

Enhancing Family Welfare: Women Vegetable Traders' Contribution at Namlea Market in Buru Regency

Adriani Galry Adoniram Tobondo¹

¹ Universitas Kristen Tentena, Indonesia

*Correspondence: donitobondo@gmail.com

ABSTRACT

The aim of this research is to describe the efforts of female vegetable vendors in the Namlea market to improve their family's well-being and to identify the inhibiting factors affecting these efforts. The research methodology employed is qualitative description, with data collection techniques including observation, interviews, and documentation. The research findings indicate that female vegetable vendors make various efforts to enhance their family's well-being, such as establishing food stalls, selling cendol, adding vending stalls, marketing staple foods, and offering sewing services. However, the improvement of the family's well-being is hindered by factors such as limited educational attainment, which restricts their skills, limited business capital, and a shortage of human resources within the family. This understanding holds significant implications for endeavors to enhance the economic conditions of families in the Namlea market.

ARTICLE HISTORY

Published December 9th 2023



KEYWORDS

The Role of Women, Traders, Welfare.

ARTICLE LICENCE

© 2023 Universitas Hasanuddin
Under the license CC BY-SA
4.0



1. Introduction

Women in Indonesia are becoming increasingly active in the workforce, with the number of female workers steadily rising. Factors such as improved access to education, successful family planning programs, the availability of childcare facilities, and technological advancements have created opportunities for women to navigate the challenges of both family life and their careers (Anisamartiah et al., 2020; Sitorus et al., 2022; Rusdi et al., 2023; Selva et al., 2019; Pratami et al., 2022; Indasari et al., 2020). This not only impacts the labor market landscape but also significantly contributes to the well-being of women and their families. Women's involvement in the workforce is expected to lead to an improvement in the quality of nutrition and health in many households.

However, despite the growing importance of women in the workforce, they often face a dual role that demands them to manage household responsibilities and work outside the home to support their families. For low-income families, the involvement of all family members is considered highly important. Nevertheless, economic challenges can make it difficult for women to fulfill this role. According to Durkheim (1964), women have a dual role that needs to be viewed in a positive context, such as in marriage and family, as well as in a negative context, such as cases of suicide and divorce. This illustrates the complexity of women's roles in society and within the family.

For Indonesian women, particularly those residing in disadvantaged areas with low economic status, the dual role is not something new; it's a role that has been instilled in them by their parents since a young age (Prihandoko et al., 2019; Sam et al., 2019; Rusdi et al., 2020; Mokoginta et al., 2021). Teenage girls from this group do not play and engage in activities like their peers. This is because they bear the obligation to work to support the family's income.

The simultaneous engagement of women in both domestic and non-domestic work has made them more advanced and resilient in their thinking. The poverty they experience compels women to undertake various jobs to contribute to their family's economic well-being. Women work as traders with the goal of meeting their family's needs because their husbands' income alone cannot cover all the family's expenses (Manginsela, 2018; Abbas et al., 2023; Swain et al., 2021). Consequently, traditional norms that dictate women should stay at home and attend to everything deemed non-essential around the house are gradually being abandoned. This shift in perspective aligns with realistic changes in society that demand hard work. Even in rural areas where patriarchal culture traditionally positioned men as rulers or masters, women have started working to support their family's economy. However, women's work remains

within the bounds of femininity, meaning they continue to work but do not deviate from their natural roles as women in society.

The Namlea market serves as the central marketplace located in the Namlea subdistrict of Buru Regency. The majority of the local population consists of fishermen and farmers, where women play a dual role as both homemakers and contributors to their family's financial well-being (Semuel & Ernst, 2019; Soselisa, 2002). Some engage in vegetable trade, selling their garden produce in the market, while others source specific types of vegetables from outside regions through maritime transportation to be sold in the market.

The residents of Namlea village have diverse sources of income, but for many living around the Namlea Central Market, their livelihood depends on the market. Many of the vendors at the Namlea Market are women who take on a dual role in assisting with family income (Zunaidi & Maghfiroh, 2021); Anriani et al., 2018; Lewis, 2019). However, their dual roles in the vegetable trade have not been sufficient to meet their family's needs. Hence, this research is focused on understanding the efforts made by women vegetable vendors and identifying the inhibiting factors in enhancing their family's well-being.

This research aims to describe the efforts made by women vegetable vendors in improving their family's well-being and identifying the factors hindering their economic progress in Namlea Village, Buru Regency. Furthermore, it seeks to uncover and explain the positive values associated with the behavior of women vegetable vendors regarding family well-being.

2. Methodology

This research used qualitative descriptive method, where the researcher systematically and clearly describes the object under investigation. The purpose of this research is to provide a descriptive overview of the role of women vegetable traders in improving family welfare in Namlea Village, Buru Regency.

The data sources for this research are obtained from primary and secondary data. Primary data is collected directly from the research location and is sourced from key informants, including women who work as vegetable traders, the village head, and community leaders. Secondary data is obtained from literature studies, articles, literature, and relevant documents related to the research focus.

Data collection techniques in this research involve several steps. Firstly, observation, where data obtained through observation include the efforts made by women vegetable traders to improve family welfare. Secondly, interviews, where data obtained through interviews provide information about the efforts and inhibiting factors in improving family welfare. In this process, the researcher explains the purpose and objectives of the research to each informant separately, establishes a rapport with the informants, and asks questions relevant to the research focus. The interview technique is supported by recording and note-taking to obtain primary data from the informants and is complemented by secondary data obtained from observations. Thirdly, documentation, where data obtained through documentation include information about the research location, such as population size, area, environmental conditions, as well as data about the efforts and inhibiting factors of women vegetable traders in improving family welfare in Namlea Village.

Data analysis is conducted through several steps. Firstly, data reduction, where the researcher manages the data to gain clarity on the research problem, both data obtained in the field and from the library. Data is collected and selectively chosen to align with the research focus. Secondly, data presentation, where data acquired by the researcher related to the issues are selected, relevant data is categorized, and problem boundaries are set. Thirdly, comparative analysis, a technique used to analyze and examine the collected data in-depth, followed by making comparisons between different sets of data before drawing conclusions. Lastly, verification, which involves drawing conclusions after data presentation. Verification can be conducted throughout the research process. From the beginning of the study, the researcher attempts to find meaning in the collected data, which leads to the formation of conclusions.

3. Result and Discussion

3.1. Efforts to Improve Family Welfare

a. Dual Role as Housewife and Trader

Women vegetable sellers fulfill a dual role as housewives and income earners. They are involved in various household tasks such as cleaning, cooking, and child care, in addition to carrying out trading activities. Although housework is unpaid, this responsibility has a significant impact on family well-being.

b. Daily Activities in Vegetable Trading

Vegetable trading has become a routine part of their lives, and they use Namlea Market as the main market in Buru Regency. However, simply being involved in the vegetable trade is often not enough to improve family welfare.

c. Various Efforts to Improve Family Welfare

To improve family welfare, women use various strategies, such as running food stalls, selling *cendol*, offering basic food items, and providing sewing services. These activities are carried out alongside their vegetable trading responsibilities, often with the support of other family members.

d. Economic Support and Fulfillment of Needs

These additional efforts are important to support and increase family income, cover children's education costs, and meet other family needs. Women vegetable traders have a central role in contributing to the overall financial well-being of the family.

3.2. Factors Inhibiting Family Welfare

Family welfare is a condition where all family members feel physically, emotionally, socially and economically prosperous, and are able to function optimally in daily life. This includes meeting basic needs such as food, shelter, and health, as well as harmonious relationships between family members. Several efforts made by women vegetable traders provide significant economic benefits for family welfare, but starting and continuing these efforts are often faced with various challenges and inhibiting factors that influence their journey.

a) Inhibiting Factors Faced by Women Vegetable Traders

1) Education

Education plays a key role in determining the level of prosperity that vegetable traders can achieve. In general, many female vegetable traders have a low level of education. A low level of education affects their income because it has difficulty managing the finances and developing the business due to the limited skills. Furthermore, efforts to overcome these obstacles can include training and education programs specifically designed to improve financial literacy and business management.

2) Capital

Limited capital is a serious obstacle in developing businesses carried out by women vegetable traders. This can limit the ability to achieve family prosperity due to difficulties in developing the business and expanding sales outlets. Capital limitations can also affect the competitiveness, considering that it has difficulty competing with competitors who have access to greater capital. Therefore, it is important for vegetable traders to plan their capital management wisely, look for alternative sources of funding, and consider trading strategies that can overcome the limited capital.

3) Lack of Human Resources

The quality of human resources plays a key role in business development and increasing income which contributes to family welfare (Irianto et al., 2018). This depends on the individual's abilities, knowledge and experience. The limited human resources possessed by women vegetable traders at Namlea Market is an inhibiting factor in improving family welfare due to lack of experience and skills. This hampers their ability to manage resources and develop their businesses. Some women vegetable traders may only have primary education or have not even completed primary education, which has an impact on limited skills and quality of human resources. Furthermore, efforts to overcome these challenges can include relevant training and skills development programs as well as access to educational resources that can enhance the qualifications and abilities.

4. Conclusion

Women vegetable sellers at Namlea Main Market, Buru Regency, play a dual role as housewives and economic support for their families by selling vegetables. However, despite their efforts in vegetable trading, they are still faced with economic challenges that cut into their family's welfare. In an effort to improve the family's welfare, they are involved in various additional activities which include opening food stalls, selling cendol, adding sales stalls, selling staple foodstuffs, and providing sewing services. All of these activities involve family members working in turns to serve the customers who come.

The challenges faced by women vegetable traders in improving family welfare are not small. Some inhibiting factors include: 1) education: generally, women vegetable traders have a limited level of education, often only completing primary education. This limited education affects the level of skills they have, which in turn affects their ability to manage finances and develop a business. Efforts to overcome these obstacles involve education and training programs designed to improve financial literacy and business management. 2) Capital: Limited capital is a serious obstacle in their business development efforts. These limitations limit their ability to expand their business and increase their sales outlets. Lack of capital also affects their competitiveness, so they may find it difficult to compete with competitors who have access to greater capital. Therefore, women vegetable traders need to plan their capital management wisely, look for alternative sources of funding, and consider business strategies that can overcome the limited capital they have. 3) Lack of Human Resources: The quality of human resources is an important factor in business development and increasing income which contributes to family welfare. This depends on the individual's knowledge, skills and experience. The limited human resources possessed by women vegetable traders are an inhibiting factor in improving family welfare due to lack of experience and skills. This hinders their ability to manage resources and develop their businesses. Efforts to overcome these challenges can include training, relevant skills development programs, and access to educational resources that can enhance their qualifications and abilities.

With a deeper understanding of the challenges faced by women vegetable traders and the efforts they make to improve family welfare, strategic steps and appropriate support can help them overcome these obstacles and achieve better family welfare.

References

- Abbas, A., Pattu, A., Rahman, F., Pammu, A., & Badaruddin, M. S. (2023). Willa Cather's Notion on Traditional American Women in the Novel *My Antonia*: An Approach of Genetic Structuralism. *Journal of Language Teaching and Research*, 14(5), 1302-1312.
- Anisamartiah, A., Ismulyani, H., & Inonu, S. H. (2022). Kontribusi Pendapatan Wanita Pedagang Sayur Terhadap Pendapatan Keluarga. *Jurnal Pendidikan dan Konseling (JPDK)*, 4(3), 2112-2117.
- Anriani, H. B., Halim, H., Zainuddin, R., Wekke, I. S., & Abdullah, A. (2018, May). Fisherman's Wife Role in Extending Household Income in Palu Gulf. In *IOP Conference Series: Earth and Environmental Science* (Vol. 156, No. 1, p. 012001). IOP Publishing.
- Durkheim, E. (1964) *The Division of Labor in Society*. New York: Free Press.
- Lewis, B. (2019). *Fertility and employment: An assessment of role incompatibility among African urban women*. In *Women and work in Africa* (pp. 249-276). Routledge.
- Indrasari, D. N., Rahman, F., & Abbas, H. (2020). Middle Class Women Role in the 19th Century as Reflected in Bronte's *Wuthering Heights*. *Discourse*, 36(30).
- Irianto, H., Haryono, H., Andi, J. H., & Aisyah, H. S. (2018). Implementation of Business Policy to Increase Income for Family Welfare (IIFW) to Support Population Program in Indonesia. *Public Administration Research*, 7(1), 51-58.
- Manginsela, E. P. (2018). Kontribusi perempuan pedagang sayuran terhadap pendapatan keluarga di pasar bahu manado. *Agri-Sosioekonomi*, 14(3), 45-54.
- Mokoginta, K., Arafah, B., Rahman, F., & Abbas, H. (2021). Indonesian Women as Reflected in an English Textbook Used in Indonesia. *IJASS*, 4(6), 323-337.
- Pratami, I., Evahelda, E., & Astuti, R. P. (2022). Kontribusi pendapatan perempuan pedagang sayur di pasar pagi Kota Pangkalpinang terhadap pendapatan keluarga. *Agricore: Jurnal Agribisnis dan Sosial Ekonomi Pertanian*

Unpad, 7(2), 123-135.

- Prihandoko, L. A., Tembang, Y., Marpaung, D. N., & Rahman, F. (2019, October). English language competence for tourism sector in supporting socio-economic development in Merauke: A Survey Study. *In IOP Conference Series: Earth and Environmental Science* (Vol. 343, No. 1, p. 012170). IOP Publishing.
- Rusdi, M., Sangaji, A. I., & Rezkiamaliah, F. (2020). Persepsi Masyarakat Terhadap Status Janda di Kecamatan Tamalate Kota Makassar:(Community Perception Towards Janda in Tamalate District, Makassar). *Uniqbu Journal of Social Sciences*, 1(3), 154-163.
- Rusdi, M., Buton, S., Papalia, A., Salina, N., Buton, Y., & Sigmarlatu, F. (2023). Perubahan Sosial Pedagang Tradisional (Kehadiran Minimarket di Desa Namlea). *Sosiologis: Kajian Sosiologi Klasik, Modern dan Kontemporer*, 1(02), 8-12.
- Sam, B., Iye, R., Ohoibor, M., Umanailo, M. C. B., Rusdi, M., Rahman, A. B. D., & Hajar, I. (2019). Female Feminism in the Customary Island of Buru. *Int. J. Sci. Technol. Res*, 8(8), 1877-1880.
- Selva, S., Syahida, N. P., & Anita, A. (2019). Peran Wanita Pedagang Dalam Meningkatkan Pendapatan Keluarga (Studi Kasus Wanita Pedagang Sayur Di Desa Midang Kecamatan Gunungsari Kabupaten Lombok Barat). *JlAP (Jurnal Ilmu Administrasi Publik)*, 7(2), 182-192.
- Semuel, L., & Ernst, W. (2019). Inventory on banana (*Musa spp.*) as trading commodities in Maluku islands, Indonesia. *African Journal of Agricultural Research*, 14(33), 1693-1712.
- Sitorus, J., Sahusilawane, A. M., & Sopamena, J. F. (2022). Peran Dan Kontribusi Perempuan Pedagang Sayur Terhadap Pendapatan Rumah Tangga Di Pasar Rumahtiga Kecamatan Teluk Ambon Kota Ambon. *Jurnal Pendidikan, Sains Sosial, dan Agama*, 8(2), 498-513.
- Soselisa, H. L. (2002). *Memories and fragments: resource management in Central Maluku, Eastern Indonesia*. Charles Darwin University (Australia).
- Swain, S., Jakhar, P., & Rout, P. K. (2021). *Economic Empowerment of Farm Women through Improved Post Harvest Technologies and Value Addition of Horticultural Crops*. Promoting Women Agripreneurship through Crop-Livestock-Fisheries Technologies [E-book], 125.
- Zunaidi, A., & Maghfiroh, F. L. (2021). The Role Of Women In Improving The Family Economy. *Dinar: Jurnal Ekonomi dan Keuangan Islam*, 8(1), 61-79.