

THE ROLE OF WOMEN IN DEVELOPING A CREATIVE ECONOMY (CASE STUDY OF TEGALREJO VILLAGE, GUNUNGKIDUL)

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Abstract - This article aims to investigate the role of women in the development of the creative economy of Tegalrejo hamlet, focusing on their contribution in producing creative products, supporting environmental sustainability, and strengthening social networks in the village community. The approach used is a combination of quantitative and qualitative approaches (mixed methods). Women in the Tegalrejo village have a big contribution and role in helping to develop creative economic business units in the Tegalrejo village. The factors that influence the role of Tegalrejo village women in developing the creative economy through the Tegalrejo village are classified into 2 (two) types, namely internal factors which are factors that come from within the women themselves, consisting of strengths and weaknesses. The combination of these two values shows that the factors that influence the role of Tegalrejo village women in developing the creative economy lie in cluster V, namely the growth strategy cell.

Keywords: Creative Economy, Village Development, Role of Women.

1. INTRODUCTION

The creative economy, as introduced by John Howkins (2013), requires economic growth that depends on the birth of new ideas. The creative economy has become one of the main drivers of economic growth in various countries, including Indonesia. Villages in Indonesia have great potential in developing the creative economy, especially through utilizing local cultural riches, arts, crafts and other creative sectors. In this context, women in the village have an important role in driving the development of a sustainable creative economy.

Previous studies have shown that women play an important role in generating additional income for their families and driving village economic growth (Kusuma&Utami, 2022). Apart from that, according to Soesilo (2020), his research shows that women are often the main determinants in the production and marketing of handicraft products. They also play a role in transmitting traditional skills to the next generation, which supports the sustainability of village arts and crafts. Other research shows that women are often the guardians of local traditions and culture, which are the main attractions. They are also active in managing homestays and other small businesses that support the village's cultural tourism sector (Pratiwi & Setiawan 2021).

In this context, women in the village have an important role in driving the development of a sustainable creative economy. Women often become cultural keepers, handicraft makers, organic farmers, coffee shop owners, and homestay managers in villages. They act as the prime mover in producing creative products that reflect the rich culture and environment of the village. However, the role of women in the village creative economy is still not fully understood and optimally utilized.

Tegalrejo hamlet, which has several things that are included in the creative economy, of course starts from the potential of women in the hamlet to produce products that can be used both for personal consumption and for sale.

This article aims to investigate the role of women in the development of the creative economy of Tegalrejo hamlet, focusing on their contribution in producing creative products, supporting environmental sustainability, and strengthening social networks in the village community. Through a literature review and empirical research, this article will reveal the great potential that women have in encouraging creative economic growth at the village level.

2. METHOD

The approach used is a combination of quantitative and qualitative approaches (mixed methods). The subjects of this research are women who are business actors and creative economy activists in Tegalrejo hamlet. The data sources in this research are primary data sources using purposive sampling and snowball sampling by determining key informants. Data collection techniques in this research used observation, interviews and documentation. Testing the validity of the data uses Triangulation.

A. Tools and materials

In this research, the mixed methods approach used is quantitative descriptive using the IFAS and EFAS matrices to calculate value weightings, ratings, and formulate the position of factors that influence the role of women in the development of the creative economy. As well as using a qualitative descriptive approach.

B. Work procedures

After all factors have been identified, weighting, rating and scoring are carried out using the IFAS matrix (for internal factors) and EFAS matrix (for external factors). =((and /(Number of all sources))

1. Weighting assessment

$$\text{Weighting Assessment} = \left(\frac{\text{total number of significant values}}{\text{Number of all sources}} \right) \quad (1)$$

Then to find the actual weight value, determine it using the following formula:

$$\text{Weight value} = \left(\frac{\text{The average value of each factor}}{\text{The sum of all the average values of all factors}} \right) \quad (2)$$

2. Rating Assessment

$$\text{Rating Assessment} = \left(\frac{\text{Total rating value}}{\text{Number of all sources}} \right) \quad (3)$$

3. Score Assessment

$$\text{Score} = \text{weight value (x) rating value} \quad (4)$$

3. RESULTS AND DISCUSSION

A. RESULTS

1. Women's Contribution in Handwritten Batik Production

The results of the study show that women in Tegalrejo Hamlet have a key role in the production of written batik. They are not only batik craftsmen, but also preserve traditional techniques in making batik. In collaboration with male artisans, women play a role in making unique and innovative motifs. The production of written batik not only generates additional income for their families but also promotes the cultural heritage of batik at the local level.

2. Women in Room Decoration and Waste Utilization

Women in Dusun Tegalrejo are also involved in the room decoration industry and waste utilization. They run a small business that produces home decor such as handicrafts, fabric flowers and home accessories. Apart from that, women in this hamlet are also active in managing the local waste recycling program, turning waste into brooches, jewelry and other fashion accessories. This not only helps reduce waste, but also creates additional economic opportunities for women in these communities.

3. The Role of Women in Local Culinary

This research also reveals the role of women in developing local culinary delights in Tegalrejo Hamlet. They run traditional food stalls offering unique and delicious local dishes. This provides important income for their families and generates a positive impact on the hamlet.

B. DISCUSSION

Dusun Tegalrejo is a good example of how women can play a significant role in developing the creative economy at the village level. Women in this hamlet are not only actors in the creative economy but also run businesses that support environmental sustainability and local cultural preservation.

In the aspect of written batik production, women play a role in preserving traditions and creating products that have high artistic and cultural values. This not only creates economic opportunities, but also promotes the hamlet's cultural heritage.

In the room decoration and waste utilization industries, women show their creativity in producing high-value items from unused materials. This is a good example of how the creative economy can contribute to reducing waste and preserving the environment.

Meanwhile, the role of women in local cuisine supports the hamlet . Typical dishes prepared by women attract and increase local income.

However, despite the many achievements and contributions made by women in Tegalrejo Hamlet, there are still challenges that need to be overcome, including access to training and wider markets, as well as understanding their rights in the creative economy. Efforts need to be made to ensure that women in this hamlet can maximize their potential in developing the village's creative economy in a sustainable manner.

From this there are several factors that influence the role of women in developing the creative economy in Tegalrejo hamlet.

1. Internal Factors

a. Strength

- 1) Have high enthusiasm
- 2) Have a business/entrepreneurial spirit
- 3) Don't give up easily
- 4) Diligent, tenacious and painstaking
- 5) Be honest
- 6) Thorough and careful
- 7) Discipline and responsibility
- 8) Always maintain a good name
- 9) Passion and high loyalty

b. Weakness

- 1) Taking advantage of opportunities for personal gain

- 2) Do not dare to take risks
 - 3) Lack of self-confidence
 - 4) Lack of knowledge
 - 5) Cannot divide the time for the dual roles
 - 6) Still dependent on husband's domination
 - 7) Prioritize feelings/emotions in decisions
 - 8) Always maintain a good name
 - 9) Passion and high loyalty
2. External Factors
- a. Opportunities (opportunities)
 - 1) Local wisdom
 - 2) Large market share
 - 3) Create jobs
 - 4) Modern technology
 - 5) Family and government support
 - b. Threats (threats)
 - 1) Business competition
 - 2) Trade monopoly
 - 3) The entry of foreign culture
 - 4) Technological changes
 - 5) Capital limitations

Table 1. IFAS Matrix factors that influence the role of women in Tegalrejo village in developing the creative economy

No.	Internal factors	Weight	Ratings	Score
Strength (Strenghts)				
1	Own business/Entrepreneurial spirit	0.096	4,000	0.384
2	No quitter	0.083	3,600	0.298
3	Persistent, tenacious, and painstaking	0.090	3,800	0.342
4	Honest	0.096	3,600	0.345
5	Thorough and thorough	0.087	3,400	0.295
6	Discipline and responsibility	0.087	3,400	0.295
7	Always guard good name	0.096	3,000	0.288
8	Spirit and high loyalty	0.090	3,400	0.306
Weakness				
1	Taking advantage of opportunities for personal gain	0.032	1,000	0.032
2	No bravetake a risk	0.045	1,700	0.076
3	Lack of confidence	0.045	1,600	0.072
4	Knowledge insight which is lacking	0.038	1,300	0.049
5	Can't divide time ondual role	0.032	1,000	0.032
6	Still dependto husband	0.038	1,000	0.038
7	Prioritize feelings/emotions in decision making	0.038	1,200	0.045
Total		0.993	37	2,897

Information:

- a. Determine the factors that are the strengths and weaknesses of women in column one.
- b. Give weight to each of these factors on a scale from 1.0 (most important) to 0.0 (not important) based on the influence of these factors on the strategic position. All of these weights cannot exceed a total score of 1.00.
- c. Calculate the rating in column 3 (three) for each factor by providing a scale ranging from 4 (outstanding) to 1 (poor), based on the influence of the factor on the condition in question.
- d. Multiply the weight in column two with the rating in column three to obtain the weighting factor in column 4 (four). The result is a weighted score for each factor whose value varies from 4.0 (outstanding) to 1.0 (poor).
- e. Add up the weighting scores (in column 4) to get the total weighting score for the factor in question. This total value shows how a particular factor reacts to its internal strategic factors.

Based on the results of the IFAS matrix analysis in table 1, the factor that is the main strength of Tegalrejo village women in developing the creative economy is having a business/entrepreneurial spirit with a score of 0.384. This shows that the women of Tegalrejo village have latent potential to play a role in the economy. The existence of this business and entrepreneurial spirit when developed and supported by facilities and infrastructure will have an impact.

Which is positive for women's economic independence so that it has an impact on the economic resilience of the Tegalrejo village.

The next factor that is the main strength of Tegalrejo village women in developing the creative economy is an honest attitude with a score of 0.345. An honest attitude is a person's main capital in daily social activities, including in the socio-economic field. By having an honest attitude, a person will be respected and trusted by other people. This is the main strength of the women of Tegalrejo village. They always uphold the value of honesty to gain a sense of trust from consumers for the creative economic products being marketed so that they have an impact on the village economy.

Furthermore, based on the results of the IFAS matrix analysis in table 1, the main weakness of Tegalrejo village women in their role in developing the creative economy is their attitude of not daring to take risks with a score of 0.076. The women of Tegalrejo village tend to still walk in their comfort zone, they are afraid to explore themselves and their business further because they are afraid of what might happen. The next weakness

factor is a lack of confidence with a score of 0.072. Tegalrejo village women tend to be shy so they lack confidence to participate in public activities, especially economic activities.

These two factors should be a concern for women in particular and the government in general so that solutions can be found to overcome these weaknesses, because these weaknesses can have a negative impact on the sustainability of women's creative economy businesses and have an impact on the economy of Tegalrejo village.

c. EFAS matrix analysis (*external factors analysis summary*)

Table 2. The EFAS matrix of factors influencing the role of Tegalrejo village women in the development of the creative economy

No.	Information	Weight	Ratings	Score
Opportunities				
1	Local wisdom	0.140	4,000	0.560
2	Market share big	0.140	3,700	0.518
3	Creating a field work	0.126	3,000	0.378
4	Technology which modern	0.122	3,200	0.390
5	Support family and government	0.122	3,000	0.366
Threats				
1	Business competition	0.093	2,000	0.186
2	Monopoly trading	0.061	1,600	0.097
3	Influx of culture foreign	0.065	1,300	0.084
4	Change technology	0.061	1,300	0.079
5	Limitations capital	0.065	1,400	0.091
Total		0.995	23,500	2.749

Information:

- a. Determine the factors that constitute opportunities and threats for women's role in the economy in column one.
- b. Give weight to each of these factors on a scale from 1.0 (most important) to 0.0 (not important) based on the influence of these factors on the strategic position. All of these weights cannot exceed a total score of 1.00.
- c. Calculate the rating in column 3 (three) for each factor by providing a scale ranging from 4 (outstanding) to 1 (poor), based on the influence of the factor on the condition in question.
- d. Multiply the weight in column two with the rating in column three to obtain the weighting factor in column 4 (four). The result is a weighted score for each factor whose value varies from 4.0 (outstanding) to 1.0 (poor).
- e. Add up the weighting scores (in column 4) to get the total weighting score for the factor in question. This total value shows how a particular factor reacts to its internal strategic factors.

Based on the results of the EFAS matrix analysis in table 4.6, the main factor that becomes an opportunity for Tegalrejo village women in their role in developing the creative economy is the existence of local wisdom with a score of 0.560. The local wisdom of the Tegalrejo village takes various forms, ranging from natural resources to traditional cultural heritage, all of which can be utilized by Tegalrejo village women in developing a creative economy.

The next opportunity factor that is owned by Tegalrejo village women in developing the creative economy is the existence of a large market share with 0.518. This can be seen from the village of Tegalrejo which is a village causing many from various regions, so that a large market share is available for the creative economic products of Tegalrejo village women.

Based on the EFAS matrix analysis in table 4.6, it can be seen that the main factor that is a threat that hinders the role of women in Tegalrejo village in developing the creative economy is business competition with a score of 0.186. Threat factors next is trade monopoly with a score of 0.097.

These two factors are interrelated, where in Tegalrejo village there are many trading businesses and MSMEs, so the potential for business competition is very large. Next is trade monopoly, usually this happens to entrepreneurs who have large capital and capacity so they can control the market and have an impact on trade monopoly.

These two factors should be taken seriously by the women of Tegalrejo village in particular and the Tegalrejo village government in general so that economic activities can be evenly distributed and there is no overlap between business actors. Because if all business actors can unite, it will have an impact on economic equality and community welfare will increase.

d. IE matrix analysis (internal-external)

The IFAS value obtained from factors that influence the role of women in Tegalrejo village in developing the creative economy is 2.897. Meanwhile, the EFAS value is 2.749. The combination of these two values shows that the factors that influence the role of Tegalrejo village women in developing the creative economy lie in cluster V, namely the growth strategy cell.

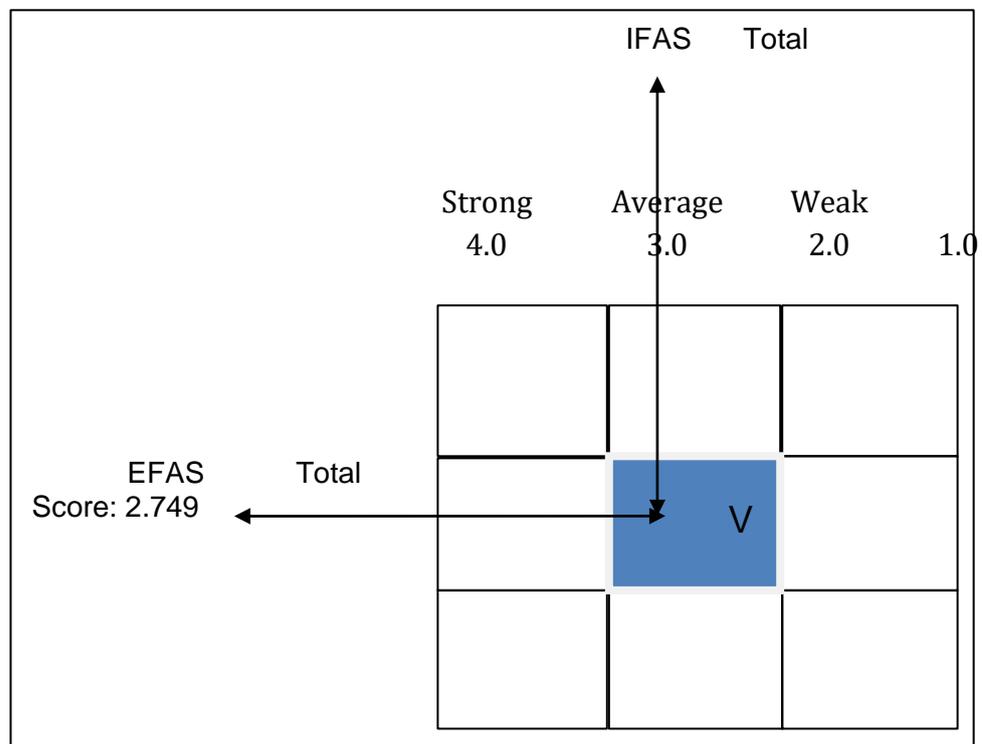


Figure 1. Internal-external matrix of factors that influence the role of Tegalrejo village women in the development of the creative economy through the Tegalrejo village

This strategy places more emphasis on efforts to achieve growth in the role of women in the development of the creative economy through the Tegalrejo village, such as increasing entrepreneurship training, providing easy business capital, and increasing knowledge and technology. Apart from that, things that need to be emphasized to be achieved in this strategy are women's creativity, increasing their self-confidence and courage to take risks, increasing the quality of women's human resources in facing business competition and technological change, as well as increasing the potential for local wisdom and market share. wider. The results of the combination of IFAS and EFAS values can be seen in Figure 1 above.

4. CONCLUSION

Women in the Tegalrejo village have a big contribution and role in helping to develop creative economic business units in the Tegalrejo village. They have a big role not only in the domestic sector (household) or the public sector (region). The role of women in the village of Tegalrejo in the economy is as agents of development, as supporters of creating domestic and public economic resilience, and supporting economic growth in Tegalrejo village through business units based on creative economy.

The factors that influence the role of Tegalrejo village women in developing the creative economy classified into 2 (two) types, namely internal factors which are factors that come from within the women themselves and consist of strengths and weaknesses. Then external factors are factors that come from outside (environment) of women consisting of opportunities and threats.

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