


ENTREPRENEURSHIP: SINGLE MOTHER'S FAMILY SOLUTIONS IN BUILDING FAMILY COMMUNICATION

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Abstract

Single mothers have a dual role where they must be able to take care of children while working to support their family. Being an entrepreneurship is a single mother's choice so that the role of a father who provides for as well as the role of a mother who takes care of children can be fulfilled. Without having to leave home, he can earn money besides that he can manage his own time so that he can take care of children without feeling any pressure. This research methodology uses qualitative descriptive methods through a case study approach. Sampling is done intentionally (non-random). The respondents in this study were a single mother of online shopping owners, the longest serving employee and loyal customer and the study was conducted with in-depth interviews. Through the principle of *siri na pesse* in running their business, single mothers use a family system for all their employees and loyal customers. The form of family relations is in the form of family allowances if one of the families is sick or holidays, or sometimes also a form of giving clothes if sales are above average. While loyal customers often occur even if they just hang out together at a café or visit if someone is sick. There is still a stigma attached in society that work is when he is an employee makes them easily frustrated if they are not accepted in a company and end up as unemployed. By becoming an entrepreneur, especially a single mother, it provides an opportunity to have a job while taking care of children without having to leave the house.

Keywords: *entrepreneurship, siri' na pesse, single mother.*

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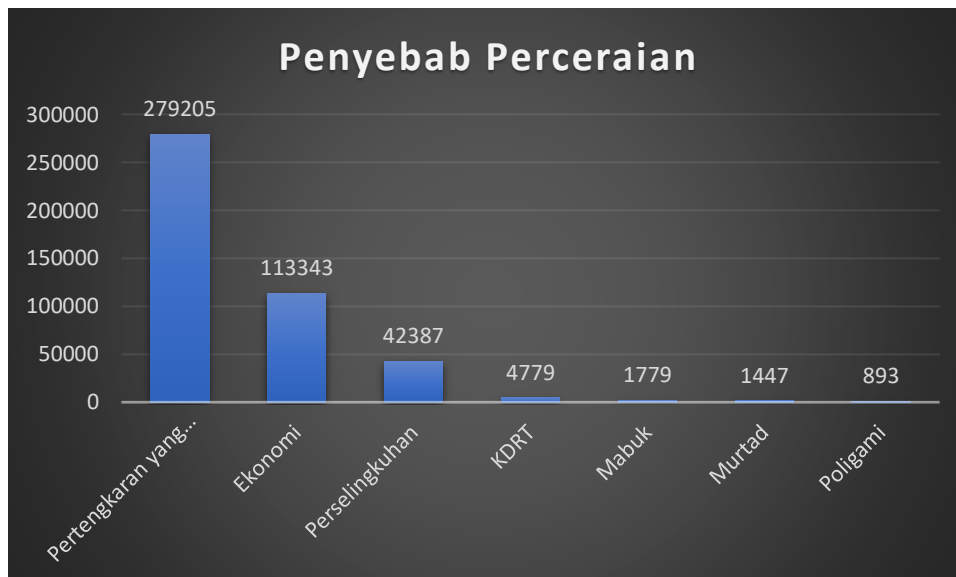
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INTRODUCTION

Everyone yearns for marriage and when we talk about marriage, we automatically discuss family because family cannot be separated from marriage (Febriyani, Karimah, & Aristi, 2012). A complete and happy family is the dream of every human being (Layliyah, 2013). However, not all families can feel happiness in the family. Parental separation, both living divorce and death divorce is experienced by many couples who have been married, both those who do not have children and those who already have children. Therefore it can be said that divorce is part of marriage.

The number of divorced couples always increases every year, especially in big cities in Indonesia (Ibrahim, 2017). The highest causes of divorce are ongoing quarrels, economics, infidelity, domestic violence, drunkenness, apostasy, and polygamy.

Diagram 1. Causes of Divorce



Source: Women's Empowerment, 2023

The cause of divorce occurs due to several things and can be seen in diagram 1 that not only due to death but physical and mental violence, security, beliefs and other things can cause a person to divorce. Similarly, in Makassar City, which is the largest city in Eastern Indonesia. The phenomenon of divorce in Makassar City is increasing over the years and of course single mothers who take care of their own children automatically become more and more.

Diagram 2 Divorce Rate



Source: Makassar City Religious Court 2018

Being a single mother with a double job (being a mother as well as being a father) also has an impact on children. This is because child custody is delegated to the mother (Muniro, 2007). This makes single mothers have to be able to divide their time between finding a job and taking care of their children. In addition, she also has to keep her emotions and feelings from the views of society who still look down on her status as a single mother (Maharani & Nurchayati, 2022). However, these problems do not make single mothers an excuse not to nurture and educate their children, especially single mothers of the Bugis tribe. This is because the philosophy of *siri' na pesse* (self-esteem) which is still upheld by the Bugis community in Makassar, by which single mothers have obligations and responsibilities in nurturing and raising their children (Simmou, 2013).

The Bugis people generally choose trade (entrepreneurship) as their livelihood. In fact, in Makassar City entrepreneurship is the second highest profession after Civil Servants (PNS). There are several advantages to choosing entrepreneurship as a livelihood, one of which is flexible time. That is what makes single mothers choose entrepreneurship as their livelihood to meet the needs of their families (Awaluddin, 2015).

Entrepreneurship is an option because someone does not need large capital in doing it and some even do not require capital at all. According to (Zimmerer & Scarborough, 2008) That to become an entrepreneurship all it takes is opportunity and freedom in determining one's own life. In line with this, entrepreneurship itself according to (Kasmir, 2006) is a person who dares to take risks to open a business on various occasions. Having the spirit to take risks means being mentally independent and daring to start a business without being overwhelmed by fear or anxiety even in uncertain conditions.

Based on the data above, researchers feel interested to know more deeply how single mothers carry out their role in meeting the needs of their families with a profession as entrepreneurship.

LITERATURE REVIEW

Siri' na pesse

Siri' na pesse when interpreted can be two parts, first *siri'* and second *pesse siri' na pesse*. When separated as *siri'* and *pesse*, then *siri'* is interpreted as shame, where the meaning is shame to make mistakes, to do shameful things and to be ashamed to sin. While *pesse* is interpreted as *pedis* whose meaning is painful when seeing fellow humans experiencing difficulties. However, when *siri'* and *pesse* are combined into *siri' na pesse* then it means self-esteem that is upheld. Therefore, *siri' na pesse* is a single dual that cannot be separated and is used as a motivation for the life of the Bugis people.

The value of *siri' na pesse* is a philosophy of life of the Bugis people and is expressed in ancestral advice (*pappaseng*) to illustrate how important it is for every Bugis human to have a *siri' na pesse* soul in his heartstrings. Some of these *pappaseng* are *siri' emmi ri onroang ri lino* (only for *siri'* that's all we live in the world) meaning *siri'* as the thing that gives social identity and dignity to a person. Only when there is dignity or self-respect is life meaningful. Another *pappaseng* is *material siri' na* which means to die in *siri'* or die to uphold dignity or self-respect. Such a death is considered a commendable and honorable thing. *Pappaseng* which also describes the value of *siri'* is *mate siri'* which means a person who has lost his dignity or self-esteem, is as a step in life. The Bugis man who felt *mate siri'*, then did *jallo* (raging), until he died himself. Such *jallo* is called *napatettongani siri' na* (re-established self-dignity) (Mattulada, 1995).

Based on the principle of *siri' na pesse* this is what makes the Bugis community migrate a lot and become entrepreneurship so as not to feel ashamed (*siri'*) because they have a job and income that is more than enough and can help relatives who are in trouble (*pacce*) (Abidin, 1983). This value of *siri' na pesse* aims to glorify humans (*tau sipakatau*) by assuming that all humans are equal in the eyes of God except he who does not have *siri'* (Mattulada, 1995).

Woman entrepreneur

Women entrepreneurs can be defined as women or a group of women who start, organize and operate a business enterprise (Singh & Rania, 2013). Furthermore, it is categorized into three, namely the first *change entrepreneurs* are those who start a business without a clear goal or plan. Their business may evolve from a hobby to an economic enterprise over time. Second, *forced entrepreneurs* are those who are forced by circumstances (e.g. death of a spouse, family facing financial difficulties) to start a business and their primary motivation is the economy. The three *created entrepreneurs* are those who are, motivated, encouraged and developed through entrepreneurship development programs (Retnanto, 2014).

While according to (Awaluddin, 2015) The personality of the owner is an important factor. This is because the perception and responsiveness to the environment in determining behavior patterns can significantly impact the company's internal strategies and processes. According to (Miner, 1996) There are six characteristics of real managers in entrepreneurs, namely: 1) Desire to be a leader, 2) Have the desire to help others. 3) Belief in social processes is essential 4) Desire to compete 5) Desire to power 6) Desire to stand out among others.

Small Business Performance Review

Performance is a measure of success or achievement that has been achieved by a company which is measured every certain period of time (Handrimurtjahjo, 2014). Then (Pelham & Wilson, 1996) Defining performance as successful new product and market development where the company's performance and effective use of resources can be passed with four approaches, namely 1) Objectives 2) Resource systems approach 3) Stakeholders approach and 4) Competitive value approach Evaluate company performance based on its ability to meet the needs and expectations of external stakeholders, such as customers, suppliers, and competitors.

Among the four approaches, the goal approach is more often used because it is easy, simple, easy to understand and internal focus (Soejono, Mendari,

& Rinamurti, 2015). Information will be easily accessible to owner managers for the evaluation process. While the resource systems approach depends on the quality of internal communication and the extent to which it obtains resources. The stakeholder approach deals with issues related to external stakeholder priorities (Awaluddin, 2015).

METHODOLOGY

Accoding (Cresswell, 2014) A case study is a qualitative approach whose researchers explore real-life, contemporary limited systems or various cases through detailed and in-depth data collection involving diverse sources of information through interviews, observations and documents or various reports as well as reporting case descriptions or case themes. Sampling is done intentionally (non-random). The respondents in this study were a single mother of *online shopping* owner (MV), a longest-serving employee (NY) and loyal *customer* AE) and the study was conducted with in-depth interviews. In this study, researchers used Kirzer's theory of human performance, seriousness and sincerity to be independent so that the success of his business depends on the hard work and tenacity of the entrepreneur (Meredith, 1996).

RESULTS AND DISCUSSION

Many factors cause a person to become a single mother, according to (Prianto, Wulandari, & Rahmawati, 2013) that economic factors are one of the factors causing divorce. The first year was the hardest thing according to MV the impact according to NY's admission, two of his colleagues had to be laid off because of unfulfilled payroll factors. Service to *customers* also changes, usually *fast response* to every order that comes in, but at that time according to AE's confession it can take weeks or even months.

Child custody was given fully to MV, this is in line with the research conducted (Retnowati, 2008) Where child custody is given more to the mother because it is more of an emotional factor because the child is closer to the mother than the father. So that all his children (three sons) became the full responsibility of MV. Of course, this makes the position of a single mother very difficult because she has to carry out two roles, namely the domestic role (cleaning the house, cooking, washing) and the *role of the public sector* (making a living by socializing outside the home) so that the child must be entrusted to the family and this requires toughness and patience in carrying it out (Rahayu, 2017). Therefore, a single mother must be able to perform a dual role well, namely as a father where he must earn a living to meet all expenses in the family and at the same time as a mother who plays a role in raising and educating her children (Putri, 2016). Undergoing two roles at once, of course, gives its own conflict to the single mother, she must be able to manage her emotions not to mix family problems with work (Maulida & Kahija, 2015).

This is still lived by single mothers, because they have responsibility for children's education and growth (MY, 2014). In raising their children, the Bugis

community does not recognize the division of duties based on the role of mother or father, but rather the duty as parents who are responsible for their children (Idrus, 2006). This was revealed by MV that she had to support and take care of her three children until they were independent.

Being an entrepreneurship has actually been done by MV for a long time. He started in 2008 where initially he was just a hobby because he was interested in the development of IT that continues to increase. However, she made her business her profession because of her condition as a single mother. Initially he only sold one brand, but now he has sold no less than seven brands from Indonesian designers including Tuneeca, Sikie Purnomo, Motive Hawa, Duera, Sun Summit, LVa, Lvira and Poeva. The income he earns per month is currently at least Rp.30,000,000, so he does not experience significant financial difficulties.

MV markets its products online (website, *Whatsup*, *Facebook*, *Instagram* and *TikTok*) and also conducts direct or face-to-face sales at its boutiques. Through online, MV gets customers not only from Indonesia, but also from Malaysia, Singapore, Australia, Sweden, Dubai and Goma Pakistan. Competition certainly cannot be separated from this business so it is said that *entrepreneurship* is an entrepreneurial behavior where someone must carry out ideas, increase competitiveness, and adjust competitiveness to environmental changes in achieving better performance (Guth & Ginsberg, 1990). Intense competition among fellow distributors is common such as competitive discount competition that can cause the transfer of customers. In addition, there is also competition between *designers* and distributors also often occurs for the sake of high sales at distributors.

MV gives special time in posting his products (1 day six times) in making sales, besides that he also often holds *gift aways* in the form of quizzes or *flash sales*. However, what makes his employees and customers survive is that he uses the principle of *siri'* (shame), meaning that he must succeed in running his business well by him, he tries his best such as serving customers in a friendly and *fast response* manner, besides that he improves his human resources (HR) by attending his main trainings for his employees with the aim of being able to innovate so that they can survive in The world of entrepreneurship and *pesse* (compassion) is by establishing relationships in the form of kinship to employees (who are currently five employees) and customers, especially the most loyal customers who mean considering them like their own family such as providing family benefits if one of the family is sick or holidays, or sometimes also a form of giving clothes if sales are above average. While loyal customers often occur even if they just *hang out* together at a café or visit if someone is sick.

Being an *entrepreneur* according to MV has many advantages. Besides being able to take care of children and earn money to meet the needs of his family, he can also help others more by employing his employees. This is in line with Drucker's opinion

in (Koh, 1996) That *entrepreneurship* is doing creative business and doing something for others and having added value to society.

CONCLUSION

With the principle of *siri na pesse* in running its business, single mother uses a family system for all employees and loyal customers. The form of family relations is in the form of family allowances if one of the families is sick or holidays, or sometimes also a form of giving clothes if sales are above average. While loyal *customers* often occur even if they just *hang out* together at a café or visit if someone is sick.

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