

STRATEGY OF WOMEN MICRO ENTERPRISES IN MANAGING MICRO FINANCING AT MAWARIDUSSALAM MICRO WAQF BANK



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Abstract

Women are a gender that has difficulty gaining economic access, especially access to capital. Even though women have high potential to increase family income, and even drive the national economy. Moreover, there are many small business sectors in Indonesia. This sector is usually delegated to women because women are tied to domestic work (Rozalinda, 2014). Domestic work is assigned to women, making women more involved in informal businesses. This business is a small and simple household-based business. Even though they have opportunities and opportunities to develop in informal businesses, this group of women small business actors still often have problems in getting access to capital. The result is that the business they own does not experience rapid development. Apart from that, women's conditions are worsened by the lack of knowledge, skills, and networks to develop and expand their businesses. Therefore, the government through the Financial Services Authority (OJK) initiated the establishment of a Micro Waqf Bank (BWM). The target of BWM is small, productive communities around Islamic boarding schools (Balqis, WG, & Sartono, 2019). Based on the statement that the cumulative increase in the amount of financing provided by BWM Mawaridussalam to women's micro businesses has not been in line with the increase in customer business development. The formulation of the problem in this research is the conditions and strategies of women's businesses that obtain and manage financing from BWM Mawaridussalam. The aim is to find out the conditions and strategies of women's businesses that obtain and manage financing from BWM Mawaridussalam. Researcher used the SWOT analysis method. The results of the research are that the strategy that has been carried out so far is in defensive status. The meaning is to minimize weaknesses and avoid threats. Currently, female micro business actors have many weaknesses and are facing big challenges. Among them, namely: first, discipline in financial recording. Second, Separate personal finances from business finances. Third, a strong and protected business foundation. Fourth, debt planning and management Fifth, set targets and evaluate business.

Keywords: Strategy, Micro Enterprises, Women, Financing

INTRODUCTION

The MSME sector has proven to be more resilient in facing crises. The role and growth of the MSME sector in the national economy must continue to be improved, not only because of its resilience in facing various economic shocks but also its greater ability to provide employment opportunities for both men and women and overcome the problem of poverty. Moreover, with stronger commitment and strategy from the new Government, the investment climate and business enthusiasm in the national economy, including the MSME sector, will be much better. Even though it has an important role in economic activities, the MSME sector has various challenges in carrying out its business activities. The basic problem that often occurs and is a challenge for MSME players is capital problems. Thus, to ensure optimism for the development of MSMEs in the future, it is clear that strengthening the role and strategy of financing, especially from the banking industry, is needed to support it.

BWM (Micro Waqf Bank) is an intermediation institution that has enormous potential to increase the economic growth of underprivileged communities and MSMEs both in terms of volume and number of businesses. It is believed that the presence of the Micro Waqf Bank can be a solution for MSMEs (Micro, Small and Medium Enterprises) as access to increase income. BWM can be interpreted as a sharia microfinance institution aimed at facilitating access to business financing for communities around underprivileged Islamic boarding schools and MSMEs who do not have access to other financial institutions (Financial Services Authority). Therefore, the presence of BWM in the community functions to build a sharia financial inclusion ecosystem in Islamic boarding school environments that have not previously been exposed to financial products. BWM targets people who have not had formal access to financial services or are unbankable. Apart from that, to eradicate loan sharks who disturb the public with difficult collection methods and debt schemes.

BWM Mawaridussalam has criteria for micro financing customers, namely the poor who are able to meet basic needs, who already have a productive business or have the will and enthusiasm to work and who have a commitment to take part in empowerment programs. This underlies BWM Mawaridussalam adopting the Grameen Bank system in Bangladesh (Interview Results). Grameen Banks are an excellent alternative to overcome

various problems currently being faced by MSMEs. Grameen Bank is a micro-enterprise financing and community development organization founded in Bangladesh. The success of the Grameen Bank system has become a model for financial institutions others to develop microfinance with adjustments made (Rahman, 2010). It is interesting that only women take out financing at BWM and are indeed the main priority for recipients of financing. Women are considered have a long-term vision and are ready to bring change to their lives and those of their families (Muhammad Yunus).

Micro Waqf Bank is an institution that provides economic empowerment to women in the micro and small business sector (Soemitra et al., 2022). One of the reasons financings is focused on women is because there is still an economic gap in gender and there is awareness of the use of women's potential in the economy. In short, gender hierarchies emerged since the division of labour, when the industrial style emerged. The division of unpaid domestic work assigned to women, and public work assigned to men, makes women experience subordination (Blessty, 2017). Globally, 65% of the world's poor are women (Sikivahan, NB, nd). Apart from that, women also still experience subordination, making them vulnerable to injustice, poverty and violence, which is still a problem to this day (Dewanti, 2020).

Women are a gender that has difficulty gaining economic access, especially access to capital. Even though women have high potential to increase family income, and even drive the national economy. Moreover, there are many small business sectors in Indonesia. This sector is usually delegated to women, because women are tied to domestic work (Rozalinda, 2014).

Domestic work is assigned to women, making women more involved in informal businesses. This business is a small and simple household-based business. Even though they have opportunities and opportunity to develop in informal businesses, this group of women small business actors still often have problems in getting access to capital. The result is that the business they own does not experience rapid development.

Women's conditions are worsened by the lack of knowledge, skills and networks to develop and expand their businesses. Therefore, the government through the Financial Services Authority (OJK) initiated the establishment of a Micro Waqf Bank (BWM). The

target of BWM is small, productive communities around Islamic boarding schools (Balqis, WG, & Sartono, 2019).

Empowering women through microfinance facilities is one of the best instruments for empowering communities, especially in rural areas (Subbaiah, K. Venkata, 2020), several studies show that empowering women through microfinance institutions is one of the most effective strategies (Subbaiah, K. Venkata, 2020). Anwar stated that microfinance institutions and women's empowerment had a positive and significant impact on reducing poverty levels (Anwar et al., 2019). Strengthening capital through Micro Waqf Bank financing is part of efforts to support Indonesia as a country with potential more developed economy (Hasanah et al., 2020). The financing scheme implemented by BWM and its focus on productive poor communities can be a bridge to improving the economic welfare of its customers (Priyono, 2021).

The main problem in this research is the existence of cumulative increase in the amount of financing provided by BWM Mawaridussalam to women's micro businesses has not been in line with the increase in customer business development. This can be based on customers' lack of understanding regarding financial management so that the financing provided can be used or buried and not circulated so that it has not provided an increase in business development. customers. Apart from that, the maximum nominal limit for financing capital offered is still very low, namely 2,000,000, which indirectly causes the growth of MSMEs which want to continue to improve their economy to be hampered. Therefore, it is necessary to review how financing is managed by women's micro-enterprises in order to increase business development. executed. This makes it interesting to research to find out the strategies of female micro entrepreneurs in managing micro financing at the Mawaridussalam Micro Waqf Bank.

REVIEW OF LITERATURE

According to the basic law, the definition of a business actor is any individual or business entity, whether in the form of a legal entity or non-legal entity, which is established and domiciled or carries out activities within the jurisdiction of the Republic of Indonesia, either alone or together through an agreement to carry out business activities. in

various economic fields. There are several definitions of micro business according to experts or parties directly related to micro business, based on Law No. 9 of 1995, the definition of Micro Business is indirectly included in the definition of Small Business, but is specifically defined as small scale and traditional economic activities of the people. and informal in the sense that it has not been registered, has not been registered, and has not been incorporated as a legal entity. The annual sales proceeds of the business are a maximum of IDR 100,000,000.00 and belong to Indonesian citizens (Tambunan, 2012).

It can be concluded that micro business actors are every individual or business entity that meets the criteria for Micro Business. The aim of Micro Business Actors is every person or individual who grows and develops their business in order to build a national economy based on just economic democracy.

According to Tambunan, there are several problems faced by small and medium entrepreneurs such as limited working capital/investment capital, difficulty in getting raw materials of good quality and affordable prices, technological limitations, good quality human resources (especially management and production technicians, information especially regarding the market, and difficulties in marketing (including distribution) (Tambunan, 2002). In other research, MSMEs are faced with several obstacles in an effort to meet needs capital, namely: First, there is still low or limited access for MSEs to various information, services and financial facilities provided by formal finance, both banks and non-banks, for example BUMN funds and venture capital. Second, banking procedures and requirements are too complicated so that the loans obtained do not meet needs both in terms of amount and time. Most banks still place material collateral as one of the requirements and tend to override business feasibility. Third, the interest rate charged is still high. Lack of guidance, especially in financial management, such as financial planning, preparation of proposals and so on (Wardani, 2016)

In this research, researcher divides two general factors as a reference for research studies. Internal factors are the basis for building goals and strategies to create strengths and overcome organizational weaknesses. Internal factors consist of capital, human resources, as well as business networks and market penetration capabilities (Sri et al., 2019). External factors are divided into three: (1) remote environment (economic, social,

political, technological, and ecological), (2) industrial environment (barriers to entry, supplier power, buyer power, availability of substitute products, and competitive rivalry), and (3) operational environment (competitors, customer credit providers, labour markets, and suppliers). External factors consist of a business climate that is not yet fully conducive, limited business facilities and infrastructure, regional autonomy implications, free trade implications, the nature of products with short lifetimes and limited market access (Sri et al., 2019).

Women's participation is very important to achieve development goals. Efforts to develop small businesses carried out by women are important, because women are faced with inherent obstacles known as the "triple burden of women", namely that they are asked to carry out reproductive, production and social functions in society at the same time. simultaneously. This causes women's opportunities to take advantage of existing economic opportunities to be very limited.

The majority of women are still active in the informal sector or jobs that do not require specific qualities of knowledge and skills. These jobs usually lack legal security and adequate welfare guarantees, in addition to working conditions that are worrying and incomes that are still relatively very low. For example, it indicates that the role of women in the SME group is still difficult to compete with. This is evidenced by access to credit, women entrepreneurs are estimated to have less access than men, namely 11% compared to 14%.

Considering that the portion of women in small businesses is very prominent, women's economic improvement is carried out, among other things, through efforts in the form of programs or activities to strengthen small and medium businesses. In running their businesses, women small and medium entrepreneurs face two things at once, namely technical business problems and structural problems.

In terms of technical problems, women's business groups experience the same obstacles as small business actors, such as lack of capital, limited mastery of appropriate technology, limited market networks, limited management skills and mastery of technical production skills, and limited design development capabilities. Meanwhile, structural problems are characterized by the existence of gender-biased laws, which still make it

difficult for women to gain access to additional business capital and unequal relations. Therefore, the urgent thing that should be done is how to create an environment that is gender equitable, so that women have a bargaining position in the family, society and state. So that they can get fair access without any restrictions based on gender.

Naturally, there are differences between men and women, but these differences cannot be used as an excuse to commit acts of abuse between one another, or simply to look down on other parties (women). However, whether we admit it or not, dehumanization of women occurs to this day, including in the Islamic world. This is certainly very sad considering that at the same time the Al-Qur'an as a holy book really respects women.

Micro waqf banks are non-bank financial institutions exist because of a background of poverty and economic inequality which results in some community groups, especially those in remote rural areas, being unable to access banking services in relation to applying for business capital loans. Based on this background, micro waqf banks are present among marginalized community groups to provide services and access to business capital assistance through soft loans without collateral.

Apart from aiming to reduce poverty in Indonesia, the establishment of the Micro Waqf Bank also aims to form an ecosystem of Sharia financial inclusion in society, especially people in Islamic boarding schools and rural areas who are still not exposed to financial products or have limited access to formal financial institutions such as banking. The Micro Waqf Bank is expected to be able to build and strengthen the socio-economic institutions of Islamic boarding schools for the environment around Islamic boarding schools in the form of professional, accountable and independent Sharia Microfinance Institutions through the growth of community business groups around Indonesian Islamic boarding schools (KUMPI). In this way, the role of Islamic boarding schools can be maximized in helping the government in empowering productive poor communities. Through the Micro Waqf Bank, the community is also given additional insight into managing finances and building a business. It is hoped that the existence of the Micro Waqf Bank can prevent the public from being trapped by loan sharks. So that the existence of the Micro Waqf Bank can educate unbankable people to become bankable and more aware of the functions and benefits of banks and their financial products.

The problem of small entrepreneurs and their relationship to capital, management of will, entrepreneurial talent and ability, etc. has been discussed a lot by various parties, but there is still no end in sight. Those who care can't stop thinking about what to do so that small entrepreneurs can develop themselves. The following are various efforts that have been made by the Government through related agencies such as BWM to develop businesses from small entrepreneurs, namely; Providing convenience in obtaining capital, providing guidance through related agencies and cooperative institutions; By requiring banks to provide small credit to small entrepreneurs of at least 20% of the amount of credit provided; By using a partnership system pattern; By requiring BUMNs to separate 1-3% of their profits for coaching and capital assistance for small entrepreneurs.

However, the results achieved are still far from the desired ones. This then became the reason for the establishment of the Micro Waqf Bank, including: first, overcoming inequality and poverty by empowering productive businesses that are managed directly by the poor. Second, Islamic boarding schools are institutions with great potential and have strategic functions. Third, Sharia-based Microfinance Institutions (Syariah LKM) are institutions protected by law and have great potential in empowering poor communities. Fourth, LAZNas and BSM Umat in their mission to develop sustainable programs and provide maximum benefits to the community, see a strategic integrated pattern in empowering poor communities by combining Islamic boarding schools with Sharia LKM (Harahap, 2015)

Financial behaviour in this case it is related to how to control expenses, learn to pay obligations (debts) on time, and have debt and savings management in making decisions (Assaf, Rafiqah, Suryati, 2019). According to (Yohana, 2010) said that financial behaviour is effective financial management such as managing budgeting. It can be concluded that financial behaviour is an action carried out by a person consciously or unconsciously when carrying out financial actions. Good financial behaviour in an entrepreneur will have a positive impact on performance in running a business. When someone has good planning, they will be focused in running a business. Behaviour here is not only an affective factor but is also influenced cognitively, where when running a business, they will be influenced by unconscious actions in making decisions which will indirectly also affect the field of business they are involved in.

Financial behaviour relates to a person's financial responsibility related to how they manage their finances. Financial responsibility is the process of managing money and assets in a productive manner. The Qur'an also explains that everything that exists was created by Allah for the benefit and happiness of humans, however, this does not mean that humans are free to enjoy it. There are rules outlined by Allah in His book regarding the management and use of nature, both in the form of commands and prohibitions (Tarigan, nd).

RESEARCH METHOD

The type of research carried out by researchers is descriptive qualitative. The aim of descriptive research is to describe phenomena and their characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to collect data (Gall, 2007). According to Bogdan and Taylor quoted by Lexy J Moleong, qualitative methods are research procedures that obtain written and verbal descriptive data from the people and behaviour being observed (Moleong, 2010). The research method used is a qualitative method with SWOT analysis.

RESULTS AND DISCUSSION

To manage microfinance, it is necessary to first know what plans are being carried out, such as making a thorough plan, recording what plans will be carried out, and what supplies are needed. It is also necessary to determine when the plan will be implemented and how much it will cost. Next, women micro business actors need to estimate how much income they will achieve, and ensure that the estimated income can meet initial capital requirements. This is very necessary before managing financing, so that you can set sales targets and calculate estimated income so that you can cover all initial capital and generate profits for the business you are running.

In the calculation of SWOT Analysis weights and ratings, before obtaining the final results of the IFAS and EFAS SWOT analysis, the researcher will first input the questionnaire data that has been collected from 5 respondents. There are 2 calculation

processes that researchers calculate, namely determining the weight value and relative rating value.

Based on table 1, it can be observed that the relative weight values are in accordance with theory, namely the total number per category is one. This weight calculation will later be used as a reference to find out what the current internal and external conditions are. Then, in table 2, the average handling urgency is explained as a reference for how to deal with internal and external problems first in the future.

Table 1.
Weight Calculation (Current Condition)

Strategic Factors	Respondent					Total Weight	Average Weight	Relative Weight
	1	2	3	4	5			
BWM Mawaridussalam easily provides financing capital	6	4	5	3	5	23	4.60	0.167
BWM Mawaridussalam provides financing without collateral	6	6	6	6	6	30	6.00	0.217
BWM Mawaridussalam helps women's micro businesses with provision and assistance	6	5	6	6	6	29	5.80	0.210
Women's micro businesses can manage finances appropriately	5	6	6	5	6	28	5.60	0.203
Low profit-sharing margin	5	6	5	6	6	28	5.60	0.203
Total						138	27.60	1,000
Weakness								
Micro businesses: Women do not understand the field of business they are involved in	2	3	4	5	4	18	3.60	0.189
Micro businesses Women have not planned businesses for a long period of time	1	2	3	1	4	11	2.20	0.116
The business owned does not change or lacks creativity	3	4	2	5	5	19	3.80	0.200

Lack of collaboration with other businesses	6	6	5	4	4	25	5.00	0.263
Lack of knowledge about technology for business development	2	5	6	4	5	22	4.40	0.232
Total						95	19.00	1,000
Opportunity								
Structured finance	5	4	3	6	5	23	4.60	0.209
Actively use technology	3	3	4	5	6	21	4.20	0.191
Government support	6	6	6	5	5	28	5.60	0.255
Business can develop further	1	2	5	6	6	20	4.00	0.182
Attend business training	2	1	5	4	6	18	3.60	0.164
Total						110	22.00	1,000
Threat								
Do not have a business license yet	6	5	6	3	4	24	4.80	0.235
There are illegal levies in the business environment	6	6	5	5	3	25	5.00	0.245
Business planning is still in the short term	5	4	6	3	2	20	4.00	0.196
Business only depends on the season or current trend	2	3	2	3	4	14	2.80	0.137
Do not have raw materials available	3	3	4	4	5	19	3.80	0.186
Total						102	20.40	1,000

Source: data processed by researcher in 2023

Table 2
Rating Calculation (Treatment Urgency)

Strategic Factors	Respondent					Total Ratings	Average Rating
	1	2	3	4	5		
BWM Mawaridussalam easily provides financing capital	1	2	1	2	2	8	1.60
BWM Mawaridussalam provides financing without collateral	1	1	1	1	1	5	1.00
BWM Mawaridussalam helps women's micro businesses with provision and assistance	1	1	2	1	2	7	1.40
Women's micro businesses can manage finances appropriately	2	3	4	1	4	14	2.80
Low profit-sharing margin	1	2	3	1	2	9	1.80
Total						43	8.60
Weakness							
Micro businesses: Women do not understand the field of business they are involved in	2	2	3	4	1	12	2.40
Micro businesses Women have not planned businesses for a long period of time	3	1	2	2	1	9	1.80
The business owned does not change or lacks creativity	1	1	2	2	1	7	1.40
Lack of collaboration with other businesses	2	3	4	3	4	16	3.20
Lack of knowledge about technology for business development	3	4	2	3	1	13	2.60
Total						57	11.40
Opportunity							
Structured finance	2	3	1	2	2	10	2.00
Actively use technology	2	1	1	1	2	7	1.40
Government support	2	1	1	1	2	7	1.40

Business can develop further	3	3	2	3	4	15	3.00
Attend business training	3	2	1	4	3	13	2.60
Total						52	10.40
Threat							
Do not have a business license yet	2	3	3	3	4	15	3.00
There are illegal levies in the business environment	3	4	4	4	3	18	3.60
Business planning is still in the short term	2	3	2	1	2	10	2.00
Business only depends on the season or current trend	1	2	1	2	1	7	1.40
Do not have raw materials available	1	1	1	1	2	6	1.20
Total						56	11.20

Source: data processed by researcher in 2023

Next, in the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) analysis, the researcher will explain the final results of the weight and rating calculations based on the assessment of current conditions and the urgency of handling them according to respondents from representatives of MSME actors based on indicators of strengths, weaknesses, opportunities and threats as explained previously with detailed calculations. These indicators are presented in the IFAS and EFAS matrices.

What the author wants to show is the overall total score based on strength and weakness indicators. Referring to table 3, the values for each indicator are 1.71 and 2.39

Table 3
IFAS Matrix

No	Strength Indicator	Weight	Relatively	Ratings	Score
1	BWM Mawaridussalam easily provides financing capital	4.60	0.167	1.60	0.27
2	BWM Mawaridussalam provides financing without collateral	6.00	0.217	1.00	0.22

3	BWM Mawaridussalam helps women's micro businesses with provision and assistance	5.80	0.210	1.40	0.29
4	Women's micro businesses can manage finances appropriately	5.60	0.203	2.80	0.57
5	Low profit-sharing margin	5.60	0.203	1.80	0.37
Overall Total		27.60	1,000		1.71
Weakness Indicator					
1	Micro businesses: Women do not understand the field of business they are involved in	3.60	0.189	2.40	0.45
2	Micro businesses Women have not planned businesses for a long period of time	2.20	0.116	1.80	0.21
3	The business owned does not change or lacks creativity	3.80	0.200	1.40	0.28
4	Lack of collaboration with other businesses	5.00	0.263	3.20	0.84
5	Lack of knowledge about technology for business development	4.40	0.232	2.60	0.60
Overall Total		19.00	1,000		2.39

Source: data processed by researchers in 2023

Meanwhile, in table 4, the value of each indicator is 2.01 for the opportunity indicator and 2.40 for the threat indicator.

Table 4
EFAS Matrix

No	Opportunity Indicator	Weight	Relatively	Ratings	Score
1	Structured finance	4.60	0.209	2.00	0.42
2	Actively use technology	4.20	0.191	1.40	0.27
3	Government support	5.60	0.255	1.40	0.36
4	Business can develop further	4.00	0.182	3.00	0.55
5	Attend business training	3.60	0.164	2.60	0.43

Overall Total		22.00	1,000		2.01
Threat Indicator					
1	Do not have a business license yet	4.80	0.235	3.00	0.71
2	There are illegal levies in the business environment	5.00	0.245	3.60	0.88
3	Business planning is still in the short term	4.00	0.196	2.00	0.39
4	Business only depends on the season or current trend	2.80	0.137	1.40	0.19
5	Do not have raw materials available	3.80	0.186	1.20	0.22
Overall Total		20.40	1,000		2.40

Source: data processed by researcher in 2023

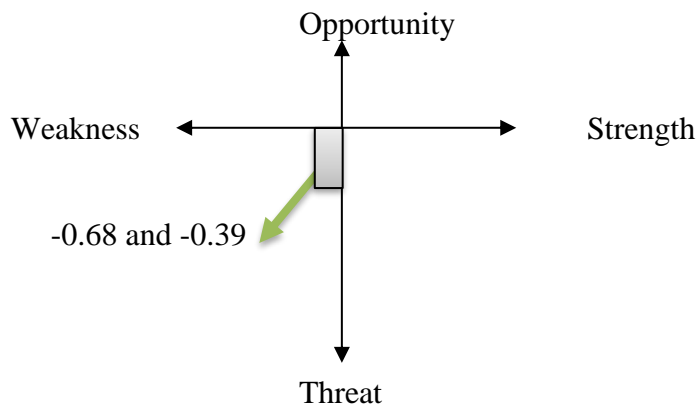
In the SWOT square, the final score value is also calculated by IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation), with the formula:

$$\text{IFE Value (Strengths Score - Weaknesses Score)} = 1.71 - 2.39 = -0.68$$

$$\text{EFE Value (Opportunity Score - Threat Score)} = 2.01 - 2.40 = -0.39$$

Based on the results of the IFE and EFE calculations above, the position for the SWOT analysis can be determined, namely in quadrant IV (negative - negative). As shown in Figure 1 below

Figure 1
Positioning of SWOT Analysis of Female Micro Business Actors



After knowing the right type of strategy to be applied by female micro entrepreneurs, namely maintaining and utilizing, then an analysis needs to be carried out using the SWOT matrix to find alternative strategies that can be carried out in accordance with these factors.

This matrix functions to find reasonable strategic alternatives based on internal and external factors.

From the SWOT matrix above, several alternative strategies can be obtained that can be implemented in financing management strategies for female micro-entrepreneurs, namely:

- 1) SO (Strength – Opportunity) strategy is the strength of opportunity
 - a) The ease of obtaining capital from BWM Mawaridussalam can increase the development of businesses that are being initiated
 - b) Providing financing without collateral and low margins by utilizing the government's restructuring program
 - c) Providing and mentoring when can provide more structured finances
 - d) Proper financial management can be balanced by attending business training
- 2) WO strategy (Weakness – Opportunity) weakness of opportunity
 - a) Lack of understanding of the field of business being pursued as well the businesses they own have not changed or are less creative in actively participating in government activities in the MSME sector
 - b) Actively use technology for the development of the business being run
 - c) Not planning a business for a long period of time and the lack of collaboration with other micro businesses must be balanced by actively participating in training to prepare for a long-term business and expand the business network.
- 3) ST (Strength – Threat) strategy is the strength of the threat
 - a) With provision and assistance, micro business actors can manage their finances appropriately so as to minimize the occurrence of unexpected finances such as illegal levies.
 - b) Running a business that is not limited to just one season by using the right raw materials when obtaining business capital from BWM Mawaridussalam
- 4) WT (Weakness – Threat) strategy is the weakness of the threat
 - a) Increase insight regarding the business being run so that the business can run for a long period of time
 - b) Carry out more mature planning regarding the business you are pursuing

- c) Increase personal competence so that female micro entrepreneurs can run businesses more innovatively and creatively

Financial behavior is someone who has the ability to carry out budgeting, planning, management, auditing, controlling, storing daily financial funds, and disbursement. Financial behavior explains how a person or business actor uses and manages the financial resources they have. A person who can use the money he has effectively can be said to have responsibility for his financial behavior. Poor financial management can lead to ongoing bankruptcy, while a good understanding of financial behavior allows individuals to control spending, build savings, invest and prepare for the future wisely, avoid financial difficulties and prioritize important needs. Women micro business owners also need to understand financial behavior so they can manage their finances well. Obstacles that often arise are a lack of ability to separate personal and business funds and difficulty in accessing financial institutions.

With good financial management and adequate access to financial institutions, micro business owners can make the right financial decisions and develop their businesses successfully. If viewed from an Islamic perspective, verse 27 of Surah Al-Isra' contained in the Al-Qur'an explains that Allah SWT has ordered not to be a person who is wasteful in his financial behavior.

“In fact, those wastrels are the brothers of the devil and the devil is very disobedient to his Lord.” (Qs. Al-Isra':27)

Managing finances is very important for a business. The more the business you run develops, the more complicated it becomes to manage the finances of the business. In this way, financial management can help tidy up financial problems in the business you are involved in. Therefore, in this research, women's micro businesses need to carry out transactions by balancing financial in and out, financial planning and budgeting, saving activities, and making credit by looking at the ability to maintain self-confidence.

CONCLUSION

Referring to the results of the research and discussion, it can be concluded that according to the problem formulation, namely, women's active role is not only able to meet

daily needs, but also contributes to improving the family economy. With the presence of financing from BWM Mawaridussalam, it is hoped that it will give birth to new entrepreneurs from among women. The financing concept from BWM Mawaridussalam is designed as a bridge for micro entrepreneurs and those who do not yet have a business with a strong determination to run a business for the purpose of increasing their finances. Furthermore, the strategy that has been implemented so far is in defensive status. The meaning is to minimize weaknesses and avoid threats. Currently, female micro business actors have many weaknesses and are facing big challenges. Among them, namely: first, discipline in financial recording. Second, separate personal finances from business finances. Third, a strong and protected business foundation. Fourth, debt planning and management Fifth, set targets and evaluate business.

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