

# DISCUSSION

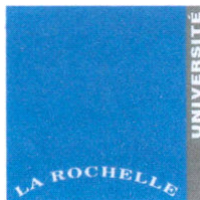
## SMALL SCALE INDUSTRY AND COMMUNITY DEVELOPMENT IN INDONESIA

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**DYNAMISM OF HOUSEWIVES IN VILLAGES AS THE EFFECTS OF THE  
OPENING OF PHYSICAL ISOLATION**

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### **ABSTRACT**

The issue of this research is about the opening of territorial isolation which includes mobile activities, education opportunity, information exposure, and their effects toward decision making by housewives. The research is conducted in the Banten Province of Pandeglang Selatan County where just in the late 1970 had road infrastructure that freed the area from physical isolation.

Basic theory used to study the issue is Lerner's Development Communication Theory as a development of Modernism. These theories are under Evolution Theory and Functional Theory as a basic philosophy in examining social changes happened in the research area.

Research method used is explanatory survey. Housewives are the research subjects. Data analyses is conducted by path analyses technique to find the amount of effects among main research variables.

The results of partial and simultaneous effect test show that the three main hypotheses proposed are verified. Mobile activities affect education, Mobility and education affect information exposure. Meanwhile mobility does not affect decision making. Through trimming theory, education and information exposure affect decision making.

## **Dynamism of Housewives at villages as an Effect of The Opening of Physical Isolation**

### **Introduction**

Road infrastructure development that opens the curtain of physical isolation in a closed area would bring many social changes of the local society. Physical isolation will keep the people from accessing and contacting the world outside, where the contact itself will improve society's either social, economy and culture dynamism, that in the end will develop them.

Until the late 1970's the closed territorial condition has been exist in six large villages in Pandeglang county of Banten province. There are only footpaths to reach those areas both by land or sea transportations and can only reach some areas near the beaches. This makes the local people are isolated and having difficulties in increasing their life quality. In fact these areas are centrals of producers of coconut and fishes, beside other agriculture products, such as crackers, banana and other kind of fruit. The fish and agriculture products are oriented only to fulfill limited local market's needs. Only few people who enable to sell coconut and fishes to nearest towns by using boats. According to Schoor! (1982), they are categorized as *pheasant* and *not farmer*.

Socialization of various government programs using both mass and personal media are hampered by so many obstacles. From so many programs, only the program that disseminated by using radio broadcasting can reach such areas. Yet in this time radio set ownership was limited to some elites in the village, and there was no electricity so they had to use battery which was relatively expensive. It was the same with television. Not only because they could not afford to buy TV, South Pandeglang were mostly located in *blank spot* area that hard to get TV broadcasting without a relay station or satellite antenna. Printed media had the most obstacles. Transportation had stalled its distributions, added with low income and illiteracy problems.

Meanwhile, information dissemination about development through personal channels either formal officers or opinion leaders had faced the same problem, that was transportation. Many officers placed in local government institutions could not stay there in long period. for instance, medical services in villages of Cibaliung, Cigeulis and Cimanggu which 98,671.91 hectare with 136,425 people They were only served by three medical clinics each managed by one paramedic without any support from doctor.

Thus, territorial isolation had not only prevented the local people from national and international life and relationship, even with other villages. This isolation affect difficulties to create society's dynamism and social changes that bring them to better life.

### **Theoretical Base**

Pool (1996) or Lerner (1958) had the same opinion on physical communication infrastructure development that open physical isolation in one area can raise local people's mobility. Pool (1982:256) precisely stated: "Nothing more revolutionary, other than building road to increase people mobility. Through physical mobility by them, they will have experience and knowledge so there are psychological mobility."

Schoor! (1982:242) said that to modernize village people we need changes on culture system- people ambition- institutions- and traditional behavior pattern. To change the four aspects it requires: outside contacts - more information availability to absorb information. Same as Schoor!, La Mond Tullis through his research in Latin America, determine three criteria for farmer social inovement to success, those are information absorbing ability- solidarity among groups of society, especially farmers - and opportunity to applied gained information (1990:41).

Those theories indicate structural imbalance in the social system. This imbalance is between their ability to absorb information and their opportunity to use and apply the information. These abilities depend on formal education and contacts with their outside system. Besides, information is one of the key concepts to change traditional people to become modern.

Meanwhile, this research operationally based on development communication theory from Lerner. Its base assumption is that traditional people who move to modern life will pass four interacted stages: urbanization affects literacy, urbanization and literacy will improve mass media participation and in the end the three aspects simultaneously increase participation in development. The four variables in Lerner's paradigm were tested by a research on the mechanism that after physical isolation is open by road building, there is people mobility that improve their education. And then the improved mobility and education will improve information exposure, and all these conditions in turn will raise bargaining position of housewives in decision making. Thus, the dynamism concepts of housewives are broken down to mobility, education, information exposure and decision making.

### **Problems of Village Women**

The changes begun with the opening of physical isolation which causes information flow that exposed the housewives. The housewives became research objects since they are in two controversial conditions. On one hand, they are positioned as the key function in creating strong human resources for the future nation, on the other hand, as a result of gender construction, many of their rights and positions are marginalized.

Involving women in development is utilizing high potential human resources. More than 50% Indonesian citizens are women and most of them live in villages. If development means a process that treat men and women as development components, they should participate equally in the process.

Referred to Pudjiwati Sayogyo (1895) there are issues faced by village women:

- The level of village woman formal education level are lower than men, so the chances of getting better jobs, and their skills, are lower.
- The low ability to reach services in the villages, especially women with low income cause them to have relatively small influence in decision making, which means so many interest and need of the women are neglected.

The inequality of opportunity to get formal and non formal education between men and women, especially in villages will end in the unfairness to many aspects in women's lives, such as, their lower skills will lessen the opportunities to get better job. So it is not surprising that women proportion mostly is only in reproductive and other domestic role as housewives where men are working in productive and public sectors. Data of 2000 Statistic of Women Profile strengthen this opinion with 39 - 55% women stay as housewives, compare to men who only 0.97%.

The same condition occurs in information exposure. Susenas 2000 shows that men are more exposed to mass media than the women. It means that men access more information from mass media. In fact, information is commodity so anyone who has more information will have more power and increase his bargaining position in a process of decision making. Their lack of information and low education has cornered the housewives into a position as an operator with no strength to bargain, regardless that it is about their own life and death.

The imbalance position in a family or society has created disharmony between men and woman. This factor has pushed the women to marginal position, as subordinate of men who tend to worsen many of woman's aspect of life, especially the power to make decision.

### **Methodology**

The method used is explanatory survey since the observed factors are based on theoretical supports and last empirical researches. The main data gatherer is survey structured questionnaire. Women married for at least 5 years are the subject. The sampling technique is simple random sampling. The sample size determined by path analyses. Sample is measured by stipulating that  $\alpha=0.05$   $P=0.05$  and smallest correlation as  $p=0.324$  the sample is fixed at 178. Based on the minimum sample size the researcher then fix the sample size as many as 180 persons. It was distributed to three largest villages as research area, thus in each area there are 60 respondents.

The scale to measure the four main variables is Likert Summated Rating technique which is more rank order. Hypotheses are test by path analyses technique that requires interval scale. To fulfill it, all ordinal scaled data is converted into interval scaled data by using Thurstone Method of Successive Intervals.

The research instruments are tested their validity and reliability. Validity test is conducted to 40 respondents outside the original respondents by using Pearson product moment correlation. The reliability is tested by using half split method.

### **Research's Results**

This research is examining Lerner theory which assumes that the changes of a society from traditional to modern are passing four stages: urbanization stage affects literacy, urbanization and literacy will improve mass media participation - the three aspects simultaneously increase participation in development.

To test the existence of the theory, this research has bring down hypotheses as follows:

1. Housewives mobile activities influence the opportunity to have education.
2. Correlation between mobility and opportunity to have education partially and simultaneously influence the information exposure.
3. Correlation of housewives mobile activities, opportunity to have education and information exposure partially and simultaneously influence the decision making.

These hypotheses are examined by using causality test and path analyses technique. The results are illustrated in path paradigm diagram constructed from operational theory: ~ £

$$1) \quad \begin{matrix} & 0.403826 & \sim \\ \text{X1} & & \simeq \text{X} 20.925898 \end{matrix}$$

### Picture 1. Effect of X<sub>1</sub> toward X<sub>2</sub>

- Coefficient determinant = 0.142712, so the amount of effect of mobile activities (X) towards opportunity to have education (X<sub>c</sub>) is 1-1.27%
- Significant test: F count = 29.79804, while F table = 1.018, it means that mobile activities (X) significantly affect the opportunity to have education.
- Analyses of T test: T count = 5.40283 and T table = 1.96. It indicates that the sample level is applicable at the population level.
- Coefficient of effect strength: Direct effect of X<sub>1</sub> towards X<sub>2</sub> = 16.30%, and effect of other factor is 85.72%
- 

### Discussion

Characteristic of housewives' mobility consist of :

- Its mobility is circular / shuttle.
- Mobility is only around villages.
- Mobile, activity generally not based on economic motives but only for religious activity and making relations. Economic factor is a determine factor that force one to mobile (Lee, 1978 and Titus, 1982) As a product of social and culture construction that put women only on reproduction and domestic sector, productive sectors are dominated by men as a family's leader responsibility. Pushed by this position, men have strong economic motivation to mobile to get higher income.

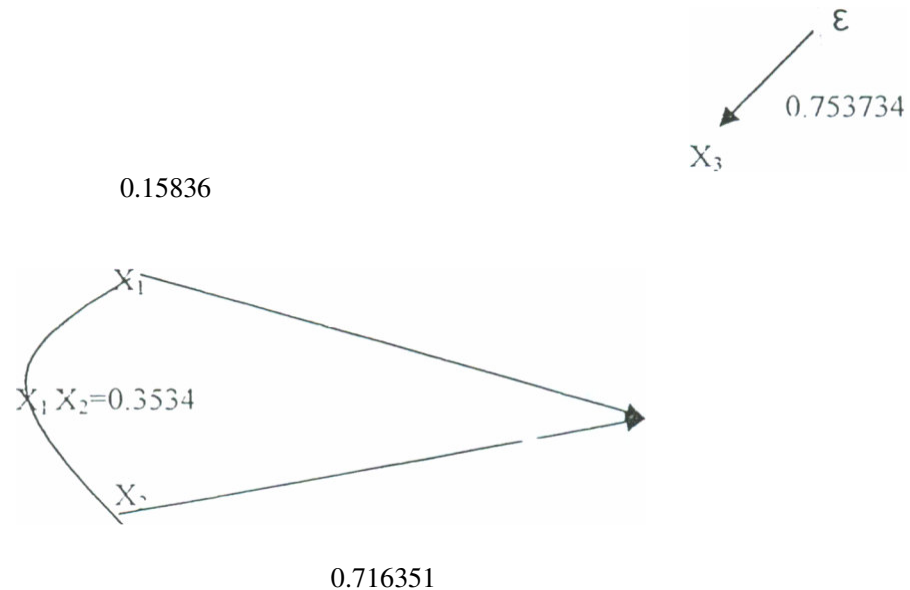
Some conditions gained from migration theories found in housewives are:

- The housewives are married and relatively old.
- They income rate each month are relatively low
- Most of them do not have economy motive in their mobile activities.
- Their mobility are only around the villages.
- The housewives' education mostly are at primary school level. (Mantra, 1999)

The housewives low mobile activities only around villages, mutually related with their education in which 47.2% are only finished form primary school. This result is the same with the study conducted by Oberai and Singh (1993) on migrations in villages of India. Families with low income tend to mobile less. These poor families are also less educated and an of these correlated to their low income due to their low ability to mobile.

Dube (1991) illustrates a correlation between education and mobility. Education multiply mobility that projecting images and new values to reach elite status. These three factors strongly correlated, i.e. good basic education will also put someone on better position in his job where in tUf!l. will trigger higher mobility.

2)



**Picture 2. Paradigma of Effect of  $X_1$  and  $X_2$  toward  $X_3$**

- Path coefficient from picture 2 shows that mobility and education affect information exposure. Yet the effect of education towards information exposure is greater than the effect of mobility. Coefficient determinant is 43.19% which means that mobility and education simultaneously affect the information exposure as big as 43.19%
- Significant test: F count = 67.27846 and F table = 1.018. It is concluded that mobility and education simultaneously and significantly affect information exposure.
- Partial analyses: Result of T test on mobility towards information exposure = 2.06834 and T table 1.96. The conclusion is that mobility significantly affect information exposure.

Result of T test of education towards information exposure is 9.530432 and T table is 1.96. Thus the effect of education toward information exposure is significant. [t indicates that the conclusion at the sample level is applicable at population level.

### Coefficient of Effect Power

1)

- Effect of  $x_1$  towards  $x_3$  is 2.5%
- Effect of  $X_1$  through  $X_2$  towards  $x_3 = 3.2\%$
- Total effect of  $x_1$  towards  $x_3$  is 5.7%

2)

- Effect of  $X_2$  towards  $x_3$  is 51.3%
- Effect of  $x_2$  through  $x_1$  towards  $x_3 = 6.1\%$
- Total effect of  $X_2$  towards  $x_3$  is 57.4%

3)

- Effect of other factors = 56.8%

### Discussion

Physical mobility can only progress if supported by road infrastructure. Road built will stimulate transportation especially motor vehicles. This condition will smooth people mobility in permanent or non-permanent migration form, where in turn will create great changes that touch many sides of human's life.

Many factors which improve mobility. Small, middle or big designated cities become more interesting to push circular migration that improve urbanization. Mitchell (1961) said that people mobility especially from villages to cities is caused by centripetal forces and centrifugal forces. Varied facilities to make life in the cities easier are attractions to make people to move there. Meanwhile the aims to improve life quality by getting more money in the city act as motivation.

The need of each individual is including economy, social and psychological needs. Economic need is a determinant factors that pushes someone to mobile (Leem 1966, Todaro, 1977 and Titus, 1982). Specifically, Matra (1999.) said that beside economic factor, distance, cost and information gathered are factors determine the destination of mobility. These three factors are connected to his education level. They who came from family with low social and economy structure tend to have low mobility and also less educated. In the contrary, they who came from middle and high social economy have more chances to be involved in mobility to big and far cities, and able to send their family member to have higher education or to have more skills in the cities (Findley, j 977 and Rhoda, 1979).

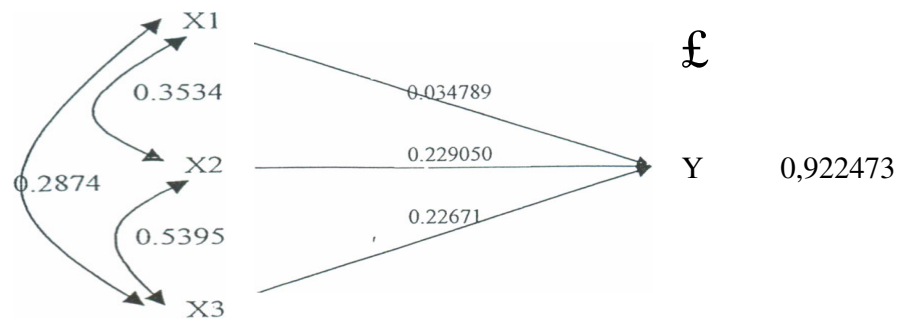
Schramm (j 964) and Rogers (1976) both had opinion that cities are positive factors in modernization process because cities have potencies such as higher education to fulfill market needs. Cities also push social mobility and political participation by developing mental view of the migrants with exposure to mass media.

In a simple way, mobility interacts with education because migrated people from villages to cities are pushed to get high education for self existence. Educated people have curiousness which force them to fill their needs of information by using information exposed by information resources including mass media. Lerner (1958) said that the power of mass media in modernization process to multiply psychological mobility including attitude transformation, mobile personality with imagination.

Meanwhile, the research's results show that the housewives who mobile only around villages and not caused by economic motive interacted with their mostly low education and also low information exposure where they only have radio. Thus, the opening of physical isolation do not significantly affect mobility, education and information exposure.



3)

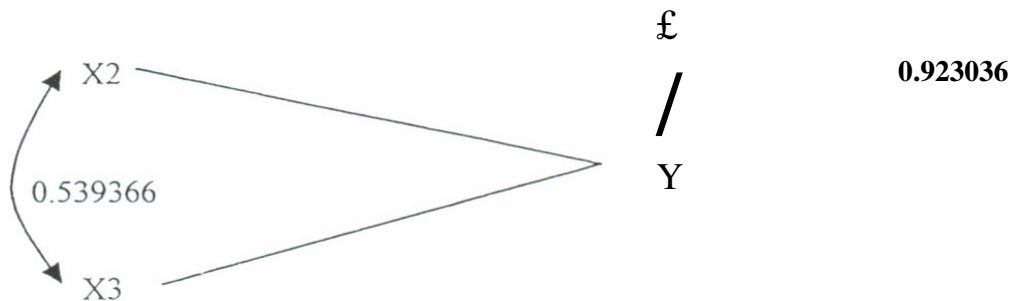


Picture 3. **Paradigm of Effect of the Relations between X1,X2 and XJ towards Y**

Y = decision making  
 X1 = mobility  
 X2 = education  
 XJ = information exposure

Path coefficient as showed at path diagram

- Determinant coefficient = 14.9044% means that mobility, education and information exposure simultaneously affect decision making at 14.9044%
- Significant test: F count = 9.107755 and F table = 1.96
- Conclusion: mobile activity, education and information exposure significantly and simultaneously affect decision making.
- Partial analyses through T test result in the fact that mobility's effect is not significant towards decision making. It means that the conclusion in sample level is not applicable for population. Next, trimming theory is conducted so the result is:



Picture 4. **Simplified Path Diagram**

- Determinant coefficient = 0.148002. The amount of effect of education and information exposure is 14.8 %
- Significant test:  $F_{\text{COULLt}} = 15.3748$  and  $F_{\text{table}} = 1.108$
- Conclusion: education and information exposure significantly and simultaneously affect decision making.
- Coefficient of effect power: total effect of education towards decision making = 8.66% - total effect of information exposure toward decision making = 8.66% - total effect of education and information exposure towards decision making = 14.80% and effect of other factors is 85,19%

## Discussion

Statistical conclusion that mobility does not affect decision making indicates that mobile activity of housewives around villages to do religious activities and making relations tend not to contribute towards their ability and skills in order to improve their bargaining position to make decisions in their family. In other words, low geographical mobility intensity and less supporting factors in mobility tend not to enrich their information and knowledge, where in fact, information is a commodity which can improve their bargaining position in decision making process.

Meanwhile, education affects significantly towards decision making. This phenomenon can be explained by referring to psychology model expert from modernism, in different phrase, yet arrived at the same result, that is education affects toward problem solving.

Dube (1976) connects education to a leader who oriented to problem solving, has greater knowledge, skilled and creative. Hagen (1962) connected education to creativity that maintains abilities to solve problems and a tendency to use them. Inkeles (1969) with one of modern attitudes which is oriented to education that applies science and technology to solve problems. The three opinions indicate direct and indirect relations between education and problem solving that is mostly the aim of decision making process.

Next, in terms of information exposure that significantly affects decision making, either Lerner, Schramm, Rogers, Frey, Doob and Pye have the same opinions that information is a determinant factor and power in decision making. Information from mass media is a tool to widen people's horizon, a caller and a supporter to further changes. Tan (1981) stated the information / communication function in decision making as to inform - to teach - and to persuade. Information function from a communicator is from transmitter to receiver. Education function formed as information transmission that helps cognitive base to create proper behavior. So as the function of persuasion from a communicator convinces a receiver to accept new behavior.

## Conclusions

1. The road built to open physical isolation for housewives only develop their mobility around villages for religious activities and making relations. Mobile activities are not based on economic motives. These phenomena are appeared by the effect of dominant patriarchy system that coloring the life of local people. Beside, the gender construction put the housewives position in domestic sectors, that why they tend not to have economic motive to go outside of their villages.
2. Education of the housewives is only at primary school level. Although statistically affects information exposure, but the referred sources are only persons around them who are not guaranteed to have credibility, while radio as other information sources is only accessed for entertainment.

3. The housewives' bargaining position in decision making process is relatively weak caused by limited access to information, less skills to bring up their opinions, and gender belief which state that a wife has to devote herself to her husband. This put the housewives in a position as a worker of a decision, not the maker.

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