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**WOMENPRENEUR MINDSET
HOME INDUSTRY “ANEKA CEMILAN ASYIFAH”
IN THE DISTRICT OF RENGAT**

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ABSTRACT

This study aims to determine how to develop the mindset of women entrepreneurs. This research is qualitative descriptive field research, because it wants to get a description of the Womenpreneur Mindset in the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency. The data collection method used is Observation, Interview, Documentation. The Credibility Test used is Extended Observation, Increasing Perseverance, Triangulation, Reference Material, Member Check. The results of this study are 5 (five) Mindset elements, namely Passion, Self Leadership Habits, Creativity Habits, Improvisation Habits, and Self-Efficacy owned by Womenpreneur "Aneka Cemilan Asyifah". The Home Industry entrepreneur "Aneka Cemilan Asyifah" shows that the entrepreneur has the passion to be an entrepreneur according to his hobbies in the culinary business, and sees a business opportunity. Even though there are obstacles, they are still looking for solutions to be able to survive in the culinary business that the entrepreneur is living. Home Industry Entrepreneur "Aneka Cemilan Asyifah" can direct and lead his members or employees, the desire to stay in the culinary business since 2015 is carried out by implementing various strategies assisted by his members. The strategy is to keep the business running for a long time, apart from doing creative promotions through the use of social media, a creativity mindset is also done by creating innovative products that are different from the products that have existed in Rengat. The improvised habit mindset is by producing products that have never existed before using quality materials and improving service to customers by delivering the ordered products to the customer's place. The fifth mindset is also evidenced by the statement submitted by the entrepreneur which shows that being an entrepreneur is of course a boss who can manage his own business without being regulated by others and is caused by having a hobby of cooking, so he wants to become a Womenpreneur or female entrepreneur in the culinary field.

Key Word: Womenpreneur, Mindset, Home Industry, Rengat

INTRODUCTION

The increase in economic growth during 2021 compared to the previous year was due to economic growth in all business fields. The business fields that make the biggest contribution to the economic growth of Indragiri Hulu Regency in 2021 are agriculture, forestry, and fisheries business fields as well as the processing industry business fields that are growing positively (BPS INHU, 2022).

Economic growth is one of the macro indicators to see the real economic performance in a region. The rate of economic growth is calculated based on changes in PRDB based on constant prices for the year in question against the previous year. Economic growth can be seen as an increase in the number of goods and services produced by all business fields of economic activity in an area over one year (BPS INHU, 2022).

Tabel 3.2. Laju Pertumbuhan Produk Domestik Regional Bruto Atas Dasar Harga Konstan 2010 Kabupaten Indragiri Hulu Menurut Lapangan Usaha (persen), 2017–2021
Table 3.2. Growth Rate of Gross Regional Domestic Product of Indragiri Hulu Regency at 2010 Constant Market Prices by Industry (percent), 2017–2021

Lapangan Usaha/Industry	2017	2018	2019	2020*	2021**
(1)	(3)	(4)	(5)	(6)	(6)
A Pertanian, Kehutanan, dan Perikanan/ Agriculture, Forestry and Fishing	3,28	3,72	4,11	4,77	4,56
B Pertambangan dan Penggalian/Mining and Quarrying	-2,35	-1,24	-0,94	-2,69	2,54
C Industri Pengolahan/Manufacturing	6,24	3,82	4,49	1,07	3,15
D Pengadaan Listrik dan Gas/Electricity and Gas	3,33	5,69	3,82	3,88	2,46
E Pengadaan Air, Pengelolaan Sampah, Limbah dan Daur Ulang/Water supply, Sewerage, Waste Management and Remediation Activities	1,79	1,32	1,66	2,32	3,62
F Konstruksi/Construction	4,16	3,68	3,91	-3,10	6,65
G Perdagangan Besar dan Eceran; Reparasi Mobil dan Sepeda Motor/Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	5,63	5,72	4,59	-8,92	7,78
H Transportasi dan Pergudangan/Transportation and Storage	2,71	2,92	2,73	-18,53	2,61
I Penyediaan Akomodasi dan Makan Minum/ Accommodation and Food Service Activities	4,51	4,88	4,69	-20,45	16,26
J Informasi dan Komunikasi/Information and Communication	7,12	7,31	7,43	8,87	5,47
K Jasa Keuangan dan Asuransi/Financial and Insurance Activities	-0,09	3,04	0,56	3,49	3,80
L Real Estate/Real Estate Activities	2,64	2,97	3,12	1,71	3,13
M,N Jasa Perusahaan/Business Activities	6,66	5,49	5,61	-22,04	1,46
O Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib/Public Administration and Defence, Compulsory Social Security	1,46	0,64	1,06	-1,45	4,72
P Jasa Pendidikan/Education	4,58	5,15	5,27	1,89	2,34
Q Jasa Kesehatan dan Kegiatan Sosial/Human Health and Social Work Activities	5,20	5,85	9,52	11,26	3,45
R,S,T,U Jasa lainnya/Other Services Activities	6,66	7,46	7,12	-17,52	4,12
Produk Domestik Regional Bruto/Gross Regional Domestic Product	3,98	3,49	3,78	-0,12	4,51

* Angka sementara/Preliminary Figures
** Angka sangat sementara/Very Preliminary Figures

Based on 2010 constant prices, the value of GRDP in Indragiri Hulu Regency in 2021 will increase. This increase was influenced by an increase in production in all business fields. The GRDP value of Indragiri Hulu Regency based on constant prices in 2021 is 31.177 trillion rupiah. This figure is up from 29.830 trillion rupiah in 2010. This shows that in 2021 Indragiri Hulu Regency will experience economic growth of 4.51%, an increase when compared to the previous year's economic growth which contracted to 0.12% (BPS INHU, 2022).

Indragiri Hulu Regency, especially Rengat Subdistrict, is an area that has the potential for a fairly developed business field. One of the business fields that contributes to the economic growth of Rengat Subdistrict is the food processing industry (Home Industry), which is mostly managed by women.

Currently running a business or entrepreneurship is not only dominated by men but also women. This is increasingly evident from the increasing number of womenpreneur. In the past, a woman was identified as someone who was in charge of taking care of domestic activities, but in line with gender equality it opened up opportunities for women to be able to play a role in the economy according to their skills and abilities. The entrepreneurial sector is

one of the business fields that many women choose to prove their ability to do business (Nirmala and Wijayanto, 2021). Generally, women start their business to increase family income, but not a few, in the end, they make the business the main source of family income (Hannum *et.al*, 2015).

Starting from just self-actualization, working, and being financially independent, it turns out that women enjoy it (Irawati and Sudarsono, 2018). Today's profession as a woman entrepreneur is evident, many business ventures carried out by women have turned out to be successful (Prayudi, 2019).

A woman's self-ability as an entrepreneur is supported by a mindset or mindset that will certainly determine the success of her life, especially in running a business. Women entrepreneurs who have a productive, creative and innovative mindset are needed in running a business. The mindset or mindset in running a business is owned by a female entrepreneur (Womenpreneur) Home Industry "Aneka Cemilan Asyifah".

Based on the statement above, the researcher wants to conduct a research on Womenpreneur Mindset Home Industry "Aneka Cemilan Asyifah" in Rengat District. In addition, researchers also want to know how to develop the mindset of women entrepreneurs.

LITERATURE REVIEW

A. Mindset

According to Adi W. Gunawan in Ita *et.al* (2018), mindset consists of two words, namely Mind and Set. Mind means thinking, or commonly referred to as a source of awareness that can generate thoughts, ideas, feelings and perceptions, and can store memories and knowledge. Set is a complete state or prioritizing increasing ability in an activity.

Internal mindset structure consists of four dimensions, namely: (1) learning (2) spiritualism (3) interdependence and (4) differentiation. The four dimensions are manifested in behaviors such as: (1) adaptation to obstacles, experiences of failure and success (2) social activities (3) cooperation, and (4) innovation and business development. The mindset embodied in these behaviors helps women entrepreneurs achieve success. This mindset serves as a guide and the right strategy for success (Saputri and Himam, 2015).

B. Entrepreneurship

Entrepreneurship is a scientific discipline that studies the values, abilities, of a person's behavior in facing life's challenges to obtain opportunities with various risks that they may face (Aisyah *et.al*, 2019).

Entrepreneurship is the ability to create added value through creative and innovative resource management processes (Sanawiri and Iqbal, 2018).

C. Entrepreneur

Entrepreneurs are people who carry out entrepreneurial activities. One of the characteristics of entrepreneurs is that they are smart or talented to recognize new products, are able to determine new production methods, develop operational management for procuring new products, market these products, and manage their operational capital. In other words, an entrepreneur is someone who always has good ideas and ideas in making a product (Ardyanto, 2020).

D. Womenpreneur

Womenpreneurs are defined as women or a group of women who start, manage and operate a business enterprise (Sandri and Hardilawati, 2019).

Womenpreneurs are women who have an interest in business like to innovate, start or adopt business activities (Rath *et.al* in Maharani *et.al*, 2021)

E. Home Industry

Home means home, residence, or hometown. Meanwhile, Industry can be defined as handicrafts, business products and or companies. In short, Home Industry is a home business for goods or small companies (Riyansyah *et.al*, 2018).

F. Passion

Vallerand, Mageau, Racelle, Leonard, Blanchard, Koestiner and Gagne explain that passion is a strong tendency towards an activity that is considered important, liked (even loved) where they will invest their time and energy to the fullest (Merieska and Meiyanto, 2017).

G. Self Leadership

Self-leadership is defined as an understanding of influencing oneself which tends to direct a person towards action in doing work that motivates naturally (Putra and Sintaasih, 2018).

H. Creativity

Creativity is an individual's ability to develop new ideas, new ideas, and new imaginations to create goods and services that can be interesting and unique in the eyes of the community (Tuzzarok and Murniningsih, 2021).

I. Improvisation

Improvisation is an art that spontaneously appears without any preparation (Kirkley in Rosmiati *et.al*, 2022).

J. Self Efficacy

The results of research conducted by Krueger and Brazeal (1994) show that Self Efficacy is the center of the intention of entrepreneurship and specifically affects the perception of feasibility in starting a business (Afrianty, 2019).

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Tabel 2.1: The Mindset of Successful Entrepreneur Woman

Research Title	The Mindset of Successful Entrepreneur Woman
Researcher	Rizki Kusuma Dewi Saputri dan Fathul Himam
Year	2015
Result	Internal mindset structure consists of four dimensions, namely: (1) learning (2) spiritualism (3) interdependence, and (4) differentiation. The four dimensions are manifested in behaviors such as: (1) adaptation to obstacles, experiences of failure and success (2) social activities (3) cooperation, and (4) innovation and business development. The mindset embodied in these behaviors helps women entrepreneurs achieve success. This mindset serves as a guide and the right strategy for success.

Tabel 2.2: Womenpreneur, Role, and Constraints in Business Activities

Research Title	Womenpreneur, Role, and Constraints in Business Activities
Researcher	Tyahya Whisnu Hendratni dan Ermalina
Year	2013
Result	<ol style="list-style-type: none"> 1. Almost all countries have some kind of organization women to unite women entrepreneurs. It generally includes things like: <ol style="list-style-type: none"> a. Raise the interests of women entrepreneurs and issues that are important to them. b. Provide support and opportunities for members to network. c. Organizing education, training, and professional development. d. Conduct effective lobbying and advocacy. e. Bringing entrepreneurs together and opening up business opportunities. f. Promote national and international promotions and cooperation. 2. Although the concept of business (enterprise) does not explicitly include industry, in business management and new ventures, and the development of personal and social skills today, there is a growing awareness of entrepreneurship as a set of skills that need to be taught. 3. Business success has nothing to do with age and the size of the capital. But the fruit of foresight capture opportunities, action, tenacity, and motivation. 4. Behavior and character of entrepreneurs.

Tabel 2.3: Mindset and Entrepreneurial Behavior of Women Catering Entrepreneurs in Yogyakarta

Research Title	Mindset and Entrepreneurial Behavior of Women Catering Entrepreneurs in Yogyakarta
Researcher	Lita Rohma Dewi
Year	2018
Result	Mindset can be born from many factors, such as family factors, educational circumstances, and experiences. Through a long process. The mindset of a woman catering business began to form little by little because of the habituation to the factors above. Broadly speaking, the mindset of women catering entrepreneurs can be grouped into three, namely learning, development and spirituality. Learning makes them continue to learn, whether

	from failure or experience. Women catering service entrepreneurs also learn to adapt to the ever-changing business environment and strive to create innovations so that their businesses are not left behind by the changes. Meanwhile, development makes them continue to make efforts to develop quality both in terms of taste and service to increase consumer loyalty to their business. And the last is spirituality. The spirituality mindset that appears in them is that they believe that rizky is something that has been guaranteed by God, so they try to compete in a healthy manner and are more relaxed in looking at competitors. In addition, they are also sincere by not only expecting profits but also trying to balance what they provide with the nominal that has been paid by consumers. They are also more patient in dealing with certain situations and consumers with various characters.
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RESEARCH METHODS

This research was conducted in the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency. This research was conducted in November 2021. This research is qualitative descriptive field research, because it wants to obtain a description of the Womenpreneur Mindset in the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency. Descriptive research tries to find an appropriate and sufficient description of all activities, objects, processes and people (Basuki, 2006).

Data source

Sources of data used in this study are:

1. Primary Data

Primary data is data obtained directly from informants who are closely related to the problem to be studied, namely the Womenpreneur Mindset in the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency.

2. Secondary Data

Secondary Data is a source of data that is not directly obtained from informants but through searches in the form of profile document data and other supporting elements sourced from the Home Industry "Aneka Cemilan Asyifah".

Method of collecting data

The data collection methods used by the authors in this study based on the techniques used are as follows:

1. Observation

Observation is a data collection method used to collect research data through observation and sensing (Bungin, 2009). Observation guide is used to obtain observational data. Observations are usually made on an object, state, condition, situation, activity, process, or appearance of a person's behavior.

2. Interview

Interviews are used as a data collection technique if researchers want to conduct preliminary studies to find problems that must be investigated, but also if they want to know things from more in-depth informants (Sugiyono, 2009). The interviews conducted in this study were in-depth interviews through unstructured interviews. Thus, in an unstructured interview, the formulation and sequence of questions can be more free so that they will be able to follow the flow of the respondent's conversation. The tool used in the interview is a recording device in the form of a cellphone.

3. Documentation

Documentation is the collection of data sourced from the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency.

Data Collection Procedure

The data collection procedure is carried out in the following stages:

1. Identifying informants

Informants are people who really know the problem to be studied and are willing to provide information to researchers. In qualitative research, informants have the most important position as resource persons in research. The informants in this study were the Home Industry Leader "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency. This is done by conducting a survey in advance at the location of the Home Industry "Aneka Cemilan Asyifah" Rengat, Indragiri Hulu Regency.

2. Determine Informants

Determination of informants in this study was carried out using the purposive sampling technique which is one of the sampling techniques with certain considerations. By using the purposive sampling technique, it is hoped that every question asked can be answered by the informant correctly and in accordance with the problems studied. So that he was determined as the informant, namely the Head of the Home Industry "Aneka Cemilan Asyifah". The purposive sampling step that the researcher did includes several criteria, namely: The informant is the Head of the Home Industry "Aneka Cemilan Asyifah" Rengat District, Indragiri Hulu Regency.

3. Research Instruments

The instrument in this qualitative research is the researcher himself. Researchers as instruments will go directly to the field to collect data or information needed in this research by using observation, interview, and documentation techniques.

Credibility Test

1. Extended Observation

The extension of the observation was carried out so that the relationship between the researcher and the informant was getting closer.

2. Increase Perseverance

This is done to re-check whether the data obtained is correct or not using continuous observation, reading the references used, and related documentation.

3. Triangulation

This third test was conducted to increase the theoretical, methodological, and interpretive strength of qualitative research.

4. Reference Material

The aim is to authentically prove the data found by the researcher, namely the data from in-depth interviews with sources equipped with audio-visual recordings.

5. Member Check

Member Check is done by checking the data of the informants. The information obtained is following what was intended by the informant. This test can be carried out after the completion of a data collection period.

Research Results and Discussion

Many women enter the business field. Their reasons for pursuing this business field are driven by factors including wanting to show their ability to achieve, helping the household economy, being frustrated with their previous job and so on (Alma, 2019). To realize the expectations of women entrepreneurs in running a business, mindset plays an important role for women entrepreneurs. The mindset of an entrepreneur is formed by 5 elements, namely Passion, Self-Leadership Habits, Creativity Habits, Improvisation Habits, and Self-Efficacy (Fauzi and Setyawan, 2018).

Motivation and passion in doing business can explain the fundamental character of entrepreneurship (Chandra, 2020). Elements of Passion (Passion) is a passionate passion to achieve a goal, a great desire. Passion makes us ready to suffer to do it. If there is no passion, we will do it half-heartedly (Agustinus, 2014). Passion is a strong tendency towards activities that are liked (loved) by individuals, where they understand that it is important, and are willing to invest their time and energy (Livano and Herdinata in Anam *et.al*, 2021). Based on the results of the interview, the Home Industry Entrepreneur "Aneka Cemilan Asyifah" shows that the entrepreneur has the passion to become an entrepreneur according to his hobbies in the culinary business, and sees a business opportunity. Even though there are obstacles, they are still looking for solutions to be able to survive in the culinary business that the entrepreneur is living.

The ability to lead oneself is a decisive capital in improving their performance according to their roles, duties, and responsibilities as an educational leader (Putra and Sintaasih, 2018). Home Industry entrepreneurs "Aneka Cemilan Asyifah" can direct and lead their members or employees, the desire to stay in the culinary business since 2015 is carried out by implementing various strategies assisted by members, one of which is by carrying out promotional activities and making attractive product packaging. Promotions are carried out through social media, such as WhatsApp and Facebook. Promotional activities are carried out diligently every day, using promotional sentences that attract buyers along with product photos that attract buyers to try and buy. All these promotional activities are carried out through the collaboration of the Home Industry leadership and employees and the influence of the entrepreneur's leadership on its members.

Entrepreneurs, like leaders, are not just born. Entrepreneurs can be created, raised, and then become superior human beings called entrepreneurs. For this reason, entrepreneurial leadership is needed. By Antonius Tanan Entrepreneurial leadership is defined as a leader who does not just play on the mainstream. Entrepreneurial leadership is none other than leaders who can make creative breakthroughs and can be accepted by the market (Agung, 2012).

How can a leader be able to make changes creatively and dramatically? All ultimately return to the mindset (mindset). This mindset has a big influence on the formation of character, behavior and enthusiasm to always be creative and dramatic. Solution-oriented will get new things that were not previously thought of. Through solutions, the door for creativity will be opened as wide as possible. Creativity itself is the mother of innovation (Agung, 2012).

The strategy carried out by the Home Industry Entrepreneur "Aneka Cemilan Asyifah" is to keep the business running for a long time apart from doing creative promotions through the use of social media, creativity mindset is also done by creating innovative products that are different from products that have existed in the market. Rengat. The entrepreneur has the power of creativity and innovation that creates opportunity ideas in the culinary business. As a result, besides being able to stay in the culinary business, the entrepreneur has promising advantages. The idea of an existing business opportunity is also influenced by the response given by its customers after consuming or seeing the products it creates.

Creativity cannot be separated from the development of the business world. Without creativity no business can thrive. In this case it should be noted that changes will occur very quickly so that fresh and new ideas are needed. A person's self-confidence will appear by itself if he has all the creativity and innovation. Awaken the creative ability in you and that self-confidence will grow. To win the competition, an entrepreneur must have high creativity. The power of creativity should be based on an advanced way of thinking, full of new ideas that are different from existing products. Genius ideas generally require high innovation power from the entrepreneur concerned. High creativity still requires a touch to sell in the market (Fajrillah, 2020).

During the pandemic, the most affected are business actors, both MSMEs and large businesses engaged in goods and services. Uniquely, during the pandemic, many improvisations and initiatives were carried out by business actors to be more creative and produce products that had never existed before so that their businesses could survive (Thenu, 2020). Women are seen as strong parties to survive in times of crisis who are able to improvise to keep their business running (Gainau and Rawun, 2021). As previously stated, the mindset of improvisation is also carried out by the entrepreneur to be able to continue the culinary business for a long time, the habit of improvisation must be owned by a Womenpreneur in running a business, by creating products that have never been created by others before, and the mindset of this improvisational habit is owned by Womenpreneurs or Home Industry Women Entrepreneurs "Aneka Cemilan Asyifah". What Womenpreneur does is to produce products that have never existed using quality materials, and improve service to customers by delivering ordered products to customers' places.

From the results of research by Nurqadarsi (2019) in Handayani *et.al*, 2022), women who have self-efficacy are claimed to have a more positive judgment on their ability to organize a series of actions to achieve desired performance goals. Self-efficacy is the belief that a person can carry out certain attitudes to achieve certain goals (Omrod in Arianty *et.al*, 2020). High self-efficacy will help a person to make decisions, have a focused direction of thought, have strong self-confidence, and be ready to face all the risks that exist (Hapsah and Savira, 2015). Based on the statement of the results of research on Self Efficacy, this fifth Mindset is certainly owned by the Womenpreneur Home Industry "Aneka Cemilan Asyifah" this is evidenced by the statement submitted by the entrepreneur which shows that being an entrepreneur must be a boss who can manage his own business without being regulated by other people and due to having a hobby of cooking, so I want to become a Womenpreneur or female entrepreneur in the culinary field.

CONCLUSION AND SUGGESTION

5 (Five) Mindset elements, namely Passion, Self-Leadership Habits, Creativity Habits, Improvisation Habits, and Self-Efficacy are owned by Womenpreneur "Aneka Cemilan Asyifah". The Home Industry entrepreneur "Aneka Cemilan Asyifah" shows that the entrepreneur has the passion to be an entrepreneur according to his hobbies in the culinary business, and sees a business opportunity. Even though there are obstacles, they are still looking for solutions to be able to survive in the culinary business that the entrepreneur is living. Home Industry Entrepreneur "Aneka Cemilan Asyifah" has the ability to direct and lead his members or employees, the desire to stay in the culinary business since 2015 is carried out by implementing various strategies assisted by his members. The strategy is to keep the business running for a long time, apart from doing creative promotions through the use of social media, creativity mindset is also done by creating innovative products that are different from the products that have existed in Rengat. The improvised habit mindset is by producing products that have never existed before using quality materials, and improving service to customers by delivering the ordered products to the customer's place. The fifth mindset is also evidenced by the statement submitted by the entrepreneur which shows that being an entrepreneur is of course a boss who can manage his own business without being regulated by others and is caused by having a hobby of cooking, so he wants to become a Womenpreneur or female entrepreneur in the culinary field. .

Suggestions for all Women Entrepreneurs, it is better to have a Womenpreneur Mindset in running a business, so that it is easy to achieve competitive advantage and have business sustainability. In addition, suggestions for other researchers to conduct similar research in different business locations to obtain additional information related to the Womenpreneur Mindset.

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