

**Analysis of the Role of Housewives and the Contribution of Culinary Businesses in Increasing Household Income**Mispandi<sup>✉</sup>, Muh. Fahrurrozi, Ulia Rizki Andani

DOI: 10.15294/eeaj.v13i1.2053

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**Article History**Received: 26 October 2023  
Approved: 14 January 2024  
Published: 28 February 2024**Keywords***Culinary Business Contribution;  
Household Income; Role***Abstract**

This study aims to analyze the role of housewives and the culinary contribution of cakes to household income in Kelayu Village. This type of research is descriptive qualitative research and the data sources in this research are primary data and secondary data. Data collection was obtained by means of interviews and observations as well as questionnaires. Sampling using the Simple Random Sampling method with random sampling technique. Data collection was obtained by conducting research in the form of in-depth interviews with information on the husband and wife of cake culinary business actors, both individually and together using a prepared questionnaire. Analysis of the data used in this study using descriptive analysis and will be presented in the report. Based on the research results, the role of a housewife is to cook, clean, wash and meet the needs of her husband and children and sell or open a business. However, with the work done by housewives, they do not forget their obligations and duties as a housewife. Housewives help their husbands to increase family income, husbands don't mind even supporting their wives in participating in meeting family needs. With the business of selling traditional cakes, it even has a positive impact on families and contributes to the income of housewives through culinary cakes to family income, namely 54.55% and it can be concluded that the income contribution of housewives to large family income is > 50%. The existence of this cake selling business is very helpful for housewives in increasing family income and helping reduce the burden on husbands in supporting their family.

**How to Cite**

Mispandi, M., Fahrurrozi, M., & Andani, U.R.(2024). Analysis of the Role of Housewives and the Contribution of Culinary Businesses in Increasing Household Income. *Economic Education Analysis Journal*, 13 (1), 21-29.

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e-ISSN 2502-356X

## INTRODUCTION

In today's society, it is not uncommon for us to find women participating in improving the family economy, because there are pressing needs, such as buying groceries, paying school fees and other things that make housewives have to participate in seeking sustenance (Putri, O. N., & Darwis, 2015; Setyawati, N. W., & Ningrum, 2018). Although seeking sustenance is the husband's duty and obligation, in reality there are also housewives who work, helping to increase the family's economy. Right now, there are so many kinds of necessities and not to mention the prices of daily necessities that are always rising, making expenses increase. So it's no stranger to these potential housewives participating in improving the family economy (Hidayati, R. A., & Handayani, 2022; Setiawati, E., & Rozinah, 2020). This situation makes women have the task of taking care of the household and working to help meet family needs.

Women's empowerment programs in family life will try to be an entry point towards improving family prosperity (Aslichati, 2011; Hanis, N. W., & Marzaman, 2020). Related to improving family prosperity so that it already requires women to be able to sustain resilience family economy. These conditions are a strong impetus for women to work to increase income. The same is the case with the community empowerment program (Umaroh, 2018).

As we can see at this time where women or housewives are not only housewives but also play a dual role in meeting the economic needs of the family. Housewives who work in the public sector, such as petty traders, housemaids, stalls, factory workers, employees, trade in the market and others. In modern society, the demands of life are increasing, especially in the social and economic fields. All of this causes the status of women to no longer just be housewives, but are required to play a role in various social life, such as working to help lighten their husband's work, to playing a role in improving the family's economy. The economic activity carried out in households is

consumption activity. Some of the goods and services that households want to consume can be obtained by themselves.

The development of the era is in line with the progress of information at the level of human intellectual expertise. With that, the role of women in life is always changing in responding to the challenges of the times, including the role of housewives in improving the family economy. Usually, the backbone of family life is a man or husband. In addition to consumption activities, households can also carry out production activities. In a society that increasingly emphasizes specialization, almost all goods or services needed by households are obtained through exchange activities (Permana, 2017).

Small business or Small and Medium Enterprises (UKM) itself is a business that has been counted until now as a business that can provide a sizable income contribution (Budiartha, R., Putero, SH, Suyatna, H., & Astuti, 2016; Fahrurrozi, 2023; Sutikno, S., Fikriyah, M., & Nurkhin, A. (2022). Small and Medium Enterprises (UKM) from from time to time progressing well. The business people also produce various types of products.

Small and medium enterprises are one of the breakthroughs in increasing economic growth in the community to achieve adequate living welfare (Arianto, F. (2019); Entaresmen, et al., 2022). Small and medium enterprises are a pillar of the Indonesian economy, because they help people's economic growth (Anggraeni, S., Srijani, N., & Wibawa, 2021; Retnoningsih, Y., & Abdurrahman, 2017).

MSMEs also have a contribution to economic recovery in various economic sectors (Sentosa, 2018). In addition, MSMEs can also create productive jobs (Hidayaty et al., 2022; Kurniati, 2015). The contribution of UKM has an impact on the welfare of the community and increases the income of the surrounding community so that they can fulfill their daily lives (Purba, M. L., & Sucipto, 2019; Putri, 2020). One form of SMEs that is growing rapidly and making a large contribution to the Gross Regional Regional Revenue

(GRDP) is SMEs engaged in the management and distribution of regional specialties (Istinganah, N. F., & Widiyanto, 2020; Puspitasari, A. T., & Widiyanto, 2015). The existence of SMEs provides a significant contribution to economic development.

Business The culinary field is one of the business fields that has prospects or opportunities for entrepreneurship. Culinary business activities include sub-SMEs, namely productive businesses owned by individuals or business entities that meet the criteria for micro-enterprises. As stipulated in the legislation no. 20 of 2008, in accordance with the definition of MSME, the criteria for MSME are distinguished individually including micro, small and medium enterprises.

Regional economic activities such as those in East Lombok Regency have so far been largely supported by activities originating from micro, small and medium enterprises (MSMEs). This is proven in the fact that we see now that in the corner of East Lombok Regency there are currently many small, household-based businesses. Food Home Industry (IRTP) is an industry that processes food that takes place in residential homes with manual to semi-automatic equipment (Sumampouw, N. N., Laoh, O. E., & Pangemanan, 2015).

The East Lombok Regency Government continues to always encourage the establishment of MSMEs for the community so that they are able to meet economic needs and be competitive. Most productive businesses are still carried out using very simple methods, often causing MSME income to be less than optimal (Santhi, N. H., & Affandi, 2020). Micro, Small and Medium Enterprises (MSMEs) have an important role in the economy of a region, related to job creation, gross domestic product and poverty reduction (Susanti, 2020; Syaiful, 2016). The existence of MSMEs today cannot be avoided and eliminated from today's society. Its existence is very important and useful in distributing income for the surrounding community. The Micro, Small and Medium Enterprises development program is an instrument to increase people's purchasing

power and become a solution when facing a crisis (Febriyantoro, M. T., & Arisandi, 2018).

Small and medium enterprises in Kelayu Village, Selong District, are initiatives from the community to date, as businesses can provide a sizable income. The existence of a business carried out by housewives in Kelayu Village can be identified because the location is very suitable it is easy to find for potential customers because the selling place is only in the yard of each house for business actors selling traditional cakes. We can even say that this business is successful if the location supports it to attract the attention of consumers. Therefore, the capital and management are regulated by the household itself. Cake snack businesses will be found a lot and are also in demand by the public because the prices can be reached by all groups, from the lower, middle, to upper classes. In general, the most selling culinary is selling cakes. Cake is a cake snack business which is sold every day because it is in great demand by the community and can also be a typical souvenir of East Lombok Regency.

Selong District generally has various types of MSMEs as a source of livelihood for its people. In particular, the people of Kelayu Village, Selong District, in general, are housewives whose livelihood is selling traditional cakes, even their husbands and children help carry out the process of making and marketing traditional cakes to meet their daily needs.

Apart from that, it is also supported by a strategic location which is located on a road that leads to various tourist locations. They choose to sell traditional cakes because economic factors make it difficult for them to sell traditional cakes, besides that they also have the knowledge, skills and abilities to make traditional cakes. and they are also comfortable with their work, do not have a job, so that these business actors have survived to this day.

So it is this problem that causes the status of women to no longer play the role of being a housewife, but are required to play a role in various social life in which they work to help their husbands to become the second backbone in supporting the family's econo-

mic needs. The more advanced times are always accompanied by increasing information and the level of human intellectual skills. The role of women in life is always changing in responding to the challenges of the times, without exception with the duty of women to support prosperity in their families, we usually see where men or husbands are the backbone of the household but now many women have played an active role in helping the economic level of his own family.

The people of Kelayu Village, Selong District, are a farming community in their daily lives whose majority of their income activities are from agricultural income, starting from gardening vegetables, corn, cocoa, rice, and others. However, the women there are different, in fact what happened in Kelayu Village, Selong District, a wife who is willing to jointly look for family needs when the condition of the family's needs is urgent.

Based on the above, a form of research is needed entitled "Analysis of the Role of Housewives and the Contribution of Culinary Businesses in Increasing Household Income in Kelayu Village". This research is also expected to be able to reveal all the capabilities / potential possessed by the community.

## METHODS

The research method used in this study is a qualitative descriptive method, which is a method for examining the status of human groups, a system of thought or a class of events in the present. Descriptive research aims to make a picture of a situation or event or provide an overview of the relationships between phenomena, test hypotheses, make predictions and implications of a problem to be solved.

The data collected in this study are primary data and secondary data. Primary data is data taken from sources directly involved in this study, namely culinary cake traders. Secondary data, namely data obtained from other sources that are not directly involved in the research and related to the research problem.

Data collection was carried out by means of interviews using structured questionnaires, observation or direct observation related to research objectives, and documentation in the form of notes, archives, and other relevant secondary data. Sampling using the Simple Random Sampling method with a random sampling technique (Basriwijaya, K. M. Z., Alham, F., 2021). Data collection was obtained by conducting research in the form of in-depth interviews with information on the husband and wife of cake culinary business actors, both individually and together using a prepared questionnaire. The cake culinary business actors who became informants in this study were Hairiah, Auza El Muharror, Muhammad Izul Islam, Sukamawati, Idham Halid, Humaidi, Sri Haspiani, Agustini, Sri Handayani, Nurul, Qomaria, and Anarahman.

The analytical method used in this study uses descriptive analysis and will be presented in the report. This research in descriptive form aims to obtain everything related to the role of housewives in family income with small businesses selling traditional cakes.

To find out about the role of housewives in increasing household income and increasing the income of housewives using descriptive analysis, which collects all the data needed to determine the size of a housewife. While knowing the contribution of the culinary business to household income is analyzed using a description with a simple tabulation with the following formula

$$\text{Income Contribution of Housewives} = (\text{Housewife Incom}) / (\text{Total Household Incom}) \times 100\%$$

To determine the size of the contribution of culinary business income/income of housewives to total family income, it is measured by:

If the contribution is <50% of the total family income, then the contribution is small. If the contribution is > 50% of the total family income, then the contribution is large (Sama-di, 2001).

## RESULTS AND DISCUSSION

### The Role of Housewives in Increasing Household Income

One aspect of improving the socio-economic conditions of the people in Kelayu Village is to take the option of opening a cake culinary business by utilizing the skills possessed by the mother and helping her husband meet their needs. family needs.

Housewives or business actors say that having a cake culinary business at their own home location really helps improve their family's economy. In line with the results of several interviews regarding her role as a housewife before and after running a culinary business selling cakes, the researcher found that: "If you want to say that my role as a wife before and after starting a culinary cake business was initially a bit busy because I was busy preparing food for my husband. and children and other household chores but thank God now the children are all grown up and can make their own food and help with other work, previously my work was trading from market to market, but a few years ago I produced cakes from my hands alone, unlike before, people take cakes and resell them and now I can produce cakes myself with my role, thank God there are no problems with my household roles. Apart from that, my husband and children support and understand the situation."

As for the husband's response regarding the business that his wife is in, it is very helpful, especially when he is not working, can help meet the daily needs of a traditional cake business and regarding his duties and obligations as a housewife, of course he doesn't forget.

After conducting interviews with several business actors selling traditional cakes in Kelayu Village, researchers will analyze the interview data, namely the role of housewives in household income after the existence of a traditional cake culinary business. It can be concluded that the contribution of mothers in the household greatly influences daily life in managing all activities at home, managing all

family needs. The role of the mother is where a woman in the household carries out her duties as a mother for her children, becomes a wife for her husband, gives affection and attention to her children and husband, teaches children about religion, ethics, education and morals for herself, children them and others as it should be done as a duty to be a housewife. The participation of women selling traditional cakes in an effort to increase their family income and help with economic needs, this is a good business and in line with Islamic law because it is done with good effort and intentions, as long as the wife does not violate the law, namely not leaving her obligations as a wife in managing the household to help her husband (Mulu , B. 2018)

As for the responses of the husbands from the women selling traditional cake culinary, they really support or support their wives without forcing them to do small businesses selling traditional cakes, even the wives who want to sell with the aim of helping their husbands meet their daily needs, but on the other hand the wives not forgetting her duties and responsibilities as a housewife.

Based on the results of observations and interviews, the role of the housewife here is meant as the business actor herself, there is no negative burden and even a positive impact from her role and that of her family members which is very motivating and encouraging to run this cake. Even though there are obstacles experienced in the cake culinary business, such as cleaning the house late (sweeping the floor) does not make housewives leave their business and their responsibilities as a wife. Apart from that, this cake culinary business can help increase household income through selling cakes. The same thing can also be found in research conducted by (Utami, et alt, 2012) that female workers in the hatchery business play an important role, because hatcheries can contribute quite a large amount of income.

The participation of housewives in this study to work is still at the women's level, meaning that mothers play a role in work but do not forget the aspect of being a housewife, na-

mely being able to balance and manage time as their obligations as mothers and run their business, housewives also work still in their regional locations ( where he lives) besides that he also sells in the market when market day arrives. Such matters need to be continuously directed and improved so as to increase participation in nation building in accordance with nature, dignity and status as women (Sugiarti. 2008).

**The Contribution of Culinary Businesses in Increasing Household Income**

In the research area, the husband’s household income is not enough to meet family needs. It is this condition that encourages housewives, who previously only worked in the domestic sector (taking care of the household), to participate in the public sector by participating in supporting the economy of the (Mulu Family, B. 2018). Therefore, housewives in the Kelayu village took the initiative to work as cake sellers.

Contribution is a contribution or part of the cake culinary business contribution to household income. It is the amount of contribution or income obtained from the dange culinary business to the total household income. The amount of cake culinary business contribution can be seen in the Table 1.

**Table 1.** Contribution of Culinary Cake Business Income to Household Income in 1 month

| No                    | Description      | Monthly Totals |
|-----------------------|------------------|----------------|
| 1                     | Wife’s Income    | 3.000.000      |
| 2                     | Husband’s income | 3.500.000      |
| Total family income   |                  | 5.500.000      |
| Average family income |                  | 2.750.000      |

Source: Processed data, 2023

Based on Table 1, it can be seen that the total household income. This is indicated by the total income of housewives of IDR 3,000,000/month while the total income of

husbands is IDR 2,500,000/month. So the total family income in one month is IDR 2,750,000. This shows that most of the household income comes from the cake culinary business. This income is used to meet the needs of family life, such as daily food expenses and so on.

The contribution of the cake snack business to household income can also be seen based on the formula

$$\text{Contribution} = \frac{3.000.000}{5.500.000} \times 100\%$$

$$\text{Contribution} = 54,55\%$$

Based on the contribution formula, it can be seen that the contribution of the Cake Culinary Business to Household Income in Kelayu Village, Selong District, was 54.55% in 1 month, so it can be concluded that the cake culinary business has a large contribution to Household Income. This is also proven by the results of (Kapantow, G. H. & Rengkung, L. R. 2017) research that the average profit of cake snacks is IDR 4,503,835 in 1 (one) month and the contribution of cake snack businesses to household income has a percentage of 83.65% in 1 (one) month.

**Increasing Household Income Through Culinary Business**

Family income is income that is usually received by family members, be it the head of the family, wife and other family members. Family economic income has the goal of being able to achieve prosperity in the family to meet daily needs, both in the form of primary such as food or secondary needs such as education, services and goods, savings and other needs.

Based on the results of income research there are differences before and after running a small business selling traditional culinary cakes, we can see that mothers who participate in helping their husbands increase their family’s economic income have different incomes based on the amount of capital and visitors who come every day but with this business it really helps their husbands in meeting their daily needs and changes in income are so different from before and after starting the culinary cake business. In line with the results

of interviews and observations with small business owners, they said that: "Before I opened this cake business, the income or income from the husband that was given was not much or it could be said to be mediocre, what more is the cost of educating children and eating daily but after I opened and ran this business, thank God, it really helped meet the needs of my family, even the increase in income I got could be said to be double before, but in this process there were also obstacles that were obtained, such as the staple ingredient, durian, which is seasonal, so it's rather difficult get it".

So it can be concluded from the results of the interviews and observations that the increase in the family economy provided by housewives is very, very helpful for families where the income achieved for a month can be close to Rp. ± 4,000,000 and back again depending on the customer and the number of orders for the cake.

And one of the informants added his statement that: "The income that I generate for a month can reach approximately Rp. 5,000,000 but after Covid-19 caused my income to decrease, sometimes a month I get Rp. 3,000,000 until now, but Alhamdulillah, with me doing this business, it really helps my husband for family needs.

Based on the expressions of the informants above, we can interpret that the existence of small businesses carried out by mothers in Kelayu Village is very helpful in increasing the family's economic income in meeting family needs and family needs. The same thing is also evidenced by the research of (Handayani, M. T., & Artini, N. W. P. 2019) that the average income contribution of housewife respondents who are members of KWT Boga Sari to family income

The existence of entrepreneurial activities, both large, medium and small scale, is an activity that is truly beneficial for those who carry out these business activities and even has a very positive impact on the environment around the business for the economic development of a region or country.

The activities of housewives who are used as cake culinary business actors in the economic sector have significant relevance to women's participation efforts, that mothers who participate in work have made a large contribution to their family's economy with the income they generate is varied and different. The income is determined by the number of customers who come every day.

Although the work carried out by the informants in this study is still classified as a side job to help their husbands' income. The jobs of the husbands of the mothers who become business actors are those who work as farmers, laborers, and other uncertain jobs and some are even unemployed whose income is also mediocre.

Seeing the economic situation and their husbands, these housewives help their husbands by working in making traditional cake culinary businesses that utilize the skills they have in making cakes in the village.

There are several reasons that make the difference in the income generated by housewives from the culinary business selling traditional cakes, namely the length of time the business has been run, the superiority of the taste of each cake and the large number of customers and resellers they have.

## CONCLUSION

The role of women in Kelayu Village is very productive because they have the ability and skills to produce cakes according to their expectations. Mothers open small businesses around their homes and sell them at the market. With the establishment of a small cake business, people outside the village who do not make cakes can take them or become resellers to resell them at a certain price. The existence of this business has a very positive impact on women or other people outside the village who want to resell it so that more jobs are created for people who want to sell it.

The increase in family income in the small cake business in Kelayu Village has been

quite successful in maximizing or increasing family income and increasing the income of her husband from the results of developing various kinds of cakes. With this small cake business activity it is also a place for these mothers to develop skills in making traditional cakes. The business that is run can increase household income and can help meet the needs of family life.

The income contribution of housewives through culinary cakes to family income is 54.55% and it can be concluded that the income contribution of housewives to large family income is > 50%.

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