

# Micro, Small and Medium Enterprise Strategies for Women in Facing Competition in Bacukiki District, Parepare City

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## Abstract

This research discusses the strategies of women's micro, small and medium enterprises in facing competition in Bacukiki sub-district, Parepare city. This research is descriptive qualitative research with a type of field research, phenomenological research approach. The main problem in this research is how women's micro, small and medium enterprises face competition in Bacukiki sub-district, Parepare city. It was found that women in micro, small and medium enterprises in the Bacukiki subdistrict of Parepare city had high motivation in running their businesses. It can be seen that women run businesses because of their hobbies, dreams of owning a business and becoming successful entrepreneurs and wanting to help the family economically. The steps taken by women so that their business continues to run as desired are that they carry out regular evaluations, both monthly and weekly evaluations, then seek more knowledge about the business they are running so that their business can develop further, and they determine their target market, carry out planning and provide promotions or discounts to consumers

## 1. Introduction

In today's era of the Industrial Revolution 4.0, large companies and Micro, Small, and Medium Enterprises (MSMEs) face challenges and pressures on their capabilities and market dynamics. However, these challenges also provide opportunities for MSMEs to innovate and refresh their markets. MSMEs are business groups that play an essential role in the economic and industrial progress of a country. Additionally, MSMEs significantly contribute to job creation.

The position of MSMEs in Indonesia has long been recognized as a vital economic sector. MSMEs are relied upon for their capability to play a crucial role in the national economy (Yuli Rahmini Suci, 2017). MSMEs involve economic activities spread across Indonesian communities as a means of earning a livelihood (Suyadi, Syahdanur, & Susie Suryani, 2018). It cannot be denied that MSMEs hold a significant role in the national economy. Moreover, MSMEs are resilient to global economic recessions because they are less

exposed; they produce daily necessities rather than luxury goods; they are local entities in both production and marketing; and generally, they are more adaptable and less burdened by high administrative costs. MSMEs also offer advantages over large companies, such as ease of product innovation, the ability to absorb a large workforce, as well as superior flexibility and responsiveness to rapid market changes (Suyadi, Syahdanur, & Susie Suryani, 2018).

The largest business sector in Indonesia's economy is MSMEs, which have shown resilience in facing various shocks from financial crises. According to the Central Statistics Agency (BPS), MSMEs are classified as small businesses with 5 to 19 workers and medium businesses with 20 to 99 workers.

According to Tambunan, MSMEs in Indonesia are an essential part of the national economic system because they accelerate economic growth by providing business and employment opportunities, increasing community income, generating

foreign exchange, and strengthening the national business structure. This is evident in their ability to create jobs, reduce unemployment and poverty, narrow gaps between economic sectors or actors, and introduce domestic products to international markets (Erna Listyaningsih & Apip Alansori, 2020).

The development of MSMEs as part of community economic empowerment also creates opportunities to enhance urban economic development (Eka Fatmawati, M. Arif Musthofa, & Daud, 2022). Currently, the presence of MSMEs cannot be underestimated or exaggerated. MSMEs not only support the Indonesian economy but also the ASEAN economy. Based on data, 88.8% to 99.9% of companies in ASEAN are MSMEs, with workforce absorption ranging from 51.7% to 97.2%. The rapid growth of MSMEs is inseparable from the ability of business owners to sustain and compete in global markets. Factors such as business capital, entrepreneurial quality, and marketing strategies are crucial aspects of business sustainability (Erna Listyaningsih & Apip Alansori, 2020).

However, MSME development today faces several obstacles in an increasingly competitive economic environment. Despite these challenges, MSMEs are predicted to remain the backbone of Indonesia's economy (Erna Listyaningsih & Apip Alansori, 2020). Problems faced by MSMEs include difficulties in obtaining bank financing due to complicated procedures and the fact that many MSMEs are not yet "bankable." Additionally, the distribution of support funds, such as Small and Medium Enterprise Credit (KUKM), is often unclear and mismanaged.

In general, MSMEs play an important role not only in the economic growth of developed countries but also in global economic growth. MSMEs contribute significantly to the Gross Domestic Product (GDP) of many countries (Yunia Wardi,

Perengki Susanto, & Nor Liza Abdullah, 2017). In the context of building a democratic economy, the President of the Republic of Indonesia has directed the development of MSMEs to improve and modernize cooperatives. MSMEs account for 99% of all business units in Indonesia, contributing 60.5% to GDP and 96.9% to national workforce absorption (Haryo Limanseto, 2022).

One of the popular tourist destinations in South Sulawesi Province is Parepare City. According to census results, the population of Parepare City in 2022 reached 152,922 people. The number of MSMEs in Parepare increased from 15,004 in 2021 to 16,370 in 2022. MSMEs in the Bacukiki sub-district, for instance, consist of 1,641 micro businesses, 3 small businesses, and no medium-sized businesses. This increase reflects the growth of business activities compared to the previous year, especially in the culinary and apparel sectors.

## 2. Literature Review

### 2.1 Strategy

A strategy refers to the primary focus of an organization's top management. Specifically, a strategy involves defining the company's mission, setting organizational goals by linking internal and external strengths, formulating policies and strategies to achieve these goals, and ensuring their proper implementation. This ensures that the organization's main objectives are effectively achieved (Syafi'i Antonio, 2001).

A strategy is a comprehensive approach that encompasses ideas, planning, and the execution of activities within a certain timeframe. A good strategy includes teamwork coordination, a thematic approach to identifying supporting factors, adherence to rational principles, efficient funding, and effective tactics to achieve the desired objectives (Fandi Tjiptono, 2000).

A strategy outlines the general direction an organization intends to pursue in achieving its goals. It serves as a grand and significant plan. Every well-managed organization has a strategy, even if it is not explicitly stated.

## **2.2 Micro, Small, and Medium Enterprises (MSMEs)**

MSMEs are businesses managed by individuals or groups that aim to generate income based on specific criteria (Titik Purwanti et al., 2022). MSMEs are forms of small-scale economic activities that involve personal ownership and meet criteria related to net assets or annual sales (Hamdani, 2020). MSMEs refer to micro, small, and medium enterprises where the distinction lies in the number of managers or employees, turnover, and the wealth of the enterprise. Not all businesses can be classified as MSMEs, as this depends on the classification and categories set (Titik Purwanti et al., 2022).

According to the 1945 Constitution, reaffirmed by TAP MPR NO. XVI/MPR-RI/1998 regarding Political Economy in the context of economic democracy, MSMEs must be empowered as a vital component of the people's economy. MSMEs have a significant position, function, and capacity to play a crucial role in national development by creating a balanced, modern, and equitable economic structure. Furthermore, although Law Number 9 of 1999 initially outlined the concept of MSMEs, it was later updated through Law Number 20 Article 1 of 2008 to respond to the increasingly dynamic development conditions.

## **3. Research Methods**

In this study, the researcher employs a descriptive qualitative research method. This type of analysis is often used in qualitative studies because of its descriptive nature (Muhammad Ramdhan, 2021). The data used in descriptive data

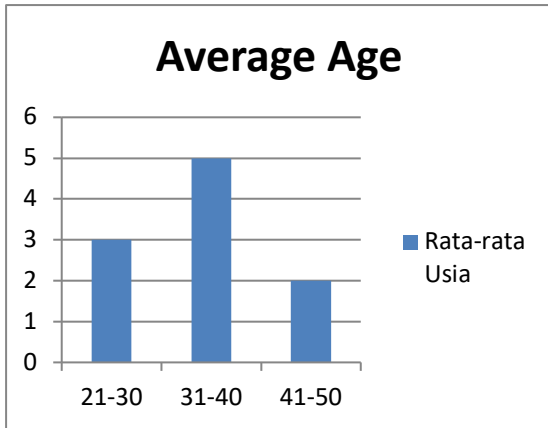
analysis focuses on observed phenomena and does not always include numerical data or coefficients between variables (I Made Laut Mertha Jaya, 2020). Descriptive research aims to describe symptoms, events, or phenomena currently occurring (Indra Prasetia, 2022). This research adopts a field research approach. The research approach used in this study is phenomenology. Phenomenology is a perspective that emphasizes subjective narratives or focuses on human experiences and their interpretations during the process. The objective of this study stems from the researcher's interest in gaining a deeper understanding of the phenomena experienced by informants. Various data collection methods are utilized to support this exploration. The researcher conducts the study based on phenomena occurring in the field, particularly strategies employed by women in the Bacukiki sub-district of Parepare City. The research involves 10 informants selected through simple random sampling.

## **4. Results and Discussion**

In this study, the researcher selected informants consisting of women involved in MSMEs, particularly in Parepare City. These informants were chosen based on diverse characteristics, which represent a crucial component of the research. Women with an entrepreneurial spirit are regarded as drivers of economic growth. Moreover, women play an essential role as agents of change, not only in education within the family but also in advancing the country's creative economy.

Women today have increasingly taken the initiative to establish businesses capable of supporting their livelihoods. Among the informants, it was found that their ages ranged from 24 to 48 years, with varied business types such as fashion, culinary, cosmetics, and other ventures. The following table provides details about the

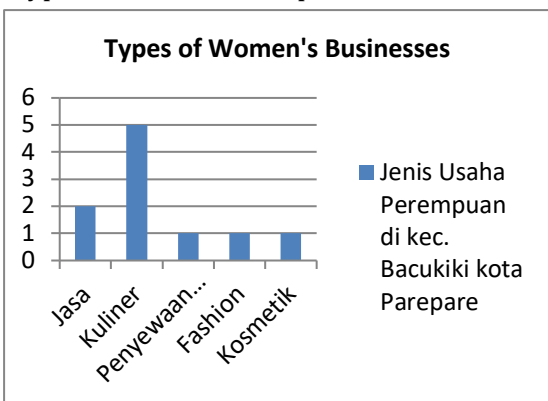
women entrepreneurs who served as informants for this study:



source : processed by researchers .

Based on the picture on known that age informant aged between 21-30 years as many as 3 people, aged 31-40 years as many as 5 people, and the age group of 41-50 is 2 people. This is a show that the women in the sub-district Bacukiki city Parepare are still capable of working well, and doing diverse activities that can produce income and satisfaction in their everyday life. According to them, every success in operating business No will be seen based on age, because moment age whatever later Certain will Can successfully operate business that is run moment This. As for the type of business run by entrepreneurial women, namely:

Types of Women Entrepreneur Businesses



Data source : processed by researchers .

Based on the picture chart on known that type of business the most dominant informant is culinary business, then services. This is show that the women

in the sub-district Bacukiki city Parepare are more interested in undergoing culinary business because culinary business is considered to be a promising business field. It is not surprising, because food can not only be viewed as satisfying hunger. Food and Drink has now transformed into an art form that is capable of satisfying the stomach, tongue, at the same time the feelings of the connoisseurs. As for the results research results obtained are as follows:

Strategy can be interpreted as the method used by someone, or a group of people to maintain the existence of his valuable self or considered valuable, both material and non-material. The strategy focuses on maintaining and increasing existing business. Ability to endure more owned by the small-medium business Because of the characteristics of the business That myself is directly managed by the owner so that it is flexible in adapting to changing environments and has speed and determination. The real strategy is based on an integrated and holistic analysis. This means that once the strategy is formulated, all existing elements in organization perspective Already term long, strategies are formulated For to realize vision and mission corporation.

The interview results obtained from informant related to the strategies carried out by women's MSMEs Bacukiki sub-district is "Doing evaluation monthly, looking for knowledge read about increase consumers". "Doing analysis situation, then do target market in line with existing marketing. And do evaluation every week " Based on information provided by the informant that the strategy in increasing consumers is done by looking for or multiplying knowledge related to the business being undertaken as well as determining the target market and do evaluation regularly .

Interview results on can conclude form services provided to consumers that are provide service with good, friendly, and fast response. While the target market is that starts from children to parents. The strategy is carried out so that the business is still running in accordance with what is desired that is do evaluation regularly (monthly and weekly), looking for knowledge related to the business that is being run so that the business that is being run Keep going develop and progress, determine the appropriate target market with his efforts, doing planning, and providing promotions or discounts to consumers.

In this study Max Weber's theory, namely Religious Ethics, which is Protestant ethics as knife analysis For knowing the strategy in women's SMEs. Protestant Ethics that is the spirit of capitalism, there is the ethics in question namely Work hard Where Work hard will bring impact Good for what they try For obtained. Then the work hard to ensure use of power they mobilize To achieve purpose. With existence Work hard so by itself will strategies emerge within themselves entrepreneurs so that the business they run is successful and can be endured.

In line with research results obtained by researchers namely the strategy carried out so that the business is still running in accordance with what is desired that is do evaluation regularly (monthly and weekly), looking for knowledge related to the business that is being run so that the business that is being run Keep going develop and progress, determine the appropriate target market with his efforts, doing planning, and providing promotions or discounts to consumers. Form services provided entrepreneur Woman to consumer that is to provide service with good, friendly, and fast response. While the target market is female

entrepreneurs in Parepare City who start from children to parents.

Doctrine calling according to Weber's opinion in Calvinist Christianity is runway new values and doctrine destiny that becomes emergence strength will be required For change it becomes activity real. Protestant adherents pushed For think about their work everyday, in whatever job, as the means by which they use For glorify God. Their job should be done with serious and responsible answers do calling them special.

The pioneers of Modern Capitalism see existence mark positive ethics and religiosity in their work, and tend to consider the prosperity that they get as God's grace on their method of life. As parties involved in modern capitalism, both as entrepreneur, manager or laborer according to him is not as a deviant from traditions that hinder technical and also organizational change, and the same is very against collecting new wealth; he is a person who believes will existence that teaches the need to work hard, and the need for not quite enough individual responsibility. So Protestants who pioneered Modern Capitalism consider prosperity as God's grace, more and more they own good life the more love god too to the Protestants.

## 5. Conclusion

Max Weber's theory of religious ethics is a Protestant teaching whose adherents teach that to achieve world success, men must have a work spirit that is in line with their strategy in entrepreneurship. Women who become entrepreneurship informants because of their hobby, want to help the family economy, and dream of having a business. . strategies carried out so that the business continues to run as desired, namely carrying out regular evaluations (monthly and weekly), seeking knowledge related to the business being run so that the

business being run continues to develop and progress, determining target markets that suit the business, carrying out planning, and provide promotions or discounts to consumers.

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