

The Role of Local Knowledge in Improving Housewife's Economic Prosperity: The Case of "Siri Na Pacce" in Makassar, Indonesia

Andi Pattarani¹, Nur Ilmiah Rivai², Resqi Amalia Pamelleri³, Nursafitra Muslim⁴.
{andipattarani59@gmail.com¹, maynamemay@gmail.com², reskyamalia@gmail.com³,
vitanursafitra@gmail.com⁴}

Department of Public Administration, Universitas Pepabri Makassar, Indonesia^{1,3,4}
Department of Public Administration, Universitas Maritim Raja Ali Haji, Indonesia²

Abstract. Bugis Makassar community, Siri' na Pacce culture, is a robust culture for the life of the Bugis-Makassar people and is an identity and character for the Bugis-Makassar people. The problems felt by partners are a lack of understanding and interest in local wisdom Siri' na Pacce tribal Bugis Makassar in entrepreneurship to improve the family economy. To assist and build awareness through education and training to participants about the importance of knowledge of Siri' na Pacce local wisdom of the Bugis Makassar tribe in entrepreneurship. The activities carried out are Preparation, implementation, evaluation, report generation and implementation evaluation. After examining some of the value elements contained in Siri' na Pacce culture in improving the economy of mothers in the Tamalanrea sub-district of Makassar City, it can be concluded that in improving the economy of homemakers, they must better understand and increase knowledge and application of Siri' na Pacce culture value.

Keywords: Transformation; siri na pacce; economy

1 Introduction

As a form of national character development, if you ignore the cultural values of the Indonesian nation, it will result in the uncertainty of national identity. Culture will be precious and essential for economic improvement in Indonesia, considering that culture plays a significant role in shaping an individual's character and can instil cultural values and local wisdom where he lives, which will shape a person's mindset. As is the case in the Bugis Makassar community, Siri' na Pacce Culture is a robust culture for the life of the Bugis-Makassar people and is the identity and character of the Bugis-Makassar people [1].

If viewed from the literal aspect, siri' in the Bugis-Makassar community can be interpreted as shame. However, if viewed from the side of its true meaning, as has been stated in La Toa's lontara, which contains advice, siri' can be interpreted as self-respect or honour, it can also be construed as a statement of attitude that is not greedy towards worldly life [2]. At the same time, the meaning of pacce can be interpreted as a sense of sympathy which in the Bugis-Makassar community concept is a feeling or feeling of empathy for others and all community members contained in the community [3].

This means that the two values that underlie the character of the Bugis-Makassar people are a reflection of life and the ethics of living in a society, so it can also be said that these two values

are a theoretical framework of life that is held as a philosophy in living social life, which in the course of the history of the Bugis-Makassar community is full of various intrigues of social, economic and political life in it, which inevitably make this value as a support or guide to life in terms of the norms or manners of people's lives.

The knowledge of the Bugis-Makassar and South Sulawesi people in general on the sources of teaching from this concept of value already exists and is contained in Bugis-Makassar lontars which include advice (*paseng*) about how humans should live their lives. Among the things organized in the lontar (lontara') of the Bugis-Makassar community, five essential matters or messages are intended for the current generation and the next generation. They are always expected to be held and enforced in life[4]. The five things, as noted, are:

- Humans must always speak the truth (there are 'tongeng').
- Must always maintain honesty (lempu')
- Adhering to the principles of belief and conviction (getteng)
- Respect for fellow human beings (sipakatau)
- Surrender to the power of God Almighty (mappesona ri dewata seuwae)

If you look at the messages above, what is required from this Siri's philosophical value is related to ethics or manners in relationships and concerns the issue of one's identity. Because if you look at it more deeply, one's true self-esteem and shame will always be maintained if you keep and hold on to the five messages above, especially in patterns of association and communication with fellow human beings. For this reason, the elders of the previous Bugis-Makassar community strongly emphasized these messages to maintain the continuity or existence of the Bugis-Makassar community so that what was mentioned in the Lagaligo epic and other lontara' as the era of sianre-anre bale true (which in western society known as homo homini lupus), it can be avoided.

Due to the start of a paradigm shift in people's lives, especially homemakers who are entrepreneurs. In this context, the transformation of local knowledge of "Siri na Pacce" in the community economy, especially housewives, can be applied and relevant to the cultural values and local wisdom of Bugis Makassar. The role of homemakers in the family is significant. Every woman who is married and does not work will change her status to become a housewife. A housewife is a woman who manages the implementation of various kinds of household work, a wife (mother) who only takes care of multiple tasks in the household (not working in an office). The existence of homemakers and their rights and obligations is considered a natural law which naturally must be done by homemakers. A homemaker must take care of the family, such as cooking, cleaning the house, and caring for and educating children. A housewife is a profession that is often ignored because it is considered not to contribute to a family's economy. Mothers mostly feel the family's economic challenges because their activities are directly related to the household goods they consume daily. The weak family economy makes the involvement of homemakers increase family income by seeking additional income by trading or working for other people to earn wages.

Housewives with a background from the Bugis Makassar tribe who firmly adheres to the culture and local wisdom of "Siri na Pacce" must use this philosophy to spur themselves to improve the family economy through household-scale businesses and businesses. However, there is a shift that occurs where culture and local wisdom are starting to be sidelined in social life, which is influenced by the development of technology in conducting social interactions, especially in business, which results in a decline in the spirit of doing business so that mothers use extreme ways to follow developments by leaving the local philosophical values of "Siri na Pacce" even though the Bugis-Makassar tribe is famous for the area that gave birth to great merchants in doing business both nationally and internationally.

Local wisdom in entrepreneurship must still be given space to exist as a way to maintain and also preserve it. Moral messages and guidelines or life guidelines contained therein must be firmly adhered to while still aligning with current world developments so that the sustainability of civilization continues to be carried out in a corridor that also upholds the values of life. This case focuses on transforming the Bugis Philosophy Makassar "Siri' na Pacce" in Economic Improvement Housewives in the Tamalanrea sub-district, Makassar City.

There are several reasons why local wisdom is essential in the development of economic and business paradigms. Moendardjito, as quoted by Sartin [1] said at least some of the characteristics that make local wisdom able to survive amid this globalization rage: a) able to survive against foreign cultures; b) can accommodate elements of a foreign culture; c) can integrate elements of foreign culture into the original culture.

2 Research Method

Implementing this service is to provide education, training, and assistance. Mentoring aims to increase knowledge and the ability to improve the economy [5]. In this case, it includes learning about the concept of Siri' na Pacce local wisdom of the Bugis Makassar in entrepreneurship to strengthen the family economy. The stages of community service:

- Preparation phase: The preparation stage is the initial stage before the implementation of the activity. At this stage, there are several things to do: Pre-Survey: Identification of Partner Problems and Needs, Proposal Making: making proposals that offer solutions to partners' problems and Preparation of training materials: preparing training modules that will be provided to partners.
- Implementation Stage; At the implementation stage, it was carried out in Tamalanrea District, Makassar City, regarding the concept of Siri' na Pacce local wisdom of the Bugis Makassar tribe in entrepreneurship to improve the family economy.
- Evaluation Stage; Evaluation is done by periodically asking about the implementation of motivation, what strategies have been carried out, and how the business is developing.
- Report generation stage; Report At the final stage, a report on Community Service activities is made.
- Implementation Evaluation; Program After community service is carried out, the community service program is evaluated. The success of community service is seen from the indicators, namely how partners understand motivation in marketing and sales.
- Partner Participation; Partners in community service actively participate in this activity, including as a provider of community service activities and as service participant who engages in all activities from planning, implementing and evaluating activities [6].

3 Result and Discussion

This seminar was held in the AULA of the Tamalanrea District Office. The participants in this seminar were 30 people, all of whom came from the community of mothers who have businesses in the Tamalarea sub-district, Makassar City. The participants were pleased because this socialization provided benefits to the seminar participants. The results of the training and education on the transformation of local knowledge "Siri Na Pacce" in the context of improving

the economy of housewives in the Tamaarea District, Makassar City, have been completed. The results provide much new knowledge because the presented material explains how to transform the local knowledge of "Siri Na Pacce" to improve the economy of housewives.

The transformation of Siri' na Pacce cultural values in the context of increasing the economy of homemakers in the Tamalarea District has a positive impact on improving the economy's quality because the community also feels it as business actors in the community. Regarding the transformation of local cultural values in the context of increasing the economy of homemakers, the results of the training and education carried out show the importance of transforming local cultural values to improve the economy of homemakers, as happened to business mothers in Tamalarea District, with the existence of local culture, there will be a transformation of local cultural values as an effort to build the nation's character in entrepreneurship. This also shows that the change in local values and culture is an effort or activity carried out to continue to preserve or develop the matters contained in the culture so that the culture can respond to the complexity of the problems experienced by society.

This is what is expected in the transformation of Siri' na Pacce cultural values in increasing the income of homemakers in the Tamalanrea sub-district of Makassar City, where the conversion of Siri' na Pacce cultural values in improving the economy can provide a change in self-character in doing entrepreneurship that is of higher quality and can still exist following the times so that it supports in the context of quality economic improvement which is expected by the community to be realized, because culture can never be separated from humans, as a form of self-identity and a faithful reflection of a cultured society. As a temporary observation of Siri' na Pacce culture to increase mothers' income in the Tamalanrea sub-district, Makassar City.

It is also understandable that Siri' Na Pacce cultural values will be more observable and comprehensible about entrepreneurship to increase the income of homemakers when these cultural values are associated with attitudes and behaviour in their application, so, interestingly, it is essential to transform values Siri' Na Pacce culture in improving the economy. With the transformation of Siri' Na Pacce's cultural importance in improving the economy of mothers, it will give its more different character and, of course, be directed towards economic improvement. Suppose local wisdom that has been tested is appropriately utilized and supported by science and technology. In that case, it will be able to encourage the community towards progress and prosperity that every nation aspires to, within the framework of civil society, civil society, civilized society, and a noble society both at the world—national and international levels.

4 Conclusion

In social interactions at various levels, the values of local wisdom siri' na passe are spirit or spirituality and self-defence. Siri' can fade and tend to change if it is poisoned by capitalism (Lopa, 1988:8). This can happen if the supporting community no longer adheres to its cultural structure (Mattulada, 2005:64). Therefore, one form of counteracting the various (external) impacts that occur is to stick to the identity of local wisdom (Seabrook, 2004) and subsequently produce the concept of siri' na siri' which is then implemented in everyday life, including in improving the economy of mothers-to-be. Housewife. After examining several elements of the values contained in Siri' na Pacce culture in enhancing the economy of mothers in the Tamalanrea sub-district of Makassar City, it can be concluded that in improving the economy of homemakers, they must better understand and increase knowledge and application of Siri' na cultural values. Pacce greatly influences business actors with harmonization between

entrepreneurs and consumers without the need to leave the local cultural values of the local community, namely Siri' na Pacce culture.

References

- [1] A. Tahir, "Integrasi Falsafah Siri'Na Pacce dan Etika Bisnis dalam Membangun Bisnis Berbasis Kearifan Lokal," p. 148, 2019.
- [2] N. Tahir and M. M. Tahir, "Dampak Proses Transformasi Nilai Budaya Siri ' Na Pacce Dalam Pelayanan Publik Pada Kantor Pelayanan Terpadu Satu Pintu (Kptsp) Kabupaten Takalar," *Jurnal Analisis Sosial Politik*, vol. 1, no. 2, pp. 85–92, 2017.
- [3] I. Musnur, "Simbolisasi dan Implementasi Pacce (Solidaritas) sebagai Analogi Representasi Kebersamaan dalam Masyarakat Bugis," *Narada*, vol. 5, no. 2, pp. 77–98, 2018.
- [4] M. W. Abdullah, A. Tahir, and M. S. Ar, "Bisnis Berbasis Kearifan Lokal : Integrasi Siri ' na Pacce dan Etika Bisnis Islam," *Jurnal Iqtisaduna*, vol. 5, no. 2, pp. 229–249, 2019, doi: 10.24252/iqtisaduna.v5i2.13249.
- [5] D. C. Sari and L. Isnaini, "The Education Characters Using Local Wisdom Approach," *International Journal of Applied Guidance and Counseling*, vol. 2, no. 1, pp. 20–25, 2021, doi: 10.26486/IJAGC.V2I1.1496.
- [6] W. L. Neuman and R. Benz, C, *Qualitative-quantitative research methodology*. Southern Illinois University Prees, 1998.