

Phenomenological Study: The Meaning of Entrepreneur for Women MSME Actors

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Abstract

This study aims to determine the meaning of entrepreneurship for female Micro, Small and Medium Enterprises (MSMEs), the meaning of communicators in digital marketing communications, analyze the role of women in formulating messages in digital media and to find out how digital media management strategies are. This study uses the phenomenological method. The results of this study are that female MSME actors feel that entrepreneurship needs to be done to develop their potential and also be future-oriented. Excavation of meaning is divided into two meanings. First, the meaning of entrepreneurship for future-oriented female MSMEs sees entrepreneurial activity as an effort to fulfill personal needs, and help family needs. Second, the meaning of entrepreneurship for female MSME actors who are oriented towards self-development, seeing entrepreneurial activity as self-ability, self-confidence, creativity and innovation. This means that self-development orientation sees it as a form of self-existence as a woman who has the ability.

Keywords: Digital Marketing Communication, Entrepreneurship, Women MSME Actors

1. Introduction

The development of women's Micro, Small and Medium Enterprises (MSMEs) in Indonesia has experienced a significant increase. The data reported by Kompas online news, reveals that 51% of micro and small businesses in Indonesia, namely the city of Bandung, are owned by women. The development of MSMEs in the city of Bandung is inseparable from the strengthening efforts made by the Bandung city government. The strengthening efforts carried out include the fields of capital, business networks, licensing, production, finance, human resources, to marketing. The key to success in driving MSMEs in Bandung city cannot be separated from the role of women in it.

Data from the Department of Cooperatives and Micro, Small and Medium Enterprises (KUMKM) of Bandung city reveals that the development of women's MSMEs in Bandung city has increased in the last five years. The percentage increase in women's MSMEs in the city of Bandung in the last five years seems to have reached an average of 5% to 7%. In 2012, women's MSMEs in the city of Bandung reached 53%. Meanwhile, in 2013, women's MSMEs increased by about 10%, to reach at 63%. Unlike the previous year,

in 2014, there was a decrease; women's MSMEs reduced to 58.5%; but this result was still higher than men's MSMEs. The year 2015 was a turning point; the data showed an increase of 4.9% to reach at 63.4%. The following year, in 2016, the women's MSMEs continued to increase and reached at 66.6%. The following table shows the percentage of MSME development in Bandung city.

Table 1.1: Development of MSMEs in Bandung

Period	Female MSME Actors	Male MSME Actors
2012	53 %	35.5 %
2013	63 %	37 %
2014	58.5 %	42 %
2015	63.4 %	36.5 %
2016	66.6 %	33.3 %

Source: Bandung city KUMKM Service (Accessed on April 12, 2020)

Women have many advantages that can be the main keys in running the business world, especially MSMEs. At first, women were considered to have various limitations compared to men, such as obtaining education, economic access, access to training, information on marketing technology, and various other related aspects, that greatly determine success in penetrating a market. Therefore, female MSME actors often have difficulty marketing their products strategically, effectively and efficiently. As a consequence, female MSME actors often market their products to markets closest to buyers, which tend to be few, and so the culture of men as successful entrepreneurs still dominates.

Today, with the development of education and marketing technology, women can also open and manage their own businesses to achieve success. The success of women in running their own businesses, especially in the MSME sector, cannot be separated from the number of women who have many creative ideas and want to earn their own income. In addition to having multi-talented women, namely skilled, diligent, tenacious, and conscientious, they are also known to be resilient and don't give up easily. They can really be the main source of income in the households (D. Ayu R. Widyastuti et al., 2016).

In contrast to housewives, the motive for channeling hobbies by starting their own business such as MSMEs in their spare time is the most important reason. Besides these factors, to market their products, female MSME actors prefer to use the internet and social media. The internet in Bandung city reached to 579,000 people. There are many possibilities that female MSME business actors in Bandung city have skills in using the internet (A. R. Rachman et al., 2016). This is because the information technology revolution has changed the landscape of the marketing world in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world (digital marketing). This is a phenomenon shift from space to space; from offline to online space, from real-space to cyber-space, currently 80% faster than offline, which is also followed by a paradigm shift (paradigm shift) or the way users think (H. Suwatno, 2017: 99).

Social media is a means of Marketing Communication in the Digital Age which is easy to use. Before a business has a website, marketing communication is common to find in markets such as Indonesia,

especially female SMEs in Bandung city. They have started to enter the realm of cyberspace through social media. Data from research by APJII (Association of Indonesian Internet Service Providers) states that women also tend to dominate Internet use in recent years. Female gender dominance in internet use is seen with the percentage of 51% of women and 49% of men. Data obtained by APJII also shows that the internet usage level is highest at the 31.5% by the trade sector (A. R. Rachman et al., 2016).

The digital era is indeed impossible to avoid. If one wants to survive in the midst of many competitors and the rapid development of digital era, then MSME actors must be able to maximize the benefits of digital development. The digital marketing strategy carried out by female MSME actors in running their businesses is more prospective. This can happen because of communication in digital marketing allows potential customers to obtain all kinds of information about products and transactions via the internet.

Basically, the relationship between competitive advantage and success is dynamic. Highly competitive MSMEs are characterized by the increasing trend of the growth rate of production volume, market share (domestic and foreign) continues to increase, serving not only the local market but also the national market, promotion and marketing that follows technological developments (Tambunan, 2009:37). A business can be successful if its competitiveness increases and demand from consumers also increases. In order to achieve the success, female MSME actors in the city of Bandung carry out two-way communication with their consumers in digital marketing communications.

The business world, including MSMEs, requires a certain approach to generations of millennials in the digital era. The digital era of millennials' trusts two-way information from users and consumers rather than unidirectional information. Advertisements or information from large companies are no longer the main choice, it is replaced by personal experiences and subjective matters. Product purchases are based more on the judgments and experiences of others on the internet. Given their internet-minded activities, it is not surprising that many complaints and disappointments, as well as praise, will spread through media connected to the internet. This is a distinct advantage for female MSME actors who have a conscientious and patient nature, because they can easily understand what consumers need.

The virtual world or digital marketing also helps female MSME actors who are no longer only able to connect people with devices, but also connect the people of Indonesia with the world. MSMEs are the most resilient from the monetary, economic, food and energy crises that has happened in the world and Indonesia in the last 10 years. Thus, a lot of support should be given to women to become entrepreneurs. The positive impacts arising from the presence of female MSME actors are poverty alleviation, absorbing labor, and equal distribution of welfare.

From the several female MSME actors who have succeeded in communicating and doing digital marketing through social media in the city of Bandung, the first one is Kitchen Gladies. Kitchen Gladies, which is an MSME owned by Poetry Gladies Karina Dewi, is a producer of baked brownies with various unique toppings, having an online sales system. By utilizing social media for business interests and an initial capital of 300 thousand rupiah, Dapur Gladies was established in November 2013, and now has a branch in Jakarta with a turnover of tens of millions per month. Her efforts to build a cake business through social media are increasingly selling well. Through his Kitchen Gladies business, which was built in November 2013, the youngest of the two brothers continues to be creative. Gladies said that he had been pursuing his

hobby and passion for baking for a long time, but he only got serious after graduating from the Bandung Tourism College. At first, Gladies had no intention of starting a business, he loves to cook. However, because followers often encourage him, he is interested in trying to sell cakes without leaving his job on TV. Because he is happy, Gladies doesn't feel burdened at all. He already has loyal customers; celebrities are no exceptions. In addition, by utilizing social media, he can easily promote through friends and celebrities he knows. Now the cake business, which he calls Kitchen Gladies, has become his main job. By using endorsers, he promotes his brownies. Since then, in two months, the Dapur Gladies Twitter account has gained an additional 2 thousand followers.

Apart from Dapur Gladies, another successful MSME run by a female entrepreneur in Bandung is Papyrus Photo, which is managed by Aprilia Kristiawan. She also explained the importance of online marketing even though her company was growing rapidly when she decided to go online. According to her, it is time to enter the gates of the digital world, including the most efficient, effective, and very impactful way. No more exorbitant promotional costs with immeasurable impact. Being women, our biggest enemy were limitations. That was in the past when the digital world didn't exist. Now, the world is without borders. Indonesian women are playing very important role in the development of MSMEs in Indonesia.

Social media makes it easy for business people to attract a wider audience, and if used properly, can have a beneficial marketing impact. Women MSMEs, who have decided to go online, must have more experience than they had before. The success of female MSMEs is certainly no longer in doubt in the development of digital marketing communications. Seeing the phenomenon of the large number of successful female MSMEs in the city of Bandung, is the reason researchers are interested in examining the experiences of successful female MSME actors in the city of Bandung through digital marketing communications.

2. Literature Review

2.1 Digital Marketing

The concept of digital marketing originated from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as search engines. The use of internet search grew in 2006 and in 2007. The use of mobile devices has increased drastically which has also increased the use of the internet, and people from all over the world started connecting with each other through social media (Purwana et al., 2017).

Digital marketing is also defined as marketing activities that use internet-based media (Purwana et al., 2017). The development of digital marketing provides many benefits in building awareness for brands and companies, including (Purwana et al., 2017):

- (1) **Branding:** Digital marketing can build a brand image through a website with a wide reach.
- (2) **Completeness:** Digital marketing allows us to disseminate information through links to bring the market closer to the company.
- (3) **Usability-Functionality:** Digital marketing with Web 2.0 provides a simple and user-friendly platform for developing experiences and assisting user activities. Saussure then sees language as a structured system that represents reality. He believed that language researchers should pay attention to language forms such as speech sounds, words, and grammar. Although the structure of language is random, the use of language is not completely random because language requires an established agreement (established convention). You cannot choose or use words or grammar arbitrarily.

(Morissan,2013:139). The use of abstract language often causes communication difficulties caused by unclear words. If the concept is increasingly unclear, or abstract, it will be increasingly difficult to encode the intended meaning. (Tubbs, 2012:88). Our relationship with other people will determine the quality of our life. When other people don't understand your ideas, when your message irritates them, when you don't work out a thorny problem. Because other people are against your opinion and don't want to help you, the more you communicate the farther you will be from them. If you always fail to encourage others to act, you have failed at communication. Your communication is not effective. (Rakhmat, 2012:13)

- (4) **Interactivity:** Digital marketing can build long term relationships with audiences because the internet allows its users (markets) to have conversations and develop positive experiences with brands.
- (5) **Visual Communication:** Digital marketing offer a more visual way of communication through pictures and videos.
- (6) **Relevant Advertising:** Digital marketing provide convenience in segmenting the market so as to assist in a suitable and more attractive advertising strategy.
- (7) **Community Connections:** The internet is a medium that can connect companies with their audiences and between themselves.
- (8) **Virality:** The internet is capable of enabling the exponential spread of content. Viral communication becomes relevant with high connectivity, instantaneous and sharing.
- (9) **Measuring Output:** Online platforms have the ability to estimate the output of marketing activities.

Digital marketing has been and will continue to be a mainstream and effective marketing communication model because it is in accordance with the spirit of the times (zeitgeist). In fact, in the future, the trend of economic activity is likely to be less mobility but more activities. This means that human activities (including buying and selling) are more and more complex, but with increasingly sophisticated digital media; human mobility (physical movement) will decrease. Kenneth E Andersen concluded that we tend to pay attention to certain things that are important, stand out, or involve us (J. Rakhmat, 2012:53). Kenneth E. Andersen states that attention is a mental process when a stimulus or series of stimuli becomes prominent in consciousness when another stimulus weakens. (J. Rakhmat, 2012:51)

Startup brands are starting to appear like mushrooms in the rainy season. If in the past only large companies were able to advertise with a wide reach, now the internet media allow a small business brand to be known nationally, even globally. They can start building their business with small capital and limited resources. They do not have to have a shop or shophouse in a strategic and expensive location, but simply can store their products at home and then market them online. A business actor needs to know the things that form the foundation for digital marketing strategies, including:

(1) **Know Your Business**

Is our business ready to implement digital marketing? Are the products or services we offer suitable for online promotion? Are our human resources and infrastructure ready to accommodate changes in marketing methods?

(2) **Know Your Competition**

Who are our main competitors in the digital market? Whatever competitors do right, we can adapt, while what we do wrong can learn the factors, and what they don't do can be an opportunity for us. What must be

understood is that competitors in the digital world can come from our own business neighbors or from other countries. Therefore, if our online business has entered the global game, we should not limit our analysis to local competitors.

(3) Know What You Want to Achieve

We must know what goals and things we want to achieve through the use of digital marketing. For that, we need to set clear, measurable and achievable goals.

(4) Know How You're Doing

We also need to know the effective ways and tactics to use digital marketing. We can find out what is happening in the online business and compare it with what we already have and do. Has our digital campaign program been running effectively? Does our digital channel already have higher traffic than competitors? We must continuously measure, compare, and prepare various new strategies in order to maintain the performance of our online business (London in Suwatno, 2017).

2.2 Phenomenology

The word phenomenology comes from the word phenomenon which means the appearance of an object, event or condition in the perception of an individual. Phenomenology uses direct experience as a way to understand the world. Maurice Merleau-Ponty, one of the proponents of this tradition, wrote: "All my knowledge of the world, even my scientific knowledge, is derived from my own views, or from experience in the world" (Morissan, 2013:39).

Engkus Kuswarno said, "If researchers try to describe the phenomenon of a community according to their own views, then the most appropriate tradition in their research is phenomenology". The tradition of phenomenological studies according to John W. Creswell (2007:271) is: "Whereas a biography reports the life of a single individual, a phenomenological study describes the meaning of the life experiences for several individuals about a concept or the phenomenon". Thus, a study with a phenomenological approach seeks to explain the meaning of a number of people's life experiences about a concept or symptom, including their own self-concept or view of life. Moleong explained that phenomenology does not assume that researchers know what things mean to the people they are studying. A similar opinion also comes from Stephen W. Littlejohn (2009:204) by declaring "Phenomenology makes actual lived experience the basic data of reality".

The main purpose of phenomenology is to study how phenomena are experienced in consciousness, thought and in action, such as how these phenomena are valued or received aesthetically. Phenomenology tries to find an understanding of how humans construct meaning and important concepts within the framework of intersubjectivity because our understanding of the world is shaped by our relationships with other people. Although the meaning we create can be traced in the actions, works and activities we do, there are still other people's roles in it (Kuswarno, 2009:2).

The term phenomenology was introduced by Johan Heirinckh. The pioneer of the flow of phenomenology is Edmund Husserl. The term phenomenology comes from the Greek *phainomai* which means "to see". Phenomena are nothing but facts that are realized and entered into the human senses. The term phenomenology itself was not known until at least the 20th century. Today phenomenology is known as a

school of philosophy as well as a method of thinking, which studies human phenomena without questioning the causes of these phenomena, their objective reality, and their appearances. (Kuswarno, 2009:2). One of the leading figures in the phenomenological theory is Alfred Schutz (Di et al., 2016).

The essence of Schutz's thinking is how to understand social action through interpretation. Where, social action is an action that is oriented to the behavior of other people in the past, present and future. To describe a person's overall actions, Schutz grouped them into 2 phases, namely: (1) Because-motives (Weil-Motiv) namely actions that refer to the past; where, an action that a person will take must have a reason from the past when he did it; and (2) In-order-to- motive (Um-zu-motiv) i.e. motives that refer to future actions, where, the actions taken by someone must have a predetermined goal (Kuswarno, 2009: 111) (Novitasari, 2014).

3. Method

This study uses a qualitative approach, with a descriptive method. Descriptive method is used to describe the phenomena that occur in the field. Data collection techniques used in this study were in-depth observations, both field observations and documents, supported by in-depth interviews with cafe owners, consumers and the MSME community. For the validity of the data, the researcher used data triangulation techniques, by conducting interviews repeatedly with different times and places.

4. Results and Discussion

4.1 Understanding the Women Entrepreneurs

According to Drucker, entrepreneurship is the ability to create something new and different. A broader definition of entrepreneurship is a dynamic process of creating additional wealth (C. Kearney, et al., 2008). This wealth is generated by individuals who bear major risks in terms of capital, time, and career commitment. According to D. Purwana, et al. (2017), entrepreneurship is the application of creativity and innovation to solve problems and take advantage of opportunities that are faced every day.

According to Meredith (2002) in Sherlywati S., et al. (2017), entrepreneurial characteristics can be seen from the character and behavior, namely self-confidence, results-oriented, risk-taking, leadership, originality, and future-oriented. There are eight characteristics of entrepreneurship according to Zimmerer & Scarborough (2008), namely:

- (1) desire for responsibility
- (2) prefer medium risk
- (3) believe in the ability to succeed
- (4) desire for immediate feedback
- (5) high energy level
- (6) future orientation
- (7) organizing skills
- (8) rate performance higher than others (Sherlywati et al., 2017).

There are several critical factors that play a role in opening a new business:

- (1) Personal, concerning aspects of one's personality.
- (2) Sociological, concerning aspects of one's personality regarding relationship problems with family, etc.
- (3) Environmental, regarding the relationship with the environment.

A more complete definition of entrepreneurship is stated by Joseph Schumpeter as Entrepreneur is the person who destroys the existing economic order by introducing new products and services, by creating new format of organization, or by exploiting new raw materials (Bygrave in Buchari Alma, 2010:31). Peter Drucker said that entrepreneurs are not looking for risk, they are looking for opportunity. From the observation of entrepreneurial behavior, three types of entrepreneurs can be stated, namely:

- (1) Entrepreneurs who have initiative.
- (2) Entrepreneurs who organize social and economic mechanisms to produce something.
- (3) Who accepts risk or failure. (David in Buchari Alma, 2010:32)

Women open businesses twice as many as men. Currently women own one-third of all forms of business, and it is hoped that this will grow to 50% of women entrepreneurs by 2000. Currently 80% of women are in retail and services (Kancana & Lestari, 2013), while men run many businesses in manufacturing, construction, transportation, and mining. (Zimmerer & Scarborough, 1996:9). Women use words more, more deeply, ask more questions, and use more emotionally charged words than men (Tubbs, 2012:102).

According to Hofstede (1989) in Ribhan (2007), argues that future orientation (future oriented) women tend to be more forward-looking when making a decision and act than men, women have sharpness in predicting the situation and tend to be "safe players" (self players). On the other hand, women have the potential to develop businesses. Experience from other countries shows that women entrepreneurs are more responsible and more trustworthy in terms of managing business finances, and women tend to be more sensitive to market needs, thereby opening up new business opportunities. Efforts to increase the role of women in entrepreneurship development, especially through science and technology, have actually been carried out by the government, the private sector, women's organizations and other related institutions. Various policies and actions have been launched but have not yet produced the expected impact. On the other hand, various things such as ease of financing and licensing, protection of intellectual property rights, access to marketing, are still big challenges (Ribhan, 2007)(Studi et al., 2017).

There are several factors that support the development of career women in the field of entrepreneurship, namely: (Buchari, 2013):

- (1) The instincts of women who work more carefully, are good at anticipating the future, maintain harmony, cooperation in the household can be applied in business life.
- (2) Educate family members to succeed in the future, can be developed in company management personnel.
- (3) Cultural factors (in Bali and West Sumatra) where women play a role in managing the household economy
- (4) Environmental necessities of life such as sewing, embroidery, cake making, various dishes, cosmetics, encourage the birth of women entrepreneurs who develop these commodities.
- (5) The advancement of women's education has greatly encouraged the development of career women, becoming employees, or opening their own businesses in various business fields.

4.2 Meaning of Entrepreneurship for Women MSMEs

Entrepreneurship is now commonplace for most people, not least for women. Women are known as people who have a high desire and try their best to make it happen. The many types of businesses in Indonesia

make women choose apply their self-development process through business in the field of MSMEs. The MSME is a promising business for the perpetrators because it is legal and the existence of MSMEs is regulated in the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small and Medium Enterprises.

Many factors support a woman in opening a business or entrepreneurship. These factors can come from themselves as good intentions and willingness, their families, and their environment. As explained by Buchari Alma that there are several factors that support the development of career women in the field of entrepreneurship, that is (Alma, 2013):

- (1) The instincts of women who work more carefully, are good at anticipating the future, maintain harmony, and work together in the household can be applied in business life. Mendidik anggota keluarga agar berhasil dikemudian hari, dapat dikembangkan dalam personel manajemen perusahaan.
- (2) Cultural factors (in Bali and West Sumatra) where women play a role in managing the household economy
- (3) Environmental necessities of life such as sewing, embroidery, cake making, various dishes, cosmetics, encourage the birth of women entrepreneurs who develop these commodities.
- (4) The advancement of women's education has greatly encouraged the development of career women, becoming employees, or opening their own businesses in various business fields.

Some of these aspects are very strong to become the basis for women in opening businesses. Advances in the world of technology have also facilitated women's communication networks in entrepreneurship. Women have various reasons why they can enter the world of entrepreneurship. Entrepreneurial woman trying.

To develop the potential that exists within themselves, before women enter into entrepreneurship, they first work as private employees. On the basis of discomfort in the work environment, some women entrepreneurs view entrepreneurship as something new that they can do to apply all the knowledge they get when they work. as a private employee. As stated by Alma:

Women entrepreneurs are motivated to open a business because they want to excel and because of the frustration in their previous job. He feels constrained that he can't display his skills and develop the talents that exist in him (Alma, 2010:47).

The hidden abilities of women since they work in a company are then instilled when they start to become entrepreneurs. They open up employment opportunities for other people, and try to learn from their own abilities. Entrepreneurial women can develop with all the skills they have. driven by good will or intentions from within themselves as well as a tenacious, diligent, and diligent attitude. As a result, with these abilities, entrepreneurial women are able to work hard and have a goal to produce their own brand. Murphy and Peck in Alma state that hard work is the basic capital for someone's success (Alma, 2010:106).

Besides, a woman entrepreneur must have high self-confidence. They see a possible target market and believe that they can market the product properly. Confidence can be implemented in real entrepreneurship activities and felt by oneself and others. Next Zimmer and Scarborough stated:

Regarding the personality characteristics of women entrepreneurs, they are tolerant and flexible, realistic, and creative, enthusiastic and energetic and able to relate to the community and have medium level of self tolerance (Alma, 2010:47).

The level of self-confidence of women entrepreneurs is indeed not as high as that of men, but women always have a sense of optimism as a value instilled by women entrepreneurs in themselves. Entrepreneurial women interpret their entrepreneurship as self-evident that they are an independent person. Entrepreneurial women are trying to prove that they are capable of getting up and not bothering others. They also in running their entrepreneurship must be based on creative and innovative thinking. Zimmer stated that:

Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities. Creativity is the ability to develop new ideas and find new ways to see opportunities or problems faced. Innovation is ability to apply creative solutions to those problems and opportunities to enhance or to enrich people's live. Innovation is the ability to use creative solutions to fill opportunities so that they bring benefits to people's lives (Alma, 2010:71).

The innovations they carry out cannot be separated from the various creative thoughts of women entrepreneurs. Making product differentiation from many other products is included in the task of women who are entrepreneurs. In the end, this creative and innovative thinking has led many women to become successful entrepreneurs.

Based on the research results, women also interpret themselves in entrepreneurship for hopes in the future or future-oriented. Generally they choose to be entrepreneurs because they see many promising things in the future. One of them is that they want their brand to be known by everyone, both nationally and internationally. As Tambunan said that if we want to be successful we must market our products at least to penetrate the local market (Tambunan, 2009, 37). Women entrepreneurs use technological developments to make it easier for them to market their products. Their direct involvement in the business gives them the freedom to determine the goals of the business. Several informants admitted that with entrepreneurship they dared to take risks, dared to dream more, and dared to achieve what was expected. As Hisrich-Peters put it that

Entrepreneurship is a dynamic process for creating wealth. This additional wealth is created by entrepreneurial individuals who take risks, spend time, and provide a variety of products and services (dalam Alma, 2010:33).

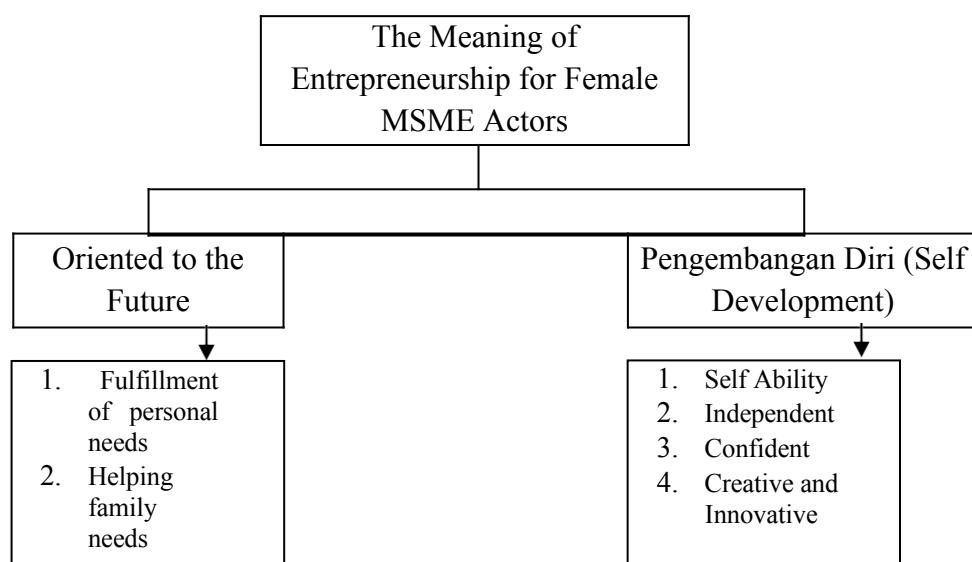
Everything they do to meet personal needs in the future. Their long-term desire is to create an application or shop to form product branding. Others can form a commitment with themselves to remain consistent with their goal of opening a business, which is to make their family and closest relatives happy.

Table 4.2.1: Relation of Theory and Research Results

Aspects of Alfred Schutz .'s Theory of Phenomenology	Definition of aspects of Alfred Schutz's Theory of Phenomenology	The Relation of Alfred Schutz's Phenomenological Theory with Research Results
Because of Motive (Well Motive)	Actions that refer to the past. Where, the actions taken by someone must have a reason from the past when he did it.	Because female MSME actors want develop themselves in a better direction. Putting the theory they can into practice they work.
		long-term wish
		their length is
	Motives referring to	create an app or
	action in the past	shop to shape
In Order to Motive (Um- Zu-Motiv)	will come. Where,	product branding.
	an action that is done by a certain person	Other expectations can form commitment
	have a purpose.	with himself
		to stay consistent
		with purpose

Source: Alfred Schutz's Phenomenological Theory, modified based on research results.

The following is a mapping of research results:



Source: Research Results April-July 2018

Figure 4.2.1: The Meaning of Entrepreneurship for Women MSME Actors

5. Conclusion

Based on the results of this study, two conclusions can be understood:

- (1) The Meaning of Entrepreneurship for MSME actors Women who are future-oriented see entrepreneurial activity as an effort to fulfill personal needs, and help family needs.
- (2) The meaning of entrepreneurship for female MSME actors who are oriented towards self-development, see entrepreneurial activity as self-ability, self-confidence, creativity and innovation. This means that self-development orientation sees it as a form of self-existence as a woman who has the ability.

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