

Analysis of Entrepreneurship Potential in Batak Women for Developing Toba Lake Tourism

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Abstract

Optimizing the role of women in the development of tourism at this time is needed. This fact is based on the lack of women's role in the public sphere. This is because there are still many people who adhere to the patriarchal principle so that the role of women is limited to domestic space. All aspects have such a perception, especially in the development of tourism activities, the role of women is still small and even invisible. Women are only seen participating in trading food or accessories to fulfill their daily needs. Including women as one of the main actors in the development of tourism is not impossible if the potential possessed by women can be developed. The study was conducted using a qualitative-quantitative approach using a questionnaire method to 75 respondents, in-depth interviews, non-participant observation, PRA, and discussion group elements in three districts namely Samosir District, Dairi District, and Toba Samosir District. The results of the study found data that Batak ethnic women who were in this research location had a lot of potential and abilities both in terms of ideas and creativity but were not yet able to develop them. The idea that informants have is not only to increase their economic needs but also to increase tourist arrivals in the Lake Toba tourism area. Besides, it was found that the Batak ethnic women were very active and would make every effort to meet the economic needs of their families. Toba Batak women want to have their own business but they still have obstacles in starting capital. The potential of Batak women in the field of technology is still not maximal, Toba Batak women do not use technological developments to develop their abilities and businesses.

INTRODUCTION

Tourism is one of the world's largest and fastest growing industries. In many countries it acts as an engine for development through foreign exchange earnings and the creation of direct and indirect employment (WTO) (1). In Indonesia, the tourism sector has become the center of attention of the government today and is a mainstay of state revenue. Jokowi's government has determined tourism as a priority sector that can boost the economy. Tourism is an important job creator, employing millions of people around the world. The vast majority of tourism jobs are in small or medium-sized, family-owned enterprises that are usually created in the most underdeveloped regions of a country, helping to equalize economic opportunities throughout a nation and providing an incentive for residents to remain in rural areas rather than move to overcrowded cities. For India, with 75% of its people living in rural areas, tourism is the best bet to curb migration to urban areas and decongest our cities and women can play major role to make this a reality (2).

The result of the research is that there are potentials in the community of Simalungun, Samosir, and Toba Samosir Regencies, which are the results of arts and culture, the potential of the farms that can be the tourism commodity, and culinary that becomes the typical characteristic of the regions. These potentials can facilitate the development of the sustainable tourism (3).

Empowerment of women is one of an important issue in the last decade of the twentieth Century in the development process of countries all over the world (4). Women's economic empowerment is absolutely essential for raising their status in society (5). The entrepreneurship activities are

showed from women who migrated to West Sumatera. Based on Cunningham’s research, these Batak women (*Inang-Inang*) are active in producing goods and sell them (6). In fact, most of the entrepreneurs in Toba Lake tourism area are dominated by men because of the patriarchy system applied that men are belong to public space and women to domestic place. The cloth weaving skill that is managed by most of *inang-inang* is still considered as one of domestic activities and has not been managed as one of tourism attraction. Batak Women empowerment, particularly in weaving traditional clothes and cooking skills, will bring a new colour to Toba Lake tourism. These skills are not only improving the tourism, but also preserving their ancestors cultures and arts.

Ria Manurung said, Batak Women has a big potential in developing the Toba Lake tourism as an entrepreneur. Aside from the skills that are mentioned above, Batak people have a norm called *partamue* or a friendly welcome custom to every guest or people that come into their hou_ an their villages. This custom, according to Manurung, is a potential social capital in developing the entrepreneurship for Batak Women who live around Lake Toba tourism area (7). If women are empowered, they can be involved in decision making of public space activities and bring plenteous benefits to the community and environment, as the manifestation of sustainable development (8).

METHODS

This reseach is conducted on Batak Women who live in Samosir, Toba Samosir, and Dairi Regencies, North Sumatera with Quantitative – Qualitative methods. The primary data are collected from participatory observation and in-depth interview, in order to find out Batak Women potentials in developing the tourism area. The secondary data are collected from questionnaires to 75 respondents namely Batak Women in three regencies that is shown in table below:

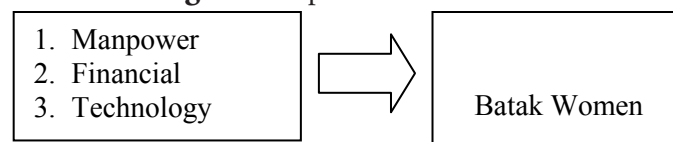
Table 1. Respondents

No.	Regency	Total	%
1.	Toba Samosir	32	42,7
2.	Samosir	21	28,0
3.	Kabupaten Dairi	22	29,3
Total		75	100

Source: Research Result, 2019

This research is aimed to discover the strengths and weaknesses of Batak Women that are observed from three aspects, manpower, financial, and technologies that are shown from picture below.

Figure 1. Operational Variable



Using the triple helix method (9) as an empowerment method for further research, this research need to observe Batak Women’s potential as an entrepreneurship driving force in Toba Lake tourism area. The outcome will be used to construct the empowerment strategies with triple helix in further research with involving the Batak culture as a context that existing in society.

RESULT AND DISCUSSION

Manpower

In this variable, manpower refers to potencies, resources, and skills of Batak Women in developing their family economy and also in the tourism area. Good human resource and economic conditions can raise women potential in developing their communities and the environment (Miedema, Haardorfer, Girard, & Yount, 2018).

Table 2. Manpower Batak Women in Tourism Area

NO	Statement	Answer		
		YES	NOT SURE	NO
1.	Women can give opinion and make decision in family.	64 (85,3%)	6 (8,0%)	5 (6,7%)
2.	I dare to make a decision in family and any social groups and communities.	57 (76%)	11 (14,7%)	7 (9,3%)
3.	I am active in taking part of training program that is held by local government to improve myself.	36 (48%)	9 (12,0%)	30 (40%)
4.	I am afraid of starting a new business.	8 (10.6%)	11 (14,7%)	56 (74.6%)

Source: Research Result (interview, 2019)

Nowadays, Batak Women are active in giving opinion and making decision for their family. The table showed that 64 from 75 Batak Women (85.3%) agreed that Batak Women are involved in decision making for family. Based on the interview, Batak Women or the wives can give an opinion and make decision. However, in making a decision, they need to discuss first with their husbands.

Besides carry out their role as a wife in taking care their family or as a breadwinner for their economy, Batak Women in Toba Lake tourism area are known active in their social group such as worship group (*partangiangan*) and women church choir (*koor ina*). Batak family always participate worship group at least once a month that usually is held by their church, neighborhood, and wife or husband's big family. Most of women in Dairi Regency are active in church choir. One of the informant said that this activities give many positive things, one of them is improving their organization skill. In women choir, they can be appointed as a leader, treasurer, and secretary. In this choir, she said she can learn the organization skill that can be applied in her family, such as leading the family membership in discussion before making an important decision. Most of Batak Women learn to manage their time for their families, organization, and workplace that is agreed by 76% of the respondents.

Training and empowering are aimed to develop community in order to raise their economy level and their living standard. Many Non Government Organization with local government carry out training and empowerment programs for Batak Women who live in Toba Lake tourism area. The local government tries to engage Batak Women to active in developing the tourism area. However, these activities are frequently misdirected and the results were temporary. The programs were not aim to empower them to become a sustainable entrepreneur but only to bring different activity for them. One of the informant said, once the local government carried out a cooking training that insignificant for developing their living standard. Thus, only few of Batak Women that are active in

attending the program that is held by the local government. It is shown that only 36 women (48%) who active in taking part of training program that held by the local government.

In this research, 56% respondents are afraid of starting a new business for the reason that the price range standards for goods and services that is set by other business owners in the tourism area is so expensive for the tourists. Tourists frequently bring their own meals in order to save their money. The threshold prices that have not set by the local government for tourism area leads the business owners setting a very expensive charge for the tourists in order to gain a lot of benefit. It makes the number of tourists using and buying service and goods from the local community is decreasing day by day.

Financial

A dominant social system that is held by Batak people is the patriarchal system, however, in case to raise their living standard, nowadays women in Batak's household turn to one of the family breadwinner. Batak women become a financially independent individual, not only from working in the office, but also from starting their own business. Most of Batak Women who live in the Toba Lake tourism area earn for living from farming and selling goods. In this modern day, Batak women have an equal position with men as a breadwinner for the family. Most of them are playing double roles, a housewife and breadwinner. This equal position is not only found in Batak Women who live in big cities, but also found in Samosir, Toba Samosir, and Dairi regencies.

Toba Lake tourism area is located in tropic area. Most people who live in tropics are making farming and selling as their main income. The main crops that are specialized in this area are rice, chili, coffee beans, tomato, orange, and mango. In this research, it is found but most Batak women have a comprehensive skill in farming but not in managing business and selling goods. Most of them who sells accessories for tourists as their main income cannot manage the production cost well. The accessories that are sold is not handmade and not a native local product. They order and resell the accessories from outside the local area with expensive price in order to gain a lot of benefit. However, the respondents said that they are capable in managing their resources and business to fulfill the family's needs.

Table 3. Financial Batak Women in Tourism Area

NO	STATEMENT	ANSWER		
		Yes	Not Sure	No
1.	The community is capable in managing the resource in order to fulfill the family needs.	51 (68%)	13 (17,3%)	11 (14,6%)
2.	I don't have enough knowledge in starting a business to raise the living standard.	23 (30,6%)	8 (10,6%)	44 (58,6%)
3.	I don't have enough capital to start a new business	36 (48%)	5 (6,7%)	34 (45,4%)
4.	My family still receive the local government funding	9 (12%)	6 (8%)	60 (80%)

Source: Research Result (interview, 2019)

Human is a dynamic creature who thirst of improvement, particularly the economy aspect. One of the informant said, she has many ideas and plans to start a new business in order to raise her family's economy level. In order to start a new business, one needs capital and knowledge to

manage it. The knowledge is usually come from learning and their everyday life experience. Beside the comprehensive farming skill that is possessed from their ancestors, without the need to follow formal education, the table shows us that the respondents said they have an adequate knowledge and skills in running a business. One of the informant said the community who live in this area is competent in running a business to fulfill their capabilities to fulfill the family needs without receiving the subsidies from the local government.

Their economic standards can be seen from their capabilities to fulfill the family needs without receiving the subsidies from the local government. 60 out of 75 respondents said they don't receive help from government in fulfilling their family needs. This means that most of the households are financially independent.

Technology

There are number of problems faces by creative industries: the qualities of people, conducive environment in starting a new business, appreciation for creative industries actors and their work, acceleration of technologies development, and financial funding (Asyhari & Wasitowati, 2015). Technology has an important role in modern societies to support human's activities to become more effective and efficient. Technology give a plenty of benefits in gaining information and building networking around the world. Information and networking are essential for an entrepreneur to develop and expand his business. In this table, it is shown how big the communities initiative in using technologies in order to improve their skills.

Table 3. The use of Technology of Batak Women in Tourism Area

NO	STATEMENT	Answer		
		YES	Not Sure	NO
1.	The communities have an adequate knowledge in using internet.	40 (53,3%)	22 (29,3%)	13 (17,3%)
2.	I am always learning and improving myself from internet.	44 (58,7%)	12 (16%)	19 (25,3%)
3.	This village people are use to work without the help of internet and technologies.	41 (54,7%)	14 (18,7%)	20 (26,6%)
4.	I frequently apply the ideas and knowledge that I found in internet in my daily life.	23 (30,7%)	23 (30,7%)	29 (38,6%)

Source: Research Result (interview, 2019)

The research found that most of the respondents agreed that technology is essential for their everyday lives, particularly to them who live around the tourism area. 40 women (53.3%) said that they have an adequate understanding in using internet. Some of the women who have accessories selling business need a smart phone to contact the distributor. 44 respondents said they always learning and improving themselves using the information they receive from the internet. One of the informants is using internet, particularly social media to sell her goods, Balige's souvenir which is one of native products from the capital city of Toba Samosir regency. This data showed that some of the women are capable in using technologies to develop their business. However, even most of people who live in tourism area are using the android smartphone, particularly the teenagers, but most of them still act as a consumer or a user of the technologies. They have not used the advantages that are given by internet optimally. Internet has changed entrepreneurship, it provides

an access to unlimited marketplace that was monopolized by big enterprises before. Internet allows entrepreneurs to advertise their business worldwide and build customer engagement with lower cost. In this research, only 23 people (30.7%) are practising continually what they learn in internet, meanwhile 29 people (38,6%) rarely use the advantages of internet for their businesses and everyday lives. The shifting from traditional to digital entrepreneur is not an easy progress since the number of internet penetration is still low due to lack of infrastructures that supports high speed internet in rural areas. Yet rural communities are often enthusiastic in adopting internet.

CONCLUSION

The findings are divided into three components that are manpower, financial, and technology. Some of the Batakese women have taken empowerment program from the local government. They able to do household chores, make money for their families and involve in organizational activities. They are active, independent and full of ideas in fulfilling the family needs but still need help to develop their skill. The interesting finding is they have negotiation and decision making skills from the organization activities.

In the financial part, most of the Batakese women are also taking part in meeting the need of the family economy and has an equal position with the men. Most of them are working as farmers and merchants. Lack of management skill, quality service knowledge, and capital are the obstacles that are often found in starting a business. The tourism activities are still oriented on the economy or meeting the family needs, the shared meaning as a part of stakeholder in developing the tourism development for the collective purpose has not yet internalized. The price competition that sets aside the good's quality with benefit orientation lead to very expensive price and unaffordable for the tourists. In the technology part, most of the Batakese women have technology literacy and use it to find information that useful in developing their skills. Unfortunately, the information cannot be applied in their everyday lives because of the lack of knowledge and skills. Women who can utilize the technology for their business are merchants above 35 years old.

Synergy is needed among the academics and NGO as the empowerment agents, government as the provider of infrastructure, access, and regulator, and investor as the financial provider. In transforming these women from farmer to tourism entrepreneur there are some things that need to be underlined, the government needs to set the ceiling price to prevent the unhealthy competition and the empowerment actors need to internalize the value of service excellence in them. This empowerment is meant to transform the women to become the entrepreneur that is not only based on benefit orientation but also they comprehend the importance of sustainable development.

ACKNOWLEDGEMENT

This work was supported and a grant from Directorate of Research and Community Service, Directorate General for Research and Development, Ministry of Research, Technology and Higher Education

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