

S O L U S I

Vol. 9 No. 4 / Oktober 2010

Faktor-Faktor yang Mempengaruhi pada Keputusan Pemilihan Karir
Akuntan Publik dan Non Akuntan Publik pada Mahasiswa Akuntansi
(Studi Empiris pada Mahasiswa S-1 PTN dan PTS di Semarang)
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Hotel Ciputra Semarang
Ahmad Kambali, Sri Purwantini

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dengan *Self Esteem* sebagai Variabel Intervening
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dan Kelompok Usaha Terhadap Perataan Laba Pada Perusahaan *Go Public*
Yang Terdaftar di Bursa Efek Jakarta
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terhadap Kinerja Karyawan Hotel Pandanaran Semarang
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Biro Perekonomian Sekretariat Daerah Propinsi Jawa Tengah
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KATA PENGANTAR

Sungguh merupakan kebahagiaan tersendiri bagi kami, tatkala kami dapat hadir rutin setiap 3 bulan sekali untuk saling bertukar pikiran mengenai hal-hal baru di bidang ilmu ekonomi baik manajemen, akuntansi maupun studi pembangunan.

Pada kesempatan ini kami mengucapkan banyak terima kasih kepada pembaca, pengirim artikel yang antusias untuk melakukan tukar pikiran dan berkomunikasi melalui media ini. Sekiranya hal ini dapat dipertahankan, maka selain kehadiran kami akan selalu dapat terlaksana dengan tepat waktu dan artikel yang beragam, wawasan pembaca juga akan semakin luas.

Penerbitan majalah ilmiah SOLUSI kali ini menghadirkan 10 (sepuluh) artikel yang telah kami anggap layak untuk diterbitkan, dengan harapan artikel-artikel ini dapat menjadi tambahan referensi bagi para pembaca dan menjadi sumbangan kami terhadap dunia ilmu pengetahuan khususnya bidang ilmu ekonomi bagi pengembangan organisasi swasta maupun institusi pemerintah Negara Republik Indonesia.

Hormat kami,

Redaksi

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WOMEN EMPOWERMENT THROUGH MICRO BUSINESS DEVELOPMENT UNDER MUDHARABAH AND GRANT SCHEMES

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Abstrak

Artikel ini menggambarkan upaya untuk mengembangkan lima usaha mikro yang dimiliki perempuan melalui skema mudharabah dan hibah. Penulis menggunakan observasi berperanserta dalam menganalisis efektivitas kedua skema tersebut. Empat unit usaha menunjukkan peningkatan yang signifikan dalam perkembangan usaha dan pembagian keuntungan, sementara satu unit usaha tidak mencapai hasil yang diinginkan. Ini terutama disebabkan biaya hidup rumah tangganya terlalu besar untuk bisa dipenuhi oleh keuntungan dari bisnis yang sedang dirintis dan dari sumber pendapatan lain. Akibatnya sebagian konsumsi mereka dipenuhi dengan modal kerja. Pengalaman ini mengimplikasikan bahwa bila agar skema pinjaman berhasil, karakter adalah faktor utama yang menjadi pertimbangan dalam memilih target penerima pinjaman. Faktor lain yang juga berkontribusi adalah prospek usaha dan konsultasi manajerial yang intensif. Selain itu, pelatihan manajemen keuangan rumah tangga juga sangat direkomendasikan.

Kata-kata kunci: usaha mikro, mudharabah, pengamatan berperanserta

Abstract

This paper describes early attempts to develop five micro businesses owned by women through mudharabah and grant schemes. The author used participatory observation in analyzing the effectiveness of these schemes. While four informants have shown significant improvement in their business and profit sharing in mudharabah scheme, one informant did not achieve the intended result. This mainly due to the fact that the family living costs of the informant are too high to be covered by income from the business unit being financed by the scheme and by income from other sources. As a result, part of their consumption has been met by working capital. These early experiences imply that if such schemes are to succeed, character is the most important aspect to select future target group. Other factors also contribute to the success of such schemes including business prospect and intensive managerial coaching. In addition, training on household financial management is strongly recommended.

Key words: micro business, mudharabah, participatory observation

INTRODUCTION

One of the persistent Indonesian economic problems is high rate of unemployment, since the supply of workforce has exceeded far above the demand for it. Consequently, unemployment has worsened the incidence of poverty. In such a high rate of unemployment especially for those completing elementary to secondary schools, the phenomenon of being migrant workers overseas has been attracting quite a few workforce as an alternative means of livelihood. The success stories of a number of migrant workers, as indicated by high salary and extraordinary asset accumulation, have been attractions for the Indonesian workers (Introduction by Eny Haryati in Jannes Eudes Wawa, 2005). In addition to hunting employment as unskilled labor in foreign countries, poverty has triggered domestic workforce to engage in micro business sector. Out of the recorded 39.72 million business units in Indonesia, about 99.9 percent are classified as micro, small, and medium enterprises. Furthermore, data of Central Statistics Agency in 2004 showed that 46 percent of micro business owners were women. However, it was believed that the figure could be higher as quite a big number of micro businesses are not recorded (M. Firdaus, 2007).

In Indonesia, the problems facing micro women entrepreneurs are among others reported by Akatiga (2000) in M. Firdaus (2007). Akatiga found several impacts experienced by micro women entrepreneurs during and after the economic crisis. These include first, higher level of hardness in managing business due to the increasing domestic burden during the crisis. Second is

problem in getting information resulting from limited access and mobility. Third is hardness in accessing formal credit due to the implementation of tighter, new rules and procedures. Fourth is that micro women entrepreneurs' access to technology is lower than that of their male counterparts. Fifth, they are easy targets of legal as well as illegal retribution. Sixth, women's awareness and chance to participate in association is smaller than that of men. Association organizers are generally male, resulting in gender bias in policy implementation. Seventh, it is less likely for women to search for alternative sources of raw material which is usually located in distant areas and therefore, requiring high mobility.

Based on the above findings, particularly the problem of accessing credit, the author was interested to undertake a research with participatory observation approach to develop micro businesses owned by women. This approach was selected because not only was the author interested in identifying problem and its causes, but also to participate in solving it. *Mudharabah* scheme was chosen because it has an advantage in obliged monitoring of business development as a prerequisite to calculate profit sharing periodically. Therefore, *mudharib* (those managing business) must have a well-organized bookkeeping.

Studies in many parts of the world had revealed that poor and low-income people were able to work hard and self-reliant. However, most of them did not have access to formal credit organizations to generate more wealth. One of the biggest constraints to credit is that financial institutions assume that they have low income and are credit risky. Therefore, they fail to meet safety requirement and credit expenses (Kasim and Jayasooria, 2001). Meanwhile, according to Dercon (2002), saving, credit, and income diversification are strategies to anticipate risks. As a result, difficulty in accessing credit increases their vulnerability to risks.

Targeting women in empowerment endeavor is a strategic decision because women have a higher care towards household welfare than men do (Mwenda and Muuka, 2004). They further argue that targeting women has an advantage to achieve gender equality and human right compliance, which are important Millennium Development Goals.

The argument that poverty eradication for rural women should be prioritized is in accordance with Dao (2004). Having analyzed data from 32 developing countries, he concludes that income redistribution to 10 percent poorest people, increase in agricultural labor productivity, improvement of socioeconomic status of women particularly in rural areas, are some policies that are highly required in eradicating poverty in rural areas.

Petridou and Glaveli (2008), based on their research on women entrepreneurship in rural Greece, found that women entrepreneurship was closely related to their need to improve social status from lower socioeconomic class. Therefore, they conclude that not only does rural entrepreneurship correlate with improvement in local resources and development, but also social change by means of improved quality of life of rural women as well as creation of employment equality. Moreover, OECD calls women entrepreneurs as the "main drivers of innovation and job creation" (Organization for Economic Cooperation and Development, 1997, in Orhan and Scott, 2001).

Islam teaches *fiqh muamalah* apart from *'ubudiyah*. According to Islamic sharia, Muhammad SAW said, "There are three issues that contain blessing : non cash trading, profit sharing/*muqaradhal/mudharabah*) and mixing wheat and millet for household consumption, not for selling." (Al-Hadits by Ibnu Majah from Shuhaib). Majelis Ulama Indonesia (MUI) defines *mudharabah* as a partnership business contract between two parties in which the first party (*malik, shahib al-mal*, sharia financial institution) provides total capital, while the second party (*mudharib*, customer) serves as organizer, and business profit is shared between them according to their consensus as written in the contract (Anonymous, 2006).

Mudharabah scheme has been implemented among others by Gram Bangla Sastha, a community-based voluntary organization in Bangladesh, in order to eradicate poverty (Khan, 2000). The procedure is that Gram Bangla lends livestock that rural people demanded. For cow, goat, and sheep, the offspring is kept and then sold; profit is shared evenly between both parties.

Parent still belongs to Gram Bangla. For chicken and duck, the clients have to return 6 chicken/ducks per one hen/duck they borrowed. Afterwards, the parent belongs to the clients. In Indonesia, *mudharabah* (profit sharing contract with one party's investment) and *musyarakah* (profit sharing contract with both parties' investment) practices are widely observed in agriculture cultivation and livestock production.

RESEARCH METHOD

This research applied participatory observation in data collection. Participatory observation was defined by Moleong (2009:176) as a method, in which the researcher plays two roles at once: as an observer and as a member of the observed group. Five informants were selected purposively. They have been well known to the author: 4 are relatives, while one informant has employment relationship. Their business varies from production and marketing of traditional dry cakes, food stall, food distribution, rice and cigarette trading. The author supplied capital, while informants serve as business organizers. Profit sharing was agreed differently for each business unit depending upon risk and organizers' contribution of labor. Capital varied between IDR 750,000.00 and IDR 6,000,000.00. The higher the business risk, the higher the proportion of profit sharing for the capital owner. On the contrary, the higher the contribution of labor of business organizers, the smaller the proportion of profit sharing for the capital owner. The proportion of profit sharing diverges from 40:60 and 45:55 (capital owner: business organizers). One informant was provided with capital under grant scheme, while the rest with profit sharing scheme. Until December 2010, contracts have been lasting from 14 months to 35 months. Grant scheme finished once the capital was delivered, while the period of profit sharing scheme was not limited. Data were analyzed descriptively.

RESULTS AND DISCUSSION

Case 1 : Production and marketing of traditional dry cakes

Sar is now 51 years old. She attended the third class of Junior High School. She did not complete her school because due to economic pressure, she was forced by her parents to marry. Several years ago, she worked as a housemaid in Saudi Arabia for two years. As a farmer's wife, she is dealing with agriculture cultivation (preparing food for agricultural labors working in her husband's rice fields). Therefore, she did not earn her own money. Before leaving to Saudi as a migrant worker, she had supplied chicken meat to a supermarket. However, when the supermarket was acquired by a national supermarket chain, she lost her job that so far had been her source of living. This experience of earning own money has fuelled her when she was offered a business. Moreover, her daughter had ever sold dry traditional cakes successfully. Her daughter stopped doing business because she delivered babies and is busy with caring them.

Being inspired by her daughter, Sar was willing to initiate a business on producing dry traditional cake with initial capital of IDR 1,000,000.00 under grant scheme. However, due to her religious values that she believes, Sar was very afraid to start her business as she did not want to disappoint the capital provider in case of business failure. With intensive motivation, finally Sar started her first production of *manggaran* on 2 February 2008. *Manggaran* is a traditional, fried dry cake made of a mixture of wheat flour, tapioca, sugar, egg, margarine, vanilla, and coconut milk. The second product was *kacang umpet*, that is made of wheat flour, margarine, peanut, and sugar. This product was produced since 13 February 2008. The third product is *asinan*, made of wheat flour, tapioca, egg, margarine, and coconut milk, that was produced since 4 March 2008.

As the author executed training on bookkeeping on 30 January 2008, expenses and the development of capital was well administered by Sar. The first expenditure was stainless cake mold of IDR 95,000.00. Working capital expenditure was recorded in detail. By doing this, Sar could determine selling prices accurately.

Sar put her products at food stalls nearby her home and in neighboring villages on consignment. Sar said that business turnover in the past was faster than it is now. Decrease in purchasing power was significant, particularly for snack, which is not as important as staple food.

Therefore, in order to reduce business risk, the author advised Sar to firstly exercise market by purchasing finished products and simply pack them to find out market response. When market responds positively, she may produce the particular snacks because this may could give her a higher return.

In order to facilitate marketing, the author created a label of "Mawar Berduri / Thorny Rose)". She agreed upon this name since it contains a high philosophical value. Rose is a flower being loved all the time. Everyone has admired its beauty and fragrance. Moreover, its thorns imply power, because thorn is a symbol of self-reliance, which highly matches up women who are eager to self empower.

Apart from product diversification, Sar also modified packaging. This modification was as a response to retailer suggestion. Previously the cake was sold in 250-gram package, now it is smaller, 100 gram. Retailers suggested that due to decreasing purchasing power, small package is more affordable to customers.

A significant development has been observed in number of retailers. In the beginning there were nine stalls selling Sar's products. After 2.5 months, the figure increased to 19 that are spread in five neighboring villages. Actually, there had been 21 retailers. Two of them, however, did not show a good progress. Therefore, cooperation was terminated. Sar's understanding of marketing was getting better. She concludes that stalls near crowd tend to perform better in term of sales. These are not necessarily located in urban areas. She gave two examples: a stall in front of a wood factory in a village and a stall far away from settlement but is close to a railway improvement project. For example, the latter sells 4 kg products per week with total sales of IDR 70,000.00. During 2.5 months, Sar has got profit of IDR 415,000.00 and fixed asset of IDR 95,000.00.

Up to present, Sar has persistently been producing dry traditional cakes and distributes her products by her motorcycle. Apart from selling home-produced cakes, she diversified her business by packing purchased cakes and selling small-package raw materials such as wheat flour and sugar, because she buys those materials in big package to get lower price. Moreover, for about the last six months, she has her own stall. She says that the contribution of her business in terms of higher income and her improved socioeconomic status is very significant.

Case 2: Food stall

Ruh is 47 years old. She completed elementary school. She has three children; the first and the third have been married, but the first and her husband still live with her. Her economic burden is heavy, because even though her second child contributes her income to support family living, Ruh's husband has been unemployed for years. Ruh with her small hut opened a very humble food stall in a new housing project. Because her humble hut was not permanent, her hut had been frequently displaced when a particular plot being occupied would be built.

One day, Ruh said that there was a house owner near her stall who offered her to rent in his house at a rate of IDR 3,000,000.00 per year. In February 2009 the author agreed on providing capital of IDR 6,000,000.00 under *mudhrabah* scheme that was classified as follows: 50% for rent and 50% for fixed assets such as cooking and dining wares, room partition, and working capital. The proportion of profit sharing between capital owner and business organizer was agreed at 40:60. The author also prepared a digital printing labeled "Warung Bu Saeful" as an appreciation to Ruh's husband. Both parties agreed that the cooperation was not bound to time limit.

Ruh's first daughter is a graduate of vocational economic Senior High School who has an experience of working as a bookkeeper at a garage and a cloth store. Therefore, bookkeeping is not a big deal. However, the author seeks the most practical way of bookkeeping. Therefore, it was agreed that what should be recorded on daily basis included only three components: purchases, sales, and balance. We were also in agreement that amortization involved only rent expense as we assumed that fixed assets could be utilized for a long time. By amortizing rent

expense during 10 months, monthly amortization should be IDR 300,000.00 or IDR 75,000.00 per week. Profit is shared any time both parties meet on irregular basis between 2 weeks-2 months due to the author's time constraint. Amortization expense is collected by the author to prohibit leakage for other purposes.

With the increasing number of houses in the housing project, Ruh's income has risen significantly. However, the author missed one important issue in the agreement. Ruh and her family members consisting of six persons consume their daily food from the stall, and this was not considered as withdrawal. Therefore, profit sharing is small. Nevertheless, due to kinship relation, the author believes that it is acceptable. As it provides food for a family of six - all members are adults - the contribution of Ruh's food stall to her household is very significant. In the eve of Idul Fitri last year, Ruh still earned profit sharing of IDR 300,000.00 when the business unit has been running for 6 months. The small profit sharing was also resulting from the fact that Ruh's household expenditure cannot be met by other income sources. For example, part of food stall's profit that should be shared with capital owner was used by Ruh to pay for her son's motorcycle credit installment. Despite the negative side, Ruh admitted that the contribution of her food stall to her family living was highly significant as it provided food for her family. The same statement was also reported by her husband.

Four months since Ruh initiated her food stall in the rented store, her first daughter has been supplying cigarette to the stall. Two months later, her second daughter initiated business on renting out play station using one third of the food stall room. The food stall, therefore, has created multiplier effect for the household welfare. With the play station rent, Ruh and her second daughter share rent expense with the proportion of 2/3: 1/3 resulting in increased margin.

The statement of Sar and Ruh that their business units contribute significantly to their household welfare, supports the finding of Ologunde and Ako-Nai (2005) that women involvement in informal business contributes considerably to household welfare and survival.

Case 3 : Food distribution

Sak is 43 years old, completed elementary school, has seven children, second of which have been married. Her husband works as a tailor. However, due to convection development, her husband's income reduced considerably due to decreased number of customers. With children who are schooling, the household economic burden is terribly high. Therefore, based on discussion between the author and Sak, we agreed on initiating business on food distribution with initial capital of IDR 1,500,000.00 and proportion of profit sharing of 40:60. Food materials such as wheat flour and sugar or any other products as requested by customers are sold to food stalls on credit basis with maximum period of one week. This business was chosen due to its quick turnover. The author taught her bookkeeping to record cash turnover and account receivables. During early period (March-April 2009), profit sharing was smooth. Every week Sak shared profit to the author as capital owner approximately IDR 80,000.00. Because the initial capital was no more sufficient, by the end of April 2009 Sak asked for additional capital of IDR 500,000.00. With the extended capital, profit sharing for the author increased to a IDR 100,000.00 to 120,000.00. However, when the author did not visit her for a month due to time constraint, the business performance of Sak decreased. During a month, the profit sharing was only IDR 80,000.00. Having investigated the situation, the author found out that Sak had used part of the profit proportion that should be shared with capital owner for her own consumption.

In Ramadhan 2009, Sak borrowed money for another, lucrative business of producing cakes for Idul Fitri celebration. She promised to pay it back and share profit after Idul Fitri as she would like to do business with the previous capital of IDR 2,000,000.00. However, after Idul Fitri, instead of sharing profit and repaying her debt, she asked for additional capital. She said that the reason why she used up her capital is a very big amount of living costs. Her daily household expenditure is on average 25,000.00. To make it harder, her family also has to pay for their son's school fee at a vocational school of IDR 150,000.00 per month, excluding exam fee. The school fee has withdrawn Sak's capital. As a result, instead of getting progress, her business is getting worse. As a woman, wife, and mother, the author has the empathy to Sak's life;

however, in order to empower, the behavior of greater expenditure than income should be changed. Therefore, the author decided not to give her additional capital as long as she cannot be responsible for the previous capital that she borrowed.

Case 4: Selling rice

Yn helps the housework of the author. Being motivated by an eagerness to improve her welfare, the author offered her a business that she responded positively. In March 2009, Yn, on her own initiative, decided to sell rice on credit with initial capital of IDR of 1,000,000.00, which gradually increased to IDR 1,600,000.00. Rice is sold to her relatives and neighbors on credit with maximum period of one week. After trial and error, Yn, who completed elementary school, was finally able to do bookkeeping to record cash availability and account receivable. The agreed profit sharing ratio was initially 50:50 because the author was not sure about her honesty. However, after several months and the author found evidence of her honesty in the business, the ratio increased to 45:55.

In Idul Fitri 2009, apart from receiving earlier, full salary and allowance for Idul Fitri, Yn earned additional IDR 305,000.00 as shared profit from selling rice during 6 months that she did in the afternoon and on Sundays, thus no interruption on her housework. Apart from increasing income, Yn is more committed to her work. She proposed that profit sharing should be done annually in Ramadhan, few days before Idul Fitri.

Case 5 : Selling cigarette

Ev, Ruh's first daughter, is 28 years old, and graduated from an economic vocational school. Ev used to earn money. Therefore, when she married and had to stay home, this bothered her a lot. When her mother initiated a food stall, she helped her mother. Afterwards, her creativity started to materialize. She said to the author that she would like to do business by supplying cigarette to her mother's food stall. With initial capital of IDR 500,000.00 (gradually increased to IDR 750,000.00), and profit sharing ratio of 40:60, Ev could earn shared profit of about IDR 160,000.00 per month or got a total profit of IDR 262,000.00. Ev does not have any children, resulting in relatively low living costs. Her biggest expenditure took place when her parents in law from another province visited her and when she visited them. For these two events, she consumed the profit that should be shared with capital owner. Nevertheless, she has a good character. Therefore, the part of profit belonging to the capital owner was recorded as debt to capital owner.

Conclusion

Based on the above five case studies, it can be concluded that the success of micro credit under *mudharabah* and grant schemes depends on clients' character, business prospect, ability in managing household finance, and particularly *mudharabah* scheme, should be added with contract legality to bind clients to be more responsible. Character is the most important factor to select future target groups because they can control themselves. Good character is shown by commitment to deliver shared profit, or in case of failure, explanation why there is no profit to share.

CONCLUSIONS

Greater amount of living costs than income significantly influences business progress. The author recommends that training on household financial management and household decision-making should be provided to clients because failure in managing household finance results in business failure. According to Corner (2007), in the effort of developing women entrepreneurship, teaching them to separate between business activities and household activities should be the focus.

Business training and consultation cannot be ignored. As part of developmental role, motivating clients has been a very important part. Fleischer (1999) said that one of the

fundamental principles of Grameen Bank is that the bank helps the poor to solve their problems, instead of solving the vicious poverty circle for them. Therefore, Grameen works hard on discarding myths prohibiting poor people such as that they are unskilled, are not able to save, are not able to collaborate, have narrow way of life, are not interested in changes, etc.

Furthermore, contracts should be legally written as to bind clients' responsibility. Istiqomah (2009) supports this argument. In her comparative study at two credit unions, she found that formal procedure (written rules socialized to members through member education) increased credit repayment.

The author admitted that this early attempts were not absent of limitation. Apart from the absence of legal credit contract, time constraint was another problem. As a result, visit and consultation could not be executed regularly. If this could be overcome, for example by an organization instead of individual, the author is sure that the results would be more promising.

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