

Competitive Strategies for Womenpreneurs in Tasikmalaya City During The Covid-19 Pandemic

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Abstract. This research is motivated by the current dual role of women, both as housewives and career women who seek income and are tested for their resilience and competitiveness in the face of the current global COVID-19 pandemic. Based on the pre-research data we obtained, women make a significant contribution to the economy of the City of Tasikmalaya, where more than 50% of MSME actors in the City of Tasikmalaya are female. This research itself aims to provide a general description of the opportunities faced by womenpreneurs in the City of Tasikmalaya, as well as to study further about what challenges are faced by womenpreneurs in the City of Tasikmalaya. The object of the research is womenpreneurs SMEs located in the city of Tasikmalaya. This study uses a qualitative approach with a descriptive method, where the analytical tool used for the data obtained is the SWOT analysis. The technique of collecting data is by using observation techniques, in-depth interviews, and literature studies. The results of this study are based on the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices, the position of Womenpreneur in Tasikmalaya City [IFE 3.101, EFE 3.037] is in Quadrant I.

Keyword. competitive strategy; SWOT analysis; womenpreneur; covid-19.

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INTRODUCTION

The Covid-19 (coronavirus disease -19) pandemic is a pandemic that is now endemic throughout the world. Cases of the Covid-19 pandemic have been confirmed in Indonesia since early March 2020 and are now growing. In a time of pandemic like this, women experience a considerable impact both psychologically and in a role in their family and environment. The role of women in the business world has made a real contribution to business growth, including in Indonesia. After the women's liberation movement has lasted for so long, and there have been many sectors of life where they can now freely work and compete with men, one of which is in the field of entrepreneurship. Entrepreneurship as one of the important things at this time, and has become one of the foundations of the Indonesian economy. Along with the times, there are many women who become entrepreneurs from the micro, small, medium and large levels, with the aim of helping their husbands to meet the economic needs of the family, or on the other hand being the backbone of the family if the business is large enough and advanced.

The contribution of women micro-enterprises as a support for the family, community and even the state's economy during the 1998 monetary crisis is undeniable evidence. According to research conducted by Moore and Buttner (1997), Helgesen (1990, 1995) and OCED (1998) show that the global market welcomes the various characteristics that women entrepreneurs bring to the international trade arena. Today's economic progress and globalization make the job market more complex so that it has an impact on improving job vacancies for women. The participation of women today is not only demanding equal

rights, but also their statements that have meaning for development in Indonesian society (Wibowo, 2011). As in other developing countries, the development of Indonesian womenpreneurs has the potential to be the main motor of the process of women's empowerment and social transformation, which in turn has a positive impact on the level of the country's economy.

According to Savitri (2010), the factors that motivate women to choose entrepreneurship include: (1) Independence factor; (2) Capital Factors; (3) Emotional Factors; and (4) Education Factor. Meanwhile, according to research conducted by Sitepu (2008) concluded that of the five factors that are considered as obstacles for womenpreneurs in entrepreneurship, only four are considered as barriers. The inhibiting factors are feminine factors, socio-cultural factors and customs, administrative factors, and educational factors.

Tasikmalaya City is one of the cities in West Java Province which has the potential for a home industry that produces a variety of handicraft products that have extraordinary charm and art and most of them have fulfilled the quality control group. The potential of the creative industry in Tasikmalaya City is quite large, ranging from embroidery, batik, footwear (kelom geulis), mendong crafts, woven bamboo, furniture, to geulis umbrellas which greatly contribute to the economy which certainly supports the growth of the city of Tasikmalaya. Based on the data we obtained from the pre-research results, more than 50% of MSME actors in Tasikmalaya City are female. In this case, it can be seen that women make a significant contribution to the economy of the City of Tasikmalaya. However, to increase the competitiveness of these women entrepreneurs, of course, an in-depth analysis of the opportunities and challenges they are currently facing, so that targeted strategies will emerge in the hope that these women entrepreneurs will become the driving force behind them. the economy of the city of Tasikmalaya itself.

Based on the problems and descriptions above, the authors are interested in conducting further research with the research title **Competitive Strategies for Womenpreneurs in Tasikmalaya City During Covid-19 Pandemic**.

METHOD

This study uses a descriptive qualitative approach. According to Sugiono (2010), qualitative research is research where the researcher is placed as a key instrument, data collection techniques are combined and data analysis is inductive. This research is classified as an intrinsic case study research, where this research is carried out because of interest in a particular case. The case study approach allows researchers to gain a complete and integrated understanding of the interrelationships of various facts and dimensions of the particular case. In the case study research type approach, data collection methods can be carried out from various sources in various ways, such as observation, interviews, or the study of certain documents/works/products related to the case. The object of this research is women entrepreneurs (womenpreneur) in Tasikmalaya City.

The data analysis technique used in this research is using the SWOT analysis technique with a qualitative approach, which consists of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis aims to maximize the strengths and opportunities, but it can minimize the weakness and threats.

RESULTS AND DISCUSSION

Based on the results of the questionnaires that have been distributed, the number of womenpreneurs samples that have been collected is 29 respondents. The characteristics of respondents who are womenpreneurs in the City of Tasikmalaya and managed to become the sample of this study are as follows:

Type of business

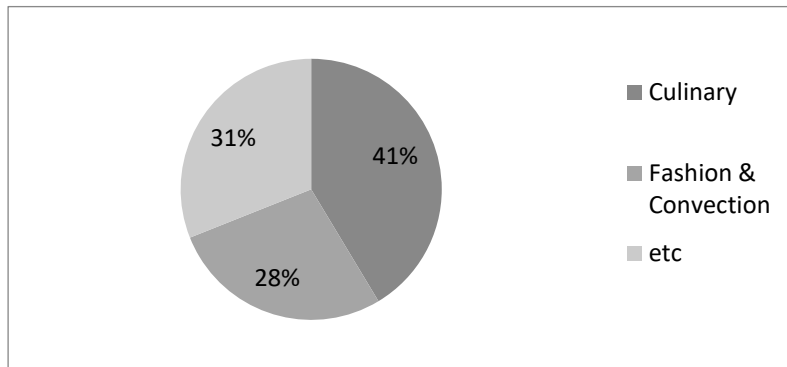


Figure 1. Diagram of Womenpreneur Business Types in Tasikmalaya City

The data illustrates the percentage of types of businesses run by womenpreneurs in the City of Tasikmalaya, with the highest percentage being in the culinary field with 41%, followed by fashion and convection with 31% and others in the fields of resellers, salons and beauty, agriculture (hydroponics), to place rental services (Coworking Space) with a figure of 28%.

Business Length

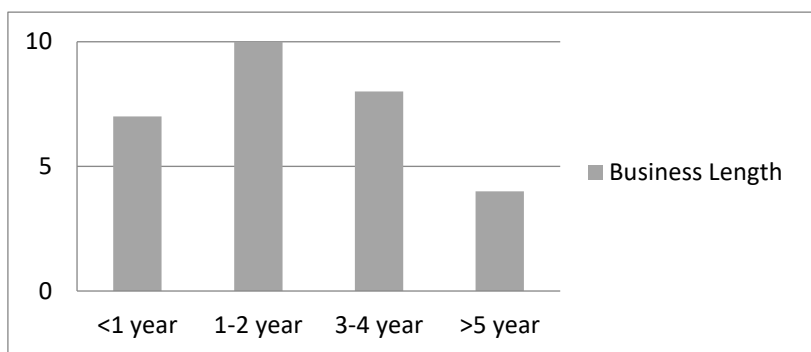


Figure 2. Graph of Womenpreneur Business Length in Tasikmalaya City

The data above describes the length of business that has been run by Womenpreneurs in the City of Tasikmalaya, the details are the businesses owned by Womenpreneurs in the City of Tasikmalaya that are less than one year old, amounting to 7, then businesses with the age of one to two years amounting to the most with the number 10, followed by businesses 8 years old with a range of three to four years, the last one with more than five years old is 4.

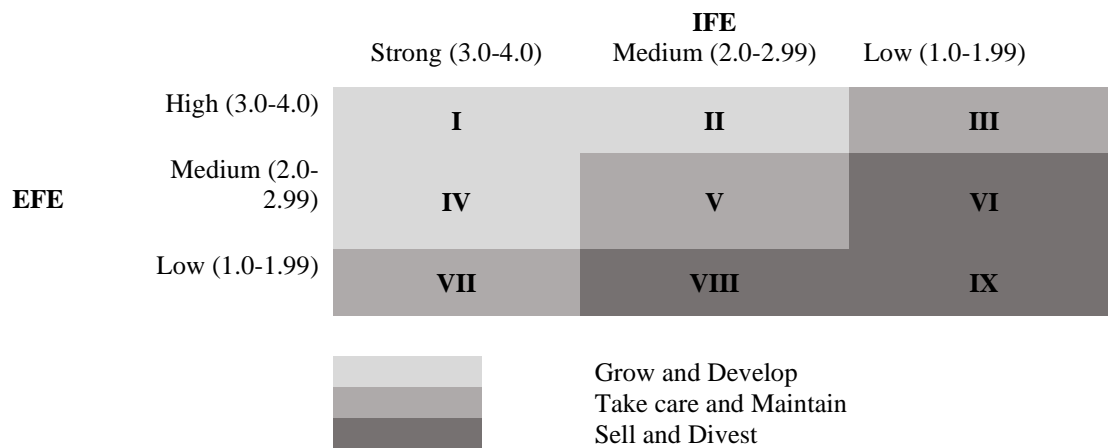
Opportunities and Challenges for Womenpreneurs in Tasikmalaya City

As previously explained, more than 50% of MSME actors in Tasikmalaya City are female. This is an opportunity and a challenge for Womenpreneurs in the City of

Tasikmalaya, especially the pandemic situation that requires MSMEs to continue to be creative and innovate. According to Lee and Stearns (2012) a womenpreneurs, can achieve success with various factors such as, family support, communication skills and business knowledge, product competence and business capabilities and availability of resources.

This study describes the challenges and opportunities of womenpreneurs for the future in the City of Tasikmalaya using a SWOT analysis based on the concept of David (1993). This SWOT analysis uses an internal factor evaluation (IFE) matrix and an external factor evaluation (EFE) matrix, where IFE includes strengths and weaknesses and EFE includes opportunities and challenges.

Internal Factor Evaluation (IFE) Matrix - External Factor Evaluation (EFE) Womenpreneur in Tasikmalaya City



The position of Womenpreneur [IFE 3.101, EFE 3.037] is in Quadrant I

Figure 3. IFE-EFE Matrix

SWOT components that are in the IFE-EFE quadrant are given weights and ratings. The weight is obtained by multiplying the factor rotation value by the variance value (eigenvalue). While the rating is obtained from the results of the assessment of the tested variables. The results of the weighting and assessment are added up with each SWOT component, then the difference between the internal components (S and W), and the difference between the external components (O and T). The internal component difference then becomes the x- axis value (value = 0.44), and the result of the external component difference then becomes the y- axis value (value = 0.35), so that in the IFE-EFE quadrant the position of rapid growth is obtained in the IA quadrant as shown by table 2.

Table 1. Quadrant of Womenpreneur Strategy in Tasikmalaya City

Internal Score	External Score	Strategy Choice
S>W (+)	O>T (+)	Growth
S<W (-)	O<T (-)	Survival
S>W (+)	O<T (-)	Diversification
S<W (-)	O>T (+)	Stability

Table 2. Quadrant of Womenpreneur Strategy in Tasikmalaya City

Strategic Technical	Score	Quadrant	Strategy Choice
Growth	S>O	I A	Rapid Growth
	S<O	I B	Stable Growth
Survival	W>T	III A	Turn Around
	W<T	III B	Guerilla
Diversification	S>T	IV B	Conglomerate
	S<T	IV A	Concentric
Stability	O>W	II A	Aggressive Maintenance
	O<W	II B	Selective Maintenance

Based on Table 5.2 it can be seen that the position Womenpreneur in Tasikmalaya is located in Quadrant IA with a rapid growth strategy (Rapid Growth). This quadrant shows that Womenpreneurs in the City of Tasikmalaya have excellent strength and response in the external environment. According to David (2004) in this position, intensive strategies such as market penetration, market and product development or integrative strategies can be a solution for the competitive strategy of Womenpreneurs in Tasikmalaya City.

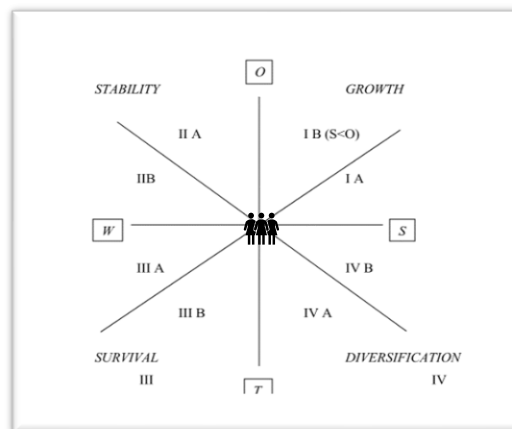


Figure 4. SWOT Analysis Quadrant Chart for Womenpreneurs in Tasikmalaya City

Based on the quadrant location formulation in the figure above, the internal strength strategy (strength) that can be carried out by womenpreneurs in the City of Tasikmalaya is to optimize the role of training to develop HR capabilities in business governance and increase business networks. Next on the internal weaknesses (weaknesses) things that can be done by. womenpreneur in Tasikmalaya City is the use of existing resources in the surrounding environment as a reference for business ideas, and also coaching/training according to the needs of entrepreneurs.

In the external opportunity strategy (opportunity), business digitization through education, training and seminars with businesses based on benefits for the surrounding environment can be an opportunity for womenpreneurs in the City of Tasikmalaya. Meanwhile, efforts that can be made to deal with external threats (threats) are to implement the implementation of training results for womenpreneurs in the City of Tasikmalaya, coordinate with the local government, and stakeholders in terms of training.

CONCLUSION

Based on the results of the study, 50% of MSMEs in Tasikmalaya City are women who have businesses. The type of business that womenpreneurs run in the City of

Tasikmalaya are mostly engaged in the culinary field, followed by the fashion and convection fields and other businesses with business ages ranging from <1 year to >5 years.

Based on the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices, the position of womenpreneurs in Tasikmalaya City [IFE 3.101, EFE 3.037] is in Quadrant I. Based on the formulation of the location of the quadrant, the strategies that can be carried out are Optimizing the role of training to develop HR capabilities in business governance. Coaching/Training according to the needs of entrepreneurs. Increase business network Utilization of existing resources in the surrounding environment as a reference for business ideas. Business digitization through education, training and seminars. Implementing training results to businesses. Business is based on benefits for the surrounding environment.

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