

# The Activeness of Women Follow the Arisan Group (Case Study in Groups of Community Arisan and Groups of Professional Arisan)

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**Abstract:** The phenomenon of women's role is getting more attention in our community right now. Women become the successful source in all fields but the women's role itself was not respected or was not valued by people in our community. The basis of this motivation will be an effort to build the role of women to be more empowered and real in women's institutions. Problems come in groups of women who held social activities such as social gathering which are the issue of activeness in following various activities, less brave to appear in front of people or lack of confidence as well as lack of motivation due to lack of support from family, colleagues and the surrounding environment. This research focuses on the variables of socialization pretension and the interest to save money. This research question is about what are the factor that makes women are motivated to follow arisan and become active in groups of arisan. Through the survey method, the questionnaires distributed to two groups of arisan (social gathering) women which are the arisan groups in the community and the professional arisan group. The sample is about 31 respondents taken purposively and analyzed quantitatively using SEM warpPLS. The result of the research shows that socialization becomes the motivating factor of women joining social gathering but not the factor that make the women active in joining the arisan either directly or indirectly. While the pretension factor to save money is a factor that makes women actively follow the arisan but not a factor that motivates women to join arisan. Motivation to follow the arisan (social gathering) did not also make women active in arisan activities.

**Keywords:** activeness of women, motivation for arisan, socialization factor, the interest for saving

## 1. Introduction

Speaking of women's issues, nowadays it is being a concern for many people, especially in a developing country like in Indonesia. The policy of empowering women in all fields becomes a new opportunity and even a new challenge for women in dealing with it. One of the concerns in the context of women's empowerment is in terms of institutional capacity.

In the social life, there are many developing community organizations which aim to empower all individuals who are expected to be the role models in society and the one who can control their self to be an independent person [1].

The group formed as a social system is not only as a place to be together but also a group which has a function and can be felt by the members of the group. Cartwright and Zander mentioned that there are four of group functions: (1) as a media for achieving goals, (2) business media to maintain group life, (3) media to help group members to strengthen their ability, and (4) media to help establishing relationships with their social environment [2]

Arisan becomes an organizing activity and fills people's free time and other positive things such as socializing and economic activities like saving money. According to Astutik, among all the facilities in order to fulfill the material needs, today these are widely used by some people called arisan. In general, arisan or joint savings (company saving) is a way to collect money to be drawn in period of times which created in a group of people. In that group of people, all members held a meeting once in a time and in that time, all of the members is required to deposit the money. The amount of money collected is given to the

member who gets the next lottery. And will continue until all the members get a draw. But in the next months, they are obliged to pay until all members get the draw or their turn. [3]

Next, according to Kem, arisan became one of the places where women joined in order to socialize and also to have economic goals. Arisan is part of the activities of some Indonesian community groups, especially women. Arisan is not new for Indonesian women. Arisan is a term used to simplify one concept of one financial regulatory system, especially in Indonesia. Rotating Saving and Credit Association (ROSCA) or it is familiar with the term of arisan is one of the interesting concepts as a financial institution in rural areas. [4]

The same opinion is explained by Sorianto which said that arisan is a social phenomenon that occurs in various regions in Indonesia as a socio-economic activity that is often found in various community activities. As an alternative that has been as a fundamental in society, arisan certainly plays a role for the economic development of society. Everyone has different goals in following the arisan, some has a purpose to save, to socialize, or just to gather with friends. Besides, the benefit of arisan is also as a silaturahmi place between each other [5]

Based on that concept, It can be seen that women tend to be in a group in an arisan in order to reach the various goals that they want to achieve. However, not all women are able to actively join the arisan group. Activity according to Suharso and Retnoningsih is derived from the word active which has the meaning of enterprising, persistent, dynamic and powerful or as opposed to static or slow and

has a tendency to spread or expand [6]. According to Theresia, participation is a form of active and voluntary involvement and participation that comes from intrinsic or external (extrinsic) in the whole process of the related activity. [2]

That concept explains that it is still a problem in building a group of women in the form of arisan in order to achieve the purpose and common goal of the issue of liveliness. For women who are active in groups, they will get the things they want in groups well, for example the benefits of socialization and economic benefits. However, for those who are not active, they are not getting change or not getting more positive benefits.

According to Steers, the relationship of motivation variables on the activity in an organization has direct impact on the direction of achieving organizational goals. It can be explained as in the theory of motivation which concluded that the work performance or individual performance driven by motivation, will automatically affect the performance of the organization in an effort to achieve the goals that have been set. [7]

According to Siagian, the encouragement that resulted an organization member wants to mobilize his ability in the form of skill or his power skill in a time in order to held various activities that become his responsibility and fulfill his duty has been known as motivation, in order to achieve the goals and various organizational goals that have been Specified in advance. The Theory of Hierarchy of Need A.H Maslow states that humans are motivated to satisfy some of the inherent needs of each human being who tend to be innate. Maslow states that there is a hierarchy of needs in every human being. Everyone gives priority to a need until that need is fulfilled. If the first requirement has been fulfilled then the second necessity needs will play a role, and so on. [2]

Furthermore, arisan or joint savings (company saving) is a place to collect money that has been determined before drawn in a period of time. In that time, all of members is required to deposit the money. The amount of money collected is given to the member who gets the next lottery. And will continue until all the members get a draw. But in the next months, they are obliged to pay until all members get the draw[8]

According to Purwanto, Arisan is various ways done by housewives in order to optimum the financial households such as joining in a group of arisan hold once in a month where the place will be different or stay only in one house that has been set together. Arisan also has the truly benefits. Arisan is The gathering of a group of people, where they take the initiative to keep meeting and socializing. In addition, by following the arisan, they also trained to learn how to save and plan their finances. Without they realize it or not, arisan helps them to save money, and this will be easier than telling to save it by yourself so they can have planning to buy something if they get their turn. Arisan has goal to make the society becomes better and to make the society easier to be socialized and there is no element of business or profit among the fellow people who follow the arisan. As a social activity, arisan has function as a media

for mutual visits, know each other, give and each other and also as a media of harmony. [9]

Sigmund Freud reveals a theory that said if individuals be together to form the masses, then they will leave their own mindset and move on to the collective minds that exist within the group. Arisan also becomes a socializing activity or a gathering place of a group of people who are based on certain closeness or geographical proximity, demographic to emotional closeness. Therefore, arisan also includes an activity that comes without knowing the social class which comes from RT / RW to upper class (rich people). [10]

Purwanto explained that in fulfill the needs of humans as social beings or as a human being, certainly human beings need it in the presence of other creatures in doing their daily activities. As in running the economy, certainly people need the existence of others. To fulfill the needs that cannot be found by their self, to get the needs, every person does the economic transactions to meet their daily needs. [9].

Beside a wish to socialize, the purpose of women in arisan group is economic purpose such as saving money. Saving money is an activity to save some portion of people's income which is not spent, as an alternative or back-up fund in short term. Savings-rate factors are the people's rate income, the rate of bank interest, and the level of trust in other banks or financial institutions. In general, the main purpose of saving money is to set aside income for future needs, but without the element of planning for future needs. Saving is a manifestation of a hard working attitude, economical attitude and preparing a better future. Saving also means every family will be introduced by modern financial institutions: banks and post offices. Saving also means the effort to learn how to utilize the funds that each family has, no matter how small they are. [11]

The existence of one's motivation in her activity is always associated with her needs, because basically the basic thing which motivated a person is the urging of needs, as affirmed by Unung, that the basic thing which motivated a person is the urging needs of both primary and secondary. [7]

Based on the phenomenon and also the results of previous studies, there can be compiled an argumentation that the activeness of women in the arisan group depends on the motivation of women whether because of the pretension to socialize and because of factors saving, either directly or indirectly.

## 2. Method

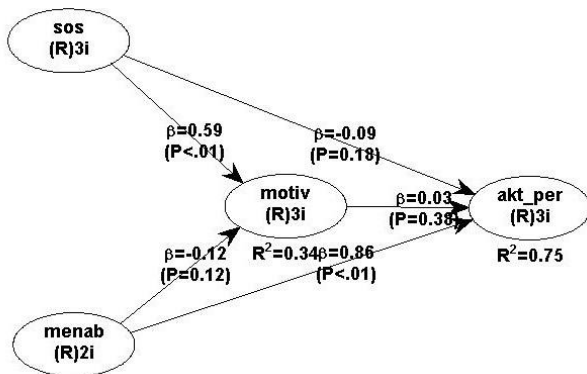
The method used in proving the effect of socialization and saving towards motivation and its effect on activeness of women follow arisan group is survey method. Survey done in two group of arisan which are community arisan group and profession arisan group. It is hoped that these groups represent an arisan group with general activity conditions.

The Data collection using questionnaires which prepared based on the variables of liveliness, socialization, saving and motivation by using Likert scale. Data were collected from 31 people from two arisan groups and taken by using purposive sampling. Then, the data is analyzed by

using quantitative method used SEM equation (Structural Equation Modeling) and data processing using WarpPLS..

### 3. Result

Based on the survey done using validity and reliability data then there are some results which are:



Picture1.

The effect of socialization pretension and saving money towards motivation and its effect on activeness of women follow the arisan group

The result of this research showed that the activeness of women directly prove that it is influenced significantly by the pretension of saving money ( $P < 0,01$ ) and  $\beta=0,86$ . Meanwhile the socialization factor and motivation do not influence significantly. With these three contribution variables for 0,75, it means that the socialization factor and motivation can explain the activeness of women in arisan group is 75%, 25% is explained by other variables which are not investigated. Indirectly through motivation, the effect of socialization pretension compared with the saving money pretension is bigger than the saving money pretension for  $0,0177 > 0,0036$ .

Meanwhile the socialization factor towards women motivation follow arisan group is significant ( $P<0,01$ ) compared with saving money factor ( $P=0,12$ ). Two of those variables (socialization and saving money) can explain motivation of women follow arisan group for 34%.

### 4. Discussion

From the proven findings, it can be discussed some points such as:

The effect of socialization towards women's motivation follow arisan group.

The findings showed that the effect of socialization towards Temuan menunjukkan bahwa pengaruh towards women's motivation follow arisan group is significant ( $P<0,01$ ). The result of this study showed that the aim of the socialization for women in following the group of arisan will be the real aim. The pretension to have some more friends, to have more knowledge and more information has

the effect towards the effort to actualize themselves and also to actualize support from family and to be together with some friends.

The results of this study are in line with what Purwanto explains which is said that in fulfilling the needs of people as social beings or as a human being, certainly human beings need the other people in doing their daily activities. [9]

The result of this study proved that the pretension to save money does not related or does not has impact significantly towards women's motivation follow the arisan group ( $P=0,12$ ). It showed that it is not because of the pretension to save money for women follow the arisan group. This is marked by the accuracy in paying arisan and also the number of arisan followed by them does not increase the motivation of women in arisan groups.

This result of this study is different from what Liana said before that besides the pretension to socialize with others, the aim of the women follow arisan is also the economic purpose like to save money. Saving money is an activity to save some portion of the income which is not spent, as an alternative or back-up fund used in short term. Savings-rate factors are the people's high or low rate income, the high or low rate of bank interest, and the high or low level of trust in other banks or financial institution.[11]

It means that this study does not prove Liana's opinion, because sample used in this research study is women from middle-low of economic groups whom do not have interest or motivation to save their money in the Bank and to invest also is not their motivation. Besides that, it turns out that socialization factors become the main motivation of women join arisan groups.

The effect of socialization towards activeness of women follow arisan group.

This result of this study proved that the socialization pretension does not influence significantly towards the activeness of women follow arisan group ( $P=0,18$ ). It means that the pretension to add some more friends, to add more knowledge, and have some more information for women does not make women always come, have an active communication, and active in joining the activity.

This research of this study is different with Kem's opinion, arisan is one of the places where women join in order to socialize and also for economic purpose. [4]

It means that this study does not prove Kem's opinion, because it showed the pretension to have more friends, to have more knowledge and more information from arisan group's members are not got by them so they do not want to be active in arisan group.

The effect of saving money towards the activeness of women follow arisan group.

The finding proved that saving money factor is significantly influence towards the activeness of women follow arisan ( $P<0,01$ ). It showed that the women who are active in arisan can be seen from the accuracy in paying arisan and the numbers they join arisan.

This finding related to Purwanto that said with following arisan, women also trained to learn saving money and they also can have planning their financial. Without they realize it or not, arisan helps them to set aside money and it will be easier for them rather than ask themselves to save the money so they can have planning to buy something they want if their turns come out [9]

It means that this study proved the previous opinion with the reason that women who actively participate in the arisan because of the economic motive want to save some money for urgent needs, such as for their children if they are sick because the number that came out can be negotiated depends on the needs of the members.

The effect of motivation towards women follow the arisan group.

The result of this study showed that motivation does not significantly influence towards the activeness of women follow arisan group ( $P=0,38$ ). This is because being active in the presence, communicating and active in activities are not caused by those who want to actualize themselves, although they get support from family and friends.

The results of this study rejected the opinion of Steers that the relationship of motivation variables on the activity in an organization has directly impact on the direction of achieving organizational goals. As the explanation of the theory of motivation can be concluded that the work performance or individual performance driven by motivation, will automatically affect the performance of the organization in an effort to achieve the goals that have been set [7]

## 5. Conclusion

From the results and discussion, it can be concluded that the activeness of women join or follow arisan groups indirectly caused by the pretension to socialize through motivation, but directly caused by the pretension to save money.

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