

Empowering household economies: women's economic contributions through the batik puspa nyidro home industry

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Abstract

This study examines the role of women in supporting household economic sustainability, as well as the enabling and constraining factors, through their involvement at the Puspa Nyidro Batik Home Industry in Magelang Regency, Central Java Province. Employing a qualitative research approach, the study involved five female batik workers and one manager as research participants. Data were collected through observations, in-depth interviews, and document analysis. The findings indicate that women perform three interconnected roles. First, the productive role is reflected in their participation in batik production, which contributes directly to household income. Second, the reproductive role is evident in their continued responsibility for domestic tasks, including childcare, spousal care, cooking, and household maintenance. Third, the social role is demonstrated through their active participation in community organizations, particularly the Family Welfare Movement (PKK). Despite their significant contributions, women face economic challenges, primarily low and unstable income due to fluctuating market demand. However, flexible working hours, prior batik-making skills, and strong family support serve as key driving factors that enable their sustained participation. This study contributes to the discourse on women's economic roles in home-based industries by highlighting the intersection of productive, reproductive, and social responsibilities. It also underscores the importance of skills development and targeted economic support to strengthen the resilience of female workers in the informal sector.

Keywords: *women's roles; household economy; home-based industry*

Abstrak

Penelitian ini mengkaji peran perempuan dalam mendukung keberlanjutan ekonomi rumah tangga, serta faktor-faktor pendukung dan penghambatnya, melalui keterlibatan mereka di Industri Rumah Tangga Batik Puspa Nyidro di Kabupaten Magelang, Provinsi Jawa Tengah. Penelitian ini menggunakan



pendekatan kualitatif, dengan melibatkan lima pekerja batik perempuan dan satu orang manajer sebagai partisipan penelitian. Data dikumpulkan melalui observasi, wawancara mendalam, dan analisis dokumen. Hasil penelitian menunjukkan bahwa perempuan menjalankan tiga peran yang saling berkaitan. Pertama, peran produktif tercermin dalam keterlibatan mereka dalam produksi batik yang secara langsung berkontribusi terhadap pendapatan rumah tangga. Kedua, peran reproduktif terlihat dari tanggung jawab perempuan dalam pekerjaan domestik, seperti pengasuhan anak, perawatan pasangan, memasak, dan pengelolaan rumah tangga. Ketiga, peran sosial diwujudkan melalui partisipasi aktif perempuan dalam organisasi kemasyarakatan, khususnya Pemberdayaan Kesejahteraan Keluarga (PKK). Meskipun memberikan kontribusi yang signifikan, perempuan menghadapi berbagai tantangan ekonomi, terutama pendapatan yang rendah dan tidak stabil akibat fluktuasi permintaan pasar. Namun demikian, jam kerja yang fleksibel, keterampilan membatik yang telah dimiliki sebelumnya, serta dukungan keluarga yang kuat menjadi faktor pendorong utama yang memungkinkan keberlanjutan partisipasi mereka. Penelitian ini berkontribusi pada kajian tentang peran ekonomi perempuan dalam industri rumahan dengan menyoroti keterkaitan antara tanggung jawab produktif, reproduktif, dan sosial. Selain itu, penelitian ini menegaskan pentingnya pengembangan keterampilan dan dukungan ekonomi yang terarah untuk memperkuat ketahanan pekerja perempuan di sektor informal.

Kata Kunci: Peran Perempuan, Ekonomi Keluarga, Home Industry

INTRODUCTION

The role of women in family life has evolved due to their increasing involvement. Women's roles are no longer limited to caring for their families; they also work to support their husbands financially and help meet their daily needs (Iza et al., 2023). The number of women in Indonesia exceeds the number of men, which is considered a strategic approach to viewing women not as a burden on development, but as a potential that can be utilized to support the development process (Arbarini et al., 2018). Aryani (2017) states that many women currently participate in various economic, social, and political aspects of life. This aligns with the findings (Fauziah et al., 2022) that women's roles in the modern era are not limited to the domestic sphere but also require active participation in family businesses and the workforce. This phenomenon aligns with the triple role concept proposed by Moser (1993), which posits that women assume three primary roles, productive, reproductive, and social roles. The productive role is demonstrated by women's involvement in work that generates income, such as employment. The reproductive role encompasses domestic tasks such as childcare, cooking, and household chores. Meanwhile,

the social role encompasses activities carried out both inside and outside the home, such as political, cultural, and religious activities, as well as interactions with the community or society (Lianda, 2019). Understanding these three roles is crucial for understanding how women contribute in various sectors, including small businesses such as home industries.

Home industry is one of the economic activities that is friendly to women, especially mothers in rural areas. Home industry is a small-scale business activity that is typically managed independently and carried out from home, making it a flexible option for women, especially housewives (Julianti, 2023). Research by Vioriska (2019) indicates that the home industry is part of the informal economy, which is readily accessible to rural women due to its low educational requirements. Abdilah (2023) adds that the workforce in this industry is generally selected from local homemakers. For example, the women working at Batik Puspa Nyidro Home Industry are typically housewives residing in the village of Kleteran. In addition to boosting the local economy and passing down traditional skills, women also possess the patience and perseverance that are essential assets in producing high-quality batik products (Nisaurrasyidah, 2021).

Batik Puspa Nyidro is an example of a home industry engaged in batik production. This home industry is managed simply by the owner, who involves several local homemakers in the output of hand-drawn and stamped batik. Women play a crucial role in the batik production process, from drawing, canting, nyolet, and nglorod to marketing (Puspitadewi et al., 2024). In addition to preserving the batik-making skills that have been passed down, this home industry also provides opportunities for homemakers in the village. The diligence and patience of women are the main assets in maintaining the quality of the batik produced.

Women's involvement in home industries has numerous positive impacts, however several obstacles still need to be overcome in practice. The batik production process is not easy and requires a considerable amount of time, and the demand for orders is uncertain, making the batik home industry business unstable. This has an impact on uncertain income and an unbalanced workload, especially for women who still have to prioritize their reproductive roles at home (Alief & Bustomi, 2024). Amidst these conditions, home industry workers continue to demonstrate resilience and perseverance in maintaining the sustainability of the batik business, which is a source of income for their families. It is this combination of obstacles and drivers that shapes the process of women's roles in the Puspa Nyidro Batik Home Industry.

This issue is interesting because the research specifically examines the roles of women, both productive, reproductive, and social, who live side by side in small-scale home businesses such as the Puspita Nyidro Home Batik Industry. Previous studies, such as Fatimah's (2023) research, have only focused on the economic aspect without examining how women simultaneously divide and balance their productive, reproductive, and social roles. In fact, women also face challenges in dividing these three roles. This research is essential because it requires a deep understanding of how women can balance these three roles without neglecting any of them.

Based on this, this study aims to describe the role of women in supporting the family economy through their involvement in the Puspa Nyidro Batik Home Industry, with an emphasis on how women perform productive roles as workers in the Puspa Nyidro Batik Home Industry, reproductive roles in the family, and social roles in the community. This study also aims to describe the obstacles and drivers that women face in supporting their family's economy. The results of this study are expected to contribute academically to the development of the concept of women's empowerment and community-based microbusinesses (Jolehah & Pratama, 2025). In addition, these findings are expected to inform village governments, business actors, and women's empowerment institutions in developing training programs, assistance, and policies that support women's economic independence (Desyanti & Sushanti, 2024).

This research was conducted in Kleteran Village, where the Puspa Nyidro Batik Home Industry is located, with the primary data source being women workers in the home industry. Informants were selected purposively based on the criteria of being homemakers who actively work at Puspa Nyidro Batik. Data collection techniques included in-depth interviews with six informants, participatory observation of their activities both at work and at home, as well as documentation in the form of photographs and involvement in social activities. The collected data will provide a concrete picture of how women allocate their time and energy to fulfill these three roles and the strategies they employ to overcome economic challenges, time constraints, and domestic responsibilities.

METHOD

This study employs a qualitative approach, utilizing case studies, as it focuses on a single unit of activity the Puspa Nyidro Batik Home Industry. This industry represents explicitly the dual practices of women in the home business sector. A case study was chosen to enable the researcher to explore the

phenomenon in depth, thereby providing a comprehensive understanding of the experiences, motivations, strategies, and dynamics of the productive, reproductive, and social roles that women perform in the home industry (Juita et al., 2025). This approach enables researchers to gain a comprehensive understanding of the experiences of research subjects, including their behavior, views, motivations, and actions, through descriptive presentations in the form of verbal narratives that are grounded in the natural context (Nasution, 2023).

This research was conducted from September to October at the Puspa Nyidro Batik Home Industry located in Kleteran Village, Grabag District, Magelang Regency, Central Java Province. This location was chosen purposively because it is where batik production activities involving women as the main workforce take place. Informants were also selected purposively, considering their direct involvement and knowledge of the activities at the Puspa Nyidro Batik Home Industry. The informants consisted of five workers and one manager who were supposed to have direct experience in running this business and a deep understanding of how these activities contribute to improving the family's economy. The criteria for informants included women who were housewives, had been actively working for at least one year at the Puspa Nyidro Batik Home Industry, and had experience in dividing productive, reproductive, and social roles.

Data collection was conducted through observation, interviews, and documentation (Daruhadi & Sopiati, 2024). Observations were performed directly at Home Industry Batik Puspa Nyidro, Kleteran Village, Grabag District, Magelang Regency, to examine the involvement of workers in batik production activities, from drawing, nyanting, nyolet, and nglorod to marketing, as well as how they allocate their time between household chores and industry work. Interviews were conducted with the business manager and five female workers to explore their experiences, perspectives, economic benefits, as well as the challenges and motivators they faced in fulfilling their dual roles as homemakers and workers. Meanwhile, documentation was used to supplement the data through photos of activities, batik products, lists of female employees, production sites, and online and offline promotional media. These three techniques complement each other to provide a comprehensive understanding of the roles, obstacles, and motivators that women face in supporting their families' economies through the batik industry.

Data analysis was conducted using the approach developed by Miles and Huberman, as described by Sugiyono (2018) in (Marsudi et al., 2023), which includes the stages of data collection, data reduction, data presentation, and conclusion drawing. During the data collection stage, researchers recorded all

information gathered from observations, interviews, and documentation, including interview recordings and field notes (Firdaus et al., 2023). Then, in the data reduction stage, the data were selected, summarized, and categorized into central themes, including productive roles, reproductive roles, social roles, as well as obstacles and drivers. After that, the data was presented in the form of a neatly organized descriptive narrative to facilitate the researchers. Finally, conclusions were drawn gradually as the analysis process progressed, ensuring that each conclusion was based on actual findings in the field. This research method enabled the researchers to obtain a deep, systematic, and accountable understanding.

RESULT AND DISCUSSION

Overview of the Research Location

This research was conducted at the Puspa Nyidro Batik Home Industry located in Kleteran Village, Grabag District, Magelang Regency. This batik home industry was established in 2016 and is managed by Mrs. Titiek, a batik artisan who loves batik and wants to preserve the culture and introduce it to the younger generation. At the beginning of its establishment, this home industry developed quite well and even received a training assistance grant from the village. However, since the outbreak of COVID-19, batik production activities have come to a complete halt due to limited orders and marketing constraints. Following the improvement in the situation, the Puspa Nyidro Batik Home Industry business was revived in 2021. Since then, the Puspa Nyidro Batik Home Industry has slowly recovered and continues to run smoothly today, even becoming a productive space for homemakers to contribute to the family economy while preserving the cultural heritage of batik.

The Role of Women in Supporting the Family Economy

Based on the research results, an overview of the role of women in supporting the family economy was obtained, encompassing their productive, reproductive, and social roles. Essentially, what motivates homemakers to work as batik artisans is to increase family income and help their husbands meet daily needs (Damayanti & Rokamah, 2023). Additionally, they also wish to preserve the cultural heritage of batik to prevent it from disappearing.

Women working at the Home Industry Batik Puspa Nyidro can fulfill three roles simultaneously, namely:

a. Productive Role

A productive role is defined as a role that produces a product or work that can generate income for the family (Wulandari et al., 2022). In the context of the Triple Role proposed by Moser (1993), this role is directly related to women's contribution to family income. Women working in the Puspa Nyidro Batik Home Industry have clearly fulfilled their productive role through their involvement in all stages of the batik production process, from drawing, canting, nyolet, to nglorod. The entire process is carried out using skills they have acquired either through tradition or through training activities organized by the village.

Female workers begin their productive role as batik artisans from 10:00 a.m. to 3:00 p.m. The work pattern in the home industry is very flexible, as they work after finishing their household chores and are allowed to bring their children with them. The wage system is calculated based on the type of work, namely IDR 30,000 for drawing on fabric, IDR 50,000 for nyanting, and IDR 75,000 for nyolet and nglorod. According to this work, the average monthly income ranges from IDR 200,000 to IDR 400,000, depending on the number of batik orders received. Although the income is relatively small and uncertain, it still contributes to meeting daily needs such as buying vegetables, children's pocket money, or personal needs. Income instability means that women must be good at managing their finances. Several informants stated that when batik orders decline, they have to postpone certain expenses. Thus, uncertain income directly affects family economic stability, although it still provides benefits as additional income. Although not the primary source, this extra income can help support the family's economy and alleviate economic pressure. This indicates that women working in the Puspa Nyidro Batik Home Industry are engaged in productive activities.

The involvement of home industry workers is not limited to production activities; they also develop themselves and expand their socioeconomic roles (Reflika, 2024). They often attend batik training to improve their skills and enrich their knowledge of batik. Additionally, they participate in exhibitions and bazaars. This demonstrates a strategic effort to expand their marketing network, introduce their products to a broader audience, and open up opportunities for increased sales (Hidayati et al., 2024). Thus, the productive role of women workers in Puspa Nyidro batik is not merely to generate income, but also to encourage the empowerment of women, as it allows them to develop their potential, strengthen their position within the family, and increase

their contribution to the local economy. They not only play a role as production workers, but they also play a crucial role in maintaining the business's sustainability and supporting the family economy.

However, a wage system that depends on the number of orders often becomes an obstacle to maintaining family economic stability. Income uncertainty and relatively small amounts make it difficult for them to plan their finances in the long term. Therefore, a fairer wage system is needed, such as implementing a profit-sharing system or providing workers with the opportunity to sell their work independently. Through these measures, productive roles can continue to develop while strengthening the process of economic empowerment.

b. Reproductive Role

The reproductive role is a role related to managing the household to maintain the continuity of family life (Cahyani et al., 2024). This role is evident in daily activities such as educating children, caring for children and husbands, cooking, washing, cleaning the house, and maintaining family health, caring for and educating children, preparing meals, and performing various other domestic tasks that are still within the scope of the household (Junaidi & Sukanti, 2022).

Women who work in the Puspa Nyidro Batik Home Industry also carry out reproductive roles in their daily lives. Every morning, they complete household chores, such as cleaning the house, preparing meals, and attending to their children's school needs or their husbands' work needs. When they finish work, they still carry out reproductive roles by washing clothes and ironing. Then, while working, some workers still carry out reproductive roles, because in between batik activities, some workers have to pick up their children from school and some bring their children to work. This shows that the reproductive roles carried out by women working in the Home Industry Batik Puspa Nyidro are not only at home, but in all their activities, even when working outside the home. This situation illustrates the simultaneous integration of roles. In line with the Triple Role theory, women in this home industry can balance productive and reproductive roles, despite the significant burden they bear (Nurfitriah, 2025).

c. Social Role

Social roles are the third part of the Triple Role theory, which relates to women's participation in community, religious, social, and cultural activities (Yare, 2021). Social roles demonstrate that women also make an essential contribution to the social development of society (Amanda, 2023). Women who work at the Puspa Nyidro Batik Home Industry also fulfill social roles, as all those who work in the home industry participate in PKK activities.

These PKK activities are held once a month on Sundays. PKK activities provide an essential forum for them to interact, exchange information, and strengthen solidarity among residents of (Meifilina, 2022). Additionally, participation in PKK provides women with the opportunity to contribute to the planning and implementation of programs that address aspects of family welfare and community development. The involvement of workers in PKK activities demonstrates their strategic role in promoting sustainable social development in their environment while strengthening social bonds. They not only play the role of homemakers and batik workers, but also as agents of change who contribute to creating a productive and harmonious social environment. Thus, the social role played by female workers at Home Industry Batik Puspa Nyidro strengthens their position as an integral part of the community development process.

Barriers and Drivers in Supporting Family Economy

Women working in the Puspa Nyidro Batik Home Industry, as they fulfill their productive roles, certainly face obstacles and drivers that help support their family's economy. The barriers faced by these women include low and uncertain incomes, as they are paid based on the type of work and depend on the number of orders. Their average income from working in the home industry is between Rp200,000 and Rp400,000 per month, which is often not enough to cover all of their family's needs. In addition, the uncertainty of the number of orders each month means that workers do not have a steady income.

However, despite these obstacles, there are motivating factors that keep workers enthusiastic. Working at the Puspa Nyidro Batik Home Industry is very flexible in terms of working hours, allowing them to balance batik-making with family responsibilities, enabling them to play dual roles. Furthermore, their continuously honed batik-making skills are a valuable asset in enhancing product quality. Although their income is relatively small, it helps them meet their daily needs. Support from their families, especially their husbands, who

give them permission to work at Home Industry Batik Puspa Nyidro, boosts the workers' confidence and makes them feel appreciated for their contributions. Family support also helps them balance their roles as wives, mothers, and workers, allowing productive roles to function without causing conflicts within the family. Thus, despite facing various challenges, workers at the Home Industry Batik Puspa Nyidro remain resilient in fulfilling their productive roles.

CONCLUSION

Based on the research results and discussion, it can be concluded that women working at Home Industry Batik Puspa Nyidro are housewives who can simultaneously fulfill three roles: productive, reproductive, and social roles. In their productive role, they contribute to the family economy by working at the Puspa Nyidro Batik Home Industry. Although their income is relatively small and uncertain, it helps the family meet its daily needs. In their reproductive role, they carry out domestic responsibilities, such as caring for their children and husbands, and managing the household. In their social role, they participate in PKK activities held monthly. Despite obstacles such as limited income and uncertainty regarding the number of orders, female workers continue to demonstrate resilience in working at the Puspa Nyidro Batik Home Industry, striving to increase their revenue and support their families.

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