

**THE AGILITY OF WOMEN ENTREPRENEURS IN HAERHAVE LKP,  
DEPOK WEST JAVA**

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**Abstract**

A woman is in charge of LKP (Course and Training Institute) Haerhave, which belongs to the "Haerhave Family" Foundation and operates under a license for "Human Resource Provisioning Professional Certification." In creating their families and nations, Indonesian women are given the same opportunities and respect as males. Due to the equality of obligations, Indonesian women must have a balanced household and public role in addressing global concerns. The study looks at the market knowledge and networking skills of female entrepreneurs around the world, especially during the COVID-19 pandemic. Due to the ban on crowding and the requirement to maintain a safe distance, female business owners must come up with strategies to sustain their enterprises. The discussion literature is drawn from a variety of qualitative research approaches. The practice of switching from offline to online SOP (Operational Standards) training has altered. The findings of this study demonstrate how women's participation and agility in coaching have an impact on home income and how they care for their trainees like family.

**Keywords:** *Agility, Covid-19, LKP Haerhave, Network, Woman entrepreneurs.*

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**INTRODUCTION**

Corona (Covid 19) was detected for the first time on March 2, 2020, in Indonesia; it was initially discovered in Wuhan and has now infected over 200 countries. The corona outbreak has spread to other parts of the globe poses a severe threat to the global economy (Kompas, 2020). The Corona Virus then emerged, having a significant impact on various businesses. One of the most affected and felt areas is the economic sector. The coronavirus (Covid-19) outbreak is predicted to impact the global economy. It will result in a drop in economic growth from 2% to -2%. Policy actions and the government's

preparedness to deal with the Covid-19 epidemic will significantly impact the Indonesian economy.

The government is working on regulations for Social Distancing; beginning March 14, schools will be closed, public facilities will be limited, and religious activities will be prohibited. The Indonesian people's lifestyle and behavior change due to social distancing. Women are also affected by social separation. Today's women are beginning to assert themselves and demonstrate a desire for success and achievement. According to Baig, U., Hussain, B. M., Davidaviciene, V., & Meidute-kavaliauskiene, I. (2021), women entrepreneurs in industrialized countries have a higher rate of development. This statistic reveals that the number of startups and female entrepreneurs continues to rise worldwide (Bair, S., 2020). Indonesia is ranked 30th in the world regarding women's entrepreneurial prospects. In Indonesia, 62.4 percent of women establish enterprises because they are motivated by a need. Women's participation in economic activities is growing, as indicated by the growing number of women working outside the home and the growing number of employment available to women. According to the researcher (N. T. Hariyanti and A. Wirapraja, 2018), one job that has been well developed and carried out, particularly by women, is entrepreneurship or starting a business based on their passions.

Womanpreneurs are typically small business owners who work in the trade and service sectors rather than manufacturing (S. Kot, N. Meyer, and A. Broniszewska, 2016). Women are also kept from grasping technology due to gender roles. According to [www. news.id](http://www.news.id) (2018), women entrepreneurs have lower knowledge of technology and computers than males, but they use networks and other websites for marketing similarly (H. Lofsten, 2019).

The high percentage of youth unemployment has been a severe concern to Ghanaian governments. Entrepreneurial knowledge and perception characteristics exhibited partial mediation in terms of environment and entrepreneurial intention. It is vital to develop a supportive entrepreneurial environment in order to impact young people's perceptions of entrepreneurship and inspire them to participate in business activities. This is critical for policymakers, implementers, and entrepreneurial trainers. (Essel, Min, Essel, & Dumor, 2020)

Individuals that start businesses to generate social value are known as social entrepreneurs. Social entrepreneurs are more likely to start these activities because of their strong social orientation. Various fields, including biology, social science, and behavioral science, have investigated the reasons for people's stronger or weaker social inclinations. However, there is disagreement in the literature about which factors determine people's social orientation. The findings revealed that women, who were more educated and older, had a stronger entrepreneurial social orientation. The economic development of a country influences the relationship between an individual's social orientation, gender, and level of education. (Mar & Nicol, 2019)

## **METHOD**

The qualitative techniques of several studies are used as a source of debate literature.

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## **RESULTS AND DISCUSSION**

LKP Haerhave, according to the operating license in the field of "Professional Certification of Human Resources Debriefing," is part of the "Keluarga Haerhave" Foundation in training. Participants in the professional certification program will receive briefing or instruction for 2 (two) days and 1 (one) day for practice examinations or taking values. The materials are based on SKKNI (Indonesian National Work Competency Standards) or KKNI (Indonesian National Work Qualifications) at the KKNI (Indonesian National Work Qualifications) level. Online, Zoom conference, WhatsApp Groups for discussion and task consulting, and Google Classroom for training modules and assignment submission at the end of the training are all used as training methods. Instructors' qualifications in charge of LKP Haerhave are as follow 1) BNSP (National Professional Certification Agency) for Certified Trainer in Instructor Methodology 2) Technically/instructed field certification from BNSP. 3) Industrial experience is a plus.

The Professional Certification Institute (LSP) has teamed with LKP Haerhave. The benefits obtained are 1) Strong evidence that they are indeed competent in the profession involved; 2) A certificate from the organizer and a certificate from the BNSP if they continue the competency certification exam through a Professional Certification Institute that has an official license from BNSP 3) A certificate from the organizer and a certificate from the BNSP if they continue the competency certification exam through a Professional Certification Institute with an official license from BNSP. 4) Assuring qualified professional competencies. 5) Advance the career. 6) Increase confidence in performing the job as a professional worker.

The online technique is not limited to the training industry; it has been proved that various companies have shifted their operational standards from offline to online, including:

- 1) Several North American Sikh millennials are launching online values-based fashion brands to promote creative expression, self-determination, gender equality, and ethical purchasing while experimenting with the free market economy. Many fashionistas, artists, and activists dedicated to making Sikh apparel accessible and acceptable in the fashion business may be found while exploring the inventive methods young Sikhs from the diaspora express their values and moral position in the socio-economic sector. (Khamisa, 2020)
- 2) Microfinance is becoming a more potent tool for strengthening and alleviating new economies. The majority of microfinance programs have a clear purpose of empowering women and eliminating power. Furthermore, many microfinance institutions (MFIs) favor female members, believing they are more responsible and less rusty. Microfinance schemes, such as India's Self Help Bank Linkage Program, have steadily increased their positive economic impact and perception of empowering women. The KSM program has devised a novel system of savings and loans known as group loans and obligations. According to research, investing in women is the most effective

strategy to enhance family health, nutrition, hygiene, and education levels, and hence the entire community y. As a result, further financial and non-financial support for women is required. Many prominent public and commercial banks have particular programs for women who want to start their enterprises. The unorganized sector has also gotten involved in the microfinance movement. This paper attempts to investigate the role of microfinance as a powerful tool for encouraging women's entrepreneurship in India. (Swapna, 2017)

- 3) Despite many women-focused scholarships in the American Civil Rights Movement (CRM), the authors found that textbooks, still utilized as core curriculum documents in most secondary social studies classrooms, only give a superficial overview of women's contributions to the movement. Rarely is the background of women's action and racial and gender crossover addressed, particularly concerning sexual assault and sexism within the movement. The authors present examples of key concerns encountered by African American women in the CRM era and activists that instructors may use in their CRM classes to address this problem. Furthermore, the authors suggest that studying American CRM allows students to grasp better the myriad ways in which women and girls, often in the face of considerable personal danger, struggle for racial justice with courage and expertise. (Bair, 2020)
- 4) According to the findings, most women entrepreneurs in this survey believe that their roles and responsibilities toward their families harm the money they produce from their businesses and their desire to grow their outlets. It did, however, have a favorable impact on their propensity to hire more personnel for their company. As a result, this study demonstrates that these women entrepreneurs value good family life and are prepared to put their families' needs ahead of their own, even if it means sacrificing corporate growth. Other significant concerns affecting women entrepreneurs in the Sub-Saharan region, on the other hand, could be investigated to provide greater insight into this or a different setting. (Adom, Asare-Jeboa, Quaye, & Ampomah, 2018)
- 5) Small and medium companies (SMEs) benefit from technological adaptation and innovative activities since they enable diversification of production and processes. Furthermore, open innovation techniques, especially among SMEs, depending on each company's unique characteristics, and their influence differs. According to the report, women-owned businesses have adopted various open innovation practices over the last five years. According to the findings, there is no substantial variation in open innovation techniques between manufacturing and industry. On the other hand, female-owned businesses are more actively involved in open innovation. The survey also discovered that women-owned SMEs use open innovation to compete with competitors and meet customer expectations, particularly for market-related goals. (Meng, 2021)
- 6) In order to do a study on women's entrepreneurship, researchers must investigate a variety of aspects (national, organizational, and individual). Increased national support for pre-and post-school entrepreneurship education, which has received little attention in Korea, will allow aspiring women to start their careers as entrepreneurs at a young age. Women

entrepreneurs' efforts to create a family-oriented company culture can be utilized as a model for prospective women who want to start and grow firms at the organizational level. HRD practitioners can build leadership programs at the individual level to share internal and external success factors so that prospective female entrepreneurs can acquire the individual (e.g., personality traits) and social (e.g., networking) capabilities needed for business development. Our study shows how women entrepreneurs in Korea turn the challenges they face in business development into opportunities that can be used for entrepreneurship education for aspiring women entrepreneurs. Female entrepreneurs in Korea are humble enough to regard their careers and business success as loyal employees. The latter have stayed with their companies with commitment, reflecting the importance of the cultural context. (Cho, Park, Han, Sung, & Park, 2020)

- 7) Women who run water corporations have spoken about their sentiments of empowerment as well as the complexities of the ongoing empowerment process, as well as its issues and limitations. Women's mobility (being out of the house for an extended period of time) and domestic and family obligations, which affect income, are still hampered by gender stereotypes. (Grant, Soeters, Bunthoeun, & Willetts, 2019)
- 8) In a modern work environment, entrepreneurship as a strategy and mindset to promote a more competitive economy and broaden job possibilities. An entrepreneurial mentality can have a positive impact on the health of entrepreneurs in addition to having a positive impact on the level of employment. The findings revealed a negative connection between entrepreneurial attitudes and age, indicating that entrepreneurial attitudes deteriorated as people. Regarding the gender variable, women had less entrepreneurial attitudes, and individuals with more entrepreneurial attitudes had worse mental health when it came to mental health. On the other hand, favorable attitudes have a positive relationship with the social functioning of health states. (Climent-rodri, Navarro-abal, Celia, & Juan, n.d.)
- 9) Empirical research reveals that entrepreneurship and empowerment are linked. Some have attempted to define the origins of microentrepreneurs. (Chatterjee, Dutta Gupta, and Upadhyay, 2018)

## **CONCLUSION**

Several successful new firms in Indonesia have even reached the startup world thanks to outstanding concepts and executions developed by female entrepreneurs. Many people may assume that this is a new industry still developing and being pioneered and controlled by male entrepreneurs. Only the agility of female entrepreneurs during the epidemic was studied due to study limitations.

Six aspects influence entrepreneurial performance: corporate environment, motivation (pull/push), training and skills development, knowledge and market networks, as well as socio-cultural and financial issues. These dimensions reflect

women entrepreneurs' views on performance. The proposed scale's psychometric properties were investigated, and a fitness model was developed. In a developing country like India, the proposed scale has a more significant potential to explain the elements influencing the performance of women entrepreneurs. (Jha, Makkad, & Mittal, 2018)

Women's entrepreneurship is hampered by a lack of entrepreneurial cognition and high initial financial requirements, resulting in low levels of female entrepreneurship. Furthermore, the findings highlight modest initial investment requirements as a critical motivator for women to become more entrepreneurial. These findings have a wide range of ramifications, both academically and in terms of the policy. (Wu, Li, & Zhang, 2019)

All facets of career success, as well as resilience, are tied to perseverance. However, only perceived financial success was positively connected to interest consistency. It also predicts a person's ability to withstand adversity. Resilience is related to all areas of professional success. (Salisu, Hashim, Mashi, and Aliyu, 2020)

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