

ECONOMIC PRODUCTIVITY OF FEMALE ENTREPRENEURS IN THE CULINARY TOURISM IN ACEH

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ABSTRACT

This study aims to determine economic productivity of female entrepreneurs in culinary tourism in Aceh. Many female started entrepreneurship are influenced by various factors. The Culinary with local characteristics becomes an attractive choice for starting a business by female entrepreneurs because it is easy to run and is a main need for tourists. Research was undertaken in the culinary local tourism of Aceh province, and data were obtained from questionnaires and literature studies. The results of this research concluded that Female entrepreneurship activities support the local economy. female entrepreneurship has a positive impact on the social and economic sectors of the family.

Keywords: female entrepreneurs, culinary, economic, tourism.

1. INTRODUCTION

Culinary tourism is currently a very popular type of tourism that has a lot of impact on the development of a region. This is due to changes in people's lifestyles in fulfilling food consumption. People consume food not only to fulfill basic needs, but also to satisfy their taste, service, and scenic atmosphere. Culinary tourism is now experiencing rapid development and is increasingly popular among the public. This can occur due to changes in people's lifestyles. Which is not only to fulfill basic needs, but also to seek satisfaction in taste, service, and a new scenic atmosphere. This has encouraged many female entrepreneurs to set up culinary establishments in new strategic locations with their own characteristics. Culinary is one of the attractions for tourists who are traveling with the aim of enjoying various types of food typical of the destination.

Female participation in improving the standard of living of the family and community is a high form of female empowerment for economic prosperity. Today, women not only act as housewives, but also work in other sectors outside the home. Female entrepreneurs often face obstacles and challenges in their careers. However, entrepreneurship is becoming an increasingly important source of employment for women in many countries. There are many things that cause women choose to become entrepreneurs. In Indonesia, female entrepreneurs mostly produce food and drinks (culinary).

Tourism destinations that provide culinary delights have a big influence on the local community's economy because building a culinary business does not require large amounts of capital and is able to absorb a large workforce. The existence of small industries also has a big contribution to the economic development of a region, because a large number of business units will create jobs and be able to absorb labor, thus having the potential to reduce unemployment in an area. The female economy is an economic system based on business activities carried out by women by independently managing economic resources that can be exploited.

Community economy is a based economic system on the economic strength of society. Community economy businesses are carried out by most people who independently manage whatever economic resources they can cultivate, which are referred to as small and medium enterprises (SMEs), mainly including the agricultural, plantation, livestock, craft, food, and other sectors. The aim of the economy is to prosper and fulfill people's living needs, as well as achieving convenience and satisfaction, so that prosperity and productive survival will be created.

2. LITERATURE REVIEW

Previous research has explored the factors that motivate women to become entrepreneurs, including overcoming unemployment, continuing the family business, high demand for products, additional needs for the family, family support, innovative thinking, government regulations, self-identity, social recognition, and financial support.

Women entrepreneurs are generally more flexible, making the task easier for them to expand their network (Indonesia & UI, 2020). Entrepreneurship involves the application of creativity and innovation to solve problems and take advantage of opportunities (Zimmerer, 2014) (a.) Part-Time Entrepreneurs are a group of entrepreneurs who carry out business activities only in their spare time or part of the time. This type of entrepreneurship is called a hobby.(b.) Home-Based New Ventures is a group of entrepreneurs who start their business activities based on regions origin or place of residence.(c.) Family-Owned-Business is a group of entrepreneurs whose business management has been passed down from generation to generation.(d) Family Owned-Business is a group of entrepreneurs whose business management has been passed down from generation to generation.

Marketing Mix

Products: Tourism products are a series of various interrelated services, namely services produced by various companies (economic aspects), community services (social/psychological aspects, and natural services) as products sold in the tourism market. **Price:** Something that is very important to be considered by the buyer to decide whether or not to buy the goods and services needed. **Place:** The place of service determines where and how the service will be delivered so that the service has value and benefits. **Marketing** communication is the activity of spreading information, influencing/persuading, or reminding the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company.

Culinary

Culinary tourism is the desire to experience certain types of food and includes a large number of gastronomic opportunities for tourists. It serves as both a tourist destination and an instrument for increasing tourism. Culinary development must continue to be carried out to maintain the authenticity and uniqueness of each region, both in terms of cooking methods, serving methods, and serving devices.

3. METHOD

The data used in this research were collected by distributing questionnaires to culinary owners in tourism destinations in Aceh. The variables of 4 marketing mix to understand their impact on the economic productivity of culinary. To test the influence of the independent variable (X) on the dependent variable (Y) either partially or jointly, the t test and F test were carried out. The correlation between variables is shown in Figure 1



Fig. 1 Research model

4. RESULTS AND DISCUSSION

Culinary tourism is tourism that is not only about eating a variety of typical dishes from the tourist destination, but also about gaining interesting experiences by eating and cooking a variety of typical regional foods. Culinary tourism is related to food as a subject and medium, destinations, and vehicles for tourism, and activities in tourism, namely tasting food at ethnic restaurants, food festivals, and food available when traveling. Culinary has good prospects for development, even though it faces many problems that hinder its growth. Therefore, an appropriate marketing strategy is needed to market culinary services, and support from many parties, especially the government. It has an impact on the development of tourist areas. Culinary also plays a role in creating jobs, reducing unemployment, and creating social welfare. To support the progress of the culinary sector, participation from the community and collaboration with culinary managers are needed to increase economic potential.

Analysis

The data analysis used in this research is quantitative analysis with multiple linear regression equations, which function to determine whether there is an influence between variables. The multiple regression equations for each variable can be written as follows:

$$Y = -0,219 + -0,005 X_1 + 0,252 X_2 + 0,312 X_3 + 0,130 X_4 + e$$

Results of linear regression analysis are shown in Table 1. The regression analysis shows a positive relationship between marketing mix and economic productivity. The results of the F-test showed that $F_{count} \geq F_{table}$ ($43,197 > 2,42$). The simultaneous test results show that the product, price, place, and promotion together have a significant effect on the dependent variable, which is economic productivity.

Tabel 1. Regression Analysis

| Model | Coefficients ^a | | | | | | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|-------|------|-----------|-------------------------|--|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF | |
| | B | Std. Error | Beta | | | | | |
| 1 (Constant) | -.219 | 1.731 | | -.126 | .900 | | | |
| Product | -.005 | .060 | -.006 | -.083 | .934 | .449 | 2.227 | |

| | | | | | | | |
|-----------|------|------|------|-------|------|------|-------|
| Price | .252 | .082 | .203 | 3.058 | .003 | .610 | 1.638 |
| Place | .312 | .101 | .282 | 3.095 | .002 | .322 | 3.103 |
| Promotion | .130 | .046 | .287 | 2.815 | .005 | .257 | 3.884 |

Dependent Variable: Economic Productivity

Product has a negative effect on economic productivity. This is proven by the regression coefficient of -0.005 and the calculated t significance value of 0.934 ($\text{sig} > 0.05$). The calculated t value is smaller than the t table value, namely $-0.083 < 1.971836$. Prices have a positive effect on economic productivity. This is proven by the regression coefficient of 0.252 and the calculated t significance value of 0.003 ($\text{sig} < 0.05$). The calculated t value is greater than the t table value, namely $3.058 > 1.971836$. Place has a positive effect. This is proven by the regression coefficient of 0.312 and the calculated t significance value of 0.002 ($\text{sig} < 0.05$). The calculated t value is greater than the t table value, namely $3.095 > 1.971836$. Promotion has a positive effect, as evidenced by the regression coefficient of 0.252 and the calculated t-significance value of 0.003 ($\text{sig} < 0.05$). The calculated t value is smaller than the t table value, namely $3.058 > 1.971836$.

5. CONCLUSION

The research results prove that there is an influence of female entrepreneurs in the culinary business on economic productivity. This research is very useful for female entrepreneurship and has an impact on the economy of local communities in culinary businesses in tourist destinations. The economic impact felt by female entrepreneurs is an increase in income and the ability to create food and beverage innovations with regional characteristics. Female entrepreneurs are able to use social media to introduce products and improve their families' social status in society. The skills that women have in cooking and processing food greatly influence their decision to participate in culinary entrepreneurship activities in tourism destinations.

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