

ENTREPRENEURIAL BRICOLAGE AND IMPROVING THE CAPABILITY OF WOMEN WEAVING ENTREPRENEURS

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Abstract: The COVID-19 pandemic has put a lot of pressure on the women-run weaving industry, one of which is a decline in demand and the loss of opportunities for women to support the economic life of their families amid global efforts to improve gender equality and women's welfare. This research is expected to solve the inequality problem, especially for women, supporting economic growth and achieving prosperity. Efforts to empower women are expected to increase innovation and productivity amidst scarce resources. The research objective is to analyze the role of women in achieving business productivity and subjective welfare through strengthening the position of bricolage. In addition, material flexibility in managing resource constraints and highlighting the development of a company-specific social resource environment by exploring bricolage from an institutional aspect. The sample in this study were 112 women who own the weaving handicraft business in Bali Province, which were obtained using a saturated sampling method. Research data collection using observation and interview. Data were analyzed using a structural equation model, namely Partial Least Square. The study results reveal a strong influence of bricolage for women's empowerment on improving business performance. Other dimensions that affect subjective welfare are empowerment, entrepreneurial orientation, bricolage, business networks, and business performance. Weaving business players strive for innovation as the primary key factor in surviving in a dynamic environment and changing technology. Further research can use the government's role and technology implementation variables to improve weaving artisans' welfare.



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Industrialization is also inseparable from the quality of human resources and their ability to optimize natural re-

sources. So the process of industrialization and industrial development is one way to improve welfare to increase a better standard of living (Arsyad, 2004). Based on the concept of the creative indus-

try and the processing industry, the weaving industry in Bali, which generally produces ended and *songket* fabrics, can be classified as a creative industry. Ended weaving is made by spinning yarn using traditional looms, while *songket* is made from *endek* cloth inserted with silver, gold, copper, and colored threads using the ikat technique. One of the factors that cause the low productivity of Balinese ikat weaving is the technology factor, where almost all of the weaving businessmen in Bali still use traditional or non-machine weaving tools. According to Baiquni (2007), technology is one of the community's capabilities regarding the ability or skill to utilize resources. Based on the neoclassical growth theory developed by Solow (1970), the growth rate comes from three sources, namely the accumulation of capital, an increase in the supply of labor, and an increase in technology, where the technology can be seen from the improvement of skills or technical progress so that the per capita productivity increases.

Weaving handicrafts experienced development after 2010, supported by resources in raw materials at affordable prices and motifs by market needs. Woven fabrics were previously made for use by the Balinese but reach consumers outside Bali. However, the tight competition from similar producers has made it more difficult for the weaving business actors to maintain their business sustainability. Governor Regulation Number 79 of 2018 concerning the use of traditional Balinese clothing has increased the demand for Balinese woven fabrics, one of which is ended. However, this increase in demand was not accompanied by the amount of production because now weavers are becoming scarce. So far, the obstacle in developing woven fabrics is the raw material in yarn. The raw material for thread used to be imported from India and China, so the price is very high. Another problem faced is the limited number of weavers and no regeneration. The younger generation thinks that the work of being a weaver is less promising (Sanjiwani, 2019). The development of the manufacturing business in woven handicrafts has contributed quite a lot to the gross domestic product growth in Bali Province. The weaving industry is synonymous with cre-

ativity and is mainly managed by women. The involvement of women's roles through government support has yet to achieve satisfactory results, even with minimal attitudes. A strategy is needed to overcome the SMEs problems which women manage can meet consumer tastes and have competitiveness.

Welfare is a concept in economics. Welfare theory generally adopts Adam Smith's approach (Smith, 1776) in his book *The Wealth of Nations*, that individuals desire to fulfill their wants and needs. There is a tendency for individuals to always try to satisfy these desires. Then, welfare is achieved when the satisfaction can be performed optimally. Various approaches can explain how an individual or household can be "prosperous" or "satisfied." Some are approaches to marginality, utility, market efficiency, and opportunity cost (Case & Fair, 2004). The market efficiency approach is more inclined to how the market can create a producer surplus and a consumer surplus. Nicholson (2002) explained that household satisfaction or welfare, especially in consumer households, can be measured by consumer surplus. The measure of the surplus-value received by consumers from an item purchased is more than what can be paid for, or the market price is lower than the purchasing power of consumers. Other opinions from Rettig & Leichtentritt (1999) develop three approaches that can be used to measure family welfare, namely the human ecological system theory, resources theory, and behavioral facet theory. In the human-environmental approach, the interaction and dependence of humans with the physical, biological, and social environment, including matters relating to the transformation of energy and information resources.

Sustainable development is based on a growth theory known as the theory of economic growth. These dimensions then relate to one another and support the growth process. In the end, these dimensions are the leading indicators that become the characteristics and characteristics of entrepreneurial orientation, namely independence, the desire to innovate, the courage to take risks, an aggressive attitude towards competitors, and being proactive in facing market opportunities. This model helps ex-