

The Role of Housewives in Running a Gondo Chips Business Based on Local Wisdom

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Abstract

The development of tourist villages opens up opportunities for women to occupy various professions with a variety of tourism service businesses. Timpag Village is one of the villages in Tabanan Regency that empowers women in managing agricultural products, namely gondo vegetables into vegetable chips which are now a typical food and specialty of Timpag Village. This research aims to analyze the role of women in developing tourism icons in Timpag village and determine alternative strategies in developing gondo chips using SWOT analysis. This research uses qualitative and quantitative descriptive data analysis techniques. Data collection techniques were carried out through interviews with informants, observation and documentation. The informants chosen for collecting data through interviews were community leaders and women's groups who manage gondo chips. The research results show that housewives carry out three roles at once, namely domestic (household), economic role (earning a living) and social role (custom). The results of the research show that the strengths, weaknesses, opportunities and threats of the Gondo chips business product have been identified so that it can be used as a reference in formulating a strategy and model for strengthening the Gondo chips business product which requires the active role of the government and local community to participate in the economic development of housewives in the villages of Timpag and The role of institutions is one of the most important things in developing the Gondo chips business.

Keywords: Role, SWOT Analysis, Local Wisdom

INTRODUCTION

The growth of tourist villages has expanded the chances for women to work in the tourism industry, as well as for them to start their own businesses and enable additional women to work in the industry. Another great option for assisting women's independence and advancement initiatives is the presence of tourist villages. The tourist business offers a great deal of flexibility for women's involvement because of its quick expansion, extremely diverse nature, and dynamic nature (Ramchurjee, 2015). Tabanan Regency is a district in Bali Province which has Regional Original Income (PAD) which is not too high compared to other areas in Bali because there is not as much tourism accommodation as Badung and Gianyar Regencies. Tabanan Regency pays great attention to the agricultural sector, both wetland agriculture and dry land agriculture.

Timpag Village is one of the villages in the Kerambitan District, Tabanan Regency. This area is known to have a very productive and skill-rich society that needs to be empowered, especially housewives. One of the productive group businesses run by housewives is the Gondo chips business from Gondo vegetables. This group consists of 8 people and is chaired by Mrs. Ni Made Ayu Suniasih (Mrs. Ayu, 45 years old). They are the drivers and organizers of local culinary businesses, especially gondo chips which have become one of the tourist icons in this place. However, the existence of local culinary delights has not been able to become the main pulling factor tourists to come. So studies are needed so that the role of women in maintaining the existence of local culinary delights in the Timpag village area can also have a big impact on tourism. The role and participation of women as an effort for gender equality in the tourism industry is increasingly showing an increase (Pettersson, 2014). The tourism industry is also an excellent candidate for supporting women's independence and advancement efforts. The rapid growth of tourism and its very diverse and dynamic nature means it has enormous flexibility for women's involvement. In order to help improve the economic sector by encouraging an increase in the percentage of women working in the tourism sector with relatively high wages, this will help improve women's economic welfare (Ghodsee, 2003). The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019).

The availability of opportunities in the tourism sector and the greater ability of women in culinary processing is an opportunity to increase their participation in developing the diversity of local culinary delights in society. The resilience and competitiveness of Micro

Small and Medium Enterprises (MSME) in Indonesia are important things that must be prioritized in the ASEAN Economic Community (ASEAN Economic Community, MEA/AEC) because SME have been making efforts to increase labor absorption, increase the country's domestic income and able to reduce poverty, MSME and tourism as an industrial sector are expected to be able to maintain existing positive values and quality in business units (Indarti, 2014). The development of tourist villages utilizes rural potential in the form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with the procedures and traditions that apply in the local community. Therefore, village communities are expected to be able to take advantage of opportunities to participate in advancing their village. Without exception, women, especially housewives, have great potential to increase their capacity by actively participating in advancing their villages. In this case, Balinese women are increasingly innovative and creative in developing the tourism industry, one of which is culinary tourism.

The development of information and communication technology has had a huge impact on all areas of human life. There is no exception in the world of marketing and entrepreneurship. In the business world, the use of the internet has become a powerful means of marketing activities for products and services (Fadly, Suaidah, & Alita, 2021). With advances in information and communication technology, Micro, Small and Medium Enterprises (MSME) have greater opportunities to market their products (Syahputro, 2020). However, in the current era of technological progress, it is certainly a bigger challenge for MSME players in determining marketing and digital marketing strategies. MSME players must be able to accept this condition, considering that currently MSME in Indonesia are starting to move towards wider sales with the help of internet access and digital devices (Hilmiana & Kirana, 2022).

Marketing strategy is a plan that describes the company's plans for the impact of various marketing programs or activities on product demand in the target market (Kotler & Armstrong, 2012). Meanwhile, digital marketing according to the American Marketing Association (AMA) is activities, institutions and processes that are facilitated by digital technology in creating, communicating and conveying values to consumers and other interested parties (Kannan, P. K., Hongshuang, 2017). Companies or business actors can use two or more marketing strategies and digital marketing platforms simultaneously. This is because each type of program such as advertising, promotions, customer service and business product development has a different influence on demand (Syahputro, 2020). With this, the people of Timpag Village, especially women, are also very enthusiastic about

developing and managing gondo vegetable farming products to become a tourism icon in Tabanan Regency and need an appropriate marketing strategy.

Adi (2007) explains that community participation is community participation in the process of identifying problems and potential that exist in society, selecting and making decisions about alternative solutions to deal with various problems, and community involvement in the process of evaluating changes that occur, to determining distribution. the benefits of development carried out so that there is equality. Madiun (2010) describes that community participation can be seen as a term to describe the role of the community in a tourism program or implementation. Various interested groups participate in tourism development in various ways that are adapted to the abilities and characteristics of these groups. The participation of women referred to in this article is their involvement in culinary tourism activities in the tourist area in Timpag Village.

Bali as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016). It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). English is an example of a language regarded as a foreign language in Indonesia (Anggayana, 2023). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018).

The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019). It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020). Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014).

Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). Produces rules relating to the use and use of language on hospitality students. It uses

theories and other disciplines related to the use of language is essential (Anggayana, 2022). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021). The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019).

One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019).

The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023).

Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin, Pibriari & Anggayana, 2020). Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022).

Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey, Osin, & Anggayana, 2022). English also

needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Antara, Anggayana, Dwiyantri, & Sengkey, 2023). Indonesia is better known internationally, as evidenced by the presence of tourist visits from various countries (Putra & Anggayana, 2023). The tourism sector is a dynamic and multicultural industry that heavily relies on effective communication to cater to diverse audiences (Anggayana, 2023). Strong English skills allow professionals to confidently interact with senior management, participate in important meetings, and articulate their ideas and concerns (Asriyani & Anggayana, 2023).

Suwantoro (2004) explains that during their tour, tourists really need various facilities and services that can meet their needs, especially food and drink, so food services are needed that provide food and drink services, whether in the form of regionally specific food (local food) or food from the tourist's country of origin. Furthermore, Pitana (2009: 64) states that an important sector of the seven sectors in the tourism industry is the accommodation sector, which not only concerns temporary residence or lodging but also matters related to it, namely the availability of food and drinks (food and beverage). Harvey (2012: 5) explains that culinary tourism is able to tell about cultural heritage, a picture of community life and the landscape of a geographical area. Apart from that, it is also able to enrich experience and can be a valuable tool to encourage economic, social and community development. And for a destination, culinary tourism can attract more tourists to come and create an image for the area itself.

The urgency of this research is that the existence of local culinary delights has not been able to become the main attracting factor for visiting tourists and currently tourism is in the process of recovery showing little attention to the influence of tourism on the role of women in social dynamics. In this case, it is necessary to study the role of women in running the gondo chip business and the appropriate strategy in developing the gondo chip business.

METHOD

The analytical method used in this research is the strength, weakness, opportunity and threats (SWOT) analysis method with a qualitative descriptive approach based on primary data collected by direct observation and the results of in-depth interviews. The SWOT analysis method is a method used to evaluate the strengths, weaknesses, opportunities and threats of a business unit by looking at the condition of the business unit before problems occur and helping formulate the best solution to overcome existing problems (Ommani, 2011). The primary data source is oral data obtained from in-depth interviews with the head

of the Gondo chips business group and members of the PKK women's group in Timpag village.

FINDING AND DISCUSSION

The Role of Women

The image of a tourism area is an important variable in increasing tourism competitiveness and is a very important element for the resilience of a tourist area. If it is related to the image of the Timpag Village Area, then one of the strong variables that determines tourists' choices is the culinary aspect, especially Gondo chips. As one of the superior culinary specialties of Timpag Village, Gondo Chips have become one of the tourist products which is the main destination for tourist visits apart from ecological tourism in Timpag Village. The rise of the image of typical culinary delights, especially Gondo chips, in the Timpag village area cannot be separated from the struggles of women. The results of an interview with Mrs. Ni Made Ayu Suniasih stated that "she started this business in 2017 to help the household economy. Selling Gondo chips in the first month has attracted attention and many people like them because they are delicious. So when there is an event at the village office, there is a festival in Kerambitan or officials visit, they will definitely be served gondo chips. So these gondo chips have become a typical food of Timpag Village and have even become souvenirs for those who visit Timpag village. Even though the businesses carried out by traders still remain at the traditional level, they have other ways of promoting and introducing local culinary delights to the wider community, especially tourists. The development of technology and the proliferation of various types of engineered culinary delights as well as recipes that are much more modern and up to date have not affected them. This actually becomes a challenge to be able to maintain the existence of local culinary delights, especially Gondo chips, so that they can be enjoyed by various generations and also by visitors from various backgrounds.

The definition of role according to Soekanto (2002) explains that role is a dynamic aspect of position (status). If someone carries out their rights and obligations in accordance with their position, then they are carrying out a role. Bali, which adheres to Hinduism, means that Balinese women must submit to their rules and customs, such as the custom that requires wives to accompany their husbands wherever they go, but this was true in ancient times. Balinese women have made changes since the shift in times, they have begun

to take positions to elevate their dignity without abandoning their duties and nature as women.

a. The role of Balinese women in the family (domestic)

Women in the context of culinary tourism in Timpag Village are the main actors in the availability of food-related attractions. According to one informant from a member of the Gondo chips business, he explained that every morning he must take the time to carry out his role as a housewife first before carrying out his role as a Gondo chips craftsman. In today's advanced era, the role of women is not only as a wife who sits at home waiting for her husband to come home from work, but there is also a desire to develop themselves to be better and of course this is not for economic reasons. The "routine" world of women has placed her in a situation to utilize her skills by giving up some of her free time. But on the other hand, it also reflects that the majority of women apparently get satisfaction from completing household tasks.

b. The role of women in socio-cultural (customary) life

Apart from women's roles as housewives and gondo chip craftsmen, women also have a role in their community. The members of this gothic group also participate in Family Welfare Empowerment (PKK) activities and also various traditional ceremonies. As time goes by, the position and role of Balinese women has shifted, including social life, culture, kinship, customs, residence, religion, livelihood and education. The results of interviews with respondents stated that even though they were busy with lots of orders for chips, they were able to divide their time and roles when carrying out traditional ceremonies. Women's role is voluntary without any element of coercion related to social activities in society.

c. The role of Balinese women in the economy (earning a living)

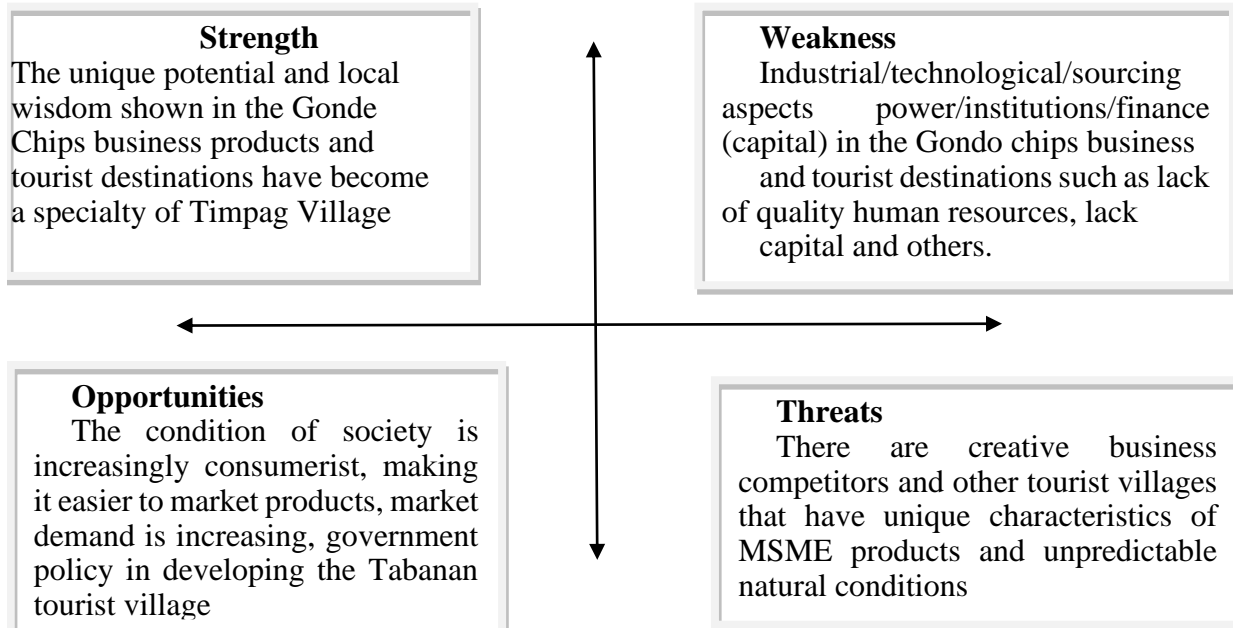
From the results of the analysis, women who make gondo chips have a reason why they work, namely helping their husbands in earning income so that their economic needs are met. The results of interviews with informants stated that living needs were increasing and other needs also continued to increase so that inevitably they had to help the family economically, the husband who only worked as a staff member in the village, was not enough to meet their family's needs. Factors motivating a wife to have a career, namely economic reasons to increase family income, especially if the husband's income is relatively small or the wife has certain advantages so that she feels more efficient if her time is used for a career rather than doing work at home. Their goal in running a culinary business,

especially local food, is among the necessities of life and they have the skills they can master and the opportunities available.

SWOT Analysis of the Gondo Chips Business and Local Wisdom-Based Tourism

In general, the creative business of Gondo chips and tourism relies on unique potential and local wisdom to develop and develop the local economy. The potential for uniqueness and local wisdom can include: natural potential in the form of views and expanses of green rice fields covering an area of 375 hectares with a rural atmosphere and farming activities in rice fields, rivers, and conservation of owl species such as the *Tyto Alba* Owl. Cultural potential such as Pura Desa-Puseh Dalem Nangkluk Merana Tradition, Pura Beji with a fountain for self-cleaning (melukat). Culinary (traditional food and drinks) like Gondo's processed innovation is in the form of Gondo chips with a variety of original flavors, barbeque, cheese, balado, grilled chicken, grilled corn and sweet corn. Artificial potential such as the Telaga Tunjung Dam as an irrigation reservoir and offers truly interesting views. Uma Urip Timpag educational boarding destination which presents something new for the people of Tabanan.

The development of the Gonde chips business and tourism still has problems. Problems viewed from industrial, technological, resource, institutional and financial/capital aspects in general include lack of promotion of creative businesses and local tourism, lack of human resources to manage creative SMEs and local tourism, low capital, lack of local government support for development of Gondo Chip business, there is still no use of technological equipment that can help support the production process in creative MSMEs. Problems with the Gondo Chips Business: If it doesn't get attention, it will become a weakness in the development of the Gondo Chips business and it is feared that it could be hampered by competitors. Apart from that, other threats/obstacles that cannot be predicted, especially in natural potential-based tourist destinations, are natural disasters and changing seasonal cycles. However, as an opportunity, the condition of society is increasingly consumerist, making it easier to market products; increasing market demand, the Tabanan Regency Government policy regarding the development of tourist villages in Tabanan Regency; increasing development of information technology.



Source: processed data, 2024.

CONCLUSION

Women's involvement in tourism in Timpag village needs special assistance from stakeholders, especially in improving hospitality skills, management and business strategies so that they can raise the image of local culinary to a wider reach in the tourism industry. Improving its image as a culinary area needs to be expanded, especially by promotional agencies and agents in supporting tourism in Timpag Village so that it does not only apply to local tourists. Next, further stages of regeneration are needed, especially through educational institutions related to tourism and providing education related to cooking skills.

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