Women Contribution and Entrepreneurial Marketing to Family Welfare

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Article Info	Abstract
	_____ Home industry plays a strategic role to improve the family welfare and reduce poverty. Thus, this study aimed to analyze the influence of family characteristics, women contributions, entrepreneurial marketing, and government supports on the family welfare of home industry entrepreneurs. The study of entrepreneurial marketing in home industry that manage by women is the novelty of this study. To do so, it used a cross-sectional design, and Kendal Regency as the research site which was selected purposively. The sample was selected by convenience sampling technique and consisted of 67 women who had a home industry. Meanwhile the data were collected through interviews by using a questionnaire. Furthermore, the data were analyzed by using multiple regression analysis. The results revealed that the length of woman education showed a significantly positive influence on family welfare (B=62.868, 89; p=0,010). Additionally, the number of family members had a significantly negative influence (B=-220.633, 32; p=0,000) on family welfare. Meanwhile, woman age, women contribution, entrepreneurial marketing, and government supports had no significant influence on family welfare.

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INTRODUCTION

The definition of welfare has a broad scope related to evaluation toward several aspects of life such as economics, health, education, happiness, and satisfaction. Maslow illustrates human's welfare based on the hierarchy of human's needs or well known as Maslow's theory of needs. This concept considers that human is a creature who has potential and continue to develop in achieving their goals and needs. According to Maslow, human basic needs are based on the lowest to the highest level namely physiological, security, love, affection and ownership, self-esteem, and self-actualization need. Meanwhile White (2008) describes the concept of welfare into two categories namely well-feeling good and doing good-feeling.

Doing well covers life standards and prosperity or economics aspect. Feeling good expresses subjective dimension from personal perception or personal satisfaction. While doing-good relates to moral dimension or closely relates to religious aspect which is important for human. This circumstance is found in developing countries that welfare is not only about "having a good life" but also about "living in a good life". Then, feeling well shows the importance of health to human's welfare. Welfare integrates mental health (mind) and physical health (body) which result a holistic approach for diseases prevention and health maintaining.

In Indonesia, the concept of welfare is contained in Law Number 52 Year 2009 about population and family development. It informs that family security and welfare is a condition of family which has perseverance, strength, and physical-material ability to live independently and develop themselves and their family to live harmonically in increasing physical and spiritual welfare. Particularly, Law Number 11 Year 2009 about social welfare states that social welfare is a condition that material, spiritual, and social needs of human have been fulfilled in order to live properly and be able to develop themselves. As a result, they can complete their social functions. Apparently, several studies have already reveal several factors relate to family welfare namely woman's economic contribution (Puspitasari, et al., 2013), family's income, problems, micro-environmental management (Rahma, et al., 2015), adaptation, achievement family goals (Sunarti, et al., 2009), and strategy of family developing to work (Puspitawati, et al., 2012).

Indeed, welfare closely relates to poverty. Poverty is associated with a low welfare. Several aspects of welfare such as the ability to respond pressure and situation, prevent shocks and utilize resource also influence poverty. It is a multidimensional problem so the solving strategy must be done in several approaches such as economics, education, behavior, and etc. The data from BPS (BPS, 2018) inform that despite of decline, the number of poor people in Indonesia from 2012 to 2014 is relative high. In 2012, the number of poor people was 28.594.640 (11.66%), in 2013 was 28.553.930 (11.47%). In 2014, there was a decrease of 0.51% INTO 10.96% (27.727.780 people) (Figure 1). In macro level, the government has designed various programs to solve the poverty. The national team of acceleration and poverty reduction (TNP2K) divides the programs into 3 clusters. Firstly, cluster I is based on integrated social assistance poverty reduction program, such as the National Health Insurance (JKN), the Family Hope Program (PKH), Rice for Poor Families (Raskin), and the Smart Indonesia Program (PIP). Secondly, cluster II is based on people empowerment such as National Program of Independent Community Empowerment (PNPM Mandiri). Thirdly, cluster III is based on micro-economic and small business such as Community Business Credit (KUR) to Micro, Small, and Medium-scale Enterprises (UMKM). Since a long time ago, UMKM has a strategic role in national economic development. UMKM does not only provide job vacancies, but also take advantage of various potential natural resources in a region thereby it has a great influence toward regional and national income. In addition, UMKM has been able to firmly sand when the

economic crisis comes. Due to its flexibility and ability to take a chance, UMKM becomes stronger and be able to survive when various large business experience stagnation and even stop the activity.
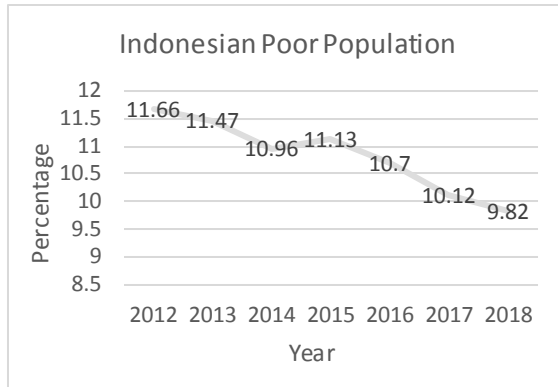
Figure 1. The Percentage of Poor Population in Indonesia from 2012 to 2018 (BPS, 2018)

In micro level, family becomes the subject affected by poverty. Hence, family must have efforts to survive. One of the efforts to improve their welfare is by contributing woman in public sector. Based on BPS data (ILO, 2015), the number of female workers until 2015 has reached 42.000.000 in which 53.9% works at UMKM sector (ILO, 2015). Further, the types of UMKM that are commonly carried out by them are food store, small store, food processing industry, and handcraft industry. The dual roles of woman as worker and housewife make the UMKM generally done in house or well known as home industry. The woman role in public sector surely contributes to family's economic welfare since they are able to give income to family. In addition, this effort can create job, provide goods and services with affordable price, and contribute to poverty eradication.

Several studies reveal that women contribution is positively correlated towards objective and subjective family welfare (Puspitasari et al., 2013). In other words, the higher economic contribution women give, the better family welfare will be. Mohyuddin et al. (2012) say that a women who directly give economic contribution by working in public sector have a higher social position rather than a common housewife. In fact, women often faces obstacles such as a weak access and women control in economics sources, inability to arrange plains in economics filed, and difficulties in utilizing social network (Wibisono, 2014).

Moreover, the development of home industry also faces various obstacles, especially related to marketing aspect. One of the marketing problems is the limited information and insight about market. This problem relates to the individual characteristic of home industry and the limited production scale thereby affecting on the weak of marketing. As Hadiyati (2009) reveals that the access on market information becomes one of obstacles in marketing sector that has been faced by small business. As a result, the products cannot be competitively distributed in national or international market (Kristiyanti, 2012). In general, UMKM practitioners apply a marketing concept which is different from traditional one namely by using entrepreneurial marketing (Kraus et al., 2007). Entrepreneurial marketing is a proper concept approach for UMKM in terms of the limited resource and problems of UMKM (Stokes, 2000). Several results of studies confirm that entrepreneurial marketing has positive impacts on financial success (Becheree, et al., 2012). In other words, the more effective entrepreneurial marketing is, the higher profit and income will be. It goes without saying that it will affect the welfare of business practitioners.

Additionally, UMKM also helped Indonesian people to face economics crisis. Therefore, based on Law Number 20 Year 2008 about Micro, Small, and Medium-scale Enterprises (UMKM), national and regional government play a role to develop business climate by determining law regulation and policies covering the aspect of funding, facilities and infrastructures, business information, partnership, business license, business opportunity, promotion, and institutional support. Alays and Rakib (2017) suggest that government support is external factor which influences UMKM development as reinforcement of people's economy. Also, Putra (2015) says that government is facilitator

(facilitating UMKM in achieving business goals) and catalyst (accelerating the process of UMKM development into fast moving enterprise) in UMKM development in Jombang regency.

Regarding to preliminary explanation, this study aims to find out family characteristics, women economic contribution, entrepreneurial marketing, government policies, and family welfare of home industry and to analyze the influence of each mentioned sector. Meanwhile the novelty of this study is the implementation of entrepreneurial marketing on home industrial practitioners.

RESEARCH METHODS

This study was a part of the ministry of Women Empowerment and Child Development's (KPPA) research which cooperated with Gender and Child Study Center (PKGA), and Research and Community Service of Bogor Agricultural Institute in 2014 entitled "Poverty Eradication through Home Industry in Realizing Family Tenacity". This study used cross sectional study. The location of study was Kendal regency which was selected purposively considering that it was pilot project of KPPA. Besides, Kendal regency was located in northern lane of Java Island so it has huge natural resources potential and as the main trade lane. According to BAPPEDA (2014), the home industries in Kendal regency were about 1.988 business units which was able to employ 9.940 people. Thus, home industry in Kendal regency played an important role toward community's economy and regional income. Then, Kaliwungu and Patebon sub-district were selected based on recommendation of Regional Government of Kendal regency and KPPA. Meanwhile the data were collected on April to Mei 2014.

The sample of this study was women or wives who had home industry. The method of sample collection used nonprobability sampling by using convenience sampling technique. In this technique, the sample was selected based on the member of population who were willing to be the respondents. There were 67 women consisted of 33 from Kaliwungu and 34 from Patebon. Then they were interviewed through questionnaires.

The primary data of this study were collected consisting of family characteristics, women economic contribution, entrepreneurial marketing, and family welfare. Firstly, family characteristics included the age of husband and wife, their education, husband's occupation, and the family member and income. The age of husband and wife were categorized into (1) early adulthood (20-40), (2) middle adulthood (40-60), and (3) late adulthood (>60). Their education was based on the length of their formal education that had successfully been completed (year), then categorized into (1) not attending school, (2) not completing elementary school, (3) elementary school, (4) not completing junior high school, (5) junior high school, (6) not completing senior high school, and (7) senior high school. Meanwhile the definition of family member was all of family member who still lived in the same home and categorized into small (1-4 people), moderate (5-7 people), and big ($\geq$ 8 people).

Further, the characteristics of home industry was measured based on the type of business, the length of business, the number of employee. First, the type of business was categorized into (1) food and its products, (2) batik/border/handicraft, (3) salon, and (4) agriculture. Second, the length of business was measured from the year of home industry started and categorized into (1) < 1 year, (2) 1-3 years, (3) 3-6 years, (4) 6-9 years, (5) 9-12 years, and (6) > 12 years. Third, the number of employee was people who helped the respondents except family member. It was categorized into (1) 1-2 people, (2) 3-5 peple, (3) 5-7 people, and (4) > 7 people.

Secondly, women economic contribution was measured through the total of home industry's income (Rupiah/month). Then it was compared to total income to find out the percentage of home industry income contribution toward the total of income. Besides, the contribution of home industry income was also calculated to meet the family needs. Meanwhile the categorization of women economic contribution were (1) $0,0 - 25,0\%$, (2) $25,1 - 50,0$

%, (3) 51,5 – 75,0 %, and (4) 75,1 – 100,0 %. Thirdly, entrepreneurial marketing is an ability and effort of respondents to promote their product. According to Stokes (2000), it was measured by using 4 principals namely the concept of innovation- oriented, bottom up approach strategy from consumers and other influenced group, interactive marketing method (word of mouth marketing and direct selling), and market intelligence through informal network. There were 11 items of statements to measure entrepreneurial marketing. One of the answer options was (1) less able, (2) quite capable, (3) capable, and (4) very capable. Then the answers were added up to get the total score. After that it was changed into index which was calculated by using the following formula:

$$Index = \frac{Score - Minimum\ Score\ x\ 100}{Maximum\ Score - Minimum\ Score}$$

Subsequently, the result of index was categorized into low (0,0 – 50,0), middle (50,1 – 75,0), and high (75,1 – 100,0). The reliability value of entrepreneurial marketing variable was 0,700, while its validity was about 0,379 to 0,616.

Fourthly, the government policy was measured by using 9 statements about capital loans, equipment assistance, partnership, trainings, the market of products, and license procedure through yes no question. The answers were added up, changed into index and categorized into low (0,0 – 50,0), middle (50,1 – 75,0), and high (75,1 – 100,0). The reliability value was 0,921 while the validity was about 0.590 to 0,824.

Fifthly, family welfare was the objective welfare measured through family income approach and was categorized based on Regional Minimum Wage (UMK) of Kendal regency in 2014, Rp 1.206.000,0. The family income consisted of women/wives' income from their home industry and others and also husbands' income from their main job and others. Meanwhile the categorization of family welfare was low (<UMK), middle (UMK – 2 UMK), and high (>2 UMK).

Furthermore, this study used descriptive analysis and inference. The descriptive analysis was used to calculate the average, standard deviation, minimum, and maximum. While inference analysis was conducted to elaborate several factors that influenced family welfare by using multiple linear regression analysis. The regression model of this study as follows:

$$Y = \alpha + \beta1x1 + \beta2x2 + \beta3x3 + \beta4x4 + \beta5x5 + \beta6x6$$

Notes:
Y	= family welfare
α	= regression Constanta
β1… β6	= regression coefficient
X1	= the age of respondent (year)
X2	= the length of respondent's education (year)
X3	= the family member (person)
X4	= women economic contribution (%)
X5	= entrepreneurial marketing (index)
X6	= government policy (index)

Based on literature review, the hypothesis of this study were as follow: The family characteristics significantly influenced toward family welfare, Women economic contribution significantly influenced toward family welfare, Entrepreneurial marketing significantly influenced toward family welfare, Government policy significantly influenced toward family welfare.

RESULTS AND DISCUSSION

The respondents in this study were 67 women who practice home industry, consisting of 33 respondents from Kaliwungu Sub-district, and 34 from Patebo Sub-district. The average age of the husband of these women ranged from 44-70 years old with the highest percentage of 41-60 years old or categorized as adulthood (52.2%). Meanwhile, the average age of the respondents was 41-43 years old, with the highest percentage at the age of 20 to 40 years old, and 41 to 60 years old, namely early adulthood category (49.3%),

and adulthood (49.3%). For more, the level of education of the husbands of the respondents were 32.8% Junior High School graduates, 34.3% Senior High School graduates. It was also known that almost the half of the respondents' husbands (43.3%) worked as entrepreneur, and most of the respondents (80.6%) could be categorized as small family or a family which has 2 until 4 members.

Based on the characteristics of industry, the findings showed that a half of the respondents (59.7%) run food processing industry, one-third respondents (37.3%) run batik industry, embroidery, and handcraft, while the rests were salons (1.5%), and agriculture (1.5%). They averagely run the business for 6.3 years with the latest length was 2 months, and the longest was 34 years. Nearly half of the respondents (47.8%) have run home industry for one to three years. As many as 67.2% respondents employed approximately 3 workers, nearly half of them (42.2%) employed one to two workers, and 35.6% employed three to five workers, and other respondents employed seven (4.4%) and more than seven (2.2%) workers.

Table 1. The distribution of women's economic contribution to family income per month and family needs

Amount of Contribution (%)	KP		KB	
	n	%	n	%
0.0 – 25.0	16	23.9	20	29.9
25.1–50.0	29	43.3	27	40.3
50.1–75.0	10	14.9	15	22.4
75.1–100.0	12	17.9	5	7.5
Total	67	100.0	67	100.0

Note: KP = the contribution of home industry income for family income per month; KB = the contribution of home industry income for meeting family needs

Through home industry, women makes economic contribution for their families. Based on the findings, the home industry contributed an average income of Rp 1,038,805.9 with the smallest income of Rp 200,000.0, and the highest income of Rp 6,000,000.0. Most of the respondents (76.1%) earned less than Rp 1,000,000 income, 11.9% earned Rp 1,000,001 to RP 2,000,001 income, 10.4% earned Rp 2,000,001 to Rp 3,000,000 income, and 1.5% earned more than Rp 3,000,000 income from home industry. Meanwhile, the contribution of home industry form family income ranged from 25.1% to 50.0% (43.4%). Next, there were 40.3% respondents stated that their income from home industry could fulfill 25.1% to 50.0% family needs (see Table 1). In details, the average contribution of home industry for family income was 46.8% with the minimum percentage of 8.3, and the maximum was 100.0.

Table 2. The distribution of respondents by entrepreneurial marketing categories

Categories	n	%
Low (0.0-50.0)	34	50.7
Fair (50.1-75.0)	31	46.3
High (75.1-100.0)	2	3.0
Total	67	100.0
Min-Max (index)	18.18-87.88	
Mean ± SD (index)	49.25±13.24	

Marketing in small business is known as entrepreneurial marketing. Basically, its first orientation was innovation concept. Based on this concept it was found that the respondents did products diversification (34.3%), searched for new ways or new products when facing difficulties (65.2%), produced various products (40.3%), produced good quality products (49.3%), and produced attractive products appearance (44.8). The second principal was bottom up marketing strategy from consumers. This principal was realized by the ability of respondents in having good relationship with the consumers (65.7%). The third principal was interactive marketing method by doing direct selling realized by the ability of looking for new marketing areas (31.3%). The fourth principal was market intelligence. It was realized by the ability of establishing good relationship with suppliers (71.6%), service officers/ government agencies (55.2%), and obtaining raw materials easily (55.2%). However, more than a half of

respondents were not diligent enough to seek capital opportunities from government policies. Based on the results of analysis (Table 2), the respondents entrepreneurial marketing was considered low (50.7%), meaning that the marketing done by a half of the respondents covered limited scope, less varied products and appearance, low partnerships with the governments which further made them less exposed by information or assistance from the government.

Business success needs support from the government. However, 65.7% respondents felt that the government support was still low, while more than a half of them (>50.0%) stated that there was no loan from the government, 65.7% mentioned that there was no equipment offer, 58.2% considered the government did not facilitate partnership with home industry, 61.2% stated the government did not conduct managerial training (65.7%). Marketing training (70.1%), production training (58.2%), and financial training (67.2%). In addition, 73.1% respondents also said that the government did not facilitate products marketing and did not assist permission procedures (65.7). However, there were 23.9% respondents considered that government policies have been appropriate for supporting home industry. It showed that the government has played a role in improving the capacity and quality of home industry, but the role has not been optimum due to some limitations, such as funds, human resources, activities scope, and others.

Table 3. The distribution of respondents based on government policy categories for home industry businesses

Categories	n	%
Low (0.0-50.0)	44	65.7
Fair (50.1-75.0)	7	10.4
High (75.1-100.0)	16	23.9
Total	67	100.0
Min-Max (index)	0.00-100.00	
Mean ± SD (index)	35.00±37.42	

The success of a business obviously contributes to family welfare. The family welfare in this study was determined through the approach on family income from home industry, main occupation, and side income from husbands. Averagely, the income of respondents was Rp 2,357,835.9 with the lowest income of Rp 200,000.0, and the highest was Rp 8,500,000.0. When viewed from the minimum wage (UMK) of Kendal Regency in 2014, namely Rp 1,206,000, a half of respondents' family (50.7%) earned the income similar to the UMR or two times of UMK or categorized in the fair level. Meanwhile, one third of respondents' family (32.8%) earned two times UMK, while the rest (16.4%) earned income below UMK. Based on the the findings presented in table 4, there were differences on family characteristics (length of study period of husbands, and wives) based on the level of welfare. The higher education of husbands, and wives, the higher welfare will be. Besides, the results of analysis also showed that families with fair and high welfare level had smaller members than those in fair category. Additionally, the average contributions of women economy on low level family welfare were higher than those in fair and high category of family welfare. Even though the average index of entrepreneurial marketing had no significant difference, there was a tendency that the better the marketing the better family welfare will be. Furthermore, the average index of government policies on the fair and high level of family welfare was higher than those in low level. It indicated that the more exposure of the government programs and policies on home industry received by the family, the better their welfare will be.

Factors that influenced family welfare of Home Industry Actors, welfare is one of the main purpose of every family. La Placa, McNaught, and Knight (2013) state that family welfare refers to positive and negative evaluations of life and work satisfaction, interests and involvement, interpersonal and intergenerational relationship quality, family access to resources and ways individuals act and function as family members.

Family shapes individuals and provide resourcesuch as love, money, information and status which can improve or reduce individual's well-being. According to Parson, family is dynamic and always adapts with environmental changes (Iskandar, 2007).

Also, family welfare is an effort to free from all the pressure, difficulties, hardships and disturbances to achieve a relatively adequate state. This condition can be achieved if the family owns and accesses resources such as employment, income, food use habits, family planning, education, asset ownership, physiological conditions, living environment, access to financial institutions, and regional policies (Iskandar, 2007).

Table 4. The average of family characteristics, economic contribution, entrepreneurial marketing, and government policies based on the level of family welfare

Variables	Low Welfare (< UMK; n=11)	Fair Welfare (UMK–2UMK; n=34)	High Welfare (>2UMK; n=22)
Family Characteristics			
Husbands ages (year)	44.55	45.76	43.14
Wives Ages (year)	40.82	41.91	41.00
Husbands length of study (year)	7.55	8.62	10.55
Wives length of study (year)	8.64	8.47	10.50
Number of family members (orang)	4	3	3
Women's economic contributions (%)	79.57	38.04	43.92
Entrepreneurial marketing (index)	47.93	48.57	50.96
Government policies (index)	13.13	40.85	36.87

In Kendal regency, home industry is one of strategic solutions in improving family welfare, and regional income. This industry encourages family to be productive, creative, innovative and independent in facing globalization challenges. In this way, family dependence on the availability of occupation will reduce. Uniquely, the actors of home industry in Kendal were dominated by women, namely 68.7%. Puspitawati, Sarma and Aryanto's study (2014) found that women motivation in running a business is for family welfare, improvement, channeling hobbies, opening jobs, and gaining more knowledge and experiences. These motivations encouraged women to compete with other home industries so that their family life can be guaranteed.

The results of multiple linear regression showed that the variable of family characteristics (respondents' age, length of education, and member of family), women economic

contribution, entrepreneurial marketing, and impact of home industry contributed 23.5% factors influencing family welfare (Table 5). These findings also proved that family characteristics significantly influenced family welfare (hypothesis 1). Similarly, the length of study also had significantly positive influence on family welfare (B = 62,868.89; p = 0.010) with the value of t arithmetic (2.659) greater than t table (2,000). Every improvement in the respondent's education length by one year would increase income per capita per month by Rp 62,868.89.

Education level is one indicator of social status. Developed countries are countries that invest in developing human resources through education. Education enriches an individual's understanding of himself and the environment. This is beneficial for increasing productivity and creativity and promoting entrepreneurship and technological progress. Educated women have

better physical, psychological, and social relationships compared to uneducated women study on 6,099 women in Indonesia found that education is positively related to health and welfare. It will improve welfare, because it is a gateway to access economic resources, stable (Javed, Javed, and Khan, 2016). Furthermore Alawiyah and Held (2015) who conducted a social relations especially in marriage that can increase social support (Ross and Van Wiligen, 1997 in Javed, Javed, and Khan, 2016

Table 5. Factors influencing family welfare

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	737.498,665	579.270,549		1,273	0,208
Respondent age (year)	10.080,620	8.381,409	0,134	1,203	0,234
Length of education (year)	62.868,881	23.644,458	0,306	2,659	**0,010***
Family members (person)	-220.633,319	52.025,769	-0,466	-4,241	**0,000****
Women economic contribution (percent)	92.295,028	96.650,891	0,117	0,955	0,343
Entrepreneurial marketing (index)	6.756,427	7.039,448	0,125	0,960	0,341
Government policies (index)	42,107	2.388,489	0,002	0,018	0,986
F(sig.)	4,385 (0,001)				
Adjusted R^2	23,5				

The findings also found that the number of family members apparently contributed significantly negative influence (B = -220,633.32; p = 0,000) on family welfare with the value of t (4,241) greater than t table (2,000). It meant that the increase in one member of family will decrease family income of Rp 220,633.32. It is in line with the results of Elmanora, Muflikhati, and Alfiasari's study (2012) which found that family variable consistently contributed significantly negative influence on the welfare of cinnamon farmers measured using the indicator from the data of Central Bureau of Statistics (BPS), National Family Planning Coordinating Board (BKKBN), and a simple poverty scorecard for Indonesia. The more members a family has, the higher living cost will be. The less members a family has, the lower psychological pressure will be. Hyeladi, Alfred and Gyang (2014) reveal a greatly significant influence between family and poverty level, namely number of family members greatly contribute to the level of poverty due to the demands for meeting the needs and more social facilities.

The analysis results revealed that women economic did not significantly contribute to family welfare, meaning that hypothesis (2) was rejected because the value of t count (0.955) was smaller than t table (2.000). This phenomenon was assumed to happen because the amount of income earned by home industry was higher than family income. The results were supported by descriptive analysis which found that two-thirds of respondents (67.2%) considered their income contributed less than 50.0 percent toward the family income. However, the positive direction obtained in regression test indicated a tendency that the greater women economic contribution, the greater family welfare will be. Currently, women involvement in public sector has increased. Rahmah et.al. (2013) argues that there is a relationship between women participation in socio-economic activities and the level of social

welfare. Nevertheless, their study also found that women have not adequate access to the required resources to expand the benefits of businesses. They also have several reasons to work in public sector. However, in the perspective of husband, Susilo (2017) says that the involvement of women has several meanings, namely as a source of family economy (main source), as an employee (household economic assistance), as a life partner (wife's income is used for the wife's personal needs, the economic needs have been met by the husband).

The role of women in home industry needs to be supported by other family members. The low support by family members will affect their business success (Imbaya, 2012). Whereas, women entrepreneurs are not only necessary for the survival of their personal and family economy, but also for strengthening social system (Muzondi, 2014). With the dual role of women as entrepreneurs, and housewife, they surely need family supports. The supports are obviously able to lighten their workload and psychological pressure.

In its implementation, home industry faced many internal and external challenges. The lack of plan, improper financing, poor management and lack of capital were some of challenges faced which can obstruct the business development (Imbaya, 2012). Therefore, in its development, home industry needs to have special marketing strategies given its unique characteristics. Stokes (2000) defines entrepreneurial marketing as a proactive behavior in identifying and exploiting various opportunities in order to obtain and maintain prospective customers through several approaches which are innovative to manage risks, optimize resources, and create values. This marketing arouse due to the uncertain condition in business, such as rapid changes in consumers tastes (Purnomo, Karneli and Febrian, 2017). One important concept in this marketing is social capital. Social capital is defined as as a collection of resources owned, including social relations. The concept of social capital is also related to the ability of organizations to grow and develop (Mayasari, Maharani, and Waidi, 2009).

The findings showed that the entrepreneurial marketing had no significant influence on family welfare, meaning that hypothesis (3) was rejected because the value of t count (0.960) was smaller than t table (2.000). This condition happened due to the marketing performed by the respondents has not been able to improve their business income. This fact is in line with a study by Puspitawati, Sarma, and Aryanto (2014) which found that generally the development of home industry businesses run by women in Kendal Regency is still in the low category, meaning that they are still unable to obtain resources from outside the region and are still unable to access marketing or compete with other similar businesses. The positive direction on the results of the regression test showed that there was a tendency for more effective entrepreneurial marketing to be carried out so that family welfare will increase. Effective and efficient marketing aimed at broad market coverage, innovative, creative, and varied products, good partnerships with stakeholders, and the ease of accessing and utilizing resources (information, facility and infrastructure assistance, capital, human resources, raw materials) in order to increase product sales so that income increases and ultimately will improve family welfare. This is supported by the findings of Hadiyati's study (2009) that entrepreneurial marketing approach which covers concepts, strategies, methods and market intelligence has a significant positive influence on sales performance. Kocak and Ambibola (2009) also state that entrepreneurial marketing has an impact on business performance as measured by the level of sales and profit growth. Furthermore, entrepreneurial marketing also helps business owners to conduct a comprehensive evaluation as an effort to improve business performance which consists of selling profits (Carson, David, & Cromie, 2008 in Hadiyati, 2009).

Various limitations owned by home industry were in the interest of Central or Regional Government to make policies based on the mandate of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. The results of regression analysis

found that the government policies did not have significant influence on family welfare, meaning that the hypothesis (4) was rejected because its t count value (0.018) was smaller than t table value (2.000). However, the positive direction in the results of regression test indicated a tendency that the more optimum government policies for supporting home industry, the optimum family welfare will be. Putra (2015) revealed that the government assists business development through production techniques training, business management, facilities and infrastructure facilitation, and product promotion in national and international activities. These government's supports contribute to the increase in business income, jobs opening, more orderly business accounting, and healthier business finances. This is in line with the findings of Ntiamoah, Li, and Kwamega (2016) and Zindiye, Chiliya, and Masocha (2012) that the government and other stakeholders have positive roles on the performance of MSMEs, especially in providing skills training.

Kendal Regency is one of regions whose population mainly works as Indonesian Migrant Worker (TKI). Based on BAPPEDA data (2014), Kendal was known as the second largest regency in Central Java to send 5,296 TKI in 2013. Meanwhile, based on the data of BNP2TKI Development and Information Research Center (2017) the number of TKI originating from Kendal were 5,179 people or decreasing 124 people out of 5,303 people in 2016. This decline was caused by the development of home industry as an effective solution in overcoming economic problems. Therefore, government support through solvable and applicable policies are needed by home industry players. In addition to being able to meet the needs of the family, through the home industry, women can also play their role as caregivers of children to achieve family welfare.

CONCLUSION

Based on the findings, it was known that the average age of respondents' husband was 44-70 years old, while the respondents themselves ranged from 41-43 years old. As many as a third

of their husbands were the graduates of SMP and SMA for the women. Meanwhile, a half of the husbands worked as entrepreneur. In addition, the number of family members of the respondents ranged from 2 until 4 people. The home industry income earned by the women contributes 46.3 percent of family income. The entrepreneurial marketing has been done by the respondents is considered low (50.7%), and fair (46.3%). For more, the implementation of policies which supported home industry is considered low, namely 65.7%. Based on the Minimum Wage (UMK) of Kendal Regency, a half of families' income (50.7%) range from equal to UMK up to 2 times the UMK or can be said to be in fair family welfare category. Based on the results of the regression analysis, the factors that have a significant influence on the welfare of the family of home industry entrepreneurs are the length of education of the wife and the number of family members. Meanwhile, women's contributions, entrepreneurial marketing, and government policies do not significantly influence family welfare.

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