanent home (wall Gedeg)	975
2	Permanent home, the walls are not plastered, the floor has not been plastered	1927
3	Permanent houses, plastered walls, the floor has not been in plaster	3379

Source: Wedi district PNPM (2009)

The table above shows the picture of poverty in the district of Wedi reviewed based on the number of homes inhabited by poor women in the district of Wedi whose condition is still not habitable, the houses are not permanent (Gedeg), a permanent home, but the walls and the floor has not been plastered and permanent homes , a wall plastered it has not been plastered floor.

#### **b). The Income Level of The Average Monthly**

Based on the research results related to the level of average income per month received by poor women in Wedi, it was shown as follows:

**Table 2. Average Income Per Month**

N0	Average revenue per month	amount
1	<Rp300,000	2750
2	Rp300,000-Rp500,000	3800

Source: Wedi district PNPM (2010)

The table shows an overview of poverty in the district of Wedi reviewed based on the level of income of poor households who are members of savings and loans groups of women in PNPM Wedi subdistrict. Based on the table it is known that there are two groups of female incomes of poor households in Wedi. The group is a group earn less than Rp 300,000 and Rp 300,000 income group s / d Rp 500,000.

#### **c). Level Of Education**

Based on the research results related to educational attainment poor women in Wedi, it was shown as follows:

**Table 3. Level Of Education**

N0	Level of education	amount
1	Basic School	3250



2	Junior high school	1875
3	High School or equivalent	950

Source: PNPM kec Wedi (2010)

The table above shows the picture of poverty in the district of Wedi reviewed based on the level education of poor women who become members of savings and loans groups of women in PNPM Wedi subdistrict. Based on the table it is known that there are two major groups of women education level of poor households in Wedi. The group is a group of poor women educated elementary and junior high school. The conditions show that poor women in the district have limited access to education.

#### **d). Type Of Work**

Based on research results regarding the condition of homes inhabited by poor women in Wedi, it was shown as follows:

**Table 4. Type Of Work**

N0	Type of work	amount
1	Private	2795
2	Farm workers	2389
3	Service	275

Source: Wedi district PNPM (2009)

The table above shows the picture of poverty in the district of Wedi reviewed based on the type of work poor women who become members of savings and loans groups of women in PNPM Wedi subdistrict. Based on the table it is known that there are two major groups of women-owned type of work is poor in Wedi. The group is a kind of private and farm workers. The conditions show that poor women in the district most have private profession and farm workers.

## **2. Entrepreneurial Potential of Poor Women In The District Of Wedi**

Measurement of entrepreneurial potential is indispensable in understanding the entrepreneurial potential that exist in a person, because the entrepreneurial potential that exist in a person does not happen by itself, but each person must make a decision to be whatever it wanted appropriate introduction to the gifts, talents and her potential each. In this study, measurement of entrepreneurial potential carried out by using 18 instruments developed by David E.Rye, entrepreneurial expert who teaches at the University of Colorado, USA.

Entrepreneurial potential measurements carried out on 29 poor women elected from entire villages in districts of Wedi, Klaten. Entrepreneurial potential measurement is done by asking a number of questions to answer yes or no to 29 respondents. One respondent stated to have a high entrepreneurial potential of the whole when answering yes to questions or at most there are 4 answer of all questions. If the respondent answered more than four answers are not of the overall questions, the respondents stated they do not have a high entrepreneurial potential.

The measurement results of the 29 respondents obtained the following results: a number of 17 respondents answered all the questions with a yes, a number of 8 respondents answered the question posed by 14 answers yes and 3 no answer, as well as 4 respondents answered the question with 16 yes and 1 reply no. Based on the respondents' answers, it can be



concluded that the overall respondents (poor women) have a high potential in an entrepreneurial profession or have a high potential as a prospective entrepreneur or entrepreneurs.

**Table 5. Measurement of Entrepreneurial Potential**

N0	Respondents	amount
1	The whole question is answered "Yes"	17
2	16 questions to be answered "yes" and the first question is answered "no"	4
3	14 questions to be answered "yes" and the third question is answered "no"	8

Sources: Primary data is processed

## V. CONCLUSION AND SUGGESTION

Based on the findings of research conducted found that there are still many poor women in the district of Wedi that require handling specially in the context of poverty alleviation experienced. Diliat of poor women in the district profile Wedi, it is known that they are still living in homes that are not habitable, have limited access to education and a low income. These conditions make them locked in poverty.

The measurement results of the 28 respondents related to the potential of entrepreneurship that is in poor women in the district of Wedi, obtained the following results: a number of 17 respondents answered all the questions with a yes, a number of 8 respondents answered the question posed by 14 answers yes and 3 no answer , as well as 4 respondents answered the question with 16 yes and 1 no. Based on the respondents' answers, it can be concluded that the overall respondents (poor women) have a high potential in an entrepreneurial profession or have a high potential as a prospective entrepreneur or entrepreneurs.

In order for entrepreneurial ventures initiated by the participants of the more successful entrepreneurial training and developing in the future, it is necessary to do regular and ongoing assistance with the expectation values of entrepreneurial spirit and skills of doing business is getting stronger in participants

Based on the results of field observations, it is known that the mastery of the weakest entrepreneurial skills is the ability to build a network and marketing issues. Therefore, it is suggested that the initial phase of assistance made by the parties in helping the continuity and sustainability of existing businesses.



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