

Women's Support in Family Economic Resilience During the Covid-19 Pandemic

Meilani Dhamayanti

{meilani.dhamayanti@binus.ac.id}

Communication Science Department, Bina Nusantara University, Jakarta, Indonesia

Abstract. It has been more than a year since the Covid-19 pandemic occurred in Indonesia. The covid-19 pandemic is not just a global pandemic and public health crisis; it also greatly affects the global economy and financial markets. The phenomenon of layoffs that occurred during the pandemic had an impact on household resilience. The demand for fulfilling economic needs is a priority for family survival. Families that have one source of income from the father as the head of the family will experience a slump. The economic condition needs to encourage women to become the savior of the family economy. The Covid-19 pandemic adds to the burden of women's dual roles. The phenomenon of mompreneurs is that women as wives who initially only take care of children and the household are now managing home businesses due to financial reasons. The paper focuses on how women's support in family economic resilience during Covid-19 pandemic. The purpose of this study is to analyze the role of women in supporting the family economy. The author conducted interviews with three mompreneurs who do businesses to support the family economy. This paper concludes that layoffs have encouraged women to act as saviors of the family economy by doing small business that can help the family economy. Suggestion: The phenomenon of mompreneurs occurs in many areas in Indonesia. The local government must support and empower mompreneurs to improve women's business skills and potential.

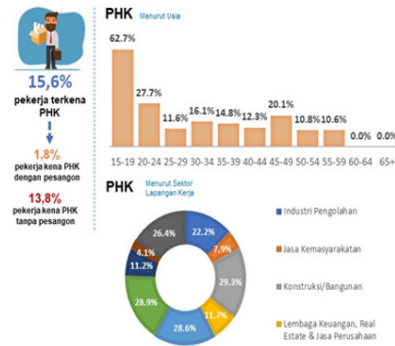
Keywords: economic, entrepreneur, mompreneurs, pandemic

1 Introduction

The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems, and the world of work. The economic and social disruption caused by the pandemic is devastating tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people is, currently estimated at nearly 690 million and, could increase by up to 132 million by the end of the year. Millions of enterprises face an existential threat. Nearly half of the world's 3.3 billion global workforces are at risk of losing their livelihoods. Informal economy workers are particularly vulnerable because the majority of them lack social protection and access to good-quality health care and have lost access to productive assets. Without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food. (who)

In Indonesia, the impact of Covid-19 has also penetrated all sectors. One of the impacts of the COVID-19 pandemic is the rise of layoffs. Data from the Ministry of Manpower as of 20/4/2020 recorded as many as 2,084,593 workers from 116,370 companies were laid off and affected by layoffs. This number will continue to grow as long as the pandemic continues

Pekerja Terkena PHK



Source: The Indonesian Institutes of Sciences

Large-scale Social Restrictions (PSBB) implemented by the government have a direct impact on the economy. Limited mobility has impacts on production difficulties and a decrease in company turnover. This condition makes it difficult for many companies to carry out production that they have to lay off their workers". The phenomenon of layoffs occurs globally in many countries, including in various regions in Indonesia. The ILO stated that the Covid-19 pandemic was the most severe crisis since World War II because the number of job losses was increasing rapidly.

Layoffs have increased significantly over the past year. The company's reasons for terminating employment (PHK) are due to force majeure and efficiency. The phenomenon of layoffs big effects the family economy greatly. Losing a job automatically affects the fulfillment of daily life needs. The impact of layoff is more severe for families with only one source of income. The patriarchal Indonesian society makes men the breadwinners while women have domestic duties to take care of children and the house.

The termination of employment experienced by the head of the household directly adds to the burden on women during the pandemic. In many traditional families, the man has the responsibility as the head of the family who has the obligation to meet the economic needs of his family. Termination of employment becomes a closing source of family livelihoods. Women workers who also support the family economy still have a burden, because economic responsibilities that should be the responsibility of the head of the household now have to be borne by them alone.

The role of women in saving the family economy greatly determines the fulfillment of the life needs of all family members. Women's ability to multi-task pushes them to find a way out to save the family's economy. Working women who become sole income earner in the family are a phenomenon that is often encountered during a pandemic. Women who are responsible for the family economy are not a phenomenon that is easily accepted by men who still adhere to patriarchal culture. The author's observations found many facts that men who experience layoffs will experience feelings of depression and stress. Losing his job does not automatically push him to find a way out.

Another phenomenon, based on the author's observations, is that pandemics encourage women to do business by utilizing social media. The term mompreneur became increasingly popular during the pandemic. Mompreneur is a combination of two words, mommy (mother) and entrepreneur. Thus, mompreneur is a term for housewives who own and manage their own business. Becoming a mompreneur is the choice of most women who have no work experience background. Women's efforts to develop a business from home become hope in saving the family economy. The use of communication technology enables women to develop businesses while still doing household chores.

This paper aims to describe women's support in family economic resilience during the COVID-19 pandemic. The author is interested in this topic, because of the importance of appreciating the role of women in saving family economic stability. The negative stigma surrounding women is not proven. The ability of women to be the savior of the family economy proves that women can be equal to men.

Working Women

Working is an activity to produce or help produce goods or services to obtain income in the form of money and/ goods, within a time reference. [1] The term working mother refers to two meanings, namely women who work outside the home who earn income in return for their work and women who do not earn because they work at home. In particular, women who work outside the home and earn income from their work. [2] Working women are women who work outside the home and receive money or earn income from their work. The needs that arise in women to cooperate with men are psychological, security, social, ego, and self-actualization needs. For the woman herself, actually, by working outside the home, she will achieve the satisfaction of needs.[3] There are two main reasons behind the involvement of women in the labor market. First, it is imperative, as a reflection of the low economic condition of the household, so that working to increase household income becomes something important. Second, women choose to work, as a reflection of socio-economic conditions at the upper-middle level. Work is not solely oriented to finding additional funds for the family economy but is a form of self-actualization, self-affiliation and, a forum for socialization [4].

Women workers who are responsible for the family economy experience different conditions in terms of domestic work. The roots of patriarchy are still deep in Indonesian society. It does not necessarily mean that men who have lost their jobs want to help with household chores. Women's burden has become heavier during the pandemic because they have to bear the family economy and still carry out domestic tasks. Some women are lucky because their husbands have the awareness that they can switch roles where their wives make a living while, they take part in doing domestic work.

Mompreneur

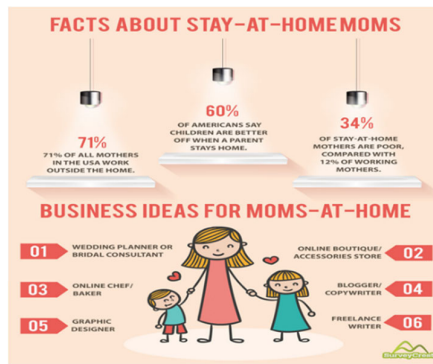
Mompreneur is a term used by Entrepreneurship magazine from the United States to describe the business carried out by mothers in the country. It is like entrepreneur in general [5]. The distinctive part is that mompreneurship is a business done by mothers at home office. They do business activities while also busily caring for children, taking care of the house, doing household chores, and taking care of their husbands. The phenomenon of Mompreneur became famous as the development of the digital world. Mompreneur's meaning is a woman who works as a housewife and she also develop business (entrepreneurship).

The progress of the digital world makes it easy for women to do digital business. The use of digital media allows women to divide roles more flexibly. Women can do business and earn income without having to leave home frequently. In the pandemic period, the tendency to

become a mompreneur is increasing. The limitations of mobility caused by PSBB encourage many people to do business using digital media.

The world is seeing a tectonic shift in the way businesses are being operated. Mompreneurs are a significant part of this new wave. All the demands of motherhood make mothers quit their day jobs for something that is more flexible, something that puts them in a decision-making role. They want to run a business on their own terms and do what they are truly passionate about.

Here are some facts and figures highlighting the shift towards mompreneurship, giving a snapshot of what sort of businesses are likely to run at present as well as in the future:



Source: Surveyces

Mompreneurs are taking over the world with their out-of-the-box business ideas and unorthodox managerial styles. We take a look at how 10 moms have broke the entrepreneurship barrier and how they went from being a stay-at-home mom to an empowered individual who calls the shots in their business ventures.

2 Methodology

Type of Study

This research is descriptive qualitative. The qualitative research method is the research method used to examine the condition of natural objects where researchers are a key instrument. [6] Qualitative research is a research procedure that produces descriptive data in the form of written or oral words that originate from people and observed behavior. Meanwhile, descriptive research is one form of research that aims to describe the exiting phenomena, both natural and man-made phenomena [7]

Object of Study

The object of this study was mompreneurs in Jakarta who support their family economy after husband lost jobs during pandemic.

2.3 Data collection method

Data collection was conducted using several methods. For the qualitative approach, data collection was conducted using observation, interviews, field notes, and document use.[8] The

author conducted an interview with 3 Mompreneurs who started the business at the time of the pandemic. The purpose of descriptive research is to make research in a systematic, factual, and accurate way about the facts and characteristics of a particular population or area.

3 Finding and Discussion

In Indonesia, women's choices between career and family, as shown in several trends in the literature circulating in the community, can at least be divided into five groups:[9] The first group is the group of women who choose to leave a career to focus on family development and resilience. This group is commonly referred to as traditional housewives (traditional-mom/full-mother). They prioritize domestic roles and view public roles as complementary for women [10] The second group consists of women who continue their career while still trying your best to be responsible for domestic roles.

This group is often referred to as a superwoman (supermom) who can carry out multiple roles (double burden) simultaneously [11] The third group is women who continue to develop a career while sharing roles with her husband in household matters. These people think that work is an existential issue, human rights, and choices . This group is usually referred to as a modern mother (modern-mom group is women who). The fourth group is the group of women who focus on their family while trying to build a career independently. The domestic role is the main role of women, but this role does not hinder their potential to contribute to economic development [12]. They are synonymous with the title of professional housewives (professional mother) or mompreneur.

Based on the results of interviews and observations conducted by the author, there are also women who choose to become mompreneurs during the COVID-19 pandemic because of financial reasons. The increasing economic needs during the pandemic are the main reason for women to become mompreneurs. Another condition is the husband who is unemployed because he has just been laid off. The role of women in saving the family economy greatly determines the fulfillment of the life needs of all family members. The Covid-19 pandemic has encouraged women to take on various roles.

The increasing role of women in work can be proven from data from the Statistics Institution (BPS). The Labor Force Participation Rate (TPAK) rose slightly in August 2020. However, according to gender, women's participation continued to increase to 67.77. Women's TPAK increased by 1.32% to 53.13%. However, male TPAK decreased by 0.84% to 82.41%. Based on the BPS data, the male workforce tends to decrease due to layoffs, while the productivity of women increases. There is a tendency for women who do not work and are not in the workforce, to enter the world of work during the pandemic. Women are the saviors of the family economy and are the fortress of family resilience during the pandemic.

The economic burden that must be borne by the head of the family is clearly reduced by the contribution of the wife's source of income. Husband and wife become partners in meeting the financial needs of the family. The phenomenon of laying off employees who are the head of the family encourages women to become economic saviors. The role of women as breadwinners during the pandemic, shifts the burden of economic responsibility from the head of the family to the wife. Women have the responsibility to meet all the needs of family members such as children and husbands. A wife who carries the family's financial burden even has to meet the needs of a large family as her husband did before being laid off. This fact is understandable, considering that Indonesia has a strong kinship system. A strong kinship system is the reason a

family head also supports his family's supports the financial needs of immediate family members such as their father, mother, or brother. The interviewees in this research even stated that she had to meet the economic needs of her family as well as the family of her husband's siblings who were economically disadvantaged.

According to history, there are still more women today who experience inequality in society. Women have a higher vulnerability to stigma which is exacerbated strengthened by the existence of a culture and belief system that are twisted and used as a tool to legitimize the concept gender inequality. Gender inequality is still rife in Indonesia, for example, inequalities in terms of education, political-participation, work, wages, fairness in society, health, and violence which often occurs to girls [13]

Momprenneur's develop a business during a pandemic by utilizing their skills, such as skill in culinary business, traditional herbal medicine and tailoring. During the pandemic, a culinary business has good prospects. Food orders increase rapidly, especially when everyone has to limit activities outside the home due to the PSBB. Momprenneurs who started a culinary business during a pandemic have cooking skills. A mompreneur must also be able to see opportunities. There are women who saved the family economy by selling a traditional herbal medicine business to increase endurance, such as turmeric herbal drinks or other herbal drinks. During the pandemic, traditional healthy drinks have a potential market. Momprenneurs use this opportunity to develop their business with more attractive packaging.

Some of the experiences of other women during the pandemic were developing a tailoring business. Women who have the ability in the convection field try to take part in this field by making masks or house clothes. During working from home (WFH), some mompreneurs succeeded in developing a home-based clothing business to meet the need of being fashionable during WFH. The business of cloth masks is also a potential tailoring business. Mask is a necessity during the pandemic. Some mompreneurs have tried to build a business.

The majority of mompreneurs prefer to be affiliated with Gojek or Grab compared to promotions through social media such as Instagram or Facebook. Their reasoning is that they need enough followers for the product to be recognizable. Meanwhile, the urgent economic needs of the family must be met immediately. They also routinely do promotions using WhatsApp stories. The advantage of using WhatsApp stories is that they can also update promotional messages with clear target consumers. Now most of their businesses are growing rapidly during the pandemic. In fact, mompreneur efforts have been able to save the family's economy.

The role of mompreneur women in supporting the family economy is a double burden. Domestic activities such as taking care of children, cleaning the house, and cooking are still routinely carried out in addition to starting a business. Not all women are lucky to get support and assistance in carrying out domestic tasks by their husbands. Often men who lose their jobs are stressed. The activities of husbands who do not help their wives with domestic tasks because they feel ashamed to do women's tasks. The patriarchal roots also view that women who work to meet family needs are considered to be helping their husbands. Cause the main breadwinner is the husband. The phenomenon answers that women are the saviors of the family economy.

Mayling Oey-Gardiner declare that in general, people think that the place of women is at home. Women are not breadwinners because it is men or husbands who make a living. Even though a woman works and earns an adequate income, she still has the status of "helping her husband". When many women work in the modern sector, this is problematic. There is a worry that if women are active outside the household, they can not take care of children and the household. [14]

Women are required to have an independent attitude, in addition to the freedom to develop themselves as human beings according to their talents. This requirement is not felt by Indonesian women. The current profile of Indonesian women is described as human beings who have to live in a dilemmatic situation. On the one hand, Indonesian women are required to play a role in all sectors, but on the other hand, there are other demands that women should not forget their nature as women.[15]

Meanwhile, other informants experience that her husband wants to do domestic chores while at home. Some even help the business started by his wife. It also shows that there is a shift in values in some families. Based on the author's observation, feminist men are not rigid in the division of tasks in the household. Feminist men have the willingness and awareness to share roles and support and help each other in household tasks.

Based on Giddens' logic, men can become feminists by always maintaining their discursive awareness through vigilance, suspicion, and continuous distancing from the patriarchal structure that surrounds them. Feminist men are men who do not want to be lulled by the structure that constitutes the social order of their existence [16] Women's efforts to meet household economic needs should be appreciated by their husbands. A balance division of domestic work can reduce the level of stress that affects mental health. The concern of husband and even other family members to share domestic roles will also make the family more harmonious. Family support is very useful for business prospects in the future. Many home-based entrepreneurial experiences have turned into big businesses.

Empowerment of women is needed so that mompreneur's skills in managing a business increase. Family and government support is needed to improve mompreneur skills. The Ministry Women's Empowerment and Children Protection (Kemenppa) support women's empowerment during the pandemic. Women have enormous potential and a role in national development, especially in the economic field. Empowering women will encourage women entrepreneurs to continue to innovate and protect women from various stigmatizations, stereotypes, gender-based violence, and other social constructions that harm women. Amidst the rise in COVID-19 cases, food safety concerns are increasingly coming under the spotlight.

In response, Indonesian Food and Beverage Association or Gabungan Pengusaha Makanan dan Minuman Indonesia (GAPMMI) has highlighted the need to issue comprehensive guidelines to help promote and foster consumer trust in the food and beverage sector. Indonesia's Ministry of Industry is also reportedly formulating a set of specific guidelines for food and beverage business actors, in addition to other policies to support the sector.

The empowerment of women in the economic sector can also provide positive benefits for the development of the national entrepreneurial sector. Businesses run by mompreneurs open up job opportunities and reduce unemployment.

4 Conclusion

The mompreneur phenomenon proves that women have an important role in saving the family economy. Mompreneur construction views women's economic role is not an obligation but is open to be carried out by women and is complementary. Mompreneur construction emphasizes the standardization (domestication) of women's roles in the family but opens up flexible space for empowering women's economic roles in the family. This flexibility can be seen from the possibility of women's economic roles both being carried out independently or with her husband while still placing the role in the household as the main role.

Women as fighters and saviors of the family economy are proof that they have the same knowledge and abilities as men. The dual role of women as breadwinners as well as the

housewife can trigger stress that can interfere with mental health and emotional levels in the family. Naturally, the wife's dual role as breadwinner is appreciated by the head of the household by building empathy to help with household matters. The pattern of collaborative relationships in the household helps women avoid stress due to excessive physical and psychological burdens. The great potential of women during the pandemic gets empowerment from various agencies. Empowerment of women will encourage women to actively develop themselves while increasing their abilities in the economic field.

References

- [1] Mantra, Ida Bagoes. (2004). *Demografi Umum*. Yogyakarta: Pustaka Pelajar.
- [2] Matlin, M. W. (1987). *The Psychology of Women*. Fort Worth: Holt Rinehart & Winston
- [3] Pandia, W. S. S. (1997). "Hubungan Antara Peran Jenis Kelamin dengan Sikap Terhadap Perceraian Pada Wanita Bekerja." Skripsi (Tidak Diterbitkan) Depok: Fakultas Psikologi Universitas Indonesia.
- [4] Ken Suratijah, et al. (1996). *Dilema Wanita, Antara Industri Rumah tangga dan Aktivitas Domestik*. Yogyakarta: Aditya Media
- [5] Daniarti, Dessy dan Suryo Sukendo. (2008), *Momprenurship 160 Ide Bisnis Paling Laris*. Yogyakarta: Penerbit Andi.
- [5] Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: [7] Moleong, Lexy J. (2013). *Metode Penelitian Kualitatif*. Edisi Revisi. Bandung: PT. Remaja Rosdakarya.
- [6] Sidik, Muslimah. (2018) *Momprenuers Dalam Majalah Keluarga Islam Hadila Jurnal SMaRT* Volume 04 Nomor 02 Desember Website Journal: <http://blasesemarang.kemenag.go.id/journal/index.php/smart>
- [7] Haunan, Ummu. (2015). *Surgamu Ada di Rumahmu*. Solo: Multazam
- [8] Setiati, Eni. (2011), *Super Mommy: Menjadi Ibu Istimewa, Buah Hati Luar Biasa*, Jakarta: Buku Kita
- [9] Akbas, Dian. (2013) *Muslimah Momprenur. Inspirasi Bisnis Perempuan Sepanjang Masa: Dari Khadijah hingga Perempuan Modern*. Solo: Pustaka Arafah.
- [10] Sigiyo, A. N., Gina, A., Komalasari, D., & Pratiwi, A. M. (2020). Portrait Of The Impact Of The Implementation Of Large-Scale Social Distancing During Covid-19 Pandemic Towards Women And Marginalized Groups Through The Perspective Of Intersectional Feminism. *Jurnal Perempuan*, 25 (4). <https://doi.org/10.34309/Jp.V25i4.51>
- [11] Mayling Oey-Gardiner, (1996), *Perempuan Indonesia Dulu dan Kini*, Jakarta: Gramedia Pustaka, hal 234.
- [12] Loekman Soetrisno, (1997). *Kemiskinan, Perempuan dan Pemberdayaan*, Yogyakarta: Kanisius, hal 61
- [13] Rokhmansyah, Alfian, *Pengantar Gender dan Feminisme*, (2016), Jakarta, Gramedia, hal 59 Costin Y. 2012. *ICT as an Enabler for Small Firm Growth; The Case of the Momprenur* [Internet]. hlm 1-3 [diunduh 2021 21 Maret; Ireland (IE): University of Limerick. Tersedia pada <http://www.iglobal.com/book/regional-developmentconcepts-methodologies-tools/60787>