

**TABLE OF CONTENT**

<b>Analisis Strategi Branding Ecotourism Kawasan Migas</b> .....	1
Prayudi, Kartika Ayu Ardhanariswari	
<b>Analisis Pengaruh Kompetensi Dosen dan Fasilitas Belajar Terhadap Tingkat Kepuasan Mahasiswa Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta</b> .....	11
Sabihaini, Shinta Heru Satoto	
<b>Organizational Factors Affecting Fraud Trends in Financial Sector Companies in Indonesia</b> .....	21
Sri Astuti Zuhrohtun, Sri Wahyuni Widiastuti	
<b>Analysis Impact of Gross Regional Domestic Product, Government Expenditure, Population on Region Own-Source Revenue In Batam</b> .....	27
Didit Welly Udjianto, Dikurnia Putra	
<b>Poverty Reduction: Motivation and Women Cultur in Women Empowerment Mechanism Based on Potential Approach in Subdistrict of Berbah, Sleman (Establishment of Business Groups Until Opportunities of Distribution of Business Result)</b> .....	39
Tri Mardiana, Sri Kussujaniatun, Sucahyo Heriningsih, Marita, Sadi	
<b>Performance of Innovative Leadership Style</b> .....	45
Pribadi Widyatmojo, Istiana Rahatmawati	

**POVERTY REDUCTION: MOTIVATION AND WOMEN CULTUR IN WOMEN  
EMPOWERMENT MECHANISM BASED ON POTENTIAL APPROACH IN  
SUBDISTRICT OF BERBAH, SLEMAN  
(ESTABLISHMENT OF BUSINESS GROUPS UNTIL OPPORTUNITIES OF  
DISTRIBUTION OF BUSINESS RESULT)**

**Tri Mardiana, Sri Kussujaniatun, Sucahyo Heriningsih, Marita, Sadi**

Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional "Veteran" Yogyakarta  
[triana\\_upn@yahoo.com](mailto:triana_upn@yahoo.com), [Sri\\_kussujaniatun@yahoo.co.id](mailto:Sri_kussujaniatun@yahoo.co.id), [heriningsih\\_s@yahoo.co.id](mailto:heriningsih_s@yahoo.co.id)  
[marita\\_farid@yahoo.com](mailto:marita_farid@yahoo.com), [sadi.sadi1971@yahoo.co.id](mailto:sadi.sadi1971@yahoo.co.id)

*Abstract*

*Their Efforts to develop the economic value of women's resources emphasis on linkages potential and needs of women in a development area, in the form of a network of production to services and efforts of innovation development through efforts of resource extraction potential, the development of micro industries, trade, service as well as other investment that can create jobs and increase the income of the women in his capacity as the poor. This research is combining the psychological side of the community in improving their quality of life through the creation of joint ventures. During this measurement Gender Empowerment Measurement, HDI, GDI was never at the touch of a psychological (motivation and culture). The women members of the group of cashew have been motivated for the formation of business groups, engineering tools kacip to finally get a chance distribution of the results of operations in accordance with the approach potential through the website, the study aims to analyze the influence of organizational culture and work motivation on the performance of the women of the group of cashew Krikilan hamlet of Sleman Berbah descriptively. With descriptive statistical analysis of obtained results showed an increase in performance, behavioral changes caused by increased motivation and work culture.*

**Keywords:** *poverty alleviation, motivation, culture, women's empowerment mechanisms, GEM, GDI, a potential approach, the formation of business groups, the distribution of operating results*

**INTRODUCTION**

Efforts to empower women are absolutely necessary to improve the status and position of women in various fields of development. Two important indicators that measure it are presented in the Human Development Report (HDR), the Human Development Index (HDI), which is a composite index of education, health and economic components; and the Gender-related Development Index (GDI). According to HDR 2005, Indonesia is ranked 110th HDI from 170 countries in the world, with index of 0.697; while for GDI ranked 87th of 140 countries in the world, with index of 0.691. Differences in HDI and GDI numbers are an indication of the gender gap. Indications of the gap are expected to remain visible in 2013.

Another measure that can show the success rate of women empowerment development is Gender Empowerment Measurement / GEM. This index figure is calculated from women's participation in economics, politics and decision making, so it is useful to measure gender imbalance in 3 (three) things. The GEM of Indonesia in 2005 is about 0.458; which means women's role in economics, politics and decision-making is less than half of men's roles. To overcome the low GDI and GEM, in the 2006 Government Work Plan (RKP) it has been stated that gender mainstreaming is one of the main principles when carrying out all development activities. In that connection, at the end of 2006 GDI and GEM in the first year of the study were found from 41 respondents, the mothers were composed of Krikilan Berbah Slemen (61%) on

average, high school educated, 40 years old, married at age 20 years old, RT housework, and in healthy condition, while the economic condition of women and the desire for entrepreneurship, the number of women who already have a job is 25 out of 41 respondents (61%) with an average income of Rp1.733.840; While 16 respondents (39%) only rely on income from her husband. In the Berbah area, the income difference of Rp1,733,840; 00 includes a very large margin. In terms of average expenditure per day for the group of women workers is also greater than the average daily expenditure of women not working groups. It also means that the welfare for the respondents who work is greater than the unemployed group and the average wants to entrepreneurship. In the second year, it was done engineering of the nuts and qualitative research and intensive facilitation of the procedures for forming Joint Business Group, and in the third year which was the last year, the business results were distributed through the website with the address <https://kerajinan-krikilan.pswebstore.com>.

## **THEORITICAL COCEPT**

### **Organizational Culture**

According to Luthans in Susanto (2006: 111) organizational culture is the norms and values that direct the behavior of members of the organization. Each member will behave in accordance with the culture that will apply to be accepted by the environment.

According to Sarplin in Susanto (2006: 120) organizational culture is a system of values, beliefs and habits with its formal structure to produce norms of organizational behavior.

According to Sondang (1995: 233) organizational culture is a merger between the leadership style of top management and norms and system of confidence values of members of the organization. According to Deddy Mulyadi (2006: 270) organizational culture is what employees feel and how this perception creates an exemplary pattern of beliefs, values and expectations.

### **Motivation**

According to Gray, et al (in Winardi, 2005) states that motivation is the result of a number of

processes, which are internal or external to an individual, causing an attitude of enthusiasm and persistence in terms of carrying out certain activities.

According to Bandura (2000) defining self-efficacy is a sense of confidence that a person can show the behavior demanded in a specific situation. Self-efficacy is more directed to the individual's assessment of his ability. self-efficacy motivation is in self-regulation of motivation. Many individual motivations are generated through cognitive processes. People motivate themselves by directing their actions through various exercises. They believe in what they do and always anticipate the results of prospective actions. They will set their own goals and plan the exercises before taking action by designing them according to future values.

### **Performance**

Performance by Hasibuan (2009) is a work achieved by a person in performing his duties on skills, business and opportunity. Stolovitch and Keeps (in Rivai, 2005) argue that performance is a set of achievable outcomes and refers to the accomplishment and execution of the job being requested.

While Rivai (2005) suggests that performance is the result or level of success of a person as a whole during a certain period in carrying out the task compared with various possibilities, such as standards of work, targets or targets or criteria that have been determined in advance and have been mutually agreed.

Some understanding of performance above, it can be concluded that the performance is the result or success rate of a person in carrying out tasks that have been charged to him according to the size applicable to the work concerned.

### **The Influence of Organizational Culture on Employee Performance**

Organizational culture is essentially one of the supporting elements in improving employee performance. Organizations that take account of the organizational culture elements will improve the quality of the organization. Organizational culture becomes one of the work guidelines to improve employee performance becomes more optimal.

According to Mangkunegara, (2013) employee performance is the work of quality and quantity achieved by an employee in performing their duties in accordance with the responsibilities given to him. According to Wirawan (2008) organizational culture is the norm, values, assumptions, beliefs, philosophy, organizational habits, and so forth (contents of organizational culture) developed in a long time by founders, leaders, and members of the organization socialized and taught to members new and applied in organizational activities that affect the mindset, attitude, and behavior of members of the organization in the work. Based on these opinions can be said that with a strong organizational culture and adhered to employees, then the performance of employees will be better. Previous researcher Basuki (2013), states that organizational culture has a positive and significant impact on employee performance.

**Effect of Work Motivation on Employee Performance**

Motivation is an important variable, in which motivation needs to get a great attention also for the organization in improving employee performance. Motivation of work is encouragement or enthusiasm that arises in a person or employee to do something or work, because of the good from both the superior and the work environment, and the basis to meet the needs and satisfaction, and fulfill the responsibility for the tasks assigned and done within the organization.

Agustuti Handayani (2010) has been researching Work Motivation on Employee Performance, then stated that Work Motivation has a positive effect on Employee Performance.

**RESEARCH METHOD**

**Sample**

The sample in this research is the entire community in the target location of cashew mothers who amounted to 41 people, which was taken by census.

**Identification of Research Variables**

For a variable to be measured, then the variable needs to be operationalized. This definition provides the limits or meanings of a

variable by detailing what the researcher must do to measure the variables. In this study there are three variables Organizational Culture (independent variable), Motivation (independent variable) and Performance (dependent variable).  
Data Collection Technique

To obtain the data in discussing this problem, the author conducted a series of data collection activities through questionnaires by spreading a number of questions with certain formats and various options therein.

**Data Analysis Technique**

The data obtained in this study was analyzed by descriptive statistical analysis, the consideration is the statistic used to analyze the data by describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalization (Sugiyono, 2005)

**RESULT AND DISCUSSION**

The research was conducted in Krikilan hamlet, Kalitirto village, Berbah sub-district, Sleman district.

Tabel 1  
Responden Response Recapitulation  
Toward Organizational Culture

Interval	Category	Total	%	Mean
1,00 s/d 1,79	Very low	0	0.0%	
1,80 s/d 2,59	low	2	4.89%	
2,60 s/d 3,39	enough	4	9.76%	
3,40 s/d 4,19	high	21	51.22%	
4,20 s/d 5,00	Very high	14	34.13%	
Total		41	100.0%	3.74

Source: primary data

Based on Table 1 above can be seen that from 41 respondents taken as a sample, 21 people or 51.22% of the majority of women cashew crackers have given a high assessment of the work culture variables with an average score of 3.74, which is at intervals between 3.40 - 4.19. This suggests that women cashew women have a high work culture or a strict work culture where they work more disciplined, responsible, effective and creative in accordance with predetermined results standards because of the establishment of business groups, the presence

of traditional figurines to more modern tools and websites as a means of marketing online distribution of results.

Table 2  
Recapitulation of Respondents Response  
Against Work Motivation

Interval	Category	Total	%	Mean
1,00 s/d 1,79	Very low	0	0.0%	
1,80 s/d 2,59	low	4	9.76%	
2,60 s/d 3,39	enough	2	4.89%	
3,40 s/d 4,19	high	25	60.98%	
4,20 s/d 5,00	Very high	10	24.37%	
Total		41	100.0%	3.61

Source: primary data

Based on Table 2 above can be seen that from 41 respondents taken as sample, 25 people or 60,98% majority of artisans have given high appraisal to work motivation variable with average score equal to 3.61, that is at interval between 3.40 - 4.19. This shows that women cashew workers have high work motivation in which they work with a serious intention to advance, the existence of security and comfort guarantee, the opportunity to create according to predetermined results standard, the results received can support the economy household. High motivation is caused by the formation of business group, the existence of engineering of traditional kacip device to be more modern and website as a means of marketing online distribution of results.

Table 3  
Recapitulation of Respondents Response  
to Performance

Interval	Category	Total	%	Mean
1,00 s/d 1,79	Very low	0	0.0%	
1,80 s/d 2,59	low	2	4.89%	
2,60 s/d 3,39	enough	3	7.32%	
3,40 s/d 4,19	high	24	58.54%	
4,20 s/d 5,00	Very high	12	29.5%	
Total		41	100.0%	3.73

Source: Primary Data

Based on Table 3 above, it can be seen that from 41 respondents taken as sample, 24 people or 58.54% stated high. The majority of women in the craftsmen group have given a high rating on performance with an average score of 3.73, which is at intervals between 3.40 - 4.19. This suggests that women who are cashew craftsmen are good at job, are quick to respond to new tasks, work to meet targets, willing to improve their work, and utilize existing resources to be used as much as possible in the workplace.

## CONCLUSION

The formation of Business Group, Kacip Device Engineering and Online Marketing through website cause the change of behavior of women cashew craftsmen so that impact on Organizational Culture or Culture of Work

The formation of Business Group, Kacip Device Engineering and Online Marketing through the website caused the change of female behavior of cashew craftsmen so that the impact on the high motivation of their work

The existence of Business Group, Kacip Kernel Equipment and Online Marketing through the website causing Organizational Culture or Work Culture and high motivation so that impact on the high results or Performance of Women Cashew Crafters

## SUGGESTION

We have fulfilled the wishes of the women of cashew groups in the village of Krikilan Berbah, Sleman for entrepreneurship, by forming Business Group, making traditional folk instruments to more Modern and creating website to distribute and market the result online, so our suggestion to the craftsmen to keep work, creative and innovative and realize its potential. This entrepreneurial desire should be followed up by the government and also the wider community to develop it. Thus, it will improve the nation's economy.

## REFERENCE

- Gibson, Ivancevich, Donnelly. 1997. *Organizations Behavior Structure Processes*. Irwin McGraw-Hill.

- Greenberg, J dan R. Baron. 1995. *Behavior Structure and Process*. Business Publication Inc., Plano, Texas
- Ghufron M. Nur & Risnawati Rini S. 2010. *Teori-Teori Psikologi*.
- Heriningsih, Sucahyo. 2010. —Cara Mengelola Keuangan Rumah Tanggal di RT 13 RW 13 Perumnas Condongcatur, Kecamatan Depok, Sleman
- Heriningsih, Sucahyo. Jurnal Buletin Ekonomi Penagruh kecerdasan Emosional terhadap minat berwirausaha pada mahasiswa akuntansi Vol.7 / No.1, ISSN:1410-2293 / 2009
- Kussujaniatun, Sri. 2006. Hubungan antara Sikap Terhadap Bukti Fisik, Proses dan Karyawan dengan Kualitas Keterhubungan serta Perannya Dalam Menimbulkan Niat Ulang Membeli dan Loyalitas (Survei Pada Konsumen Member Card ALFA yang Berdomisili Di Sleman Yogyakarta) (Jurnal Humaniora Sains dan Pengajaran —INOVASII Vol. XIV No. 3 September 2006, ISSN 0854-4328 )
- Kussujaniatun, Sri. 2006 Efek Komunikasi Dari Mulut ke Mulut Terhadap Sikap dan Niat Membeli Produk Prosesor AMD Athlon DSI Yogyakarta( Jurnal Ekonomi, Bisnis, Manajemen dan Akuntansi — BALANCEI Th. III No. 6 Juli 2006, ISSN : 1693-9352)
- Kussujaniatun, Sri. 2007 Pengaruh Motivasi Nasabah Kredit Terhadap Keputusan Meminjam Dana (Survei Pada BPR Bank Kredit Kecamatan Juwangi Boyolali) Jurnal Ekonomi —Artavidyal Tahun 7 No.1 Maret 2007, ISSN : 1410-8755 Terakreditasi No. 23 a/DIKTI/Kep/2004
- Kussujaniatun, Sri. 2007 Analisi Pengaruh Dead Endorser Terhadap Brand Personality Pada Iklan Kompas Di Televisi (Survei Pada Iklan Konsumen Surat Kabar Harian Kompas Di Kabupaten Sleman Yogyakarta) (Jurnal Bisnis dan Ekonomi —JBEL Vol. 14 No. 23 a/DIKTI/Kep/2004
- Kussujaniatun, Sri. 2007 Analisis Ekuitas Merek (Survei Pada Konsumen Rokok Djarum 76)

