Developing of Bachelor Housewives Entrepreneurship

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Abstract: Housewives with bachelor degree being a controversial position. Some of people believe being housewives are nurturing families and building up the society but others are conceived that being housewives is useless, not productive and unimportant. As bachelor housewives, actually they already have a good background study and science because they already educated well. But now days, we often see the housewives being a jobless and not productive even if they are still in the very productive age. It caused by the job vacancy which available for the married women is very few. This phenomenon makes the writer concern in developing bachelor housewives entrepreneurship. The entrepreneurship itself need tools to be success. Character and social media usage may be the tools in developing entrepreneurship. The writer discuss each tool related to the previous article that already discussed about character and social media usage in entrepreneurship to see the role of each factor especially in developing bachelor housewife entrepreneurship.

Keywords: developing entrepreneurship, women entrepreneur, bachelor housewife

1. Introduction

Being Housewives nowadays put women in the controversial position. Many people believe being housewives are nurturing their families and building up society. But others are conceived that being housewives are being useless, not productive and unimportant in the society. Moreover, the housewives with bachelor background, they become controversial in the society because actually they already have educated background that should give more advantage to their life. The advantage here means the ability to being something important, producing something, or take the advantage of science and degree of who the women. But the reality, housewives with bachelor degree are often being useless, meaningless, and not productive even if they are still in the productive age. It caused by the minimum of job vacancy in Indonesia for bachelor degree available for married women. Any job vacancy for bachelor degree women in Indonesia more available if the women are still single. Although there are still job vacancy for the married bachelor women, but the chance is very little. However actually they become neuroticism in society because they are in the mature ages. Neuroticism refers to the degree to which an individual has emotional stability. Individuals high on neuroticism tend to experience a number of negative emotions including anxiety, hostility, depression, impulsiveness, and vulnerability (Costa & McCrae, 1992).

The housewives with bachelor degree are too young to being jobless, unimportant, and not productive. That’s why, the entrepreneurship minded should be more socialized and developed to the women in Indonesia. Women do business as their “last choice” among the existing limited alternatives. In this case, the business is meant not as a means of exploration of human entrepreneurship instinct, instead, it is done because there are not any other choices, and if they do no businesses (or not working), their family life and she herself would be in jeopardy (Firdaus and Dewayanti, 2008). It makes the writer decide to look at the article related to the women entrepreneur article and review it to see the previous research about women entrepreneurs that related to the writer current project about developing bachelor housewives entrepreneurship.
This article will discuss about how to develop entrepreneurship especially for the bachelor housewives that now days often being jobless in the productive age. This discussion related to the previous article about women entrepreneurs that will be review in each sub topic. First sub topic will be discussed about women entrepreneur character which already discuss by some article. To be a successful entrepreneur, one needs to understand the characteristics and capabilities of him/her, so as to be capable of doing self-reflection of potential entrepreneurial competency he / she owns. In particular, when considering the definition of entrepreneurship given by Timmons (in Driessen & Zwart, 1999), The writer decide to discuss and review the article about women entrepreneurs character the first sub topic because the writer really want to see how the women entrepreneur character develop the entrepreneurship that related to the current writer project about developing bachelor housewives entrepreneurship.

While in the second sub topic, the writer decides to look the effectiveness of social media usage by female entrepreneurs and review some article related to this topic. The writer interested to the article related to the effectiveness of social media usage by entrepreneur because now days, we know that social media usage being one of the important tools in developing entrepreneurship especially to the housewife with bachelor background study as the writer current project.

2. Women Entrepreneurs Character

Being an entrepreneur woman isn’t for everyone. Own a business need a hard work that makes some of the women unwilling to dive in. Even if they have a lot of time and science because they are bachelor housewives that actually well educated but it never guarantee that they will be success to be an entrepreneur. Come up with an idea and put that idea into action or put the time and effort to make a dream to be a reality is not the ability of every woman. It needs some of characteristic of the women in developing the entrepreneurship.

The women entrepreneurs character already discussed by article Women entrepreneur’s personality characteristics and parents’ parenting style profile in Turkey written by Anıl Boz and Azize Ergeneli (in Anil Boz & Azige Ergeli, 2014). This article giving the writer overview in clarifies the profile of women entrepreneurs by investigating their personality characteristics and parents’ parenting styles as motivating factors. Not only taken data from the entrepreneurs women, this article also taken data from non entrepreneur women. This article conducted by 104 women entrepreneurs and 108 women who work in the public sector as the respondents. They choose two groups of the participants (entrepreneur and non-entrepreneur) to make a valid and reliable comparison between entrepreneurs and non entrepreneur women in their personality characteristics and parents' parenting style. Then, they made a questionnaire which was distributed by direct (face to face) and online. The questionnaire contained “The Big Five Inventory” and the “Perceived Parenting Styles” surveys formed by Sümer (1999) for Turkey was used in this study (Sümer & Güngör, 1999). The questionnaire used scales a five-point scoring format ranging from “Strongly Disagree” to “Strongly Agree” related to the parenting style which had two dimensions: acceptance/involvement and control. The authoritarian, authoritative, permissive/indulgent and permissive/neglecting were constructed by combining perceived parental acceptance/involvement and control dimensions of parenting.

The result of those article showed that the personality characteristics in women entrepreneurs and non-entrepreneurs which were identified by “Big Five Inventory” while their perceptions about their parents parenting styles were evaluated by “Perceived Parenting Styles Questionnaire” revealed some differences in personality characteristics between the women entrepreneurs and non-entrepreneurs while stressing the importance of father parenting styles in women entrepreneurs.

Then they were concluded that entrepreneurship had both of cultural value and economic value. Those values were needed to make a better understand entrepreneurship approaches in literature. Kuratko and Hodgetts (2001) were collected these approaches belonged two main topic which were macro and micro approaches. In macro approaches they were mentioned the environmental factors such as family, friends and other relatives who affect entrepreneurial
intentions. While the personality as a variable in this study was evaluated as a micro feature of entrepreneurship. The studies related with entrepreneurs’ personality showed that risk-taker, innovative, take responsibility and have good communication skills (Rauch & Frese, 2007; Costa & McCrae, 1992; Hisrich, 2002) belonged to the characteristic that should have by the entrepreneurs.

In other hands, the family had been the key point in the cultural transition from one generation to the other. Those articles showed that Turkey had patriarchal culture (Sümer & Gungör, 1999; Kağıtçibasi, 2010; Ecevit, 2007). They concluded that the importance of role models was a wellknown fact in entrepreneurship research, which were children of self-employed parents are over-represented among firm owners and those trying to start a business.

Entrepreneurial socialization by family members and role modeling can trigger children’s perception that entrepreneurship is a feasible and desirable career (Krueger et al., 2001). The article showed that fathers as economic role models have an important role in children’s perception in entrepreneurship. Also, lots of the participants said that they took the biggest support from their father when they started their career as an entrepreneur. The parents who showed high acceptance and low control to their children help them to gain creative, self-qualified and autonomous characteristics. In addition, the educational levels of women entrepreneurs’ parents were higher than non-entrepreneurs.

This article also figures a scheme related to the family culture and entrepreneurial intentions/abilities that actually cited from Iraz (2005), He also mentioned that the education, manners and attitudes towards children can have three effects on entrepreneurial intentions and abilities. These are encouraging, limiting or neutral effects (Iraz, 2005).

Figure 1. The effect of family on entrepreneurship, depicted from Iraz (2005).

From the article Women entrepreneurs’ personality characteristics and parents’ parenting style profile in Turkey written by Anıl Boz and Azize Ergeneli (in Anıl Boz & Azige Ergeli, 2014), the writer got some of the overviews about what actually character that should be owned by the women especially as the housewives entrepreneurs with the bachelor degree as the writer present article from the article which has been written. Those characters are risk-taker, innovative, take responsibility and have good communication skills (Rauch & Frese, 2007; Costa & McCrae, 1992; Hisrich, 2002) also creative, self-qualified and autonomous is needed. However the role of model especially ‘father’ of the housewives entrepreneurship with bachelor degree being very important role because they took the biggest support from their father when they started career as the entrepreneur. The level of education of the parents of entrepreneur women also has the important role. The educated parents showed high acceptance and low control to their children (women entrepreneurs), so they will be more creative, self-qualified and have the autonomous character. It means the housewife with bachelor degree background family related to the education and father role has very important part to the housewives with the bachelor degree to begin the entrepreneurship career. However, not all of the housewives with the bachelor degree already have those backgrounds as the support and role model. There still another character that should be owned by the housewives in entrepreneurship like risk-taker, innovative, take responsibility and have good communication skills (Rauch & Frese, 2007; Costa & McCrae,
3. Social Media Usage by Female Entrepreneurs

Social media has changed the way people interact with selling and buying activity. Nowadays, people are being the active users of social media. Social media has revolutionized how companies communicate customers; social media has changed the business environment. Considering to the changes, social media plays a crucial role as altering internet usage behaviours and marketing practices (Habibi et al., 2014). There are so many kinds of social media used by the people, especially by the housewives as the focus of this present article; they have so much time to use the social media. Twitter, Instagram, Facebook, Shoppe, Lazada, Zalora are some of the example of social media commonly used by the people. It makes some of the people, who keen to see this opportunities take the advantages from social media usage. The people here are specifically focused on the female entrepreneur because it related to the writer present article about developing housewife entrepreneurs with bachelor degree.

The writer decides to take a look to the previous research about a factor an Illusion: effective social media usage of female entrepreneurs written by Gença and Öksüz (in Gença and Öksüz, 2015) to see the overview of the research that already written. Mostly, the research will give impact to the writer as the point of view from another research that already done. The aimed of the article entitled “A factor an Illusion: Effective Social Media Usage of Female Entrepreneurs” by Gença and Öksüz (in Gença and Öksüz, 2015) was to understand if social media, as frequently stated giving an opportunity for micro scale entrepreneurs who cannot act on traditional media because of certain financial and structural challenges or it is only useful as a supporting digital tool to traditional media.

This research giving the overview related to the use of social media by small-scale entrepreneurs that stated among all social media tools the most commonly used Facebook, Twitter and Instagram are preferred. Because Facebook, Twitter and Instagram are simple and the user who has a less technical knowledge and belong to the small-scale entrepreneurs prefer to use this kinds of social media rather than other social media like Blogs, Google+, Linkedin which are quite difficult. Actually, social media have three main advantages for businesses, which are enlarging network size, positioning within a social network and building strong relationships (Greve and Salaff, 2003: 3). Social media giving so many roles to the small-scale entrepreneurs include in reaching the customers. So, the idea of reaching “key consumer influencers, engaging them, and generating brand advocates” by social media is accepted as the virtue of Web 2.0 (Miller and Lammas, 2010). Then, they taken some of the research related use of social media by small-scale entrepreneurs especially used by the female entrepreneurs as the focus of their research.

Their researches are conducted by semi-structured interviews. They used the qualitative approach because it deals with the entrepreneur’s feelings and perceptions about their use of social media as the online marketing. Online marketing communication opened up a new phase for reciprocal participation of marketing communicators and consumers (Muniz and Schau, 2011: 209). Because of that, this research were taken data from the entrepreneur to see how the social media role to their entrepreneurship. The sample consists of only 4 self-employed female entrepreneurs interviewed by the question from the researcher. As the findings, they found that all participants think that in the last 3 years there has been a boom in social media usage for self-employed businesses and took the advantages such as: social media had a capacity to provide fast information, social media quite cheap, included wide networking, instant messaging and following trends. Another advantage of social media is the customer can display the photos of
their works. Especially in Instagram which were transparent and allows connection between people that do not know each other serves as a portfolio for people preferring to show their works and probability will be the costumer. Not only the magnificent advantages in using the social media. They also showed the disadvantages in using the social media like undelivered target audience, decrease in the market share, unfair competition, and Imitation of products and services portfolio presentation. Moreover, they give the table between advantages and disadvantages in using the social media.

Table 1. Advantages and disadvantages of social media (cited from Gença and Öksüz, 2015).

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<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tbody>
<tr>
<td>Low-cost information disclosure</td>
<td>Unidentified target audience</td>
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<tr>
<td>Instant messaging</td>
<td>Unfair competition</td>
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<td>Wide networking</td>
<td>Decrease in the market share</td>
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<td>Following trends</td>
<td>Imitation of products and services</td>
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<td>Portfolio presentation</td>
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This research showed the result that even if Facebook as the prominent social media that used by small-scale female entrepreneurs still preserves its function as a primary source of marketing communication, Facebook has lost the ground to a more recent social networking site, Instagram. A new paths of communication have led consumers create and exchange information by its user-generated feature (Mangold & Faulks, 2009) because of that, the small-scale female entrepreneurs prefer use Instagram rather than Facebook because it becomes a new kind of path communication. They summed up that the originality of this research lies on focusing micro-scale female entrepreneurs and their use of social media. Throughout the research, literature reviews show that there is a gap in the literature concerning advantages and disadvantages of social media.

Related to the writer present article about developing housewives bachelor entrepreneurs, from the research above the writer take some overviews about advantage and disadvantage of social media usage in female entrepreneurs. The most wanted social media for the female users are Facebook, twitter and Instagram because this kinds of social media quite easy and simple comparing with Blog, Google+, and Linkedin. Moreover, even if there are some disadvantages in using social media by female entrepreneurs, the advantages still prominent. Housewives entrepreneur should take a chance in using the social media as the platform in buying and selling activity. As the women with bachelor degree which are educated well, actually there are opportunities to use another kind of social media which not commonly used by most of the people. The women with bachelor degree should have to use Website, Linkedin, or Google+, moreover import and export selling should be apply by the women with bachelor degree because they are educated well. It will expand their target market.

4. Concluding Remarks

To sum up, the originality aim of the writer on focusing in developing housewives bachelor entrepreneurship. In reviewing to current literature, this present article sees the tools support that can be used by housewives bachelor entrepreneurs. They should take some of the characteristic that should be owned by housewives bachelor entrepreneurs like risk-taker, innovative, take responsibility and have good communication skills (Rauch & Frese, 2007; Costa & McCrae, 1992; Hisrich, 2002). In other hands, the writer also taken the overviews entrepreneurial socialization by family members and role modelling can trigger children’s perception that entrepreneurship is a feasible and desirable career (Krueger et. al. 2001).

However the role of model especially ‘father’ of the housewives entrepreneurs with bachelor degree being very important role because they took the biggest support from their father when they started career as the entrepreneur. The level of education of the parents of housewives entrepreneurs also has the important role. The educated parents showed high acceptance and low
control to their children (woman/housewives entrepreneurs); so they will be more creative, self-qualified and have the autonomous character. Another tool that supports the housewives bachelor entrepreneurs is the ability in using social media. Because housewives here focused with bachelor background study, that means they are educated well, they should be apply their knowledge in using social media more than commonly used by the people like Facebook, Instagram and Twitter. They should be common to use Linkedin, Google+, Websites and much more social media that quite difficult because they have a good education background. Moreover, they should be learning about export and import selling to expand their target market.

5. Future Development/Prospects

During the writer article in developing housewives bachelor entrepreneurs and the written review article related to the women entrepreneur character and social media usage by female entrepreneurs, the article reviewed giving a point of view to the writer that in developing housewives bachelor entrepreneurs need some of the character. Risk-taker, innovative, takes responsibility and has good communication skills (Rauch & Frese, 2007; Costa & McCrae, 1992; Hisrich, 2002) belonged to the characteristic that should have by the women entrepreneurs. Women entrepreneurs here refer to housewives bachelor entrepreneurs. However the external factor like support from the family especially ‘father’ and the level education both of the parent of housewives bachelor entrepreneurs play the important role in giving support to them. In other hands, in social media usage by female entrepreneurs, the writer find even if there are some disadvantages of using social media for female entrepreneurs, the advantages still preferred. As the housewives with bachelor degree, it should be the opportunity to them to use uncommon social media which quite difficult because they are educated well. They should be brave and being the risk taker in applying their knowledge in reality.

6. Acknowledgement

The authors contribute in giving the writer overviews during the writer present article about developing housewives bachelor entrepreneurship; no conflict of interest in this written article.

References


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