



Analysis of Mompreneur Entrepreneurial Behavior: A Case Study of Home Baking Entrepreneurs

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Abstract

This study aimed to determine the driving factors for the emergence of entrepreneurial behavior of mompreneurs and entrepreneurial behavior applied by mompreneurs in home baking businesses in Kalibone village, Pangkep Regency. This study used a qualitative approach method. Data analysis was carried out through the stages of data collection, data reduction, data presentation and drawing conclusions. Testing the validity of the data was carried out by comparing the findings from different data sources. The informants in this study were six mompreneurs who have home baking businesses. The results showed that the driving factors for the emergence of entrepreneurial behavior were independence, namely the ability of mompreneurs to rely on themselves by opening new business fields and not relying on others, then coercion, namely the mompreneur had no other choice but to do entrepreneurship, and capital ownership, namely the existence of assets owned by the mompreneur in the form of money, or other property rights that were used as capital in starting a business. Entrepreneurial behaviors that emerged from mompreneurs were independent, proactive, competitive, innovative, and courage to face the challenges that occurred in running their business.

How to Cite

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INTRODUCTION

For a wife who wants to make a living, she does not always have to go to the office every day or work in an office, even working from home can be used as an alternative to make a living. For example, starting a business that interests you, especially selling food or web-based products, opening a food stall, opening a grocery store, and so on (Khadijah et al., 2016). An entrepreneur is always looking for, attracting and generating profitable business opportunities (Rahmatullah et al., 2022). The main motivation of an entrepreneur is not the need to make a lot of money, but rather the desire to leave a bad situation and find a new purpose in life. A person's interest in starting and running a business grows when they have an entrepreneurial spirit. Currently, Indonesia's economic progress through entrepreneurship is not only owned by men. Currently, many women are also motivated to start various businesses that can serve as their main source of income or as a side income to support their families (Maryasih, 2021).

An entrepreneur is someone who is able to start a new business by taking risks under conditions of uncertainty to increase profits by finding significant opportunities and combining the necessary resources in such a way that these resources can be used to the fullest. An entrepreneur must have the skills to be able to think creatively and come up with new ideas. Every entrepreneurial thought and action is to obtain maximum profit. And even the desire of a businessman is already an idea to be creative in finding and creating new businesses (Irawati, 2018).

Based on the observations of researchers on August 20th, 2022 in Kalibone Village, Pangkep Regency, it was known that in Kalibone Village, Pangkep Regency, there were several housewives who opened businesses. One of the businesses that was the object of research was a home baking business. This home baking business in Kalibone Village was run by several housewives, where no one made the

same cake, in the sense that everyone made a different type of cake from the others. The types of cakes they made range from traditional cakes such as *putu panjang*, *putu cangkir*, *songkolo bandang*, *kue bua seppang*, *tari-taripang*, *onde-onde jawa*, *kaddoboddong*, *nagasari*, *kue lapis*, and fried foods such as *risol*, *panada* and *pastel cake* or *jalangkote*.

The reason why a mompreneur in Kalibone Village, Pangkep Regency, decided to open a business was because her husband's income as a farmer, fisherman, and construction worker ranged from Rp. 2,000,000 – Rp. 3,000,000 per month was not enough to meet the family's daily needs and children's educational needs. The second reason was that there is free time that could be filled with activities that could provide benefits.

A housewife who carries out activities to open her own business at home while carrying out her role as a housewife is usually called a mompreneur. The term mompreneur refers to a woman who is a mother and an entrepreneur at the same time. This term was developed by Patricial Cobe and Ellen H. Parlapiano from their book entitled "Mompreneurs: A Mother's Practical Step-by-Step Guide to Work-at-Home Success". Mompreneurs are usually housewives who want to make extra money without leaving their main responsibilities as a mother. They are looking for ways to integrate their roles as parents and entrepreneurs, for example by starting a business from home or managing their business online.

The book "Mompreneurs" provides practical tips and advice on how to become a successful mompreneur. It covers topics such as choosing the right business, managing time effectively, and promoting a business online. The term mompreneur has become increasingly popular in recent years in response to the increasing number of women seeking to balance work and family and take control of their own careers. Mompreneurs can also help increase recognition of the important role played by women in the business world (Richomme-huet, 2014).

The phenomenon of mompreneurs is currently common in various cities in Indonesia. Women are not only busy taking care of household affairs but also building businesses to support the family's economy. Various facts show that the home industry business has enormous potential. Mompreneurs in Indonesia have become an increasingly popular trend in recent years. As the 4th most populous country in the world, Indonesia has many housewives who want to make extra money and balance their roles as mothers and entrepreneurs. Several types of business that are commonly run by mompreneurs in Indonesia include online businesses such as selling fashion, beauty, food and beverage products, as well as consulting or training services. The Indonesian government has also provided support for the development of mompreneurs in Indonesia. For example, the government launched the Pre-Employment Card program which provides training and incentives to small and medium business actors, including mompreneurs. The activeness of women in building a business is something that must be appreciated.

The role of women in creating businesses automatically not only contributes to the household economy but also creates jobs (Dhamayanti et al., 2022). According to data from the Global Entrepreneurship Monitor (GEM), in 2020, more than 274 million women worldwide were involved in entrepreneurship, with the highest participation rates occurring in Southeast Asia, the Middle East and Latin America. Then according to data from the United Nations Development Program (UNDP), in developing countries, women led around 34% of all businesses in the formal and informal sectors. Furthermore, according to data from the Women's Entrepreneurship Report, in 2020, in Indonesia, women led around 50% of all small and medium enterprises, with the creative and culinary sectors being the sectors mostly run by women. The statistical data shows that women have played an important role in creating jobs in various sectors around the world, including

Indonesia.

There are several factors that encourage a woman to provide more benefits to her family and society that enable her to become an entrepreneur. Women who work are more careful, good at anticipating the future, and able to maintain harmony and good cooperative relations in the household, all of which can be applied in the business world, and these are all factors that support women to become entrepreneurs (Hurriyah et al., 2018). Apart from all of the above, an entrepreneur will be able to see what is on his mind through his actions. Which in this case is about how an entrepreneur realizes one hope or expectation in the mind to become a real implementation through behavior in running his business. Entrepreneurial behavior refers to entrepreneurial behavior when they start a business, for example, creating new offers, seeing and creating opportunities, or facing problems in their business (Hisrich et al., 2017).

Entrepreneurial behavior leads to the behavior of an entrepreneur when they start a business, for example by creating new offers, being good at seeing and creating opportunities, and also being able to apply problem solving in their business. There are five main assumptions related to entrepreneurial behavior, namely: (1) Someone who has entrepreneurial behavior is certainly able to solve problems in his business both individually and in groups which in this case relates to skills or roles that have been prepared before becoming an entrepreneur; (2) Expertise, the expertise is then expressed in the form of concrete actions in different ways between individuals; (3) Every action taken is certainly expected to be able to produce a specific and unique result; (4) Someone behaves according to their respective abilities; (5) someone has the desire to continue to progress and develop their capabilities (Ahmetoglu, G., Kingler, B., Kariscky, 2017).

Entrepreneurial behavior comes from skills, knowledge, experience, intelligence, learning and entrepreneurial intentions (Rahmatullah et al, 2020). Intention is something that ultimately leads to entrepreneurial beha-

behavior if followed up properly. In addition, motivation, ability, and level of knowledge are all factors that drive entrepreneurial behavior. Entrepreneurial behavior is seen as an individual phenomenon, in contrast to an understanding of the behavior of a company, this individual phenomenon involves observable action units (Shaheen & Haddad, 2018).

Entrepreneurial behavior also has behavioral intentions related to entrepreneurship, which can be seen as a process of the emergence of new businesses (Darmanto & Yuliani, 2018). Entrepreneurial behavior is considered as a separate unit of individual activity. Entrepreneurial behavior is not carried out by organizations or teams, but by the people who do it (Bird & Schjoedt, 2009). This entrepreneurial behavior is important for an entrepreneur to achieve success in his business. Entrepreneurial behavior consists of aspects of an entrepreneur's behavior such as being independent, proactive, competitive, innovative, and willing to take risks, (Doye, 2015).

Momprenuer in Kalibone Village, Pangkep Regency is a term for a woman who runs a business while still carrying out her important role as a mother or parent. This term comes from a combination of the words "mom" which means mother and "entrepreneur" which means entrepreneur. A mompreneur usually runs a business from home or with greater time flexibility in order to continue to fulfill her duties as a mother. Mompreneurs in Kalibone Village, Pangkep Regency, started small businesses with limited skills and financial capital. The key to success in a business depends on the entrepreneurial behavior itself. There are many factors that drive the entrepreneurial behavior of a mompreneur. Individual and environmental factors have an influence on entrepreneurial behavior. Individual factors related to motivation and ability. The environment as an external factor is also one of them (Aina & Heny Kuswanti Suwarsinah, 2018).

Entrepreneurial behavior can occur and result in new businesses or it can occur within existing businesses and lead to growth, transformation, or both. However, this behavior is

usually the result of a long process that is influenced by many factors, according to Baron (2002) these factors are divided into three, namely, individual factors, interpersonal factors, and social factors, where the individual factors in question are a person's attitude, cognition and knowledge. Actions and behaviors carried out by an entrepreneur are usually directed at the surrounding environment, but it has been argued that the most important behaviors and actions are not those that suit the surrounding environment but those that are able to change the environment itself to accommodate entrepreneurial behavior, (Rauch & Frese, 2014).

Action theory is used as a basis for studying and understanding entrepreneurial behavior, action theory or meta-theory to be more specific as an effort to understand and study how individuals organize their actions to achieve goals actively and how this is achieved in routine situations as well as in new situations and unusual and aims to break down which parts of the entrepreneurial act matter (Rauch & Frese, 2014). Based on the description of this phenomenon, this research aimed to analyze the entrepreneurial behavior of mompreneurs, who took a case study on home baking businesses in Kalibone Village, Pangkep Regency.

METHODS

This research is qualitative research, an interpretive process used to understand social phenomena from the point of view of those who are directly involved in the phenomenon. This research was conducted in the business of selling home-made cakes by mompreneurs in Kalibone Village, Minasate'ne District, Pangkep Regency, South Sulawesi. The criteria for informants in this study: (1) Women who are married and have children. (2) Age 25-60 years. (3) Housewives who are running a home baking business for more than 1 year. (4) Domiciled in Kalibone Village, Minasate'ne District, Pangkep Regency.

The focus of this study examined the driving factors for the emergence of entrepre-

neurial behavior in home baking businesses in Kalibone Village, Pangkep Regency and to find out how entrepreneurial behavior is in home baking businesses in Kalibone Village, Pangkep Regency. Data analysis techniques were carried out through data collection, reduction, data presentation and drawing conclusions. Testing the validity of the data was carried out by comparing the findings from different data sources. For example, by comparing the results of interviews with data obtained from observation or documentation. The purpose of this technique is to ensure that the data obtained from this research has validity.

RESULT AND DISCUSSION

Based on the results of the research that has been done, the identity of the respondent can be explained at Table 1.

Factors Driving the Emergence of Mompreneur Entrepreneurial Behavior in Home Baking Business in Kalibone Village, Pangkep Regency

Various reasons underlie a person to make a decision, as well as the decision to enter the business world. No matter the size of a business being run, an entrepreneur must have a reason that is the starting point of his journey. Even a housewife has reasons to pursue a business. Based on the observations in this

study, mompreneurs who are in Kalibone Village, Pangkep Regency were women who had a high entrepreneurial spirit and tried to act as a multitasking woman who not only took care of the household but was able to get involved in the business world and help the family economy.

This is in line with the theory which states that a housewife is no longer dependent on her husband, but is able to provide new breakthroughs in various aspects of life such as in the economic, political and social fields (Khair, et al., 2021). Referring to several theories that put forward the driving factors for the emergence of entrepreneurial behavior in running a business. Based on the observations in this study, it was found that there were two factors that encouraged the emergence of mompreneur behavior in the home baking business in Kalibone Village, Pangkep Regency, namely internal factors and external factors.

Based on the observations in this study, one of the factors that encouraged the emergence of mompreneur behavior in the business of selling home-made cakes in Kalibone Village, Pangkep Regency was based on the factor of independence. Housewives did not want to be financially dependent on their husbands alone and some did not even have a husband (single parent). This business was carried out as a form of independence and responsibility towards their family. The main

Table 1. Respondent Identity

Nama	Types of Cakes	Age	Length of Business
Mompreneur 1	<i>Putu cangkir</i> and <i>Putu panjang</i>	49 Years old	7 Years
Mompreneur 2	<i>Dadar</i> and <i>Onde-onde jawa</i>	53 Years old	3 Years
Mompreneur 3	<i>Jalangkote</i> , <i>Cantik manis</i> , <i>Kue lapis</i> , <i>Panada</i> , <i>Putu ayu</i> , <i>Pesse palu</i> , and <i>Kue pirem</i>	42 Years old	7 Years
Mompreneur 4	<i>Putu cangkir</i> , <i>Putu panjang</i> , <i>Nagasari</i> , and <i>Agar-agar gula merah</i>	42 Years old	7 Years
Mompreneur 5	<i>Songkolo bandang</i> and <i>Tahu isi</i>	38 Years old	2 Years
Mompreneur 6	<i>Bua seppang</i> and <i>Taripang</i>	55 Years old	3 Years

Source: Processed Primary Data (2022)

reason was wanting to help the family income and support the husband's income for other family needs.

This was also supported by the results of interviews with several mompreneurs in Kalibone Village, Pangkep Regency, including opinions from mompreneur 3 who had had a cake business for 7 years.

“My reason is because I want to help my husband because now my husband is not working, so we both want to open this cake business to meet our daily needs and children's education costs.”

The same reason or opinion was put forward by the mompreneur 1:

“The reason I sell cakes is to survive and pay for my children's schooling, because my husband is a fisherman whose income is not regular, so I have to step in to help my husband. And nowadays it's also very difficult to find a job, especially since I'm already quite old, that's why I decided to sell cakes.”

On the other hand, the urgent factor that became the main reason for a mompreneur to do a home business was because her husband passed away. This situation forced a housewife to help with family needs and became the backbone of the family to meet the daily needs of her family by selling home-made cakes. As stated by mompreneur 5, who was a single parent whose business was carried out to help the family's economy and as the backbone of the family, she had the responsibility to provide for the family through the business that mompreneur 5 ran:

“The reason I sell these cakes is to make a living and to meet our daily needs, moreover I am a single parent, so I am the backbone of the family at this time.”

The same opinion and the same fate were also experienced by mompreneur 2:

“To make a living because my husband has passed away.”

In addition to the high independence factor and coercive factor among mompreneurs, the factors that encouraged mompreneurs to open a business were supported by the capital factor where the capital used to build their business was obtained from their own capital, based on these observations it was also supported by the following interview results. As the opinion of mompreneur 4 when interviewed, the source of capital income was obtained from their own capital:

“For capital for this cake business, I use my own capital”

The same opinion was also expressed by mompreneur 3:

“I use my own capital from the remaining savings.”

From the description of the results of the interviews with the informants above, it can be concluded that the sources of capital used by mompreneurs in running a business selling cakes were all from their own capital and from the remaining savings they had. For this reason, they ran a business of selling cakes because they had sufficient capital to run the business in their respective homes without help from other parties.

Based on the results of interviews to gather information related to the results of research on mompreneur behavior in home baking businesses in Kalibone Village, Pangkep Regency, it can be obtained that the driving factors for the emergence of mompreneur behavior were the factor of independence and coercion (tension modalities) and the capital factor. Based on the results of observations and interviews, independence and condition were the main factors that encouraged the emergence of mompreneur behavior in the home baking business in Kalibone Village, Pangkep

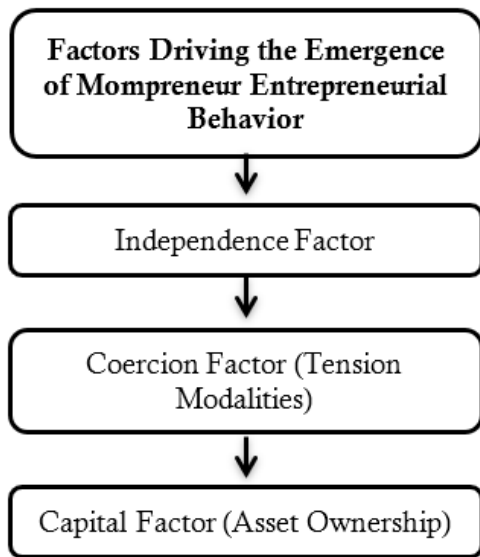


Figure 1. Factors Driving the Emergence of Mompreneur Entrepreneurial Behavior in Kalibone Village, Pangkep Regency

Regency. This was due to the economic situation of the family and helping support income in the household by doing entrepreneurship.

Referring to the opinion of mompreneur 3 as a mompreneur in Kalibone Village, Pangkep Regency, she said that the reason for doing entrepreneurship was because he wanted to help husbands who were no longer working. So, between mompreneur 3 and her husband, they collaborated to build a cake business to meet their daily needs and pay for their children's education. Likewise with the opinion of Mompreneur 1 who stated that the reason Mompreneur 1 was doing a cake business was because he wanted to make a living through the business she owned and help to pay for his children's schooling. The condition factor had also been one of the drivers for the emergence of entrepreneurial behavior, in this case it can be seen from Mrs. Rabiana's husband who worked as a fisherman whose income was not fixed as well as complaints about the current situation in finding a job which was very difficult.

The same opinion was expressed by Mompreneur 4 because of her husband's unstable income, the reason Mompreneur 4 opened a cake business to help support her family's daily needs. Apart from that, on the

other hand, the urgent factor, because several respondents were left by their husbands due to death, forced the situation to think that building a home baking business could help the family's daily needs. This was in accordance with what was experienced by mompreneur 5 and mompreneur 2 who were mompreneurs who were abandoned by their husbands because they passed away.

So based on the explanation of the research results above, it can be concluded that the driving factors for the emergence of entrepreneurial behavior in home baking businesses in Kalibone Village, Pangkep Regency were caused by the independence factor of business actors and also due to an urgent situation to make new moves to help the family economy. This is also in line with the theory put forward by Anoraga (2014) the independence factor is the ability to rely on oneself, namely by opening new business fields and not depending on others.

Apart from the existence of the independence factor, it gave birth to new innovations to open a business of selling home-made cakes to help with family circumstances. The factors that drive mompreneurs in Kalibone Village are tension modalities. This happens because of the situation and circumstances of a mompreneur or a housewife who does not support her in terms of the economy because her husband passed away. Under these circumstances, forcing a housewife to become a mompreneur to open a home-based cake selling business in Kalibone Village to continue their life and help meet their daily needs as experienced by mompreneur 1, who said that her reason for selling cakes was because she wanted to make a connection. life moreover he is a single parent and must be the backbone of the family.

The same situation was also experienced by mompreneur 2 that she reasoned that she was running a home-based cake selling business because to make a living because her husband had passed away. This is also in accordance with the theory put forward by Musrofi (2014), namely coercion factors (Tension Modalities), namely these factors are influen-

ced by circumstances so that they have no other choice but to do entrepreneurship, especially coupled with employment difficulties to obtain at this time. So, it can be concluded that the urgent situation and circumstances experienced by some mompreneurs forced them to open a home-based cake selling business with the aim of making a living and meeting their daily needs and those of their families.

In addition to the two factors above, another driving factor is the capital ownership factor. Based on observations from research and also supported by detailed information digging through interviews with respondents, the capital ownership factor is a reinforcing reason and an additional factor for a mompreneur doing a business selling Home Cakes. From the opinion of all informants, the result was that the source of capital used in building a home-based cake selling business came from their own capital to the remaining savings they had. This is in accordance with the opinion of mompreneur 4 that the capital used comes from their own capital. Likewise, what was stated by Mompreneur 1, Mompreneur 6 and Mompreneur 2 said that the source of their capital was capital that came from themselves. Likewise with the opinion of mompreneur 5 and mompreneur 3 who said that the capital obtained from their own capital and from the remaining savings they had.

With the reinforcing factor, namely ownership of capital sourced from his own capital and from the remaining savings he has provided strong motivation and assistance to build a business selling home-made cakes for mompreneurs in Kalibone Village, Pangkep Regency. This is also supported by the theory put forward by Anoraga (2014), capital is assets owned in the form of money, or other property rights that can be used as capital in starting a business. The link to mompreneurs is to use existing assets to serve as initial capital in starting a business.

Entrepreneurial Behavior of Mompreneurs in the Home Baking Business in Kalibone Village, Pangkep Regency

Based on the results of interviews with several informants who had a home baking business in Kalibone Village, Pangkep Regency, to create mompreneur behavior in the home baking business, the behaviors they did were: First, independent behavior, this was based on the results of interviews with informants, mompreneurs ran their business accompanied by independence by managing the business, managing sales and making cakes independently. This was in accordance with the results of interviews with mompreneur 4:

“I made this Kue Putu alone, without any help from anyone.”

Mompreneur 3 did the same as the previous informant did:

“I manage business finances alone, shop for business materials, promote business, and create my business ideas alone.”

So, it can be concluded that from the research explanation above, the behavior that was formed in the home baking business in Kalibone Village, Pangkep Regency was independent behavior, namely the ability to manage, make and shop for cake-making needs carried out independently.

The second emerging behavior was proactive behavior. From the results of interviews with the informants, the proactive behavior of mompreneurs selling home-made cakes in Kalibone Village, Pangkep Regency, they ran their business with all their might but did not forget their obligations and responsibilities as housewives and still took care of housework, so there was a balance of activities carried out by mompreneurs. This was in accordance with some of the opinions of the following respondents.

According to what was stated by mompreneur 1:

“Be responsible for the choices that have been made, don’t blame but try to find a way out that is better than before, for example in my cake business, I usually get overwhelmed sometimes because I take care of it myself, not to mention the housework that needs to be done. So, I have to get up early to do other things so that my business and homework can keep going. Usually, I wake up at 3 or 4 a.m.”

Apart from that, some of the efforts made by mompreneurs showed proactive behavior such as creating principles and consistency along with positive thinking. As stated by mompreneur 3:

“As an entrepreneur we must have principles and of course must be consistent with these principles, focus on the same goal by working hard and not giving up easily, always think positively too. We must also be willing to accept criticism or input to serve as evaluation in an effort to be better in the future.”

So, it can be concluded that proactive behavior was awareness carried out by mompreneurs selling home-made cakes in Kalibone Village, Pangkep Regency by prioritizing the responsibilities and duties carried out without leaving the obligations carried out as housewives, namely taking care of family needs.

The third behavior, namely competitive behavior, it is related to one’s efforts to show his achievements. In the case of this research, competitive behavior is behavior that is also applied but with very healthy competition. For example, in the case of selling cakes, there was not only one seller, but there were other sellers who practiced healthy competition among sellers without dropping other sellers. Besides that, mompreneurs in the business of selling home-made cakes also prioritized

quality in making the cakes they sold. As this was in accordance with the opinions of several informants, the researchers explored more in-depth information on them, including the following:

In the opinion of Mompreneur 4, every business had its competitors, but it had to continue to promote healthy competition:

“When it comes to selling, there must be competitors, and I compete fairly and don’t bring others down, because I believe everyone has their own fortune. What I apply in my efforts to compete is quite simple, namely by working hard, being smart to find opportunities and promotions, never giving up, and maintaining the quality of the taste of the cakes we make using quality ingredients as well, these are the things that I apply in my business”

The above was also supported by the opinion of mompreneur 1 by maximizing product quality and selected ingredients to give a different taste from other products:

“Maximizing product quality with selected ingredients so that the taste is also different from others, like in Kue Putu that I make, I use green coloring from panda leaves in a blender.”

So, it can be concluded that based on the results of interviews with informants in the field, competitive behavior was still shown by mompreneurs by prioritizing healthy competition and trying to present the best quality cake in order to generate positive evaluations of buyers or those around them.

Furthermore, namely, innovative behavior, which is an attempt to implement new ideas or things that are applied to the business world in order to support the progress of the business being carried out. Based on the results of observations, innovative behavior arose because they could see opportunities and changes. The emergence of creativity from

mompreneurs in the business of selling home-made cakes in Kalibone Village, Pangkep Regency by successfully taking the opportunities that exist today is the digital era. Not only snacks are sold conventionally, but sales promotions are also spread from various sectors including promotions using social media, so that the range of cake snacks can be known more widely or just to provide information to the surrounding community, neighbors efficiently. This is also supported by the results of interviews with mompreneur 3:

“Promotion of cake businesses online through social media such as making stories on WhatsApp and Facebook, apart from that my business provides delivery if someone wants to order but can’t come to the house to pick up the order, and also serves cake orders for events such as Tausiyah events and other events. For weddings we are also ready to serve, such as Kue pirez, cakes for erang-erang.”

On the other hand, making packaging look better and hygienic is a new innovation in selling home-made cakes, this was in accordance with Mompreneur 4’s opinion:

“For the innovation of my cake products, it is more towards the packaging, where previously I sold this Kue Putu without being wrapped in banana leaves, but now I use banana leaves to make it look more hygienic and not dry easily when exposed to air. For marketing innovation, I use social media such as Facebook and WhatsApp, I promote my Kue Putu through these two social media, and thank God, many orders from there.”

So based on the research explanation above, it can be concluded that innovative behavior also emerged from mompreneurs, such as making sales with a wider range such as promotions on social media and also offering

cakes for events such as Takziah and other events. Apart from that, another innovation emerged by making hygienic cake packaging. But on the other hand, some mompreneurs still did not understand innovation, so the cake snacks sold were still stagnant in a position without innovation.

Finally, willing to take risks. Based on the results of observations and supported by the results of interviews in the field, it was found that the behavior of the mompreneur in the home baking business in Kalibone Village, Pangkep Regency, was a decision to take risks, whereby consistently continuing the home baking business regardless of the losses experienced. Because the cake buying curve did not always experience profits besides that mompreneurs remained consistent selling home cakes. This was also supported by the results of interviews with mompreneur 2:

“As business actors, we must be ready and courageous, whether it’s daring to make a loss, daring to be criticized by customers, must be able and ready to face problems in business, and find solutions.”

Mompreneur 4’s statement strengthened the research results and supported several other respondents’ statements:

“In business, there must be profit and loss, but back to each of us, we as entrepreneurs must dare to lose and must have the courage to face problems in business, must be good at finding solutions and must also be smart in managing business finances.”

From the explanation of the interview results, it can be concluded that the decision to take risks invested in running a business for mompreneurs selling home-made cakes in Kalibone Village, Pangkep Regency, this was evidenced by an attitude of sincerely accepted when experiencing a loss in sales. Not only that, the ingenuity of mompreneurs made

them have to have a business in providing solutions to any problems that occurred, such as losses and being able to manage finances well.

The behavior that appeared among mompreneurs in the home baking business in Kalobone Village, Pangkep Regency, is presented in the Figure 2.

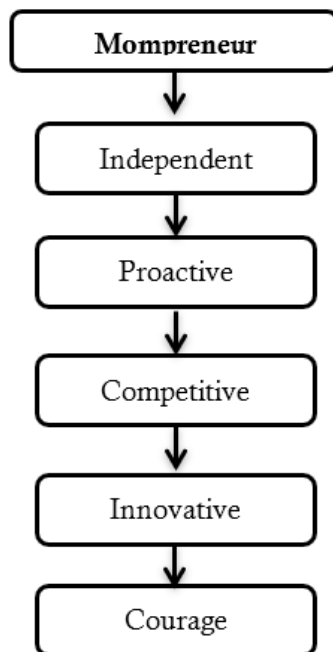


Figure 2. Entrepreneurial behavior of mompreneurs in a home baking business in Kalobone Village, Pangkep Regency

First, Independent

Independent behavior is behavior that appears among mompreneurs, this was in accordance with the results of observations that mompreneurs ran their home baking business independently, starting from making cakes to purchasing the ingredients needed to make cakes. This was also supported by the results of an interview with Mompreneur 4 where he made Kue putu independently without any help from anyone. Likewise, with mompreneur 1 who said that the cake he made was his own cake. What mompreneur 1 said was supported by Mompreneur 2's statement where she made his own cakes, bought ingredients and managed his own finances. Mompreneur

3's statement strengthened the research and supported several other respondents' statements:

"I also take the same action, starting from managing business finances, shopping for business materials, promotions to creating business ideas, everything is done by myself."

Likewise, mompreneur 5 and mompreneur 6 supported the statement by saying:

"I started from making cakes to shopping for cake ingredients and I did them myself."

From the explanation of the interview results above, the independent behavior carried out by mompreneurs in running a home baking business was carried out by starting activities independently such as making their own cakes, buying cake ingredients to managing finances to promoting cakes, all of which were carried out independently without asking for help from any party. This was in line with the theory of entrepreneurial behavior which consists of aspects of the behavior of an entrepreneur such as being proactive, competitive, innovative, taking risks and being independent (Doye, 2015). This also encouraged the independence factor of business actors which was in line with the research statement above where independence is the ability to rely on oneself (Anoraga, 2014).

Second, Proactive

The results of the second study were based on observations and supported by interview results, the result of behavior that arose from mompreneurs in the business of selling home-made cakes in Kalobone Village, Pangkep Regency was proactive behavior which was evidenced by the ability of mompreneurs to provide a proportional balance between household tasks and tasks in carrying out bu-

ness. This was also in accordance with the results of an interview with Mompreneur 4, where she said that:

“I am simultaneously responsible for my role as a housewife and as an entrepreneur by carrying out these two tasks in a balanced way”

Likewise, mompreneur 1 who said:

“I am also responsible for the choices I choose in running my business by not leaving my obligations as a housewife taking care of the household even though I feel overwhelmed by the work I do”

It's the same as what mompreneur 2 did consistently with the choice to become an entrepreneur or a mompreneur. In addition, several businesses run by mompreneurs showed proactive behavior such as creating principles and consistency accompanied by positive thinking as stated by mompreneur 3 and mompreneur 5. So, it can be concluded that proactive behavior is awareness made by mompreneurs in running a home baking business with prioritizing the responsibilities and duties carried out without leaving the responsibilities and obligations as a housewife, namely taking care of household needs. This is a proactive behavior that is considered difficult because it takes on two responsibilities at once with the choices made as a housewife and a mompreneur. Mindset can be born from many factors such as family factors, circumstances, education and experience. Entrepreneurial behavior is a follow-up that is carried out based on a person's mindset. This is also in line with entrepreneurial behavior consisting of aspects of an entrepreneur's behavior such as being competitive, innovative, proactive, taking risks, and being independent (Doye, 2015).

Third, Competitive

Competitive behavior is related to a person's efforts to show his achievements. In

the case of this research, competitive behavior is behavior that is also applied but with very healthy competition. For example, in the case of selling cakes, there was not only one seller, but there were other sellers who practiced healthy competition among sellers without dropping other sellers. Besides that, mompreneurs in the business of selling home-made cakes also prioritized quality in making the cakes they sold.

This was also supported by the results of interviews with mompreneur 4 who said that:

“When I sell merchandise, It will not be separated from other competitors, but I try to remain sincere in surrendering the provision of sustenance to Allah”

Mompreneur 4 also tried to make an effort by trying to work hard, looking for opportunities by carrying out various relevant methods such as sales promotions and maintaining the quality of the cakes it sold. This statement was also supported by a mompreneur's statement 1:

“I really maximize product quality with the selected ingredients that I use in the production of my sales”

So, it can be concluded that based on the results of interviews with informants in the field, competitive behavior was still shown by mompreneurs by prioritizing healthy competition and trying to present the best quality cake making in order to generate positive evaluations of buyers or those around them. Besides that, sales were still being carried out for mompreneurs because they thought that sustenance had been arranged by God, the rest of the mompreneurs just prayed, made an effort and put their trust in Allah SWT. This is also in line with entrepreneurial behavior based on a set of values (beliefs) and certain needs that give individuals intrinsic motivation and self-determination to engage in entrepreneurial behavior (Kirkley, 2016). Entrepreneurial behavior consists of aspects of an entrepreneur's

behavior such as being proactive, competitive, innovative, taking risks, and being independent (Doye, 2015).

In addition, mompreneurs were able to anticipate future possibilities by presenting the best quality home-made cakes to attract interest and positive responses from buyers. This behavior is also in line with the characteristics of entrepreneurial behavior according to McClelland (1967), one of which is anticipating possibilities that will arise in the future and having organizational skills, in this case including managerial and leadership skills.

Fourth, Innovative

Innovative or related to innovation or new breakthroughs by taking advantage of situations and opportunities to develop businesses that are run in the mompreneur business in the home baking business. The entrepreneurs in Kalibone Village, Pangkep Regency, were able to think broadly and creatively take advantage of the opportunities that existed to make the business successful. Based on the research results obtained in the field, mompreneurs were able to take advantage of the current digitalization era situation by promoting cake products so that they could be reached more widely. Besides that, cake products sold at home were not just being sold, but were carrying out intense promotions and offers in various events in the community, both religious and other social events. With that, mompreneurs could reach a wider market so as to generate better income than before who still used conventional systems. This was also supported by the results of interviews with informants, namely mompreneur 3 who said that:

”Where when selling cakes, I do promotions by utilizing the social media that I have such as whatsapp and Facebook, besides that I also serve a delivery system, namely direct delivery to the buyer’s location and offering cake merchandise to weddings”

Mompreneur 5 did the same thing, where cake sales were reached more broadly by promoting via WhatsApp stories to uploading cake photos via Facebook and offering merchandise to their closest relatives. Not only was the ability to promote as an opportunity for success in a business run by mompreneurs in Kalobone Village, Pangkep Regency, but new innovations were also needed through the manufacture of hygienic packaging. However, on the other hand, some also felt confused about innovation from the business they ran because they did not understand innovation, so socialization and special assistance were needed on how to create innovation in the cake business that mompreneurs ran.

Based on the results of the research above, it can be concluded that there were innovations that were carried out and developed by business people, in this case mompreneurs, by taking advantage of the current opportunities and situations which are the era of digitalization utilizing social media such as Whatsapp, Instagram and Facebook to promote cake selling products to be able to be known and reached more broadly and attract markets and leads.

In addition, innovations that emerged from mompreneurs who gave birth to innovative behavior were also carried out from other sectors such as making hygienic packaging and using a delivery system that had continuity with the digitalization era and offering cakes made by mompreneurs for family events and other community events such as Aqiqah, Takziah and Marriage. This was also in line with internal behavioral theory (Fadiat & Ari, 2011), stating that a person’s entrepreneurial behavior is the result of a work that is based on concepts and theories not because of one’s personality traits or based on intuition. So according to this theory entrepreneurship can be studied and mastered in a systematic and planned manner.

So based on the research explanation above, it can be concluded that innovative behavior also emerged from mompreneurs, such

as making sales with a wider range such as promotions on social media and also offering cakes for events such as takziah and other events. Apart from that, another innovation emerged by making hygienic cake packaging. But on the other hand, some mompreneurs still did not understand innovation, so the cakes sold were still stagnant in a position without innovation.

Fifth, Courage

Courage is related to the ability to take risks and challenges that occur in running a business. Based on the results of research originating from informants, the result of behavior that arose from mompreneur behavior in home baking businesses in Kalibone Village, Pangkep Regency, was the courage to take risks including the risk of loss. This was also supported by the results of an interview with Mompreneur 6, namely she was willing to take risks that might occur, such as the risk of loss. Likewise, mompreneur 5 and mompreneur 3 who gave statements to dare to lose in running a business. This statement was supported by the statement of mompreneur 1 who said that in running a business she was willing to experience losses including getting complaints from customers. The last statement from mompreneur 4 who said that in running a business, one must be prepared for bad possibilities that might occur, including losses, one must be good at finding solutions and must be able to manage finances well.

From this statement it illustrated that mompreneurs had a high spirit of courage which was proven by a sincere attitude with the bad possibilities that would happen to the business they were running, because profits did not always increase but one day they would decrease to a significant decrease. To overcome this, mompreneurs had rational thinking about their ability to find solutions, including how to manage finances properly so that they were able to cover losses. This was also in line with the characteristics of entrepreneurial behavior put forward by Suryana (2014) saying, general characteristics of entrepreneurship

can be seen from various aspects of personality such as a person's soul, character, attitude, and behavior. Entrepreneurial traits include six important components, namely: self-confidence, result-oriented, risk-taking, leadership, originality, and future-oriented.

CONCLUSION

Based on the research findings, it can be concluded that the driving factors for the emergence of entrepreneurial behavior of mompreneurs in home baking businesses in Kalibone Village, Pangkep Regency were independence factors, tension modalities and capital factors owned by mompreneurs in home baking businesses in Kalibone Village, Pangkep Regency. This showed that mompreneurs in Kalibone Village, Pangkep Regency were independent, able to overcome pressure or obstacles, and had adequate capital to run their business. In addition, other factors such as expertise in baking and existing market opportunities could also be a driving factor in the emergence of mompreneurs in Kalibone Village, Pangkep Regency. The behavior of mompreneurs in the home baking business in Kalibone Village, Pangkep Regency, which emerged included: independent, proactive, competitive, innovative and courageous behavior in taking risks in running their business.

Therefore, in order for mompreneurs to continue to exist in running their business in the current digital era, socialization, training and entrepreneurial assistance from local government agencies regarding digital literacy and financial management are needed which are carried out intensely and consistently.

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