

SINGLE FIGHTER STRATEGY FOR ESTABLISHING AND DEVELOPING A BUSINESS

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ABSTRACT

This study aims to identify and analyze the strategy of establishing and developing a business. The research uses a qualitative descriptive approach with approach phenomenological which is carried out through data collection with primary and secondary data, through library studies, field studies. data analysis using methods qualitative with data reduction, data presentation, and concluding. The results of the study indicate that the factors that influence the widowed entrepreneur in establishing and developing his business include: 1) internal factors, namely the intention of the entrepreneur/entrepreneur to develop his business to be bigger, Knowing the techniques of producing goods such as how many goods must be produced, what methods should be used to develop goods/products, and others and make a budget that aims at how much product income and expenditure are. 2) external factors, namely following developments in information from outside the business, obtaining funds not only relying on internal sources such as borrowing from outside and knowing good/conducive environmental conditions for business

Keywords: Single Fighter, Strategy, Establishing, Developing a Business

A. INTRODUCTION

The problems experienced by women who are widowed are very complex, they have to raise their children alone and face economic problems, especially if when they get married they do not work and only rely on income from their husbands. So when she suddenly lost her husband who had been supporting the family's economy, the widows did not have a steady income. This results in women who are widowed often faced with economic difficulties (Aminah, 2009).

The responsibility to provide a living and fulfill family needs, in the form of basic needs (clothing, housing, and food), especially food needs in the form of food, drinks, or clothing needs such as clothing is the responsibility of the husband (husband) and not the responsibility of women. But in the modern era, like today, some so many women work like careers outside the home, not even a few women who have their husbands' income which is sufficient to meet their household needs, but these women still like to work outside the home. Like a single-parent woman, she is forced to work as a man because to meet the needs of her family for various reasons (Ratnasari, 2017).

In this case, a single parent (*single parent*) people parenting alone, because they no longer have a spouse (divorce, death, or not married), or that they have a partner but is separated by a distance due to various reasons such as work or study (Dwiyani, 2013). A woman (*single parent*) tries to work hard to earn a living to support her family.

Family needs were originally always a shared responsibility between husband and wife, on the contrary after becoming a widow, all burdens and responsibilities shifted to her shoulders so that not a few widows were squeezed by the burdens of life. If you want it or not or are not ready, you have to live it and face it. In general, society

still views the status of widows with a negative view. Various stigmas are inflicted on them, most people think that the best place for women is beside their husbands, on the other hand, women who are widowed have a social burden placed on them so that the economic burden and the social burden are felt equally. Without ever seeing the various causes or conditions of widowed women, society tends to judge and label the widows bad and cruel. For most women, this may sound terrible because it is based on a negative stigma (Rosmaini, 2018).

The roles and challenges of working women will become more complex when the woman is a widow. More detrimental challenges tend to befall the lives of widows. However, entrepreneurs with widow status can compete in business competition. The dual role played by a widow is a complex problem in her life because they are required to increase productivity in their work to get higher wages and to fulfill family needs, while on the other hand a widow also should take care of and educate children. (Rosmaini, 2018)

women are *Single parents* required to be able to adapt and continue living without a husband, earn a living, and balance between domestic and public roles. Each of them has their way and strategy in living life as a single parent, because the success of a single parent woman in educating and providing for children depends on how she applies ways to balance her time between earning a living and educating her children, and no less important is establishing a relationship with the community, how a single parent should behave and act so as not to be ridiculed and considered taboo by the community.

The formulation of the problem in this research is the strategy of establishing and developing a business (Case Study on Entrepreneurs with Widow Status in Jombang Regency). The purpose of this study is to identify and analyze the strategy of establishing and developing a business.

B. RESEARCH METHODS

The approach used in this research is qualitative. The use of qualitative methods in this research is to get deeper information and data that has meaning. Meaning is the real data and behind the visible data, there is a value or also called definite data. Therefore, it does not emphasize generalizations in this qualitative research but rather emphasizes a meaning. (Sugiyono, 2018)

Phenomenology is the approach used in this study. The purpose of phenomenology, if summarized, is to get an interpretation of human assumptions about visible phenomena and the meaning behind what appears, which arises from human consciousness, and to know the subjective aspects of everyday human life, we must enter the world of consciousness of the subject under study. Phenomenological research seeks to explain or explain the meaning of concepts or phenomena of experience based on the awareness of each individual.

According to Creswell (2016), the phenomenological approach inhibits all judgments about natural attitudes until a certain basis is found. This barrier can be interpreted as *epoche* (period). The concept of *epoche* is a distinction between the researcher's interpretation and the data area. The concept of *epoche* as a parent in which the preparation and classification of initial predictions about phenomena are carried out by researchers to understand what is expressed by respondents.

C. RESULTS AND DISCUSSION

1. Entrepreneurship

a) Self-Confidence Self-

confidence is an attitude and belief that an entrepreneur must have in dealing with tasks and work. Self-confidence contains values of confidence, optimism, individualism, and independence and believes in their ability to achieve success.

b) Task and result oriented

An entrepreneur who always prioritizes tasks and results is a person who always puts the values of achievement motives, perseverance, determination, hard work, energy, and has a strong drive in achieving business goals or objectives. To get optimal results, an entrepreneur must have initiative, self-discipline, critical thinking, responsiveness, and a spirit of achievement.

c) Risk-taking

Courage and the ability to take risks are the main values in entrepreneurship. For example, an entrepreneur who is afraid to take business risks will cause the entrepreneur to have difficulty taking the initiative. Of course, this risk-taking is carried out after going through careful thought, analysis, calculation, and consideration.

d) Leadership

A successful entrepreneur cannot be separated from the nature of his leadership, pioneering, exemplary in controlling his business venture. In addition to this, the leader in running his business transparently and honestly with the aim of not only seeking profit but also improving the welfare of his employees

e) Oriented to the future

An entrepreneur must be insightful into the future, have a vision for the future, and know where his business activities will go. brought, what do you want to achieve? What strategies should he do so that his business activities and survival can be guaranteed? So, in this case, it is hoped that the company can develop and ensure its survival in the long term.

2. Female Entrepreneur.

Several business sectors can develop rapidly that are easily controlled by women, such as the garment, beauty, catering services, and retail shops. weaker”, women will not be seen as competitors, sometimes even getting help from male coworkers.

The business world gives the distance to women so that the presence of a business run by women will be the center of attention and something in it can be seen clearly. Connecting others will in turn improve opportunities to do business. Women don't have to give up on their existence when working in the world of men. Men will like women because of the presence of contrasting women in their work area. Women can be assertive and gentle, confrontational

and cooperative. By combining these qualities, a female manager can be free to be in the environment of a mixed-sex employee group environment and a single-sex group.

The freedom of women's rights to achieve the highest level of education is an opportunity for them to develop skills and experience that can be the main capital to pursue the business world. The most basic problem that hinders the development of women in business is that there is still discrimination against them. Therefore, the effort to eradicate this treatment is a global step to provide opportunities for women to realize their entrepreneurial spirit and spirit.

3. Marketing

A business that is considered successful must have experienced many ups and downs to become big. This is inseparable from product quality and product marketing strategies. In marketing this product using Offline. This marketing strategy is the key to a business.

The marketing strategy taken to attract target consumers is to make banners around the store or it could be by distributing brochures. For a large store, he can use television or radio, and not infrequently even those who still use brochures. However, once again the only people who visited the shop were people in the surrounding area. However, women entrepreneurs do marketing based on orders from customers who have become subscribers to take their products.

4. Supporting

a. Factors Internal Factors

Based on the results of interviews with informants, internal factors that influence widowed entrepreneurs in establishing and developing their businesses because widowed entrepreneurs have a strong intention to develop In their business, they have techniques in producing goods, besides that widowed entrepreneurs can make budgets, because on average women are proficient in making budgets, this is by the theoretical concept expressed by (Machfoedz, 2018) that elements derived from internal parties (internal parties) include:

1. The entrepreneur/entrepreneur intends to develop his business to be bigger.
2. Knowing the techniques of producing goods such as how many goods should be produced, what methods should be used to develop goods/products, and others.
3. Making a budget that aims to determine how much income and expenditure products come in.

b. External Factors.

Based on the results of interviews with informants, external factors that influence widowed entrepreneurs in establishing and developing their businesses include widowed entrepreneurs who can follow developments in information both through mass media, electronics, and the role of local governments. The widowed entrepreneurs started their business from their capital and to expand their business, they borrowed from the bank. Widowed entrepreneurs also know the condition of the surrounding environment, namely the business they own is a business that is quite attractive to the community and according to the needs of the people of Jombang.

According to (Machfoedz, 2018) the factors that influence entrepreneurs in establishing and developing their businesses from outside (external parties) include:

1. Following the development of information from outside the business.
2. Getting funds is not only relying on the inside like borrowing from the outside.
3. Knowing the environmental conditions that are good/conducive to business

Capital is the main factor needed to develop a business unit. Lack of SME capital, because in general, small and medium enterprises are private businesses or companies that are closed in nature, which rely on very limited capital from the owner, while loan capital from banks or other financial institutions is difficult to obtain due to administrative and technical requirements. requested by the bank cannot be fulfilled.

Several things need to be considered before we start a business (Machfoedz, 2018):

1. Someone's interest, for example in industry or trade.
2. Capital, whether initial capital is available or not.
3. Relationships, friends, or family who is already pursuing the same business or the business that will be done have relevance.

To find out how many new entrepreneurs can enter, we can look at the relationship in the form of circular flow between Producer Households (RTP) and Consumer Households (RTK). If the RTP progresses, it will have a positive impact on the progress of the RTK. The RTK's per capita income will increase, its purchasing power will also increase. If people's purchasing power increases, then the results of production by the RTP will be absorbed by the community. The cooperation between RTP and RTK runs all the time in the form of a circular flow that supports each other's progress. As creative people, aspiring entrepreneurs will see many business opportunities that can be created.

According to Usman in Suryana (2006), in general, entrepreneurship has two roles, namely:

1. As an inventor (innovator)
 - As an entrepreneur innovator plays a role in finding and creating: a) new products, b) new technology, c) new ideas, and d) new business organization
2. As a planner (*planner*)
 - An entrepreneurial planner plays a role in designing: a) corporate planning, b) corporate strategy, c) ideas within the company, and d) company organization.

The results of the study that discussed entrepreneurs with widowed status were able to make their business a source of family income to meet household needs, as a single parent who had independence in doing business. According to Khairawati (2014) independence is a person's ability to manifest his will or desire in a real way without depending on others. Meanwhile, according to Winarto (2003), an independent person is an atmosphere in which a person is willing and

able to realize his will or desire which is seen in real actions or actions to produce something (goods and services) for the fulfillment of the needs of his life and others.

The condition emotional of a widowed entrepreneur can lead to business success. Emotional factors as a condition that can influence a person's actions to carry out a plan he wants. Emotional action is also a person's drive to do an activity. With emotional encouragement, people can act according to their wishes (Anoraga, 2012)

D. CONCLUSION

Factors that influence widowed entrepreneurs in establishing and developing their businesses include: having an entrepreneurial spirit consisting of self-confidence, task and result oriented, risk-taking, leadership, and being Oriented to the future. As an *entrepreneur*, women will not be considered competitors, sometimes even getting help from male coworkers. Women don't have to give up on their existence when working in the world of men. Women can be firm and gentle, confrontational and cooperative so that women can realize their entrepreneurial spirit and spirit. Women entrepreneurs do marketing based on orders from customers who have become subscribers to take their products or carry out offline marketing strategies

Supporting factors for women entrepreneurs in establishing and developing include 1) internal factors, namely the intention of the entrepreneur/entrepreneur to develop their business into larger, Knowing the techniques of producing goods such as how many goods should be produced, what methods should be used to develop goods/products, etc. 2) external factors, namely following the development of information from outside the business, obtaining funds not only relying on internal sources such as borrowing from outside and knowing the environmental conditions that are good/conducive to business.

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