Women's Financial Literacy In The Family Economic Sector  
(Case Study of Women In Kampung Alam Malon)

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Abstract
Financial literacy is very important to increase women's economic capacity through financial management. The research method used is qualitative with the type of case study. The research subjects were 15 women, and the informants were the head of the PKK and POKDARWIS. The research location is in Kampung Alam Malon, Gunungpati Village. Data collection techniques using source triangulation. The data analysis technique was carried out through three stages, namely data reduction, data presentation, and drawing conclusions or verification. The results of the study found that (1) women's economic conditions can meet the needs of food, clothing, housing, health, urgent needs, and children's education, while women with household financial conditions between Rp. 200,000-Rp. 4,000,000 do not prepare for future and unexpected needs due to inadequate financial conditions, (2) women with a minimum of high school education have knowledge and awareness of financial literacy. (3) Women's efforts to improve the family economy include obtaining loans, investing, smart shopping, financial management, planning, and financial bookkeeping. (4) Barriers and solutions in improving the family economy include education, employment, economic conditions, type of residence, income, and cultural background. Financial literacy is the shared responsibility of the central and local governments as well as women to create family economic stability.

Keywords
Family Economic, Financial Literacy, Women

INTRODUCTION
The Coordinating Minister for Economic Affairs showed recovery with positive growth in several countries. This condition then hampered the pace of global economic recovery at the end of the first quarter while the second quarter of 2021 reached 7.70%. This condition is the highest record in the last 16 years due to the high number of public and investor confidence in the National Economic Recovery (PC-PEN) carried out by the government (ekon.go.id).

Indonesia is home to more than 272 million people, the country with the 4th largest population in the world (dukcapil.kemendagri.go.id). In the last ten years, the Indonesian economy has grown significantly, placing it in the top 20 world economies. It is estimated that by 2030, Indonesia will be in the top 7 of the world economy, especially with the blessing of the demographic bonus (Nugraha, 2018). However, there is a conflicting situation along with economic progress, the ranking of human capacity development, both the human development index and the inequality-adjusted human development index, has actually stagnated from time to time, indicators that affect the ranking are access to education and literacy levels.

UNESCO (2018) revealed that literacy is an effort to identify, understand, interpret, create, communicate, and calculate. According to (Nugraha, 2020) there are six basic forms of literacy including reading and writing literacy, digital literacy, scientific literacy, numeracy literacy, financial literacy, cultural literacy and citizenship. These forms of literacy serve as the basis for
lifelong learning. Financial literacy is the basic foundation of the economy of countries and individuals. (Haque, 2016) shows that the level of adult literacy has a significant influence on social and financial life as a consequence of low literacy. The low level of knowledge about financial literacy is also felt by women, especially housewives.

The condition of women in the wider community still requires special attention in improving their lives. This is influenced by the axis of society's view of women's understanding which provides limitations for women in carrying out all activities that require a real contribution in ideas and implementation in a view of life that has penetrated in all areas of life.

Society in general sees women mainly based on their physical appearance which then affects their position in society, from this position they accumulate in the status of women which in patriarchal culture places them as gender which is considered to have no equality with the male gender (Humm, 2012: 43). The role of women who have this limitation is called gender.

Gender is not a nature or provision from God, therefore gender is related to the belief process how men and women should play a role and act according to structured values, social and cultural provisions in each area of residence (Fakih, 2013: 8).

Gender practices that still exist today so that women's work in the view of the general public is only domestic work including washing and cooking. Even when there are those among them who don't have that ability, it's certain that scorn becomes something that can't be avoided.

Women's problems related to boundaries that are constantly echoed by conservative society based on socio-cultural structures actually suppress women's power to participate in the existing structures. Women are also considered as weak creatures and easy to abuse, the National Commission for Women throughout 2021 there were 8,803 cases covering 43% physical violence, 23% psychological violence, 13% sexual violence, 2% trafficking, 12% neglect, 7% others.

Women need special attention to solve problems including the female illiteracy rate reaching 14.5% while the male illiteracy rate is only 9.6% (Lestari, 2010). In addition to problems in the health sector, the high maternal mortality rate which reaches 307 per 100,000 live births and does not escape in the economic field, the Labor Force Participation Rate (TPAK) for men is higher (86%) than women (50.2%).

The existence of women is inseparable from the various perspectives that accompany it. However, in improving the welfare of the country, it is necessary to involve all people without exception. Women, almost 50% of the Indonesian population, are an opportunity for women to play a role outside of domestic work because women have equal opportunities to improve their welfare, society and the country (Sharma, 2017).

The progress and success of a country can also be seen from the participation of the community without distinguishing between groups, religions, and ethnicities. The country's economy should be improved by involving all elements including those described by (Vioriska, 2019) Article 33 paragraph (1) of the 1945 Constitution of the Republic of Indonesia affirms that the economy is structured as a joint effort based on the principle of kinship. In this sentence, it is clear that the core regulations are compiled, joint efforts, and the principle of kinship. This explanation shows that the economy is structured with a systematic and comprehensive policy structure so that there is collaboration between all elements.

Society in general views women as only domestic jobs that require skills in managing family finances. This condition forces women to be smart in all areas of life, from educating children, providing food for the family to keeping the family economy stable. Women are required to be smart in managing the economy in a complex manner with dimensions of planning and controlling money that have a significant effect on the family economy (Setyoningrum, 2020). This of course makes women the foundation of household finances.

The definition of household is also not only limited to family but when referring to the concept of the household broadly, it has two points of view, a narrow point of view (life at home) and from a broad perspective (company households and state households) all of which require good governance, good organization, and conceptual (Setiowati, 2016).
The demands and understanding of the women of Kampung Alam Malon on financial management is still a problem. Women are required to be proficient in managing finances but there are also few women who fully understand the concept of finance. The majority of women do not understand well about financial literacy. The Financial Services Authority (OJK) in 2019 noted that women's financial literacy levels were only 36.13% lower than men's level, 39.94%.

Organization for Economic Co-operation and Development (OECD) 2016, defines financial literacy as knowledge and understanding of financial concepts and risks, skills, motivation, and confidence to apply the knowledge and understanding they have in order to make effective financial decisions, improve the financial well-being of individuals and society, and participate in the economic field.

Financial literacy includes financial information, management skills, and the ability to generate an income by considering current and future risks (Soekarno & Pranoto, 2020). This statement is also supported by (Remund, 2010) that the definition of financial literacy is divided into five categories namely, knowledge of financial concepts, ability to communicate financial concepts, talent for managing personal finances, skills in making the right financial decisions, and confidence in effective planning for future financial needs are able to increase understanding of financial literacy as the foundation of life in taking financial wise attitudes.

Understanding financial literacy to practice it in daily life is a demand that must be carried out by every woman. The condition of a person being able to meet financial obligations now and in the future, have preparations to meet financial needs in the future, and be able to make choices that can be enjoyed in her life. (Xiao, 2017).

Financial literacy for women as an effort to improve the family economy should not be a taboo issue. However, research conducted by (Yushita, 2017), generally indicates that there is a low level of financial literacy in developed countries and especially in developing countries, including Indonesia. This is especially true in rural areas where the majority of rural communities do not have access to financial services and financial literacy programs (Kesa, 2019).

The role of women is also accommodated by all national development regulations. UU No. 6 of 2014 concerning villages, which provides that women's involvement is indispensable for the success of village development. From the implementation of existing regulations regarding village development.

Kampung Alam Malon has scored various achievements which show that they are able to coordinate and actively participate in village development. These achievements include 2nd Place in the Thematic Village Creative Economy Competition at Semarang City Level, 2nd Place in the XVth Month of Community Service (BBGRM) Standing Competition at Semarang City Level, and 2018 Central TNI Territory General Champion.

For women of Kampung Alam Malon to improve the family's economy so that it remains stable, it is necessary for them to thoroughly understand financial literacy as the foundation for managing finances. Kampung Alam Malon is located in Gunungpati Village, Semarang City, Central Java. The condition of women in the village is required to help their husbands in improving the family economy. So that women there have jobs and even save money from their husbands' income which is used for entrepreneurship or to meet their daily needs.

Women’s of Kampung Alam Malon effort is not easy because it is influenced by the education factor of women, the majority of whom are junior high school (SMP) graduates. This condition certainly causes financial literacy for women of Kampung Alam Malon a crucial problem considering the understanding of financial literacy is influenced by the level of education. Lack of education and limitations influence on the roles and rights of women and economic conditions that do not allow it.

Understanding of financial literacy should have been obtained through three educational channels, namely informal education, non-formal education, and formal education. Financial literacy is a skill that must be possessed by women because of their position which is the basis for a prosperous life (Arbarini et al., 2021). Education affects a person's understanding of financial
literacy as the ability to access finance (Eniola et al, 2017). Educational conditions of women of Kampung Alam Malon becomes an obstacle in carrying out financial literacy optimally. Even when we look at the environmental conditions Kampung Alam Malon, is a village that has natural potential and if managed properly it will become the center of public attention to visit and enjoy the beautiful nature.

The promising natural potential will not be an opportunity to improve the family economy without the understanding of the village community, especially for women, on financial literacy. Women with all the obligations and demands of the times are certainly a common concern of the government, female practitioners, and students in improving the economy.

The problem of the women of Kampung Alam Malon regarding the low understanding of financial literacy is certainly a serious problem to be resolved immediately. Women who should be proficient in managing family finances are hampered if they cannot understand finances. Women are also an element that improves the family economy, so the author provides a case study entitled "Female Financial Literacy in the Family Economic Sector (Case Study of Women in Kampung Alam Malon)". The objectives of this study are to describe and analyze 1) women’s economic conditions, 2) financial literacy, 3) efforts for family’s economic, and 4) struggles face by women and the solutions to increase family’s economic in Kampung Alam Malon,

METHOD

This research uses a case study approach with qualitative research methods. The case study approach is used because the research focuses on the description and in-depth analysis of a case. Cresswell (2014: 137) reveals that the purpose of implementing a case study approach is to describe a unique case and need to be detailed. In addition, this case study research approach with variations of intrinsic case studies is to present uniqueness to describe the context of the environment. The uniqueness that is intended in this research is to present the differences between women in literacy to describe economic conditions.

Qualitative research is called a naturalistic research method because the research is carried out in a natural way. Qualitative is done naturally and emphasizes critical thinking as the main weapon of researchers in research exploration. This study uses primary and secondary data sources. Primary sources include 15 women with 3 categories, namely 5 women of marriageable age under 10 years, women with marriage age 11-20 years and women with marriage age over 20 years. There are 2 informants, namely the head of the PKK and the head of POKDARWIS. The sampling technique used is purpose sampling.

The secondary data of this study include documentation in the form of photographs of interview activities, the residence of the research subjects, the environment of Kampung Alam Malon and the activities of residents. In addition, there are statistical data on population, number of married women, monographs, topography, and organizational structure. In-depth data collection also includes social media and the Semarang City Government's YouTube or Google Map.

This research step includes preparing a research design, selecting research locations, managing permits, observing the situation, selecting and utilizing information, preparing research instruments, understanding and entering the field, being active in activities for data collection, data analysis, drawing conclusions and verification, and narrating the analysis result.

Data collection techniques include direct observation to the field, conducting interviews with the intended subject and using existing documentation. After all the data is collected then it is presented in the form of interview transcripts, documentation descriptions, and descriptions of research results.

The validity of the data is done by using triangulation techniques to align and check the data so that it can be ascertained whether or not the data is valid. This study uses source triangulation, where the researcher checks or examines data from interviews obtained from research subjects, which then compares the answers between other research subjects. So, with triangulation of these sources is able to provide confidence in the information obtained.
In qualitative research, to test the credibility of the data, it is done by checking the data to the same source with different techniques. The technique used is using interview, observation and documentation techniques. Related to triangulation techniques, the researchers checked the same source with different techniques. Includes what has been done, namely data that has been obtained through interviews and then checked with data from observations or results of document analysis. If there are different data, the researcher conducts further discussions with the relevant data sources to obtain valid data.

Qualitative research data analysis was carried out before entering the field, during research in the field and after the research is completed in the field, this aims to simplify the data so that it is easy to read and implement. The data analysis process in this study uses a model from (Miles & Huberman, 1992) which has three stages or can be said to be a flow in analyzing data, including data reduction, data presentation, and drawing conclusions or data verification.

RESULTS AND DISCUSSION
Result
The economic condition of the women of Kampung Alam Malon
The majority of Kampung Alam Malon housewives last education is junior high school. This condition affects women in managing finances according to family needs. However, women who have higher education have an understanding and awareness that life will take place not only today but also in the future with many needs.

The findings of this study include the needs that have been met for food, shelter, and clothing. However, other needs include health needs, people with low education and a low economy are also more confident in self-suggestion because people cannot access health services which are influenced by high costs and long processes. This self-sufficient economy has resulted in people only prioritizing food and not preparing for future finances, urgent and unexpected finances. In addition, the condition of the residence of the majority of the people of Kampung Alam Malon is permanent, although there are houses with very poor feasibility.

Financial literacy for women in Kampung Alam Malon
The women of Kampung Alam Malon do not yet fully understand how financial literacy is as a whole. This is influenced not by the long age of marriage or the number of dependents that exceeds two family members, but because of women's specific understanding of financial literacy.

The women of Kampung Alam Malon make decisions according to priorities, but in management they are limited in the amount of money available so that only primary needs are met. The women of Kampung Alam Malon are not entirely confident in making financial decisions because there are still women who buy equipment according to their husband’s orders.

Financial literacy as an effort for women to improve the family economy
In managing family finances, the women of Kampung Alam Malon do not fully know about legal loan services and how to invest properly. This is influenced by limited knowledge and women still want easy loan and investment services without administrative procedures that require many requirements. Kampung Alam Malon women in shopping or buying a need in accordance with the planning and priorities by considering the risk. Through family management and planning women are able to meet their daily needs. However, not all women make financial books because they don't know how to make them and they only think about it through intuition.

Constraints and solutions to improve the family's economy
The obstacle for women in improving the family economy lies in education where women with graduates with low levels of education will have an impact on work and income so that the existing finances cannot meet all needs. Cultural background also affects how a woman understands finances from both her family and the environment in which she lives. So that the solution that can improve the family's economy is starting from education and cultural background support. The results of this study form a new theoretical findings, namely:

1. Economic conditions can be met according to the amount of family income
2. Knowledge about financial literacy in women is influenced by the environment, both the work environment and place of residence and experience
3. Age of marriage is not a benchmark for women to be financially literate.

Discussion

Economic Condition of Women in Alam Malon Village

The economic condition of women in Kampung Alam Malon is a part that is fought for in life, especially in terms of welfare and fulfilling the daily needs of family members. Needs are something that humans need to achieve prosperity. Human needs reflect a feeling of dissatisfaction that wants to be fulfilled in humans that arises naturally to maintain their survival (Imansari, 2020).

Basic human needs according to (Rosari, nd) includes primary, secondary, and tertiary needs. Primary needs are the main needs that must be met so that humans can maintain their lives, for example food, clothing and shelter. After humans can meet primary needs or basic needs, humans still need other needs that are complementary, these needs are secondary needs, namely needs that must be met after primary needs, including television, refrigerators and so on. While tertiary needs are needs that are met after the primary needs and secondary needs are fulfilled including cars. These basic human needs will be clarified based on the economic needs of the family which refers to (Setyoningrum, 2020) mentions that there are eight family economic needs. These needs include clothing, food, housing, children's education, health, future, urgent, and unexpected.

Financial Literacy of Women in Kampung Alam Malon

Financial literacy for women in Kampung Alam Malon related to activities has not been carried out so that these women only learn self-taught based on experience or from the surrounding environment. According to (Remund, 2010) revealed that there are five parts that need to be understood in financial literacy. This includes knowledge and understanding of finance, ability to manage finances, financial decision-making skills, confidence in future financial planning, and financial decision-making behavior.

Financial Literacy as a Women's Effort in Improving the Family Economy

Financial literacy as a woman’s effort to improve the family economy is a way to maintain family economic stability into a condition that is fought for. In maintaining and improving the family's economy requires a science to plan the actions that need to be taken. In this case, it requires financial literacy as a guide that is able to add expertise in managing family finances. Financial literacy as an effort to improve the family economy according to (Lestari Sugarniati, 2020) There are several ways that can be done, namely finding the right loan and investing, smart shopping, doing household financial management and planning and making household financial books.

CONCLUSION

The conclusions of this study are as follows:

1. In fact, the economic condition of women in Alam Malon Village is not enough to meet these seven needs. The needs that have been met include the need for food, shelter, and clothing. Finances for health needs are also not sufficient for the entire community due to low education and a low economy so that they are more confident in self-suggestion because people cannot access health services which are influenced at high costs and take a long process. This insufficient economy results in people only providing food needs and not preparing for future finances, urgent and unexpected finances.

2. Financial literacy among women in Kampung Alam Malon do not fully understand how financial literacy is as a whole. This is not influenced by how long the marriage have lasted or the number of dependents that exceeds two but on women's specific understanding of financial literacy. Women make decisions according to the priorities and financial conditions of the family. In planning and making financial decisions, women are also not necessarily alone because they are motivated by their experience and the husband's trust in his wife.
3. Women in Kampung Alam Malon prefer to borrow safely from neighbors or relatives. This is influenced by limited knowledge and women want easy loan and investment services without administrative procedures that require many requirements. Kampung Alam Malon women in shopping or buying a need in accordance with the planning and priorities by considering the risk. Through family management and planning women are able to meet their daily needs. In making financial books, they have different ways, which are through cellphones, books and only through intuition.

4. The obstacle for women in improving the family economy lies in education as the basic foundation for women to understand financial literacy. In addition, women who graduates with low levels of education will affect employment and income so that the existing finances cannot meet all needs. Cultural background also affects how a woman understands finances from both her family and the environment in which she lives. So that the solution that can improve the family's economy is starting from education and cultural background support.

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