

The Entrepreneurial Potential Of Women In The Management Of Traditional Cakes In South Sulawesi, INDONESIA

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Abstract-- The entrepreneurial potential of women in the management of traditional cakes in the strengthening of the economic family in South Sulawesi, the type of qualitative research approach through Phenomenology, as the results showed women have potential the strengthening of the family economy, it has been proven that a lot of women who work helps work husbands so that it is capable of lifting the economic condition of the family, but the contribution of women is not yet in line with government support, so from that aspect of venture capital as well as market access still resting on private capital for women, as well as aspects of marketing are still at micro area so that business potential is still consumed among the local community, Then it needs a policy from the Government so that the entrepreneurial potential of women can get attention and support in the form of venture capital funds or support, and market access channels so that traditional cakes can be consumed widely by the public both locally, nationally and internationally, then when it is done will certainly exhilarating family economy

Index Term-- Entrepreneurial. Management of economic family., policy.

INTRODUCTION

A. Background

The role of women in the economic sphere is one of the indicators of increased well-being, gender equality is achieved if no longer gaps between women and men, one of them is in terms of the economy. The active role of women in the various fields into a driving force of the development of a nation. Women with a distinctive character makes it easy to enter the various fields which require tenacity, perseverance, responsibility and dedication. One of the active role of women being able to help the development of the economy of an area that starts from the family.

The development of human resources who empower women expected to increase managerial qualities in women. women constitute an important human resource for each country, each country should make them as one important asset in encouraging economic growth and development through entrepreneurship, along with the progress of the times, the total population of women in the world continue to experience increased from year to year. This also occurred in Indonesia in General and in the province of South Sulawesi, especially one that has already started to develop since the opening of the thinking about the sense of the importance of the role of women in building the economy of the family

South Sulawesi is a province with potential human resources, involving women in small scale industrial households. A lot of women engaged in small household industries to help the economy of the family. Although their husbands work, the character of independence demanded to help the economy of the family.

The success of women supported from many advantages, although women also have weaknesses that can be the cause of failure as businessmen, among others; opportunity for personal gain, or overconfident, overly ambitious so that handle business outside the narrow insight capability, so that less information and cannot divide time.

Minister of manpower and transmigration Hanif Dhakiri in Rakernas IPEMI 2017 uncover women entrepreneurs in Indonesia increased from 14.3 million to 16.3 million in 2017. In the year 2016 participation of women working in the formal or informal sector also experienced a rise of 48.87% to 55.04%.

Almost 100% of the traditional pastry industry peers in South Sulawesi in domination by women. Mainly residing in those areas. This indicates that women have in the family economy competitiveness, it must continue to be improved. According to the Ministry of women's empowerment & child protection (KPPPA), one of the major obstacles that cause women are unwilling to start entrepreneurship is the limitations of information and experience, thus impacting less confident in entrepreneurship. Including lack of profile for blackouts, the limited access to financial education. These issues require solutions and support in the form of a policy to help educate and invite women to entrepreneurship.

A. Problem:

1. What is the role of women in entrepreneurship are home?
2. What is the potential of female entrepreneurship in the management of traditional cakes in South Sulawesi?

CHAPTER II. A REVIEW OF THE LITERATURE

1. Entrepreneurship (Enterpreneurship)

That entrepreneurship as a process of creating something new with courage in taking the risk to get the yield (Kearney 2008) Entrepreneurship as a manifestation of the ability and the will of the individuals against his organization to feel and create new economic opportunities (new products, new methods,

new organization scheme and product-market combinations are new), and introduced their ideas in the market in the face of constraints and uncertainties of the market, by way of making a decision against the location, shape and the use of resources and organizations (Audretsch).

Entrepreneurship is often associated with the process, the formation or growth of a new business-oriented acquisition profits, value creation, and the establishment of new service products are unique and innovative (Coulter, 2001). Entrepreneurship is the process of creating something new (new creation) and make a different from that already exists (innovation), the goal is to achieve the well-being of the individual and the added value to the community. Self-employment refers to a person who undertakes the creation of wealth and value added through new ideas, combining resources and realize the idea into reality (Ropke, 2004)

The difference between the entrepreneur and the entrepreneur explained that self-employment is any person who has a quality and use it in setting up and running their companies, while the entrepreneur is the founder of the company, they sense the opportunity new business, set up a business that did not previously exist, directly running a business using its own capital and loan capital, take the associated risks, and to enjoy an advantage in return for their efforts (Nimalathasan, 2008) Kotey (2005) stating that self-employment is the people who have the ability to view and assess the business opportunity, gathering the resources needed to take advantage of them and take appropriate action to ensure success. The entrepreneur is a calculated risk taker. They are passionate about facing challenges.

The attitude of entrepreneurship emerge when one dared to develop businesses and its new ideas, are entrepreneurial process includes all the functions, activities and action related to the acquisition and creation of opportunities business organizations (Bygrave et al., 2001:510).

1. Entrepreneurial Orientation

According to Zimmerer et al. (2005:3), "an Entrepreneur is one who creates new business in the face of risk and uncertainty for the purpose of achieving a profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them ". Entrepreneur is a person who creates a new business in a risk and uncertainty in the interest towards profit and growth by identifying important opportunities and collect resources that play against them.

The role of the entrepreneur has been known since the year 1755 by a group of economists "physiocrat," Cantillon (1755); (1931), which States that all trade and circulation/distribution of goods within a country is carried out by the entrepreneur.

Entrepreneurial orientation is the willingness of the Organization to enhance and support the creativity, flexibility and consideration of risk. Lumpkin (2005:41) distinguish between entrepreneurial orientation (entrepreneurial orientation) and entrepreneurship. They state that the entrepreneurial orientation shows the process of entrepreneurship and to answer the question of how an activity (work) is executed, otherwise the term entrepreneurship with regards to the contents of the entrepreneurial decision with ask what to do. The shape of the top entrepreneurial attitudes can be indicated with the entrepreneurial orientation with an indication of the ability of the innovation, productivity, and the ability to take risks (Li et al., 2008:113).

The ability of innovation associated with perception and activities towards business activities that are new and unique. The ability to innovate is the essential point of entrepreneurship and the essence of entrepreneurial characteristics. Some of the results of the research and literature of entrepreneurship shows that entrepreneurial orientation significantly more capable than the innovations that do not have the ability in entrepreneurship (Johannessen, 2008:403).

A person who dare to take a risk can be defined as a person-oriented opportunities in a context of uncertainty decision making. The resistance risk is a key factor that distinguishes a company with entrepreneurial soul and no. The main function of the high entrepreneurial orientation is how involved the measurement of risk and risk-taking optimally (Johannessen, 2008:403).

Risk taking means an action tendency means a kind of speculating on the new market that has been known, commitment in the majority of the resources used to work with an uncertain outcome. Wiklund and Shepherd (2005:71) argued that the taking of risks related to the desire for a commitment that the resources are used on projects where the cost of failure is high which indicates that the results of the project are unknown.

Competitive aggression (Competitive Agressiveness) indicates the desire of the company directly and intensely challenging competitors to enter and develop a market position (Lumpkind and Dess, 2005:93).

Wiklund and Shepherd (2005:71) States that the first innovation through the creation of new products and technologies can generate a competitive advantage in being able to mengungguli competitors, so able to create financial results, productivity, able to deliver products and services (the services) to market preceded the competitors.

Zahra (2005:43) argued that the proactive attitude of the company can target premium market segments. Get a higher price and move faster than competitors, companies such as closely monitoring market changes and respond quickly through the setting of corporate strategies based on market

changes and hence can take advantage of the opportunities that arise. The real competitive aggression is an activity aimed at getting the information opportunities in target markets, so that companies understand the strengths, weaknesses and capabilities as well as competing strategies. Entrepreneurial orientation of a principal can lead an entrepreneurial performance improvement efforts (Li, 2008:113; Fairoz et al., 2010:34). According to Lumpkin et al., (2005:82), the market leader often uses innovation and new breakthroughs in conducting his business. According to Jimenez and Valle (2010:408) are increasingly companies are experts in a particular field so Juve needed innovations.

1. Business Performance

Performance is achievement of results against management work resources economically and with regard to the financial and non financial. To identify the extent of achievement of corporate profits in a period, often used measure of ROI (return on investment) as to the results of a comparison of the income before tax with total assets (Wheelen Hunger, and 2011:58). SME growth constraints on the inherent weaknesses in internal SMES are: lack of knowledge and the production technology, lack of knowledge in marketing, obstacles in the prowess of resources (human and financial) and weak knowledge and management capabilities (Winarni, 2006:92).

Barney (1991) says that the company can have a competitive performance if: (1) they know how to expand, mendesiminasikan and exploit knowledge internally; (2) if they know how to protect knowledge of competitors ' imitation; (3) if they know how to share (share/transfer) and receive knowledge from its business partners (partners). Performance refers to the level of achievement or achievements of the company in a given period. The company's performance was crucial in the development of the company. The purpose of the company to still exist, gain, and can thrive (growth) can be achieved when the company has a good performance. Performance (performance) of the company can be seen from the level of sales, profitability, rate of return of capital, the rate of turn-over and the market share achieved (Jauch and Glueck, 1998:32).

CHAPTER III. RESEARCH METHODS

This study describes and analyzes The Entrepreneurial Potential Of Women In The Management Of Traditional Cakes In South Sulawesi types of qualitative research Phenomenological approach, through the data sources in this study include: Data sources Primary, Secondary Data Sources. Data collection techniques used are: 1) individual Interviews (individual interviews) 2) Observations involved (Participant observation 3) documentation. Pengabsahan data is carried out by means of: 1) extension of the observation. 2) Increased persistence of researchers in the observation and

interview. 3) Triangulation of sources. a) Keterelalihan (Transferability). . b) Dependence (Dependability). 3) Certainty (Confirmability) Data Analysis Techniques: 1) data collection (data collection). 2) Reduces the data (data reduction). 3) designation of data. 4) interpretation and definition of the data, 5) Serves data (data display) are organized and systematic,

CHAPTER IV. DISCUSSION

A. The Role Of Women In The Home-Based Industry Entrepreneurship

In the context of micro, small, and medium enterprises, cottage industry business group includes Micro (Micro Enterprises), where many countries entering at the category of the informal sector. Most of the cottage industry do not have the legality as a business entity and is often not listed in business taxation mechanisms. In addition, the cottage industry is usually managed by a member of a family, although there are exceptions in which is already categorized forward and implement industrial management. Home-based industries can also form joint venture Groups organized informally and flexibly where each of its members work at home respectively, so identified with the term cottage industry (IRT).

One of the components of small and micro enterprises are still in need of Government attention is the cottage industry (IR) in household economic system that involves a lot of women.

Cottage industry generally make use of local products and produce in the form of finished goods. Cottage industry can also create new jobs, absorbing much of the labor to work at home, giving the opportunity to the neighbors around him as part-time workers or prevent the migration of the population to become a productive workforce work abroad.

The construction of the cottage industry is already regulated in the regulations the Minister of women empowerment and child protection of the Republic of Indonesia, no. 2 the year 2016, about the guidelines of the Home Industry Development to enhance the well-being of Families Through The Empowerment Of Women. On article 2 stated that the guidelines of the home-based Industry Development to enhance the well-being of Families Through empowerment of women aims to carry out the construction of the cottage industry that is coordinated, effective, and efficient in order to cottage industry transformed into small businesses and can be a source of income and an increase in income, the resilience of families and lives sustainable.

The problems of women in the economic sphere is inseparable from poverty. Women in business activities is generally divided into four groups, namely, women are not capable of trying loads due to poverty; women who are not yet/not trying; women micro-entrepreneurs; women entrepreneurs and small and medium enterprises. Women are not capable of trying because of the burden of poverty

particularly in fulfillment of education and health, must be tried by all means and oriented on the needs of the moment.

Women in poor families is difficult to think clearly and openly in organizing the life of the future. As for women who have not/not attempted, facing problems of attitude, culture, knowledge and application. Women are not trying because the motivation is lacking although resources had actually pretty or could afford. On the other hand, there are women like to but don't have the knowledge or skills to the effort.

Women's empowerment strategies prioritize the increased Economic Productivity of women (PPEP) through strengthening women's entrepreneurial and cottage industry so that it becomes part of the effort of tackling effort of poverty. Women's Economic policies improved productivity as a cornerstone in the construction of a nearby cottage industry to enhance the well-being of Families through empowerment of women has become the foundation that (home-based industries) things do women can absorb labor, either from his own family as well as labor around the House, like its neighbors. Results of the study conducted by the Ministry of women empowerment and child protection (KPPPA) together with bogor agricultural institute (2011) prove that cottage industry can help increase the welfare of the family, to absorb and create workforce, and reduce labor's desire to become an informal labor migration abroad are often the target of trade of the person.

B. Potential for women entrepreneurship in the management of traditional cakes

in the middle of hectic fast food and modern food cake, a traditional pastry business potential is still very open, in the cities generally have a traditional cake enthusiasts in different layers community, esistensi traditional cake prepared in weddings, event activities held by the private companies, government agencies and other events, one of the business fields that promise and never deserted from the invasion of the consumer is culinary business. Traditional cake.

In General, the most culinary Business evolved in the last few years is the type of modern foods that promise you "fast food restaurants ". These foods like burgers, pizza, pasta, and donuts. Even so, food or traditional cakes never lose the consumer, local cakes are not only found in traditional markets but also spread across a number of stalls and street vendors as well as also seen in some modern markets and shopping centers though not as many as in traditional markets.

In General, traditional cake tasty and have a taste to suit most people's tongues Indonesia. The traditional cake business opportunities still wide open due to the State of Indonesia consists of many diverse tribes and regions. And, each region has typical traditional food cake on the other hand, the majority of the community is happy to travel to other areas. Automatic, in the region of destination, people still remember hometown. One of the dealers of the nostalgia is a traditional cake from consuming regions. Usually traditional cake food demand will increase rapidly at certain times, such as in the month of Ramadan.

However, in accordance with the state motto, Bhinneka Tunggal Ika, traditional cake food from other regions can in consumption by people from other regions. For example: know petis, batagor, pempek Palembang, or Meatball idea, which became the favorite food of the community in various areas.

The existence of a traditional cake is increasingly difficult to be found, in a shopping center or Mall is very difficult to find a traditional cake. Hardly found anymore range color cupcake, or a variety of colors of the layer cake. Today, almost the entire cake shop changing its products into pastries or cookies, and a variety of breads.

The disappearance of traditional cake is indeed unavoidable consequence of modern civilization. Despite the existence of a modern business, cake engulfed traditional cakes remain potentially in the culinary business. The traditional cake because, belongs to quite cheap. Traditional pastry belongs to the type of cake that has a difficulty level in the production process is quite low. In contrast to the process of making a kind of layer cake typical of Surabaya. That is why the traditional cake business is still much sought after household industry. The disadvantage of traditional cakes, belongs to a food that could not last long. Usually only able to survive up to a full day and a half. The traditional cake is also no good stored in the refrigerator. In addition to changing taste, hardness, cake shape change.

That's why business culinary traditional pastries included in the types of products ' one-day runs out '. According to Mrs. Fatimah one manufacturer at once traditional cake seller says that a produsen of cake should be able to predict the amount of cakes that are expected to be sold out in a day, so the cake was not in producing excessive, the ability to predict very needed considering when determining the amount of cakes that are produced will result in losses.

The traditional cake production is one of the potential cottage industry sector plays an important role in the economy of the community. Not only the number of its business that is increasing from year to year, but opened up a productive job opportunities especially for women.

Through this traditional cake cottage industry, women can do the cake business activities without having to leave the House, even an advanced home are able to absorb the workforce and create jobs. With the advancement of technology, cottage industry can also be marketed from home via the internet.

The food industry is one of the traditional cake is in processed food that many run by women. The processed food industry is an industry that has influence to the improvement of the economy for an area.

The existence of a traditional cake made a cottage industry of society especially women who are unemployed, initially prospered even help the economy of the family. That is, traditional cake cottage industry able to absorb unemployment. The number of traditional cake maker power has increased from the previous year.

1.High Profit

To start a business the traditional cake is not difficult. Knowledge of the manufacture of traditional cakes can be through books, magazines, or the internet. While the raw materials can be obtained from the traditional or modern. However, if you want to keep the quality and taste, it can be done by bringing in raw materials directly from the region of origin of such traditional foods.

In fact, if not had time or not being able to make your own, we can take the traditional cakes it directly from the author for later resale to consumers. The benefits do not have to bother shopping to cultivate raw material into traditional cake.

Moreover, it can be free from the risk of losses due to not sell or stale. In General, traditional cake is a cake that is not durable and just durable in a matter of days. Then, to prevent the risk of losses, can be made through agreements agreements with suppliers, We pay some groceries at once restore the cake that wasn't sold out.

Another advantage, the traders could charge a higher profit than make the cake yourself. Manufacturers who sell cakes to the traders usually just taking the net profit 10% – 25% of the selling price. As for the trader can sell 40% – 100% on top of the purchase price to the consumer.

Although it looks promising, it's not that easy to profit from the business of traditional cakes. There are many things that must be heeded in order to benefit the traditional cake.

2.Location And Capital

In the culinary business, location is one of the main factors of success. Site shows segments of the market that will be targeted. In addition, the site determines the amount of capital that must be prepared, the cake provided the following range in price and profit.

Well, to choose the exact location of the survey required in advance. Objective to know the market potential and ensure that food sold it to suit the needs of the surrounding community. The survey also aims to find out the conditions of competition in the area. Understandably, tough competition to make the new business that pioneered will be difficult to develop.

The choice of location for the peddling of traditional cake is generally in the traditional markets, modern shopping centers or malls, outlets loose on the edge of a highway, or shop in a residential complex. Each location that certainly has a matter of lease a sales place different.

For rental outlets in modern shopping malls, for example, have to spend money USD 2 million to Rp 4 million per month. In addition there is an extra cost to renovate the place of the sales to make it look more attractive. In addition need to provided a showcase as well as purchase equipment, such as trays and knives.

3.Suppliers

In an effort to trade whatever, required reading for the sharp taste of the market. Similarly, in the business of traditional cakes. Types of food must comply with the intended market segment so that the merchandise was sold. When initiating a business, a business man still have to observe the community's potential in terms of traditional cakes. Well, there is no harm in selling range of cakes that quite a lot. We can get a variety of cakes were from a number of suppliers of the consequences a lot more funds are needed when starting such business. However, as time went on, we could certainly find out the type of cake that is most preferred by consumers. Well, that's the cake variety more is provided so that the companionship. Most importantly, in building relationships with suppliers, top priority is product quality traditional cake. a clear agreement with the supplier. In addition, the need to also ensure the continuity of the cake variety of procurement from suppliers. Do not let customers disappointed because his favorite cake is not available from the place of sale due to the supply stops.

4.Prices And Marketing

The selling price of the merchandise is not only determined by the cost of production as well as the calculation of the benefits to be achieved, the prices also reflect the target market will be targeted. High prices are certainly not suitable for all people. While low prices will make the market segments that will be targeted.

In the business of traditional cakes generally have a price that can be purchased by all walks of life, many of the perpetrators of this traditional cake business ventures offer cheap prices, especially in the traditional market.

Because many sellers that offer cheap prices, the women in business should promote the efforts in order to be known by the community, in promoting the efforts of traditional cakes including weight, this is not too much space to promote the traditional cake. One way is to follow a variety of exhibitions, both held private parties as well as government agencies.

The promotion can also be done through social networks, like Facebook and Twitter. This is due to the community, interaction in virtual worlds is currently increasing, promotion through the line was judged sufficiently effective and efficient.

To make it easier for customers considering product sold, can also modify the form of traditional cakes. The other way is to create an attractive packaging. This strategy can distinguish traditional pastry product with other traditional pastries.

After the promotion, product marketing process is increasingly easy because there have been many who know the product. To build an effective marketing, we can enable service delivery order. After the business is run, then the things that are important to build communication takkala with old customers. The reason, traditional cake request was indeed high but demand had come every day. Maintain

communication with customers long then they will have loyalty with a cake that We sell.

C. The results of interviews conducted with some of the women who act as a manufacturer at a time traditional cake seller in the city of Makassar. (Interview Date 2 – May 13, 2018)

1. Seller: bassang

Mrs. hermin, a seller bassang on the way the smell of mango, Mrs. hermin selling from 7 am until 12 noon, Mrs. hermin has been selling for 1 year with earnings 100-200 rMrs per day, like grief for selling bassang in date purchaser lively young ta PI middle months will begin to quiet buyer, every day Mrs. hermin could spend up to 5 liter bassang.

2. Seller of pukis cake :

Mrs. Sulis a seller pukis, a day the day Mrs. sulis selling in the way stone Kingdom, Mrs. sulis selling from 7 am until 5 pm, Mrs. sulis was selling for a little over 1 year with earnings 100-150 rMrs per day, every day spent 40-80 wrap pukis, downs Central if sometimes selling rather quiet month buyers.

3. Seller of jalangkote and bikandoang (vegetable fritter)

Mrs. Hasni, a seller of the day jalangkote day selling on the streets rice maccini, Mrs. hasni selling from 6 am to 10 am, Mrs. hasni has been selling for 6 years with income 100-200 per day, the number was outside the special order that range between 100-250 of fruit per day with a price range Rp 1,000 to Rp. 2,500 perbuah, downs sell jalangkote sometimes had to wake up middle of the night to work on orders in order to finish on time and When you leave the cakes in the display case at times there is a steal.

4. Seller Of Ijo Banana

Mrs. Ija, a banana seller ijo daily selling in street racing center, Mrs. Ija already selling for a little over 2 years with income 150-200 rMrs per day, Mrs. Ija selling from 10 am until 6 pm and every month should pay the money garbage is Rp. 25.000 rMrs per month, like grief for selling bananas ijo when the rainy season can not sell because less laku.

5. Seller of putu Cup cake

Mrs. Mariam, a seller of a cup a day day putu selling in hertasnig road from 10 am until 9 pm, Mrs. mariam is already selling for a little over 1 year with earnings 100-200 rMrs per day and could spend up to 4 liters of flour Rice downs every day, selling more buyers crowded cups putu disiang day from at night and at times before selling Mrs. mariam must accept the risk of being expelled by the local head of lurah

6. Seller of lopis cake

Mrs. Fatima, a seller lopis daily selling in the street hertasnig from 12 noon until 6 pm, Mrs fatimah was already selling for 3 years with income 250-400 rMrs per day and could spend up to 10 liters of rice per day, Mrs fatimah must also pay tax/waste money amounting to Rp. 15,000 per month and rMrs downs selling lopis is when the rainy season is somewhat reduced and risks purchaser expelled the same local history because of selling in a garden.

7. seller of sikaporo/scopes cake

Mrs. Saripah, a seller of food sikaporo scopes a day day selling on the streets of hertasnig from 10 am until 6 pm, Mrs. saripah already selling for 1 year with earnings 100-200 rMrs per day and usual spending 2-4 litres of flour rice per day, Mrs. saripah must also pay tax/waste money amounting to Rp. 15,000 per month and sell downs at a time when the rainy season cendol was not so successful.

8. The seller of broncong cake

Mrs. Asma, a seller of cakes a day broncong day hertasnig way of selling from 7 am until 12 noon with earnings of about rMrs 30-70 per day, Mrs. asma are already selling for a little over 4 years. Because of selling in the edge of the highway road then Mrs. asthma should be prepared if at any time the expelled by police teachers ' praja 5. The seller is the fried/Sweet/fried banana:Penjual putu cangkir :

9. Sellers of fried foods/Sweet/fried banana:

Mrs. Samsia, a seller that fried foods a day day selling in Coconut Road three hour from 8 am to 8 pm with 50-150 income per day, Mrs. samsia already selling for a little over 1 year and at a time when selling fried Mrs. samsia not direct all the frying pan because it will stay cold so the pan fried at the moment will be in there in order to get the buyer's consumption, downs selling fried foods are usually on Saturdays when the buyers are somewhat diminished because many offices closed on Saturday and when the Pan is not depleted it will be consumed on its own.

From the existing data, it can be concluded that women's potential in managing the business of traditional cakes, along with how to market. With such a great help in the family economy is also becoming an increasing economic growth in a region. For reducing unemployment. It can even be a main source of income within the family. It's just that sometimes they are constrained in terms of capital, and place.

In the future it is expected that the local Government can pay more attention to the perpetrators of cottage industry in this small traders to be more developed, as well as make creative innovations in managing hawker traditional cakes so more can be compete in the market and has a high value. In order to compete with the modern cake that is currently developing.

From the results of observation and interviewing the real researchers found that the level of the average income of Idr 100,000/per day, with a level of profit of 25% of the total revenue, this gives an indication that the struggle of women in the business world traditional foods are still desperately needs the attention of the Government in the form of working capital and access to marketing, but in reality help for women has not been optimally distributed so the women selling traditional cakes in the build the business more money sourced from personal savings little by little,

CHAPTER IV. CONCLUSION

The entrepreneurial women in terms of the management of traditional cakes is an activity that is helping boost the economy of the family, though it has become a common thing, that the head of the household in this case is the husband responsible for a living, though the party's wife also did not want to miss, so they also entrepreneurship over the blessing of their husbands in terms of traditional cakes, manage business advantage in getting a little helps a lot family economy, to further enhance the economic benefits the Government and all stake holders need to provide support in the form of working capital and open up market access for women in traditional pastry products are ducted macro

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