

## Women's Empowerment Model Through Entrepreneurship Development Strategy in Banten Province - Indonesia

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— *Review of* —  
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### ABSTRACT

The purpose of this research is to reveal the empowerment model through entrepreneurship development strategies by the Office of Women Empowerment, Child Protection, Population and Family Planning in Banten Province. The descriptive-analytic method was used by surveying 312 women entrepreneurs in Banten during 2019. Data were analysed using SWOT analysis. From the results, entrepreneurship empowerment models are identified, developed, tested, and developed by observing the level of stress on entrepreneurial roles, innovative behaviour, success, emotional intelligence and social support received by women entrepreneurs in Banten Province. An entrepreneurship development strategy was also developed by observing the level of stress on the role of entrepreneurs, innovative behaviour, success, emotional intelligence and social support received by women entrepreneurs. Research recommendations are four alternative strategies for developing a model of entrepreneurial development in Banten Province, as follows. The first strategy is using the strength of the entrepreneur to take advantage of every opportunity through entrepreneurship development by increasing broad availability and flexible access; accessing files at a broad access level will save capital funds for a network because of its optimal utilization. The second strategy is making advantages as a reference for focusing productive activities by avoiding weaknesses in the guidance model. The third is minimising all weaknesses to face every threat in the implementation of the guidance model. The fourth is making each force face every threat by creating diversification to create greater opportunities.

Keywords: Women entrepreneurs, empowerment model, development strategy, OWCPPFP, Banten Province

### 1. INTRODUCTION

Women are human resources with potential that can be used in various fields and sectors of national development. This population can also be viewed as a development asset. More than 60% of MSMEs in Indonesia run by women (Purbasari & Novel, 2017). Their contributions to the development of MSMEs and nations civilization are relatively prominent (Suryana & Komaladewi, 2018).

However, the population of Indonesian women, which is increasing steadily, is often seen as a population problem. This phenomenon implies that a very important problem is women's empowerment. This problem is important because many women cannot be ignored due to various causes. These causes comprise external and internal factors. External factors

include socio-culture, government policies, applicable laws and implementing regulations, geographical factors and global trends such as politics, economy, communication technology. Internal factors include perceptions and self-concept of women, motivation, work stress, job aspirations and other individual characteristics.

In relation to the factors in question, several research results indicate the following. (1) Social and cultural factors place women not as the main breadwinner in the family so that the position and role of women are considered insignificant (Anomsari, 2008). (2) The success of women entrepreneurs has not been matched by their ability to make their own decisions. The majority of women make decisions after consulting with their husbands, parents or their families even though in reality they are business owners (Tambunan, 2008). (3) The majority of such women have not built a broad business network, nor do they consider it important (Achmad & Shazia, 2010). Limitations also exist in terms of mobility, hindering access to information and markets (Parvin, et al, 2012 and Tambunan, 2008). Requirements and bureaucracy for filing business loans and taxation are often not in favour of women so that they must re-involve their husbands in fulfilling these requirements (Anomsari, 2008; Parvin, 2012).

As a result, empowering women by developing entrepreneurship of research interest, with the hope that an appropriate model can be found. This hope is quite reasonable by looking at the business development managed by women entrepreneurs, both quantitatively and qualitatively. This study analyses a women's empowerment model through the entrepreneurship development strategy in Banten Province by building such a model in the province and compiling such a strategy.

## 2. LITERATURE REVIEW

Women's empowerment is a development process in which women take the initiative to start a social activity process as an effort to improve their own situations and conditions. Such empowerment can only occur if women themselves also participate. Four basic principles need to be understood in empowerment (Narayan, 2002): information, inclusion/participation, accountability and local organisational capacity. These four basic principles can be combined to create empowerment that is effective, responsive, inclusive and accountable. The implementation of an empowerment framework for five important aspects of poverty reduction is as follows.

Table 1 Framework for Principles of Empowerment

Goals Stages	Information	Inclusion/ Participation	Accountability	Local organisational capacity
Access to basic	√	√	-	√
Improved local governance	√	√	√	-
Improved national governance	√	√	√	√
Pro-poor market development	√	√	-	√
Access by poor people to justice.	√	√	√	√

Source: Narayan (2002, processed data)

In its implementation, the application of empowerment principles involves a radical change from previously traditional ways (World Bank 2017). These principles include several important elements, as follows. (1) People are an organisation's most valuable resources. In the empowerment process, the human factor is more important than the management system. The essence of this element is that the ways the management system is operated are determined by the people within the organisation. (2) High involvement is maximised. Optimal engagement is based on the assumption that the more employees are involved in the design and control of their job functions, the more productive and more effective they are. (3) Teamwork is valued and rewarded. Three main challenges arise in cooperation, namely: (a) all aspects related to the product that involve several parts can be carried out simultaneously; (b) the team provides opportunities for synergy processes that cannot be carried out by an individual working alone and (c) the team functions to maintain the overall health and well-being of employees during a continuous period.

Ronstadt (2006) summarises the various definitions of entrepreneurship, as follows. (1) Entrepreneurship is a dynamic process of increasing prosperity. Prosperity is created by those who have to bear the greatest risk in terms of assets, time or career by providing value for a number of products or services. (2) Entrepreneurship is the ability to create and construct a dream from nothing and is a very human creative activity. Realising dreams requires a willingness to take risks, both personal and financial, and doing whatever is possible to reduce the risk of failure. (3) Entrepreneurship includes the ability to develop the team needed to support and complement the talents and skills that entrepreneurs already possess. (4) Entrepreneurship is the ability to feel the opportunity of a situation, while other parties see chaos, confusion and contradiction in the situation. (5) Entrepreneurship includes the ability to find, direct and control the use of various types of sources, which often belong to other people.

The process approach is another way to observe the activities covered in entrepreneurship. Three types of approaches are more traditional in nature, namely, the Entrepreneurial Events Approach, the Assessment Process Approach and the Multidimensional Approach. This last approach tries to combine the individual, the environment and the process and describes the entrepreneurial process as a consolidation of various factors.

The development of women entrepreneurship cannot be separated from the empowerment of micro, small and medium enterprises (MSMEs). Nitisusastro (2010) suggests the principles of empowering MSMEs in Indonesia, namely, (1) fostering independence, togetherness and entrepreneurship to work on their own initiative; (2) realisation of transparent, accountable and just public policies; (3) development of regional potential-based and market-oriented businesses in accordance with the competence of MSMEs; and (4) Increasing competitiveness and implementing integrated planning, implementation and control.

### 3. RESEARCH METHODS

The present study used the hermeneutic phenomenology research method. Data collection for this study began with seeking access to be able to find key informants who directed other informants during the 2019 period. The data used in this study consisted of primary and secondary data. Primary data were collected with the help of instruments in the form of interview guidelines and questionnaires. The questionnaire used is in the form of a structured statement using a Likert's five-point scale. Interviews were conducted with selected informants, including officials in the Office of Women Empowerment, Child Protection, Population and Family Planning (OWCPPFP) Banten Province. Secondary data were collected through a documentation study. Testing the validity of the data was carried out by using the triangulation approach.

The results of data collection from the questionnaire results were analysed using the weighted mean score with the following formula:

$$WMS = \frac{\sum AS}{\sum IS} \times 100\%$$

Source: Rusdin (2015)

To produce a value from the respondents' perceptions based on the results of the analysis above, the root mean square (RMS) value is used, with the following formula:

$$X_{RMS} = \sqrt{\frac{X_1^2 + X_2^2 + \dots + X_n^2}{n}}$$

Source: Rusdin (2015)

where:

- $X_{RMS}$  = middle value of RMS, which is the value of the square root mean, which is obtained from two or more perceptions of informants, to obtain one perception that describes the value for one respondent.
- $X$  = perceived value by respondents on each statement in the question item
- $X_n^2$  = perceived value by the  $n^{\text{th}}$  informant on each statement in the question item
- $n$  = number of respondents who gave perceptions (responses) to each question.

The next analysis is the determination of the development strategy using SWOT (strengths, weaknesses, opportunities and threats) analysis, which is intended to analyse situations and conditions that are descriptive by placing situations and conditions as input factors, then grouping them according to their respective contributions to be processed to issue an output. SWOT analysis is intended to describe the situation at hand to provide strategic alternatives. Then, the most appropriate strategy is chosen for recommendation in making a policy by implementing a management strategy.

The three steps in SWOT analysis are developing strategic alternatives, determining strategic options and determining policies. First, alternatives, the strengths weaknesses, opportunities and threats are identified. Second, the choice of strategy is determined. Third, the policy is determined based on the optimal choice of strategy as a recommendation.

## 4. RESEARCH RESULTS AND DISCUSSIONS

### 4.1. Description of the results of entrepreneurial behaviour

The description of the concept and elements of empowerment begins with the calculation of the weighted mean score (WMS) of entrepreneurial behaviour based on the results of the questionnaire as shown in Table 2,

Table 2 WMS Calculation Results

No	Sub Variables	Dimensions	WMS	Average	Remarks
1	Stress Level	• Role conflict	73.31	72.40	High
		• Role ambiguity	74.95		
		• Excessive workload	74.40		
2	Innovation Behaviour	• Exploration	74.24	73,28	High
		• Product of ideas	73.30		
		• Experimentation	72.42		
		• Looking for support	74.07		

		• Application of Ideas	72.97		
3	Success Parameters	• Achieving quality of life	74.24	74.53	High
		• Freedom	76.46		
		• Networking	76.03		
		• Satisfaction	72.51		
		• Balancing of work and family responsibilities	76.07		
4	Emotional Intelligence	• Recognising of self-emotion	71.44	73.96	High
		• Recognising matching emotions with others	75.98		
		• Confidence and ability to speak openly	74.02		
		• Able to act decisively in making decisions	74.38		
5	Social Support	• Emotional support	68.62	67.96	High
		• Instrumental support	67.69		
		• Information support	75.41		
		• Appreciation	74.52		

Source: Raharja & Tahir (2019, data processed)

Based on the results of the description, two aspects are prominent. *First*, the results of this study indicate that as entrepreneurs, women entrepreneurs in Banten Province are required to always behave innovatively to develop their own businesses. Entrepreneurship is a special profession, which is different from other professions because entrepreneurship means an individual has freed themselves to express themselves and devotes all their abilities. Furthermore, everything depends on the doer themselves, meaning that the failure and success of the business are determined by them. The existence of small factors that differentiate one business actor from another lies in the innovation made by the entrepreneur. However, no significant effect of entrepreneurial stress on innovative behaviour was found, indicating that other factors outside of this study have the potential to influence the innovative behaviour of women entrepreneurs in Banten Province. Another factor is the environment in which women entrepreneurs are raised and gain experience and knowledge from generation to generation.

*Second*, the implications of the resulting innovative behaviour on the success of women entrepreneurs are positive, indicating that the higher the innovative behaviour of women entrepreneurs, the higher the effect on their success. These results are in line with the research results of Setyowati (2011) and Sandjaja and Riyanti (2004) which concluded that innovative behaviour has a significant effect on business success. To become a successful entrepreneur, the main requirement is an entrepreneurial spirit and character, which are influenced by skills, abilities and competencies. Competence itself is influenced by knowledge and business experience. Suryana (2005) explains that an entrepreneur is someone who has a certain spirit and ability in creating and innovating or has the ability to create something new and different. This creative and innovative ability is clearly reflected in the ability and willingness to start a business, the ability to create something new, the willingness and ability to seek opportunities, the ability and courage to take risks and the ability to develop ideas and combine various resources.

The high level of innovative behaviour of women entrepreneurs is characterised by exploration activities, generating ideas, conducting experiments, seeking support and carrying out routines in innovation. In Banten Province, this high level of innovative behaviour is motivated by knowledge and experience in the scope of the batik business that has been

obtained from generation to generation and from the surrounding community. In line with the opinion of Anshori and Kusrianto (2012) which states that the ability to innovate possessed by most batik makers in East Java is obtained from generation to generation either from parents or previous experience working as batik labourers; such experience is not based on education and training (Suendro, 2010). Entrepreneurial knowledge and experiences that are carried from an early age contribute to the success of a business in the future (Riyanti, 2004). As a business actor, the business world maintained by women entrepreneurs in Banten Province is judged, on the basis of this study, to be unique and challenging to require anyone who practices it to have high innovative behaviour. Soaring demand has also prompted an increase in the number of women who are involved in business as women entrepreneurs.

Based on the results of WMS calculations, the results show that the innovative behaviour of women entrepreneurs in Banten Province is high. Furthermore, to do exploration, especially in terms of recognising opportunities and paying attention to things outside the routine, is also high. On the basis of these two important findings, an overview of the conditions related to the problems or obstacles faced by women entrepreneurs in Banten Province is obtained, as follows. (a) The majority of women entrepreneurs still have limited knowledge; (b) skills to develop creative enterprises are lacking in most of the women entrepreneurs; (c) working capital for most of the women entrepreneurs is lacking; (d) access to information, capital and market potential is limited for most of the women entrepreneurs and (e) they are powerless to lift themselves out of poverty through women entrepreneur development.

## **4.2. SWOT description**

### **4.2.1 Internal factors**

Internal strategy factor analysis is carried out by analysing the strengths and weaknesses in implementing the women entrepreneur empowerment model in Banten Province.

#### **Strengths**

Convenience can be provided to businesses by the data and quality of information available both at the Central Bureau of Statistics (CBS) and OWCPPFP, as well as other related agencies. Furthermore, data security is well maintained and is protected by laws and regulations. Experts manage, sort, identify and interpret the following factors based on their competence: accuracy of data collected by experts in related services; accuracy of data related to collection, techniques and instruments; used as well as data analysis carried out by people who are experts in their respective fields both at CBS and in related agencies; and data relevance related to aspects such as population, poverty, gender, Gini index and HDI.

#### **Weaknesses**

Weaknesses that can be identified are constraints in data access; not all data can be accessed by women entrepreneurs in Banten province. Women entrepreneurs in Banten Province are unable to back up their data as a result of their limited facilities. Data access is insufficiently fast, as a result of the distance to reach the location. Inaccuracies occur in accessing data, as a result of the habit of using secondary data. In other words, women entrepreneurs rely too much on the Internet or what other people say. Lack of freedom in data access also occurs as a result of lack of time available and lack of creativity and weak innovation in using information media. Women entrepreneurs generally have a degree of freedom of <5% in using data from CBS or agencies related to their business. Benefits in data access are not provided as a result of a lack of focus on what is needed and what is desired. The benefits of data access are inadequate as a result of (a) limited knowledge of the majority of women entrepreneurs; (b) the lack of skills to develop creative enterprises in most of the women

entrepreneurs; (c) limited working capital for the majority of entrepreneurs; (d) limited access to information, capital and market potential for most of the women entrepreneurs; (e) powerlessness to lift themselves out of poverty through the women entrepreneur development.

The results of the SWOT analysis on the strengths and weaknesses of the OWCPPFP are summarised in Table 3.

Table 3. Identification of Strengths and Weaknesses

<b>Strengths</b>		
<b>No.</b>	<b>Description</b>	<b>Sources Database</b>
1	Quality of information	CBS, OWCPPFP
2	Data security	Server used
3	Punctuality	Media used
4	Data accuracy	Accuracy in accessing data
5	Relevance of data	Between needs and desires
<b>Weaknesses</b>		
<b>No.</b>	<b>Description</b>	<b>Base Problems</b>
1	Constraints in data access	Limited facilities, distance and time
2	Unable to back up data	Limited facilities, such as computers, Internet and hard drives.
3	Insufficiently fast data access	Limited knowledge and inadequate facilities
4	Inaccuracies in accessing data	limited knowledge and facilities
5	Less free data access	Limited knowledge and inadequate facilities
6	Degree of freedom <5%	Limited knowledge and inadequate facilities
7	Does not provide benefits in data access	Limited knowledge and inadequate facilities
8	Data access benefits mismatch	Limited knowledge and inadequate facilities

Source: Raharja & Tahir (2019, data processed)

#### 4.2.2 External factors

External factor analysis is carried out by observing the Opportunities and Threats faced by OWCPPFP in implementing the women entrepreneur empowerment model, related to external factors.

##### Opportunities

Opportunities by OWCPPFP are in accessing data sourced from CBS, speed in access and benefits obtained from the data. The benefits include the suitability of the data obtained by utilising this data as material in the preparation and implementation of women entrepreneur empowerment.

##### Threats

The shortage of external data supply, as comparative data in exploring the potential of women entrepreneurs, can be covered by creating one's own data. Another way is through mass surveillance by distributing summons in the form of appeal letters or debt claims. This method has a wide reach so that it can send a message to all women entrepreneurs that OWCPPFP is and will continue to monitor them.

Women entrepreneurs tend to comply with loan arrears at the bank a letter is received from OWCPPFP. The OWCPPFP sent emails to women entrepreneurs to indicate that they had not reported all their assets and arrears and urge them to participate in the women entrepreneur empowerment program. These emails received a positive response. In addition, the socialisation of women entrepreneur empowerment must be consistently carried out. This can be the ultimate tool and has a fairly effective deterrent effect. OWCPPFP should not hesitate to apply the

maximum sanctions for women entrepreneurs who do not honestly report their assets and loans when participating in women's empowerment programs.

Likewise, for women entrepreneurs who deliberately did not participate in the socialisation and for unreported women entrepreneurs, government regulations and laws comprehensively should be carried out.

Reporting on the results of women entrepreneur empowerment has not been able to improve the economy optimally. Therefore, periodic socialisation and education remain needed for individuals, groups and agencies that still need assistance from the local OWCPPFP and additional bandwidth for internet channels is needed so that reporting access can be required. Online mentoring was smooth and there was no accumulation or bottlenecks were formed at the time of reporting. The results of the identification of opportunities and threats for the Banten Province OWCPPFP can be summarised as follows:

Table 4. Identification of Opportunities and Threats

Opportunities		
No.	Description	Sources
1	In data access	The data bank owned by CBS.
2	Ability to back up data	The data bank owned by CBS
3	Speed in data access	The data bank owned by CBS
4	Accuracy in accessing data	The data bank owned by CBS
5	Freedom in data access	The data bank owned by CBS
6	Degree of freedom > 5%	
7	Benefits in data access	
8	Suitability of benefits and results of data access	
Threats		
No.	Description	Base Problems
1	<i>Techno-ware</i> in data access	Software owned
2	<i>Hardware</i> back up data	Hardware Owned
3	<i>Software</i> in data access	Facilities and Knowledge
4	<i>Organ-ware</i> is right in accessing data	Organisational Structure, Organisational Culture
5	<i>Cost-ware</i> in data access	Funding through banking or third parties

Source: Raharja & Tahir (2019, data processed)

To analyse the implementation strategy situation with SWOT analysis based on the internal factor analysis strategy (IFAS) and external factor analysis strategy (EFAS), criteria and value ranges and weighting are used.

#### 4.2.3. SWOT Analysis

##### Internal factor analysis strategy

The results of the IFAS according to components, weight, urgency and score, can be seen in the following table.

Table 5 Internal Factor Analysis Strategy (IFAS)

IFAS	Values	Weight	Urgency	Scores	Remarks
Strengths					
1. Quality of information	3.99	0.10	5	1.99	Low
2. Data security	4.12	0.10	5	2.06	Average



3. Punctuality	3.87	0.08	5	1.55	Low
4. Data accuracy	4.16	0.12	5	2.50	Average
5. Relevance of data	4.16	0.10	5	2.08	Average
<b>Total I</b>		<b>0.50</b>	<b>25</b>	<b>10.17</b>	
<b>Average score for strengths</b>				<b>2.03</b>	<b>Average</b>
<b>Weaknesses</b>					
1. Constraints in data access	4.29	0.10	4	1.72	Low
2. Unable to back up data	4.55	0.08	3	1.09	Low
3. Insufficiently fast in data access	3.93	0.06	2	0.47	Very Low
4. Inaccuracies in accessing data	3.00	0.04	3	0.36	Very Low
5. Less free data access	4.18	0.04	3	0.50	Very Low
6. Degree of freedom <5%	4.09	0.04	3	0.49	Very Low
7. Does not provide benefits in data access	4.23	0.08	4	1.35	Low
8. Data access benefits mismatch	4.09	0.06	2	0.49	Very Low
<b>Total II</b>		<b>0.50</b>	<b>12</b>	<b>6.48</b>	
<b>Average score for weaknesses</b>				<b>0.81</b>	<b>Very Low</b>

Source: Raharja & Tahir (2019, data processed)

### External factor analysis strategy

The results of the EFAS according to components, weight, urgency and score can be seen in Table 6.

Table 6. External Factor Analysis Strategy

<i>External Factor Strategy (EFAS)</i>	Values	Weight	Urgency	Scores	Remarks
<b>Opportunities</b>					
1. In data access	4.18	0.10	5	2.09	Very Low
2. Ability to back up data	4.18	0.02	4	0.33	Very Low
3. Speed in data access	3.93	0.02	3	0.24	Very Low
4. Accuracy in accessing data	3.81	0.02	4	0.30	Very Low
5. Freedom in data access	4.09	0.10	5	2.04	Average
6. Degree of freedom > 5%	4.23	0.08	4	1.35	Low
7. Benefits in data access	4.09	0.08	4	1.31	Low
8. Suitability of benefits and results of data access	4.23	0.08	5	1.69	Low
<b>Total I</b>		<b>0.50</b>	<b>34</b>	<b>9.37</b>	
<b>Average score for Opportunities</b>				<b>1.17</b>	<b>Average</b>
<b>Threats</b>					
1. <i>Techno-ware</i> in data access	4.09	0.10	4	1.64	Average
2. <i>Hardware</i> back up data	4.09	0.08	3	0.98	Low
3. <i>Software</i> in data access	4.09	0.16	2	1.31	Low
4. <i>Organ-ware</i> is right in accessing data	4.09	0.08	3	0.98	Low

5. <i>Cost-ware</i> in data access	4.09	0.08	3	0.98	Low
<b>Total II</b>		<b>0.50</b>	<b>12</b>	<b>5.89</b>	
<b>Average score for Threats</b>				<b>1.18</b>	<b>Low</b>

Source: Raharja & Tahir (2019, data processed)

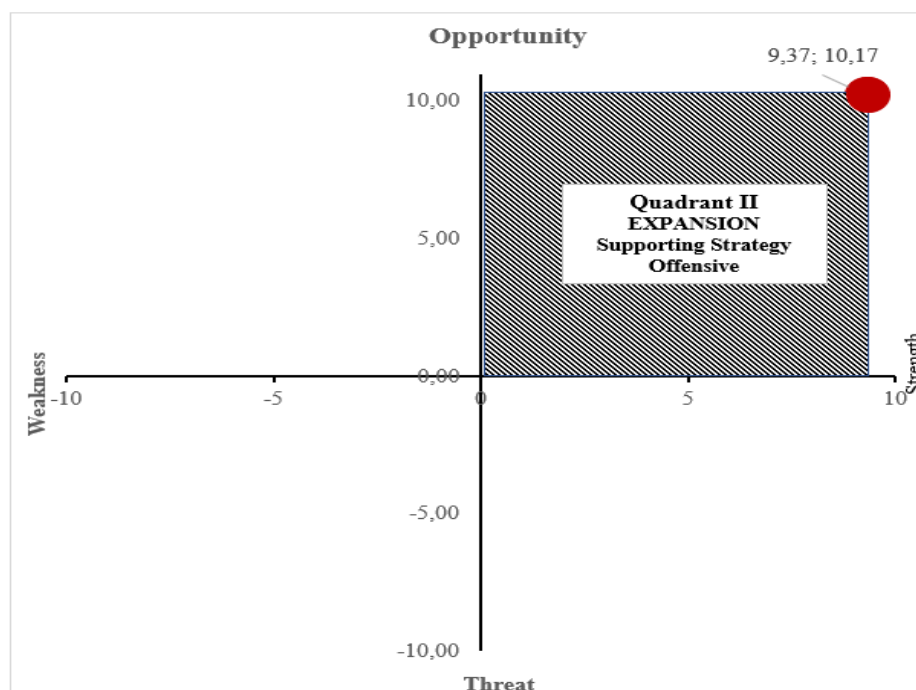
Based on the results obtained from the internal and external analysis in Table 6 and Table 7, the results can be summarised as follows:

Total Strengths Score	:	10,17
Total Weaknesses Score	:	-6,48
Total Opportunities Score	:	9,37
Total Threats Score	:	-5,89

Based on the summary results, the real strength factor is greater than the weakness factor, and the influence of the opportunity factor is greater than the threat factor. Therefore, the position of OWCPPFP in implementing the women entrepreneur development model is in quadrant I, meaning the position of expansion (supporting an offensive strategy), showing the internal conditions of OWCPPFP in implementing a strong women entrepreneur development model with a slightly threatening environment.

Determining the coordinate point can be found by coordinates for internal analysis and coordinates for external analysis. The coordinate point is located at (10,17; 9,37). The results of these coordinates can be presented in the SWOT matrix diagram to determine the position of the strategy for implementing the women entrepreneur development model in Banten Province as shown below:

Figure 1 SWOT Matrix Diagram



After knowing the intersection point of the diagonals, the position of the strategy for the implementation of the Women entrepreneur development model in Banten Province is in quadrant I. The calculation results of each quadrant can be described in the following table.

Table 7 Calculation Results from Each Quadrant

Quadrant	Point Position	Matrix Area	Ranking	Priority Strategies
I	(10.17: 9.37)	95,29	1	Growth
II	(10.17: 5.89)	59.90	2	Stability
III	(6.48 :5.89)	38.17	3	Shrinkage
IV	(4.48: 5.89)	26,39	4	Combination

**Notes:**

1. In quadrant I (S-O Strategy) the strategy for implementing the Women entrepreneur development model that can be carried out by the Banten Province OWCPPFP is to use organisational strengths to take every advantage of the opportunities in implementing the women entrepreneur development model.
2. In quadrant II (W-O Strategy), OWCPPFP can make excellence on opportunities as a reference for focusing activities by avoiding weaknesses in the implementation of the Women entrepreneur development model.
3. In quadrant III (W-T Strategy), all weaknesses are minimised to face every threat in the implementation of the women entrepreneur development model.
4. In quadrant IV (S-T Strategy), every strength is used to face every threat by creating diversification to create greater opportunities in the implementation of the women entrepreneur development model.

On the basis of the description of the results of the IFAS–EFAS study, the women entrepreneur development matrix can be summarised, as shown in Table 8.

Table 8. SWOT Matrix Analysis for Women Entrepreneurs Development Strategy

Strengths	Opportunities
<ol style="list-style-type: none"> <li>1. Quality of information</li> <li>2. Data security</li> <li>3. Punctuality</li> <li>4. Data accuracy</li> <li>5. Relevance of data</li> </ol>	<ol style="list-style-type: none"> <li>1. In data access</li> <li>2. Ability to back up data.</li> <li>3. Speed in data access</li> <li>4. Accuracy in accessing data.</li> <li>5. Freedom in data access</li> <li>6. Degree of freedom &gt; 5%</li> <li>7. Benefits in data access</li> <li>8. Suitability of benefits and results of data access</li> </ol>
Weaknesses	Threats
<ol style="list-style-type: none"> <li>1. Constraints in data access</li> <li>2. Unable to back up data.</li> <li>3. Insufficiently fast data access</li> <li>4. Inaccuracies in accessing data.</li> <li>5. Less free data access</li> <li>6. Degree of freedom &lt;5%</li> <li>7. Does not provide benefits in data access.</li> <li>8. Data access benefits mismatch</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Techno-ware</i> in data access</li> <li>2. <i>Hardware</i> in back up data</li> <li>3. <i>Software</i> in data access</li> <li>4. <i>Organ-ware</i> is right in accessing data.</li> <li>5. <i>Cost-ware</i> in data access</li> </ol>

Identification is carried out based on OWCPPFP internal and external analysis in the application of information systems as an effort to improve the optimisation of the empowerment of women entrepreneurs. Then, through combinations of strengths and opportunities,

weaknesses and opportunities, strengths and challenges and weaknesses and challenges, the following strategies are determined.

#### **Alternative strategy 1 (S-O): Strength vs Weakness combination)**

Extensive level of availability and flexible access, by providing several ways to access files with a wide level of access, will save capital funds for a network because of its optimal utilisation. The method commonly used to integrate the entire computer with each user (client-based user interface) will allow scanning and indexing or recovering an archive.

Electronic records management must be able to meet the needs of each user with different locations. Comprehensive security as an organisation that implements electronic archives with a variety of documents should increase security by carrying out comprehensive and simple access controls. This process will allow the system administrator to control what folders and documents a user can access, view, copy, edit or delete.

Determining/making policies, namely, determining policies based on a choice of profitable strategies to be recommended to decision-makers, in this case the OWCPPFP.

#### **Alternative strategy 2 (W-O): weakness vs opportunity combination**

Women entrepreneurs can be empowered through the following Development Strategies: (1) coordinating and socialising women entrepreneur, (2) conducting an inventory of women entrepreneur empowerment and (3) carrying out a mapping of women entrepreneurs. Women entrepreneurs can be empowered through growth strategies based on growth numbers by (1) controlling, (2) utilising internal data and (3) supervising.

## **5. CONCLUSIONS**

Entrepreneurship empowerment models can be identified, tested and developed by observing the level of stress on entrepreneurial roles, innovative behaviour, success, emotional intelligence and social support received by women entrepreneurs in Banten Province. The women entrepreneur entrepreneurship development strategy in Banten Province provides four strategies.

In the first strategy, located in quadrant I (S-O Strategy), Banten Province's OWCPPFP can use the strength of the organisation to take advantage of every opportunity by implementing the model through the development of women's entrepreneurship in Banten Province, increasing broad availability and flexible access. Providing several ways to access files with a wide level of access will save a network capital funds due to its optimal utilisation.

The second strategy, located in quadrant II (W-O Strategy), OWCPPFP can use advantages (such as one product, one women entrepreneur) as opportunities as a reference to focus activities by avoiding weaknesses in the implementation of the guidance model through the development of women entrepreneurs in Banten Province.

The third strategy, located in quadrant III (W-T Strategy), can minimise all weaknesses to face any threats in implementing the guidance model through the development of women entrepreneurs in Banten Province.

The fourth strategy is in quadrant IV (S-T Strategy), in which every strength is used to face every threat by creating diversification to create greater opportunities in the implementation of the women entrepreneur development model.

Based on the conclusions of the findings in this study, the obstacles faced by women entrepreneurs in Banten Province in developing entrepreneurship include: (a) limited knowledge of most of the women entrepreneurs; (b) the lack of skills to develop creative endeavours for most of the women entrepreneurs; (c) limited working capital for most of the

women entrepreneurs; (d) limited access to information, capital and market potential for most of the women entrepreneurs and (e) powerlessness to lift themselves out of poverty through women entrepreneur development.

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