

Exploring entrepreneurial literacy knowledge transfer among women farmers group

Citra Ayni Kamaruddin^{1,*}, Muhammad Hasan², Nur Arisah³

Universitas Negeri Makassar, Indonesia^{1,2,3}

Corresponding e-mail: citraayni@unm.ac.id*

ABSTRACT

Purpose — *This research aims to explore the entrepreneurial literacy possessed by the women farmers group.*

Method — *This research employs a qualitative approach utilizing a case study method specifically focused on the women farmers group. The informants in this study consist of two individuals from the women farmers group in Buntusu District, Tamalanrea Regency, namely the Chair and Secretary. Data collection techniques include observation and interviews. Data analysis involves testing data validity through time triangulation and reflexivity processes.*

Result — *The findings of this study demonstrate four dimensions essential for assessing entrepreneurial literacy within the women farmers group. These dimensions encompass: (1) decision-making proficiency, (2) adeptness in selecting viable business strategies, (3) competence in managing and allocating financial resources, and (4) proficiency in transforming agricultural outputs into commercially viable products.*

Practical implications — *This study serves as a basis for the development of government policies aimed at empowering women farmers group to enhance the productivity of urban land for agricultural purposes, meeting the community's needs, particularly for food products.*

Keywords: *knowledge transfer, entrepreneurship-based literacy, quality of business, women farmer group*

INTRODUCTION

The Women's Farmers' Group is an association that is useful in helping Farmers' Groups to manage and market the agricultural products they obtain (Phulpoto et al., 2022; Sharaunga et al., 2019; Umi Nurlila et al., 2022). Signs of household prosperity begin to increase when women have property rights, become educated, are allowed to work outside the home, and have independent income (Bandiera et al., 2018). Empowering women, especially housewives, is one strategy to improve women's welfare by changing them from less productive to productive individuals (Sen, 2019). They will advance both the progress of their environment and the family economy (Malapit et al., 2019). Entrepreneurship skills demonstrate an ability to create something new and different (Sariwulan et al., 2020). Perceived desirability is the most influential factor in fostering entrepreneurial intentions (Bui et al., 2020). Entrepreneurial skills can bring about social changes, especially in the fields of welfare, education, and health care (Suminar et al., 2019).

The success of knowledge transfer depends on the recipient's choice to reject or acknowledge new information from the source. In fact, knowledge transfer encounters bottlenecks in the execution cycle. One of these obstacles is stickiness. Stickiness is defined as the level of difficulty in the process of transferring knowledge to potential beneficiaries (Haojie, 2022). Entrepreneurship education has been proposed as a necessary component to assist in corporate management capabilities (Šūmane et al., 2018). Entrepreneurship has been defined as instant discovery (Lynde, 2020). Entrepreneurship is related to agricultural activities. Agricultural entrepreneurs are individuals who have the right to utilize land-related elements to carry out agriculture, forestry, or other profitable activities (Gulsia & Yadav, 2023). Literacy skills provide



ample opportunities for individuals to learn about the conditions around them, understand the many factors that influence their environment, participate actively in national development and democratic life, and build their cultural identity (Buvinić & Furst-Nichols, 2016). Meanwhile, Salhi (2012) states that there are a number of factors that influence a person's entrepreneurial literacy, in particular: (1) basic information about entrepreneurship; (2) information about business thinking and business opportunities; (3) information about the business perspective. Entrepreneurial knowledge is acquired and possessed mentally by individuals through entrepreneurship education, which can later help people and groups improve and participate in business.

Entrepreneurial literacy is important in creating social welfare, starting from understanding how to continue working, recognizing one's abilities, and learning how to manage a business in today's advanced and developing era (Boldureanu et al., 2020). One's ability to maintain motivation is crucial in business ventures. Additionally, entrepreneurial literacy acquired by farming families encourages their economic sustainability (Guampe et al., 2022). Prasetyo, P. E. & Kistanti (2020) also concluded that entrepreneurship, as measured by the competitiveness dimension of productive entrepreneurship, is a key factor in encouraging high and sustainable economic growth. Brody et al. (2015) stated that economic empowerment and ensuring women's basic rights can be achieved through providing assistance to women (Sohail, 2014).

Similar studies have been conducted by several previous researchers, including studies on socio-economic and community education under challenging conditions (Arbarini et al., 2018). The efforts made by housewives to meet their family's economic needs by relying on existing income for daily expenses (Dhamayanti et al., 2022; Tayaa & Bouzaabia, 2022; Pramono et al., 2021) have revealed in their findings that business progress is associated with and dependent on sources of capital and education. Additionally, entrepreneurial literacy is acquired by farming families (Guampe et al., 2022). Prasetyo, P. E. & Kistanti (2020) also concluded that entrepreneurship, measured by the competitiveness dimension of productive entrepreneurship, is a key factor in promoting high and sustainable economic growth.

However, previous researchers have rarely conducted studies on entrepreneurial literacy. Therefore, to address this gap, this research aims to explore the entrepreneurship-based literacy possessed by the Women Farmers Group.

METHOD

This research employs a qualitative approach, utilizing a specific case study method focusing on the Muncul Farm's women farmers group in Tamalanrea District, Makassar City, South Sulawesi Province, Indonesia. The informants in this study were the Chair and Secretary whose details are provided in the following table.

Table 1. Research informants

Name	Position	Age	Last education	Number of years in farming	Agricultural product
Nuryaumi	Chairperson of the Muncul Farm Women's Group	53	S1	3 years	Vegetables (Chili, Paria, Eggplant, Peanuts, Lettuce, Kale)
Andi Sriwati	Secretary of the Muncul Farm Women's Group	45	Senior High School	3 years	

Source: Research informants (2023)

The data collection techniques used in this study employed observation and interview techniques. The data analysis technique utilized data validity testing in the study through a process of time triangulation and reflexivity. The triangulation process can be interpreted as an activity of checking data through various sources, techniques, and time. Reflexivity is then carried out to recognize the influence of one's position and identity as a researcher.

RESULT AND DISCUSSION

Informants' characteristics and regional description

This research specifically focuses on the MSME agricultural sector, particularly the Muncul Farm Women's Group, which is one of the women's farmer groups in Buntusu Village, Tamalanrea District, Makassar City, South Sulawesi Province. The Muncul Farm Women's Group is composed of 30 active and passive members who are involved in this women's farming group. They utilize public facility land and alleys in the Buntusu Village area for their agricultural activities. The plant commodities developed in this urban farming business group mainly consist of vegetables grown using a direct planting farming system and poly bag media.

Table 2. Profile of the Muncul Farm women farmers group

Items	Information
Location of the women farmers group	Buntusu Village, Tamalanrea District, South Sulawesi, Indonesia
Number of members	30 people
Commodities planted	Kale, Brazilian spinach, bok choy, various types of chilies, lettuce, celery, tomatoes, mustard greens, basil, eggplant and others.
Income and expenditure	Income ranges from IDR 100,000 to 200,000 per harvest, while expenditures depend on the group's needs at that time.
Growing media	Direct planting and planting media using polybags

Source: Processed data (2023)

Interview results

The following are the results of interviews from two trusted sources, providing efficient responses and insights regarding questions about the transfer of entrepreneurial literacy knowledge before and after the program conducted by the Food Security Service, Agriculture Service, or other government agencies to the Muncul Farm Women's Farmer Group which was held on December 11, 2022.

Table 3. Interview results from two informants

Interview items	Interview results
Decision making to carry out farming in urban areas	<p><i>"I decided to farm in this city because I saw the potential in the unused land, which was neglected and almost resembled a forest at that time"</i> (Nuryaumi, Interview on 11 December 2023)</p> <p><i>"I decided to engage in farming in the city due to the potential I observed, as there were many women interested in employment opportunities, and there was available land for cultivation"</i> (Andi Sriwati, Interview on 11 December 2023)</p>
Commodities grown	<i>"We only grow vegetables such as chilies, bitter melon, eggplant, lettuce, mustard greens, and kale in this area. Our chilies are also marketed as chili sauce, but the market is limited to friends"</i>

	<i>here and is served at events" (Nurayumi, Interview Date December 11, 2023)</i>
Making decisions regarding the commodities planted	<p><i>"Apart from that, it is a basic need because it is suitable for housewives like all of us here. For example, when the chilies at home run out and they happen to be cooking, you can just take them straight away without needing to go to the market. (Nurayumi, Interview on 11 December 2023)</i></p> <p><i>"For people like us, that's what everyone needs, and everyone also needs vegetables" (Andi Sriwati, Interview 11 December 2023)</i></p>
Potential of selected commodities to be planted in urban areas	<i>"The potential to survive is very sustainable because it is related to shared needs. Thus, I believe we can survive here because we are united and do not prioritize personal needs over what is important for the community" (Andi Sriwati, Interview on 11 December 2023)</i>
Transfer knowledge to the next generation	<i>"I also teach the method, but not directly; instead, I engage them and ask them to watch so they can learn" (Nuryaumi, Interview on December 11, 2023)</i>
Utilization and management of agricultural income	<p><i>"Since this is a side job to fill free time, the income doesn't go into personal pockets, but it's not fixed either. The estimated income is around 250,000 per harvest. Because it doesn't go into individual pockets, this source of income cannot meet family needs; however, it's sufficient to purchase fertilizer and other agricultural equipment" (Nuryaumi, Interview on December 11, 2023)</i></p> <p><i>"If there is no income from here at all, I will accept it because this is based on sincerity, and in the organization, there should be no personal interests, especially regarding monetary rewards. I also considered using some of the results from this farm for member loans, but we decided against it for now. It is important that the farming process continues, and usually, we receive rewards in the form of headscarves and shared clothes" (Andi Sriwati, Interview on 11 December 2022).</i></p>

Source: Interview with informants (2023)

Based on the results of interviews with informants, the decision was made through an agreement due to the potential for utilizing unused land, which resembled a forest at that time, and the observed interest among many women in engaging in activities on that land. Most of the commodities developed include horticultural crops, such as chilies, bitter melon, eggplant, lettuce, mustard greens, and kale. These basic needs, like vegetables, are suitable for development, especially for housewives, as the vegetable harvests can be consumed locally. Additionally, the plant products are processed into ready-to-consume food and marketed to the public as processed vegetables.

Concerning the transfer of knowledge to the next generation, this is accomplished through direct involvement in the production process to gain experience in planting and processing harvests, thereby developing new knowledge. As for the utilization and management of agricultural income, this activity serves as a side job to fill free time. Therefore, the income generated is not considered personal income but rather group income, which can be utilized to purchase fertilizer and other agricultural equipment for the group.

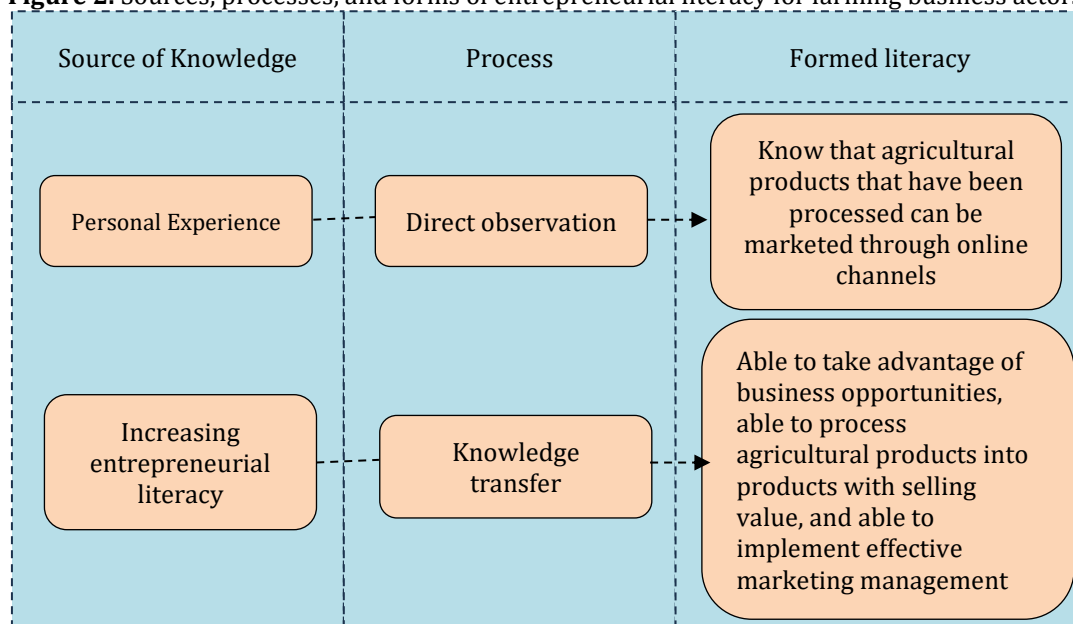
The need to improve the quality of business among members of the Muncul Farm Women's Farmers Group can be achieved by integrating knowledge, attitudes, and skills while enhancing family economic stability. Consequently, an entrepreneurship-based literacy model can be developed to address various challenges faced by farming business actors.

Members of the Women Farmers Group require this model as they recognize the benefits of literacy (reading, writing, and arithmetic) and economic skills in women's entrepreneurial endeavors. They already possess skills related to selling agricultural products such as lettuce, eggplant, tomatoes, chilies, onions, and kale. Several factors contribute to the successful implementation of entrepreneurial literacy in women farmer groups, including motivation, which plays a pivotal role in shaping entrepreneurial intentions and attitudes at various levels (Fayolle & Liñán, 2014). Maintaining the health and optimal condition of agricultural businesses ideally fosters a loyal commitment beyond mere financial rewards (Alsos et al., 2014).

Given the challenges of marketing agricultural products, members seek enhanced marketing skills. They desire skills that can serve as substitutes for other necessary abilities. Therefore, the role of mass media or social media is crucial, and utilizing it effectively is essential to ensure that the literacy acquired aligns with their business intentions, thereby facilitating more unanimous decision-making (Li et al., 2021).

Overall efforts to increase women's economic productivity are closely related to efforts to realize economic democracy and gender justice. The economic marginalization of women has been proven, positioning women not only as a burden in economic development but also strategically ignoring women's contributions in efforts to escape the grip of the economic crisis. Fundamentally, this marginalization of women is a form of neglect of the principles of economic democracy, as well as a red flag for the implementation of good governance.

Figure 2. Sources, processes, and forms of entrepreneurial literacy for farming business actors



Source: Processed data (2023)

This entrepreneurship-based literacy education includes activities that assist members of the Muncul Farm Women's Farmer Group in utilizing the new skills and abilities they have acquired to enhance their quality of life and standard of living (Sulistyowati, 2020). The process of ascertaining correct values and preferences, considering all options, making full use of

information, and systematically evaluating one's own opinions is part of our daily lives, including our work (Bousdekis et al., 2021).

Discussion

The findings of this study indicate that the Muncul Farm Women's Farmer Group has minimal literacy, resulting in significant shortcomings in efforts to develop its business. However, with the transfer of knowledge based on entrepreneurial literacy, the women's farmer group demonstrates different outcomes. Specifically, members become motivated to enhance and upgrade the quality of their business. Four aspects emerged as findings from the entrepreneurship-based literacy possessed by the Muncul Farm Women's Farmer Group in Buntusu Village, Tamalanrea District, Makassar City, South Sulawesi Province.

First, an individual must possess the ability to make decisions. This implies that anyone intending to establish a business or enterprise must excel in decision-making. It is evident that members of the Women's Farmers Group understand how to make decisions effectively. These findings align with those of Negulescu & Doval (2014), which assert that decision-making is the primary determinant of success or failure. Consequently, if an entrepreneur fails to make sound decisions, it may lead to business failure (Mashizha, 2019). Employing processes to ensure accurate values and preferences, utilizing information comprehensively, and planning to execute decisions effectively are crucial (Bousdekis et al., 2021). The ability to make appropriate decisions is a vital indicator of entrepreneurial literacy because business actors possessing this characteristic can determine the success of their ventures (Sharma & Verma, 2022).

Second, the ability to make choices in managing a business is essential. These findings align with those of Manullang (2020), who emphasize that business planning must align with the prevailing conditions. Individuals can seize golden opportunities if the work is executed well and satisfactorily, leading to business growth (Lüdecke et al., 2021). Planning a business is an important aspect of entrepreneurial literacy, enabling entrepreneurial actors to strategize their ventures by adapting to surrounding circumstances and conditions (Sandada et al., 2014).

Third, the ability to utilize and allocate income is crucial, signifying effective financial management to allocate finances for essential purposes. The research findings indicate that members of the Women's Farmers Group have implemented this effectively, demonstrating their capability to manage their income, ensuring it is allocated for essential purposes only. This resonates with the findings of Hartono et al. (2021), which suggest that efficiently allocating income through income rotation contributes to business stability. These findings are consistent with those of Prihartono & Asandimitra (2018), who assert that financial management behavior is pivotal in enhancing quality of life. Economic freedom not only channels individual efforts into productive entrepreneurial activities (Boudreaux, 2019).

Fourth, the ability to process agricultural products into marketable goods is crucial, ensuring that farming yields products that are marketed and consumed. The research indicates that members of the Women's Farmers Group have successfully processed their agricultural products into marketable goods. This corresponds with the findings of Shaimardanovich & Rustamovich (2018), which suggest that maximizing production and sales of agricultural products is a primary strategy for advancing economic and structural regional markets. The principal implication of entrepreneurial competence is business performance (Eriksson et al., 2019). Entrepreneurs must possess skills in business organization and prudent financial management (Al Rahahleh et al., 2019). This entails the ability to plan and execute a business, including product design, and understanding the fundamentals of business management (Hasan et al., 2020; Ruan et al., 2019). These findings are consistent with those of Prihartono & Asandimitra (2018), emphasizing that financial management behavior is pivotal in enhancing quality of life.

CONCLUSION

This research aims to explore the entrepreneurship-based literacy possessed by the Women Farmers Group. The results of the research reveal four aspects of entrepreneurship-based literacy held by the Muncul Farm Women's Farmer Group: (1) the ability to make decisions, (2) the ability to make choices in running a business, (3) the ability to utilize and allocate income, and (4) the ability to process agricultural products into marketable goods. This study provides valuable insights for developing government policies aimed at empowering groups of women farmers to increase the productivity of urban land for agricultural purposes, thereby meeting community food needs. The research suggests the necessity of enhancing entrepreneurship education among Women Farmer Group members, particularly focusing on informal and non-formal entrepreneurship education initiatives.

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