

The Role of Housewives Groups in Meeting Family Economic Needs Through Online Business in Pantai Gemi Village, Stabat District, Langkat Regency

Tiara Azahra¹, Agus Suriadi²

^{1,2} Kesejahteraan Sosial, Universitas Sumatera Utara, Indonesia
email: tiaraazahra067@gmail.com, agus4@usu.ac.id

Abstract:

This research discusses the role of housewives' groups in meeting family economic needs through online businesses. Generally, meeting the economic needs of the family is the responsibility of every parent in a family, especially fathers, and those responsible for caring for children and taking care of home and kitchen affairs are mothers. However, along with the times that are currently underway, the role of mothers is no longer just caring for children and taking care of home and kitchen affairs but also plays a role in meeting the economic needs of the family due to several factors, one of which is due to the increasing economic needs of the family and the lack of father's income to meet the economic needs of the family. The changing roles experienced by housewives can trigger new problems for the family, namely the lack of maternal attention to household affairs which is the main responsibility of housewives. So that this makes the emergence of various ideas that can be used as a solution so that housewives can carry out two roles (as mothers and workers) at the same time maximally. One of the jobs that can be done by housewives to be able to increase income and still be able to take care of the house is to become an online trader. Time efficiency is one of the main advantages for online business entrepreneurs. This research uses a qualitative approach with descriptive methods.

Keywords:

Housewife; Online Business; Family Economy

I. Introduction

In general, meeting the economic needs of the family is the responsibility of every parent in a family, especially fathers, and generally, those responsible for caring for children and taking care of home and kitchen affairs are mothers. However, along with the times that are currently underway, the role of mothers is no longer just caring for children and taking care of home and kitchen affairs but also plays a role in meeting the economic needs of the family due to several factors, one of which is due to the increasing economic needs of the family and the lack of father's income to meet the economic needs of the family (Oothman, 2015).

So that this makes the mother feel the need to take on a role so that the family's economic needs can be met. Changes in undergoing roles in the family are based on unexpected events in society that require each family member to adjust to changes that will occur, one of which is a change in the role of family members (Andriyani, 2016).

The community will not be able to survive and the family cannot be said to be a prosperous family if the need for clothing and food is not fulfilled. Not only that, not fulfilling the needs for clothing and food in a family can also cause many conflicts in the family, which certainly affects harmony in the family (Desyana, 2013).

To avoid conflicts in the family caused by not fulfilling the family's economic needs, some housewives take solutions to help meet the family's economic needs by working to get additional income. Experts define housewives, namely women whose majority of the time is used to teach and maintain their children with good and correct parenting (Heri, 2017).

Generally, housewives spend all their time at home and are responsible for taking care of the house, taking care of the kitchen, and also taking care of children so housewives do not have much free time for activities outside the home. However, due to the demands of the situation requiring housewives to get out of the habit to meet the economic needs of the family, of course, this gives a shock to a housewife both in terms of managing time and in terms of mental psychology (Hubeis, 2010).

According to data from the National Labor Force Survey (SAKERNAS) in 2022, the people of Langkat Regency are now dominantly utilizing employment in the trade and services sector with a total of 232,479 people who earn income from the trade and services sector with a female gender dominated by 125,616 people.

Table 1. Population aged 15 years and over by employment in Kabupaten Langkat

Main Occupation	Gender		
	Male	Femal e	Total
Agriculture	143,887	41,530	185,417
Industry	75,166	31,115	106,281
trade and services	106,863	125,616	232,479
Total	325,916	198,261	524,177

Source: Central Bureau of Statistics of the District of Langkat

The data shows that the people of Langkat Regency predominantly work in the fields of trade and services, which is a change because in the past the most employment sector in Langkat Regency was agriculture. This is one example of changes that occur due to the development of the times so that changes in the mindset of the community are born.

The digital era is currently growing and its impact is widely felt by the community to provide progress for the community to successfully provide innovative ideas in the business world. An innovative idea for the business world in the digital era that is currently often used by the community is Online Business or trading online (Ardiyanto, 2018).

Utilizing social media as a medium for trading has an efficient impact on traders to be able to introduce their merchandise online for free and can be accessed or seen by many people as potential consumers. The impact of technological developments greatly affects

consumer buying interest, especially now that social media as a medium for trading online can be accessed by many groups, both children, adolescents, and adults (Aditya, 2019).

Community initiatives towards microenterprise development provide many benefits to the country's economy, the more microenterprises in Indonesia, the more job opportunities so that unemployment will automatically decrease. According to sources from the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, there are 149,793 cooperative units recorded in Indonesia.

Of course, this is an innovative employment opportunity that can minimize the problem of poverty. Today's society is increasingly creative and innovative, as seen by the many people who take the initiative to use online micro-business mechanisms because they feel there are many advantages (Helmalia, 2018).

The benefits of online businesses are not only received by buyers but also by sellers. With the existence of online-based media, it is easier for sellers to market their merchandise. So now to market the merchandise, sellers no longer need to provide a place or stall which generally has a rental fee or purchase fee at a relatively expensive price (Munajat, 2018).

The efficiency received for online buying and selling activities is felt by many people in every circle, not only for buyers but also for sellers. Online buying and selling activities are currently a trend that is widely followed by business people not only for small traders but also for large traders such as well-known companies in the capital (Wahyuni, 2017).

The attractiveness of trading online makes housewives also interested in becoming online business people. Various positive impacts of the online business became the background of the formation of a group of housewives online traders in Pantai Gemi Village, Stabat District, Langkat Regency.

Time efficiency makes housewives consider if running a business online makes the time spent outside the home relatively little so that housewives can also carry out their role as housewives optimally (Yunita, 2015).

Due to various factors experienced, especially due to family economic shocks, housewives feel the need to take on a role to help the head of the family meet the family's economic needs. One of the solutions to meet the economic needs of the family chosen by housewives is to run an online business because it is considered to get more profit (Afrina, 2014).

In addition to material benefits, housewives who have online businesses also have the advantage of time because they can carry out two roles optimally, namely as housewives and also as online traders to help meet family economic needs (Djabu, 2013).

This group of online merchant housewives in Pantai Gemi Village does not have a group name but only joins a chat group on Whatsapp with the group name "Fatma Azahra" which consists of 10 housewives. The way the group works is by sharing photos of the goods to be sold, then each group participant participates in spreading the photos to their social media and then adding more prices than those listed in the group. This aims to make a profit. This activity is a positive innovation in the housewives' environment in Pantai Gemi Village (Hanum, 2019).

Therefore, the discussion about the role of housewives in fulfilling the family economy through online businesses is interesting because it is also an innovation in the business world so it needs to be analyzed.

In addition, housewives who have an online business also have problems because, like any role change in life, there are certainly various shocks that trigger problems. So research on the role of housewives in meeting the economic needs of families through online businesses in Pantai Gemi Village, Stabat District, Langkat Regency needs to be discussed

II. Research Method

This research uses a type of field research, namely research conducted directly for primary data collection. The research approach used in this study is a qualitative approach using descriptive methods. This research was conducted in a group of housewives online traders in Pantai Gemi Village, Stabat District, Langkat Regency. Data collection techniques in this study used observation, interviews, documentation, and literature study. Data analysis techniques in this study are data reduction, data presentation, and data verification.

III. Results and Discussion

3.1 The Role of Housewives at Home

Women around the world perform a variety of tasks that have one thing in common, namely the chain of duties in the household. Like cooking you want to wash clothes, take care of children, provide food for the family, and ensure cleanliness in the house. So it cannot be denied that the mother figure has a very central or very important role in the continuity of life in the household. The tasks and roles attached to the mother figure are always associated with the roles of household chores (Astuti, 2008).

Based on research conducted by (Rao, 2012), states that there is a division of roles in the household where men are breadwinners and women are housewives. So in general, changes in the economic system of society have a considerable influence on changes in economic allocation, these changes can encourage women who are in charge of housewives to contribute to improving the family economy. According to research conducted by (Zuhri, 2020) explains that women in the family economy currently have a very important role because of the high enthusiasm in the soul of housewives to ease the economic burden on the family by working or running a business.

Then other research conducted by (Tumbage, 2017) states that in family life both husband and wife need to work together in managing the household to achieve the goal of family welfare where in terms of improving the family economy housewives also try to work without leaving their obligations to take care of the household.

Based on the results of interviews with several sources, researchers find out about the role of the housewife group at home. The role or position of women here researchers want to assess how the role of women as housewives at home. To understand more clearly, the researcher asked several questions to the informants. Then the informant responded that generally, the courageous housewives at home are to clean the house, take care of children, take care of husbands, and so on related to home affairs. Then the researcher asked about the changes made by housewives who were originally housewives but now have two roles as housewives and online traders. However, all interviewees responded that there were no

significant changes between the implementation of the role as a housewife at home and also the implementation of the role as an online trader outside the home.

3.2 The Role of Housewives as Online Traders

In social life, there is a development in which the family has a special role to be able to support the economic life that shifts to the role of the wife to the housewife to save the needs of life. Along with the times the activities carried out by housewives are increasingly varied with their knowledge and experience in the field of small business which is a product that can be a new source of income. To achieve the target, various efforts are made in the marketing field by expanding marketing through online media. Understanding online media is an activity by digital technology in creating, communicating, and delivering value to consumers and interested parties (Kannan. et al, 2017).

According to research conducted by Fandy Tjiptono, in essence, promotion is a form of marketing communication which is a marketing activity whose purpose is to try to disseminate information, influence or persuade and remind the target market of available products so that consumers can be willing to accept buy and be loyal to the products offered by the company concerned (Fandy, 2001).

The rapid development of technology has brought changes to business life, especially in business marketing strategies which now utilize digital platforms such as social media to reach a wider range of consumers more efficiently and effectively. Online promotional media is an indispensable thing and supports business development (Asmawati, 2015).

Housewives who act as online traders need to improve online marketing, for example by improving the quality of shooting and editing to increase the interest of potential customers and can also make it easier for potential customers to find new quality products by looking at various posts on the seller's social media.

Online businesses that are cultivated by groups of housewives in Pantai Gemi Village, Stabat District, and Langkat Regency are generally very helpful for family income. When viewed from the turnover or income received by housewives who have an online business in Pantai Gemi Village, Stabat District, Langkat Regency, it can be seen that the turnover owned or received is very helpful. A decent nominal with a range of 500,000 to 3 million is a large enough nominal for housewives.

3.3 The role of housewives' groups in meeting family needs through online businesses

The family economy is a source that can improve family life to achieve welfare. Generally, the needs of life are borne by husbands because husbands have regular and permanent jobs. To maintain a prosperous life, the role of the wife as a housewife is required not to remain silent but housewives must also participate in fighting to maintain the continuity of family life, especially in increasing the economic needs of the family (Ruslina, 2023).

According to normative conditions, men and women have the same status or role, but according to objective conditions, women are further behind than men in terms of various lives in the field of development, this objective condition is due to the social values that still prevail in society. These social values create the status of women's roles in the domestic sector, namely the status of housewives and carrying out household chores, while on the other hand creating the status and role of men in the public sector, namely as heads of families and breadwinners (Fakih, 2007).

So housewives who help meet the economic needs of the family are considered as a choice or not considered an obligation. Activities that do not drain full time for housewives so that they can take care of the household properly and also help meet the economic needs of the family (Tenda, 2020).

Based on research (Tenda, 2020), there is a reality that shows that the role of working housewives in family and community life is positioned as subjects or actors of development who play a role in planning, implementing understanding, and enjoying the results of development.

The beginning of online business has been rampant in the community since the COVID-19 pandemic because of the process of transferring all activities during the COVID-19 pandemic, which initially carried out face-to-face interactions into life digitization interactions (Castells, 2008).

This resulted in a delay in human activity which had a major impact on the economic crisis which made many groups of people lose their livelihoods. So that there are also many heads of families who do not succeed in meeting the economic needs of their families, therefore some of the housewives creatively and innovatively form an online business which begins by forming a group of housewives who have the same goal of establishing an online business. In addition, because of the encouragement in the form of government regulations to stay at home, housewives are encouraged to help their husbands meet the economic needs of the family through online businesses (Castells, 2008).

Online business is an activity that uses Internet network facilities to carry out all activities that can be done online (Kurniawan, 2019). Based on research conducted (Putri, et al, 2021), there is an understanding and awareness of the increasing advancement of science and technology that allows UMKM players to take advantage of online sales systems.

Housewives who own online businesses generally hope that their online businesses can increase family income so that they can help support their daily lives. The reason housewives who have online businesses have a goal is to fulfill their needs. The needs in question are inseparable from everyday life. During life, humans need various kinds of needs, so families must try to meet the needs of family members in the form of basic needs such as clothing, food, shelter, and other needs such as education as well as the health of each family member (Putri, 2022).

Based on the results of interviews with a group of housewives who meet the economic needs of the family through online businesses in Pantai Gemi Village, Stabat District, Langkat Regency, it was found that housewives who tried to help meet the economic needs of the family through online businesses were quite successful in helping their husbands in sustaining the family economy. Online businesses that are owned may be said to be quite simple. But it brings enormous benefits to the family economy. The economy is one of the factors that also causes conflict in the household.

With an online business, housewives and husbands can reduce the occurrence of conflict in the household because the need for the family economy can be fulfilled. Therefore, it can be concluded that housewives who have online businesses are very instrumental in helping to meet the economic needs of the family.

IV. Conclusion

Based on the results of the research and discussion that has been done about the role of the housewives group in meeting the economic needs of the study family in Pantai Gemi Village, Stabat District, Langkat Regency. Then the author can draw the conclusion that in the aspect of the role of housewives at home based on data obtained in the field through observations and interviews, researchers concluded that housewives can carry out the role of housewives in general at home with the maximum even though they carry out two roles at once, namely as online traders as well.

Then on the aspect of the role of housewives as online traders based on the data analysis of researchers conducted that the online business owned by housewives is very instrumental in helping to meet the economic needs of the family. Housewives who have an company online business divide their time so that there is a balance between carrying out duties and responsibilities at home as a housewife and also carrying out duties as an online trader to help support the family's economic needs.

As for the aspect of the role of housewives' groups in meeting the economic needs of families through online businesses in Pantai Gemi Village, Stabat District, Langkat Regency. Based on data analysis conducted by researchers in the field housewives who have online businesses play an important role in helping to meet economic needs. The income that is quite decent every month, helps the husband in meeting the economic needs of the family, both the fulfillment of food and clothing needs and the need for children's education.

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