

Feminism Perspective in Economic Welfare of Women Traders at Sukawati Art Market, Gianyar

Luh Indrayani^{1*}, Ni Wayan Ayu Santi², I Nyoman Sujana³

^{1,2,3}Universitas Pendidikan Ganesha, Singaraja - Indonesia

ARTICLE INFO

Article history:

Received June 26, 2023

Received in revised form

June 29, 2023

Accepted June 29, 2023

Available online June 30,

2023

Kata Kunci:

Feminisme, kebutuhan,
kesejahteraan ekonomi.

Keywords:

*Economic welfare, feminism,
needs.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui perspektif feminisme dalam kesejahteraan ekonomi pedagang perempuan di Pasar Seni Sukawati, Gianyar. Kesejahteraan ekonomi dilihat dari penggunaan pendapatan untuk memenuhi kebutuhan. Jenis penelitian ini adalah kualitatif dengan pendekatan fenomenologis untuk memahami esensi pengalaman informan terkait fenomena yang dialami pedagang perempuan. Sebanyak 8 informan menjelaskan hal-hal terkait kesejahteraan ekonomi yang dicapai para ibu tersebut. Temuan menunjukkan bahwa pedagang perempuan memiliki berbagai alasan untuk menjalankan usaha dan mempertahankan usaha yang mendukung berbagai kebutuhan. Pedagang perempuan juga mampu mengelola pendapatannya sebagai pedagang dalam memenuhi kebutuhan kesehatan, pendidikan, pola konsumsi, perumahan dan sosial.

ABSTRACT

This study aims to determine the perspective of feminism in the economic welfare of women traders in the Sukawati Art Market, Gianyar. Economic welfare as seen from the use of income to meet needs. This type of research is a qualitative phenomenological approach to understand the essence of the experience of informants related to the phenomena experienced by women traders. As many as 8 informants explained things related to the economic welfare achieved by these women. The findings show that women traders have various reasons for running a business and maintaining a business that supports various needs. Women traders are also able to manage their income as traders in meeting health, education, consumption patterns, housing and social needs.

* Corresponding author.

E-mail: luhindrayani25@gmail.com (Luh Indrayani)

1. Introduction

Sukawati Art Market is a shopping destination for tourists as well as the local community. Various economic activities are carried out in the market to improve people's welfare. Sukawati Art Market is famous because in this place where tourists and the public can shop for various handicraft products at prices that can be easily reached by all groups. Most of the consumers who shop at Sukawati Art Market come to buy souvenirs. Every day, the market is always crowded, especially during holidays, the visitors will increase drastically. This public market is an alternative for potential buyers to meet household needs, whether clothing, food or housing. It is expected that consumers will be enthusiastic about shopping and buying and selling transactions to meet their needs, so that various types of economic activities in the art market can provide use value for all parties. Most of the traders in the art market are women, they have been traders for generations. Every woman merchant has a special way to attract consumers to shop. With almost the same types of products, every trader tries to attract consumers to buy the products offered.

Although since the Covid-19 pandemic, traders have experienced a decline in sales turnover, this has never discouraged women traders from continuing to earn a fortune from selling. They all do not want to be unemployed, because this will have an impact on the level of their welfare. This thinking is in line with research conducted by (Ojima, 2019) showing that the unemployment rate is one of the factors that have the potential to affect people's welfare. However, the motivation to sell merchandise remains high. Women traders in the art market realize that by carrying out economic activities trading in the market will determine whether or not the welfare of the family is fulfilled. Economic welfare can be maximized by balancing the income received in meeting the necessities of life. With the income received by each person will show expenses and the ability to use money resources in meeting needs. This statement is in accordance with the opinion (Arifin et al., 2020); (Gomanee et al., 2003); (Paul et al., 2014) that per capita expenditure has a positive relationship, which means that the higher the public expenditure, the higher the level of welfare. The motivation of women traders to meet the needs of their families is very high, thus helping to increase enthusiasm in improving the economy of their families.

Previous research conducted by (Al-Nasser & Hallaq, 2019) only examined the welfare that is affected by poverty, so that no one has examined in more depth the feminist perspective on the economic welfare of women traders. This is interesting to study considering the complexity of economic welfare, so in this condition the author wants to examine the study of the feminism perspective in the economic welfare of women traders in the Sukawati Art Market, Gianyar.

2. Literature Review

Feminism

Feminism is a political ideology originating from women who experience oppression in terms of gender, sexual orientation, race, class, ethnicity, religion, and others. Gender will bring up the dichotomy of the nature, roles, and positions between men and women. The dichotomy includes the presence of masculine and feminine, domestic and public roles, dominating and subordinated positions, and gender stereotypes (Rokhmansyah, 2016). The oppression of women begins with gender differences which give birth to gender identity as a marker or characteristic of that gender. Gender identity is an individual's self-concept about his condition as male or female or not both which is felt and believed personally by the individual. Feminism actually teaches a balance between women's rights and men's rights. Women are given the right to freedom as women, such as the right to education, the right to get a decent job, the right to develop themselves and achieve their goals. These rights must be protected in the state constitution regardless of gender (Djoharwinarli, 2012).

The feminism movement is a social movement that has had an impact on perspectives, resistance to gender injustice, and the struggle for women's rights to get recognition. The struggle of the feminist movement requires women's rights to be included in the agenda for upholding human rights. (Agger, 2003) also reinforces that feminists are against the sex-based division of labor, because there is no biological reason why women should take care of children and do housework while men work outside the home to earn wages, thus making wives dependent on the good intentions of their husbands for survival.

Jackson and Jakie in (Lubis, 2015) state that the goals of feminism are (1) to provide information and analysis about women; (2) pursue social change and eliminate gender inequality; (3) make oneself a critique of existing science; (4) shows how women's perspectives on science have not been seen in previous science. Women need state guarantees to help women struggle by creating regulations to protect women. Regulations must ensure women get facilities when working in the public sector, get the right to education,

and a decent living. The state must also create an independent institution that can control the implementation of the regulation.

Feminism has various streams during its development from time to time. This development is accompanied by the wider understanding and thoughts of feminists. The streams of feminism are as follows:

a. Liberal Feminism

Anshori and Kosasih in (Rokhmansyah, 2016) define that liberal feminism is a stream of feminism that understands and believes that the main goal of social life is individual freedom. Liberal feminism believes that patriarchal culture can be eliminated by changing the attitude of women in their relationship with men, namely being aware of demanding their rights so that it will create a new awareness that men and women work together on the basis of equality.

b. Radical Feminism

Radical feminism is a very violent movement that women will not have sex with men. According to feminists who embrace radicalism, men are superior because they are able to control women's bodies. Control over women's bodies is oppression (Fakih, 2013).

c. Marxist/Socialist Feminism

The notion of Marxist/socialist feminism stems from Marx's thoughts on class analysis. In class analysis, the (oppressed) proletariat will be exploited by the bourgeoisie (Lubis, 2015). Socialist feminists fight for freedom from the oppression of the capitalist economic system which considers women to be part of property (Rokhmansyah, 2016). Socialist feminism theory is a theory that puts women's issues within the framework of criticism of capitalism and considers women's oppression to be more structural. Socialist feminism considers that capitalism and patriarchy are the source of women's oppression.

The perspective framework in discussing the human rights and fate of women workers is conditional and structural. The conditional analysis involves an analysis of the overall labor force, such as the minimum wage, wage discrimination between men and women, work safety, and the right to organize. Meanwhile, structural analysis emphasizes the position of women workers in the overall structure of existing social formations (Fakih, 2013).

Socialist feminism as a women's movement that focuses on women's freedom in the economic field. Socialist feminists strongly oppose the existence of a capitalist system and slavery. Women have the right to develop themselves in the economic field so that they are not dependent on men. Women who can support themselves will be freer from oppression by men.

The indicators of socialist feminism are: (1) being able to include women in the public sector so that it will make women more productive and have a bargain with men; (2) abolish the family institution because the family is identical to capitalism which exploits women or there must be cooperation between families so that women are not burdened with multiple roles; (3) focusing on women's struggles by making changes to the economic system (Rokhmansyah, 2016).

d. Existentialist Feminism

Existentialist feminism is a feminist understanding that analyzes the oppression of women because they are considered by others in the way they are there for others (Lubis, 2015).

e. Postmodern Feminism

According to (Rokhmansyah, 2016) Postmodern feminism rejects the existence of authority. Differences between women and men must be accepted and nurtured and society has been arranged to relate to each other. The indicators of feminism theory are the rights that must be obtained by women, the existence of an equal position between women and men, the freedom of women as creatures created by God Almighty, and the equality of treatment between women and men. Meanwhile, according to (Lubis, 2015), there are several characteristics that must be met in conducting research or research on women, namely (1) There is a defense of women's values and a feminism perspective; (2) There is a rejection of the assumptions of sexism in the concepts and research questions; (3) Creating an empathetic relationship between the researcher and the researched; (4) Organizing the feelings and experiences of researchers in the research process; (5) Flexibility in choosing research techniques and across disciplines; (6) Recognizing the emotional and interpretive dimensions of human experience; (7) Facilitating personal and community change so that research is action-oriented; (8) Feminism research aims at social change; (9) Feminist research seeks to highlight ethnic, cultural, and other diversity; (10) Feminist research often involves the researcher as a person; (11) Feminist research often seeks to develop a person's special relationship with the person being studied.

Prosperity

Prosperity can be demonstrated by the ability to seek family resources to meet the needs of goods and services that are considered important in family life. Welfare also includes inner and outer peace that allows each individual to fulfill his physical, spiritual and social needs for himself, his family and society. Thus, welfare means the fulfillment of all needs, both goods and services. The level of welfare of the people of Bali Province in 2021 (Central Bureau of Statistics, 2021) is assessed according to eight fields including:

a. Population

One of the goals of development is to create a society that is prosperous and has a good quality of life. The quality of human life or society is influenced by various factors, including population density, availability of facilities provided by the state, lifestyle, and norms prevailing in an area.

Population density is one of the factors that have a major influence on the quality of life of the community. High population density can cause various problems related to population. Problems that can be caused by a dense population are poverty, unemployment, housing, the environment, and others.

b. Health and nutrition

The availability of quality Human Resources (HR) greatly influences the success of development. Human resources with strong physical, tough mentality, excellent health and mastery of science and technology have a positive effect on the success of development. Malnutrition can cause a decrease in the quality of human resources. In the global order, health is one of the important formulations in the Sustainable Development Goals (SDGs) action plan. Listed as the third goal, which is to ensure a healthy life and promote well-being for all at all ages, various efforts have been set in several targets. These include reducing maternal and infant mortality, reducing morbidity and mortality from communicable and non-communicable diseases, ensuring access to sexual and reproductive health services, and increasing universal health coverage.

c. Education

The level of education is closely related to the quality of human resources. Improvement of human resources can be achieved by improving the quality of education itself. Vice versa, the increase in the education level of the population can be an illustration of the increasing quality of human resources. The level of education can be seen from the last certificate held.

d. Employment

Measuring labor problems does require a fairly comprehensive study. Employment problems arise due to an imbalance between the availability of job opportunities and job seekers. The solution also requires complex policies, for example, not only thinking about uneducated workers, but also thinking about the problems of educated workers. The limited economic absorption of the workforce is a special problem faced by almost all regions in the world, including Bali. Bali as a tourism area is one of the attractions for job seekers because the added value generated by this sector is quite promising.

e. Consumption rates and patterns

The level and pattern of consumption of the population is one of the socio-economic indicators in people's lives. From this indicator, presumably it can describe a person's ability to meet basic living needs or in other terms have a close relationship with poverty. This is certainly an important issue because it is listed in the first goal of the Sustainable Development Goals (SDGs), which is to eliminate poverty in various forms in any region. The level and consumption pattern of the population or even each household is different. Many factors can influence these differences, including: income level, level of education/knowledge, living conditions, type of work, level of national civilization, tastes that are developing in society, habits and socio-cultural conditions of the community, as well as the high and low prices of goods and services. services in an area. Therefore, the level and pattern of consumption of the population becomes a very interesting indicator because it can provide an overview related to many aspects of the socio-economic life of the community.

f. Housing and environment

House or board as one of the basic human needs after the needs of clothing and food. The feasibility of a building to be used as a residential house can be measured from the characteristics of the quality, facilities and ownership status of the residence. The characteristics of the quality of residential houses include the physical aspects of the house as measured by variables including: the widest type of roof, the widest type of wall, the widest type of floor, and the floor area per capita. The second characteristic is residential facilities in the form of basic facilities needed by households to meet their needs from the housing side, it includes: sources of lighting, fuel for cooking, access to proper drinking water, defecation facilities and final storage for feces. The third characteristic, namely the status of housing ownership, is a description of the level of household ability to meet housing needs.

g. Poverty

The poverty level is the main measure of the welfare of the population, the higher the poverty reflects the worsening welfare level and the lower poverty reflects the improving welfare. Poverty calculated by BPS uses the concept of the ability to meet basic needs (basic needs approach). Poverty is an inability to meet basic needs such as food, clothing, shelter, education and health. Poverty can be caused by the scarcity of tools to fulfill basic needs, or the difficulty of access to education and employment. One of the efforts carried out in alleviating poverty is to carry out economic development so that it can increase economic growth. Economic growth is expected to provide welfare to all levels of society in the region concerned. However, sometimes the economic growth that occurs is not evenly distributed so that it has not been able to provide welfare for all levels of society.

h. Other social aspect

Apart from the previously discussed aspects, there are several other social aspects that also seem to be able to explain people's welfare. These social aspects include access to social assistance, types of asset ownership, access to information and communication as well as crime.

The role of women in the welfare of the family is very high. Women take care of the household, participate in work, and educate their children. Women have a high level of creativity in creating business opportunities. The high level of family welfare has an impact on the education level of the children. If the economic conditions and children's education are met properly, family welfare will be achieved.

3. Method

This study uses a qualitative phenomenological approach to understand the essence of the informants' experiences related to the phenomena experienced. In this case, interviews with individuals will be carried out, as well as observations so that later a description of the "essence" of the individual's experience will be obtained. The researcher will give the meaning of the statement conveyed by the informant. This description consists of "what" they experienced and "how" they experienced it (Moustakas, 1994). The procedure for collecting data through interviews, systematic data analysis from a narrow unit of analysis to a wider unit then to a detailed description that summarizes two elements, namely "what" and "how" they experienced it. There were 9 women traders in the Art Market who became informants. This number represents the interviewed informants and has provided maximum information, so that with this number no additional new information is obtained. They explain things related to economic welfare. The results of the interview are then given analysis and meaning so that it clearly illustrates the economic welfare achieved by traders from the perspective of feminism.

4. Result and Discussion

This research was conducted on women traders at the Sukawati Art Market, Gianyar, who sell various types of needs. The first is the statement of some women traders about the reasons they choose a business to trade various kinds of goods and the variety they manage their income as traders in meeting their needs. The following is information given by some of the women traders about the reasons they run a trading business and the management of the income they earn.

The first statement was delivered by a KI informant, she said *"I work because of the economic situation that need to be met"*.

The statement implies that women are traders who work for the family, in terms of meeting their daily needs. From the experience conveyed, this activity is very helpful in daily life. The results obtained are used to buy household needs, so that urgent needs can be met according to their abilities.

It's the same with AA who said *"I am trading here because of the demands of life to fulfill the needs"*.

This means that needs are very important for survival, therefore efforts must be made to make them happen. This woman is trying to do the marketing of merchandise even online as well.

Unlike the informant KS, who poured out her heart. She revealed that *"I am involved in trading activities because this is an activity that has been carried out by the family for a long time, this must be continued for the continuity of the business that has been initiated long ago"*.

KS's statement gives us an illustration that in fact all activities cannot be based on their own will, but we also need to consider the opinions of other people, especially families who are experienced in their fields.

GA, a woman who has been trading in the art market for 15 years, said that *"this business is the first and main source of income because from this activity I can make a living, buy the things I need, the cost of building a house even though it is simple, school fees for children and other necessities for daily needs."*

This woman trader strongly believes that trading in the market provides a promising income because this livelihood is very helpful in daily life.

In contrast to the following few women traders who carry out activities for hobbies. Starting from KD who told me about the activities that are carried out every day, she said *"by doing trading, I can channel my hobbies and earn sustenance"*.

This means that trading activities are not solely for profit, but through this activity, women can indulge themselves to channel hobbies and activities that are of interest to them with bonuses for earning money.

IM's words also give us a different understanding, she said *"I am trading because it's my hobby since my teenage hood and helping my husbands who have retired"*.

This activity is carried out to help the family finances, which is supported by hobbies. Trading activities provide useful income for the needs and please the family in increasing the incoming money.

Informant SY revealed that *"my hobby is trading specifically for Balinese clothing; I do this to meet the monthly needs and my family"*.

Trading in order to meet monthly needs is indeed important, including the needs of families who really depend on this income. Of course, this SY woman works very hard to try to sell various types of Balinese paintings.

Informant SW said, *"My goal in supporting my family, especially household needs, has been supported by my hobby since I was a child"*.

Trading work for SW is an activity that must be carried out to sustain life, otherwise the needs that should be fulfilled cannot be carried out. Thankfully this activity is indeed a hobby that has been owned since childhood, so the activity is very enthusiastic and fun.

The same expression was also conveyed by DS *"my desire and hobby are to trade to support the fulfillment of daily needs, social activities and religious obligation in Hinduism"*

Hobbies can also produce results for DS, because the producers of these hobbies can be useful for daily needs, joy and sorrow activities in the village that must be carried out to build a sense of kinship and *religious obligation* activities such as praying to temples which also require expenses.

Based on the explanation given by women traders, from a feminist perspective, women also have an opinion about welfare. Here are the opinions expressed:

KI, KD, IM stated that *"in achieving economic prosperity, I have to work, just like my husband who also works to earn a living"*.

In such circumstances, women belong to liberal feminism, which assumes that work on the basis of equality. Income in the household can not only be met by men but women can also contribute in terms of the family economy.

The opinions of AA, KS, and SW are almost the same that *"economic prosperity means that I am free to manage the money I have as long as it meets my needs"*.

This proves that women lead to socialist feminism which means women's freedom in the economic field. The income earned by women is freely regulated to fulfill their needs independently for the benefit of the family. Women have reasons to think rationally in determining the priority scale of needs that must be met both urgently and for future needs.

The opinions of GA, SY, and DS are almost the same that *"in my opinion, in the field of economic welfare, it should be fair treatment between men and women"*.

This statement illustrates that women lead to postmodern feminism, namely equality of treatment between women and men in the economic field. In this case women have the hope to make efforts to realize gender equality in the economic field. Women and men have the same potential to contribute significantly to economic development.

Thus, women traders have various reasons to run a business and maintain a business that supports various needs. Women traders are also able to manage their income as traders in meeting health, education, consumption patterns, housing and social needs. This is also reinforced by (Central Bureau of Statistics, 2021) which focuses on the level of welfare of the people of Bali Province in 2021. The information needed is based on a feminist perspective that the activities carried out as a women's movement focus on women's freedom in the economic field. In the perspective of feminism, women traders lead to liberal, socialist and postmodern feminism. Women traders in the Sukawati art market are able to develop themselves and are not dependent on the income of their husbands/men, especially in the economic field. This is in line with the opinion (Rokhmansyah, 2016) that focuses on women's struggles by making changes to the economic system.

5. Conclusions and Suggestions

Women traders in Sukawati Art Market have various reasons to run a business and maintain a business that supports various needs. Able to manage income and develop themselves and not depend on men's income, especially in the economic field for the sake of realizing prosperity. Women traders who are able to manage income for welfare implies that understanding and effort is needed in realizing a prosperous life in an effort to change the economic sector towards a better direction. This research is limited to the activities of women traders in Sukawati Art Market in Gianyar in an effort to realize the economic welfare of the family.

Daftar Rujukan

- Agger, B. (2003). *Teori Sosial Kritis. Kreasi Wacana*.
- Al-Nasser, A. D., & Hallaq, S. S. A. (2019). Impact of human poverty on the human development index in Jordan within the period 2003-2016. *International Journal of Business and Society*, 20(2), 552–562.
- Arifin, Z., Maipita, I., & Hutasuhut, S. (2020). The Effect of Capital Expenditure and Economic Growth on the Human Development Index of the District City in North Sumatera. *Advances in Social Sciences Research Journal*, 7(1), 585–594.
- Badan Pusat Statistik, B. (2021). *Indikator Kesejahteraan Rakyat Provinsi BALI 2021*. CV. Bhinneka Karya.
- Djoharwinarlien, S. (2012). *Dilema Kesetaraan Gender*.
- Fakih, M. (2013). *Analisis Gender & Transformasi Sosial*. Pustaka Pelajar.
- Gomanee, K., Morrissey, O., Mosley, P., & Verschoor, A. (2003). AID, Pro-Poor Expenditure and Welfare. *World*, 1– 24.
- Lubis, A. Y. (2015). *Pemikiran Kritis Kontemporer*. Rajawali Pers.
- Moustakas, C. 1994. *Phenomenological Research Methods*. Thousand Oaks, CA: Sage.
- Ojima, D. (2019). Unemployment and Economic Development in Nigeria (1980-2017). *Advances in Social Sciences Research Journal*, 6(1), 110–121.
- Paul, K. N., Hamdiyah, A., & Samuel, A. D. (2014). Food expenditure and household welfare in Ghana. *African Journal of Food Science*, 8(3), 164– 175.
- Rokhmansyah, A. (2016). *Pengantar Gender & Feminisme*. Garudhawaca.