

The Key to Success and Challenges of Bali's Women Entrepreneurs

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ABSTRACT

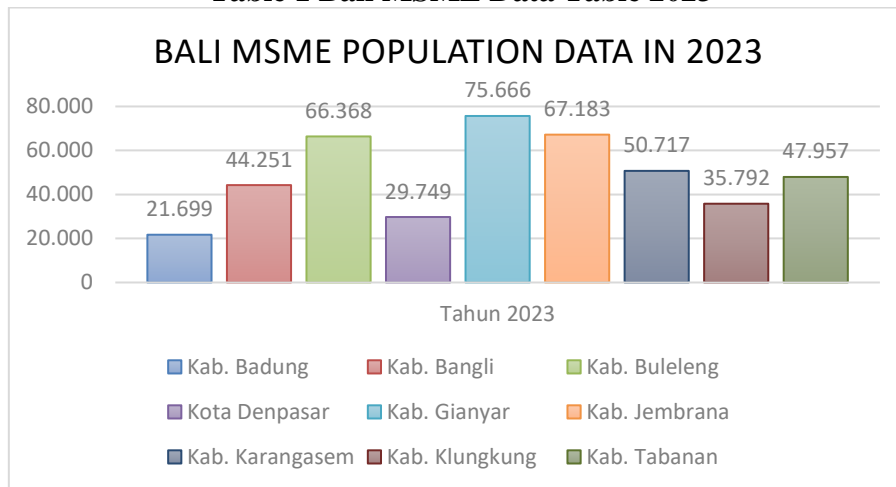
This study examines the key to success & business development strategies that can influence the success of Balinese women entrepreneurs with the challenges they face. The purpose of this study is to determine the factors that are the key to success, the development strategies used and what challenges Balinese women face in running their businesses. The type of research that will be used in this study is a qualitative approach. The data collection techniques used are interviews and observations. The determination of informants in this study used 9 informants as Balinese women who came from different districts with married status but had different types of businesses and who did not work tied to the company. Data analysis in this study is data reduction, data display, and data conclusion drawing/verification. The results of the study show that the key to success is innovation and creativity, motivation, having self-efficacy, work life balance and family support. Strategies in developing a business are market development strategies and innovation strategies. The challenges faced by women entrepreneurs in running a business are in expanding the network. Apart from that, to run a business you also have to be smart in managing your time between business and household obligations as well as traditional activities such as menyama braya or other traditional ceremonies so that everything runs in balance.

Keywords: key to success, development strategy, challenges, women entrepreneurs

INTRODUCTION

In the current era of globalization, Bali has undergone many changes, including the role of Balinese women who are known to be strong in social life. A Balinese woman has many responsibilities besides taking care of her husband and children. He must also become the family treasurer and play the role of the customary krama, or indigenous people (Prayoga & Laily, 2022). Traditional customs are people who are responsible for preparing the means for religious ceremonies and contributing to all traditional and religious activities. Apart from that, with the development of globalization, many Balinese women have successfully run businesses. People face this trend more to create their own jobs or entrepreneurship because they don't want to be dependent or tied to an agency. *Women entrepreneur* can be defined as a woman who is responsible for managing businesses in various industry sectors. Based on the Office of Cooperatives, Small and Medium Enterprises, the data on the growth of Balinese MSMEs in 2023 is as follows (Anggadwita, Mulyaningsih, Ramadani, & Arwiyah, 2015).

Table 1 Bali MSME Data Table 2023



Based on this data, Gianyar Regency has the highest ranking of 75,666 MSMEs. The support of various researches that show that women's entrepreneurial abilities are superior to men's, including research findings (Stoet, O'Connor, Conner, & Laws, 2013) stated that women are superior in multitasking (doing several jobs at once). (Pounder & Coleman, 2002) It also explains that women have better leadership skills than men in some aspects, although this is still a fierce debate. Barriers for women to start a business venture include several factors; including widespread gender-based discrimination, lack of shared support, limited or non-existent availability of information, inadequate education and training infrastructure, lack of self-confidence and limited accessibility of resources (Iyiola & Azuh, 2014). But overall the level of education for women and men tends to be similar (Wube, 2010).

With this research we can see what are the keys to success & business development strategies that can affect the success of *Balinese women entrepreneurs* with the challenges they face. Where women with multiple roles bear significant responsibilities not only responsible for household affairs but some women also have the responsibility to provide for their families (Septianti & Putri, 2023).

Literature Review

Women Entrepreneurs

Businesswomen are individuals who hold demanding roles to meet their personal needs and be financially independent (Kumar, 2013).

The Key to Entrepreneur Success

The keys to entrepreneur success are as follows:

1. Innovation

Innovation is the main force in creating added value and fundamentally changing the economy. This innovation can come from innovative entrepreneurship, which prioritizes the development of innovation and creativity (Schumpeter & Opie, 1934).

2. Creativeness

Creativity is the ability to design innovative ideas and find new methods in solving emerging challenges (Saputri, Nasution, & Syamantha, 2023).

3. Self-Efficacy

Self-efficacy refers to the belief that a person has the ability to achieve a goal (Meirani & Lestari, 2022).

4. Motivation

Steers & Porter in (Riggio, 2015) says motivation is a force that fulfills three important roles: providing impetus or energy to act, directing behavior towards the achievement of a specific goal, supporting the effort necessary to achieve that goal.

5. *Work Life Balance*

The definition of *work-life balance* refers to some time spent doing work and some time spent with family and other fun things (Meenakshi, Subrahmanyam, & Ravichandran, 2013).

6. Family Support

Family support involves the objections, sadness, and anxiety experienced by individuals who show dependence, gratitude, and affection for us (Sarason, 1990).

Entrepreneur Development Strategy

Business development is any effort to improve the implementation of current and future work, by providing information that influences attitudes or increases skills (Mihani, 2020). Types of business development strategies (Mihani, 2020), as follows:

1. Product Development Strategy
2. Market Development Strategy
3. Concentrated Development Strategy
4. Innovation Strategy

Entrepreneur Challenge

The challenges faced when entrepreneurship are as follows:

1. Expanding the Network

With the existence of networks, communication and interaction can be well helped, which then supports the development of trust and strengthens cooperation.

2. Social & Cultural

Sociocultural constraints such as social perceptions, biases, work-life balance, protection of male family members, limited mobility, and low recognition inhibit women's participation in entrepreneurship, Culture influences entrepreneurial attitudes and behaviors, with norms and traditions playing an important role in inhibiting or encouraging entrepreneurship in certain cultural contexts (Raza & Leghari, 2020).

This research introduces a new perspective on the role of Balinese women as entrepreneurs, particularly in the context of the unique cultural challenges and traditional obligations in Bali. It highlights the combination of innovation, creativity, well-being, and family support as key factors in the success of Balinese women entrepreneurs, a topic that has not been extensively discussed before. Additionally, the study emphasizes the importance of maintaining a balance between work, household responsibilities, and participation in strong traditional activities within Balinese society, a challenge that has not been fully explored in previous research on women entrepreneurs.

The objective of this study is to identify the key factors that influence the success of Balinese women entrepreneurs and the business development strategies they employ. Furthermore, the research aims to explore the specific challenges faced by Balinese women in running their businesses, particularly in expanding their networks and managing time between business, household duties, and traditional activities.

This research makes a significant contribution to the understanding of women entrepreneurship in Bali, particularly how these women navigate the unique socio-cultural challenges in the region. The findings provide valuable insights for policymakers

and entrepreneurship support institutions on how to empower women to achieve business success while fulfilling their traditional roles. Additionally, this study offers practical examples of successful business development strategies and how women entrepreneurs can overcome the challenges they face, serving as a guide for women interested in starting their own businesses.

RESEARCH METHOD

The type of research that will be used in this study is a qualitative approach. In this study, we will take the Phenomenological research method, where the Phenomenology research method is a philosophical approach that studies human experience. This research focuses on women entrepreneurs located in Bali. The data collection method is by using the primary data method and supported by the secondary data method.

The determination of informants used for sampling in this study is using nonprobability sampling with maximum variation sampling, also called heterogeneous sampling. The determination of informants in this study used 9 informants as representatives of Balinese women entrepreneurs. These nine informants are Balinese women from different districts, married but have different types of businesses and who are not tied to the company. The data analysis in this study is data reduction, data display, and data conclusion drawing/verification. In this study, the type of source triangulation and triangulation techniques will be used.

RESULT AND DISCUSSION

Data Findings on the Reasons Behind Becoming a Women Entrepreneur

Based on the results of interviews with informants about the reasons behind housewives becoming *women entrepreneurs*, it shows that according to the informants' interests and talents, and the time is more flexible.

Data Findings on the Key to Success of Women Entrepreneurs

1. Innovation and Creativity: Based on the results of interviews with informants related to innovation and creativity indicators, it shows that the existence of the latest innovations and creativity carried out by informants in their business can increase the interest of customers/buyers in their business.
2. Motivation: Based on the results of interviews with informants, what motivated them to choose to become entrepreneurs/freelancers rather than office workers stated that their work greatly affected their additional income, besides that they were able to manage time where time was more flexible and could participate in customary activities because Bali is famous for its customary activities and in carrying out their work they are very happy and enjoy.
3. Self-Efficacy: Based on the results of the interviews where the Informants are confident and believe in their current work as entrepreneurs/freelancers is more promising than working in an office because they themselves are the ones who manage their business. The more diligent and enterprising they are in their business, the more results they get.
4. Work Life Balance: Based on the results of interviews related to the work life balance indicator where the informants are very balanced in dividing their time between their work and their obligations depending on how they manage their time well or *time management*.
5. Family Support: Based on the results of the interviews, where the informants stated that family support is the most important thing as a support system and their motivation

in running their business because without the blessing of the family, the business will not run well and smoothly.

Data Findings Regarding Development Strategies Carried out by Women Entrepreneurs

Based on the presentation, where the strategies used by the information in their business development are market development strategies with word-of-mouth promotions and social media and innovation strategies by continuing to make the latest breakthroughs.

Data Findings Regarding the Challenges Faced by Women Entrepreneurs

Based on the results of interviews about the challenges faced by *women entrepreneurs* in running a business, namely in expanding their networks, where in facing them, informants are intensively promoting through *word of mouth* and social media such as WA Status, Facebook and Instagram. To run a business, you must also be smart in managing the time between business and household obligations as well as traditional activities such as *menyama braya* or other traditional ceremonies so that everything runs in balance. At the beginning of working as a freelancer/entrepreneur, informants must build trust in customers/buyers and aggressively carry out innovative promotions because this is a form of how to survive informants in their business.

Discussion

Research Results The Reasons Behind Becoming a Women Entrepreneur

The reason behind Balinese women becoming women entrepreneurs is according to their interests and talents and more flexible time where they can carry out household obligations and traditional activities.

Research Results on the Key to Success of Women Entrepreneurs

1. Innovation and Creativity: the existence of the latest innovations and creativity carried out by informants in their business can increase the interest of customers/buyers in their business.
2. Motivation: high motivation is the key to the success of informants in carrying out their current work where their work greatly affects their additional income, besides that they can manage time where time is more flexible and can participate in customary activities because in Bali it is famous for its customary activities and in carrying out their work they are very happy and enjoy.
3. Self-Efficacy: Informants feel confident and believe that their current job as an entrepreneur/freelancer is more promising than working in an office because they themselves are the ones who manage their business. The more diligent and enterprising they are in their business, the more results they get.
4. *Work Life Balance*: *Work life balance* is very important where it depends on how to manage time well or time management between work and obligations.
5. Family Support: Family support is the most important thing as a support system and motivation in running a business because without the blessing of the family, the business will not run well and smoothly.

Research Results on Development Strategies Carried out by Women Entrepreneurs

The strategies carried out in developing the business are market development strategies with word-of-mouth promotions and social media and innovation strategies by continuing to make the latest breakthroughs so that the business can develop well.

Research Results Regarding the Challenges Faced by Women Entrepreneurs

The challenge faced by women entrepreneurs in running a business is in expanding their network where in dealing with it they must aggressively promote through word of

mouth and social media such as WA Status, Facebook and Instagram. To run a business, you must also be smart in managing the time between business and household obligations as well as traditional activities such as menyama braya or other traditional ceremonies so that everything runs in balance. Building customer / buyer trust and aggressively carrying out innovative promotions is a form of how to survive in business.

CONCLUSION

The results of this study conclude that Balinese women are interested in becoming entrepreneurs due to the alignment with their talents, interests, and the flexibility it offers, allowing them to balance household duties and traditional activities. The keys to success for these women entrepreneurs include innovation and creativity to attract customers, motivation driven by material gains and flexible time, and self-efficacy, which helps them realize the greater benefits of running their own business compared to office employment. Achieving a work-life balance through effective time management and strong family support is crucial for their success. In terms of business development, strategies such as market expansion through word-of-mouth and social media promotion, as well as constant innovation, are essential for growth. The challenges they face involve expanding networks, building customer trust, promoting aggressively, and managing time between business, household responsibilities, and traditional obligations, ensuring a balanced life.

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