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## The role of women in self-actualizing in the life of the community of Medan city

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### ABSTRACT

North Sumatra has a population of 14.8 million, and Medan Municipality has a population of 2.4 million, consisting of 1.21 million men and 1.22 million women. The number of women is more than men, with the assumption that women are more likely to show self-actualization. The purpose of this study is how the role of women in self-actualization in the life of the people of Medan city. This research uses data collection methods through qualitative methods, case studies, interviews through informants. Researcher analysis using data reduction techniques, namely summarizing, selecting, and focusing on the things that are needed. The results showed that women's self-actualization is the potential a person has to realize and maximize their potential, especially in women. In this case, women who are members of the IWAPI Organization, FKMI, have chosen and determined the choice of organization as the right forum. Therefore, they can position themselves as women who actualize themselves. Women's self-actualization in IWAPI, FKMI organizations is not hampered by government regulations or discriminatory government policies. Based on the observation and documentation data of women researchers from the IWAPI, FKMI organizations that along with the impact of the COVID-19 pandemic, encourage self-improvement through self-actualization in family and community life in Medan city.



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## Introduction

The development of science and technology makes the conditions of social life increasingly complex. Indonesia is a country that has a high population level with more women than men (Muzamil et al., 2014). The magnitude of the increasing world population growth is indicated by every July 11 as World Population Day. The improved female reproductive rate, higher life expectancy, and improved health levels indicate this. World population growth is expected to increase by 2 billion people in the next 30 years from 7.8 billion to 10.7 billion in 2050 (Bangun, 2018).

Commemoration of World Population Day on July 11, 2020, provides an insight into the health and rights of women and children during the Covid-19 pandemic, the discovery of many women as medical personnel at the forefront, and women's organizations that are increasingly involved. Population development from 1971 to 2020 showed an increase of 1.91 percent in 1980, then 1.7 percent in 1990, and 1.30 percent in 2000, then 1.7 percent in 2000, and an increase of 1.32 percent in 2010 and 1.25 percent for 2020 (Aisyah, 2020). From the 2020 Population Census results in Sumatra, 21.68 percent are inhabited. North Sumatra has a population of 14.8 million people. Meanwhile, the municipality of Medan has 2.4 million people, consisting of 1.21 million men and 1.22 million women. There are more women than men, with the assumption that women are more likely to show self-actualization (Sujianto, 2020). Furthermore, economic studies discussing gender issues, especially comparing the income of fathers with women according to Chadwick and Solon (2002), Korupp, Ganzeboom, and Lippe (2002), Ermisch, Francesconi, and Siedler (2006), and Torche (2015) show that the importance of mothers in the pattern of mobility helps household financial problems and increases family income (Bogdan & Biklen, 1997; Chadwick & Solon, 2002; Cooper & Emory, 1996). Thus, the role of organizations in the city of Medan provides space for movement as an embodiment of exploring a woman's potential, in addition to the impact of the COVID-19 pandemic, which provides conditions for reduced family income (Aisyah, 2019a).

Women as mothers of children who manage the household, must be able to manage time ((Kusumawati, 2012); (Apsaryanthi & Lestari, 2017)). All the routines they do every day are constantly repeated. Therefore, we appreciate the expertise in managing all of them. Part of the community, both as parents, society, and institutions, plays a vital role in meeting the need for self-actualization. Women with conditions that provide social life contribute to being able to participate by the abilities possessed by a woman with all her abilities and limitations between household and organization shown in the city of Medan. Women's organizations with all the dilemmas and colors of life in society provide an overview of space for life in society (Aisyah, 2019b). The city of Medan has a women's organization consisting of 92 women's organizations who are members of the North Sumatran Women's Organizational Cooperation Agency (BKOW), which has excellent potential whose role is needed to support and succeed in the development of North Sumatra, especially in the city of Medan in social life, namely the IWAPI Organization, FKMI (Bogdan & Biklen, 1997; Rusmini, 2017). The dual role of women is no longer something foreign to hear, even women today do not only play a role as a wife or housewife but also play an active role in various fields such as politics, social, and economic (Samsidar, 2020).

Data shows that women dominate as labour and self-actualization, as in the proportion of female workers from 2018 to 2019, According to a report from the Central Statistics Agency (BPS), there was a growth in female workers from 2018 to 2019 (Chadwick & Solon, 2002; Creswell, 2015). In 2018, there were 47.95 million women who entered the organization and worked. The number increased the following year to 48.75 million people. However, the proportion of women to the total number of workers decreased, from 38.66% to 38.53% in 2019. Most female workers play a role as service business personnel. The dominance reached 58.04% compared to male service business workers in 2019. This condition increased by 0.87% compared to the previous year (Dessler, 2010; Mardatillah, 2020). Women work as service business personnel by 58.91% compared to men. Amid this Covid-19, women previously did not work. They were in organizations that were not the workforce, now entering the world of work by actualizing the potential for exploring the expertise and skills possessed by women themselves to help the family economy.

In terms of the number of workers, it is shown that in 2020, the participation rate of the female workforce increased relatively high, namely the female participation rate reaching 53.13 percent, an increase from the position of 51.8 per cent in August 2018. Meanwhile, the participation of male workers decreased from 83.2 per cent in 2019 to 82.4 percent (Dessler, 2010; Muflihah, 2016). This is because the role of women in exploring their potential, according to (Aisyah, 2019b), is to be yourself who can develop your potential and express yourself through your potential (Aisyah, 2019a).

Research conducted by (Tilolango & Ahriani, 2021) states that the role of the counselor in shaping the self-actualization of female prisoners at the Class II B Sorong Correctional Institution is very important where the counselor positions himself as an officer, parent, and friend to achieve an optimal counseling process. The counseling method used is in the form of mental counseling and skills. Furthermore, indicators of the success of the counseling process are evidenced by the formation of individuals in accordance with Maslow's theory. Prisoners who have completed serving their sentences in Class IIB Sorong Correctional Facility return to society by returning to society with exemplary self-actualization achievements. Furthermore, research conducted by (Afrizal et al., 2020) states that the important role of women that can be carried out in the economic resilience

of families in the face of the Covid 19 pandemic is an additional breadwinner in the family economy, financial managers in the household, the new role of mothers in the new normal era such as teaching healthy living behavior, becoming a personal teacher for their children, doing planting activities in the yard of the house. And also the results showed that family support was very influential on working mothers during the covid 19 pandemic. So that from these two studies, in this study there is a novelty of research, namely by showing the role of women in actualizing themselves in the lives of the people of Medan city during the Covid-19 pandemic. The role of women is very important to improve the economy, provide services in the fields of education, health, and self-actualization of women's ability to provide benefits to family and community life, especially appreciation for children with conditions that are still in the character development period. So that the purpose of this research is to find out how the role of women in self-actualization in the life of the people of Medan city.

## Method

The research method chosen by the researcher is a qualitative case study. According to (Sugiyono, 2017) qualitative research methods often called naturalistic research methods because the research is carried out on natural conditions. The researcher chose this because it was considered appropriate. After all, the researcher wanted to know how the husband's life and income would be when assisted by a wife as a woman who actualizes herself following exploring her potential in a social organization. Furthermore, to find out what factors play a role in the life of the woman's self-actualization. 4 informants in this study were taken, including the IWAPI Organization, FKMI consisting of the General Chair, and other administrators. Researchers analyze the data by observing, identifying, and explaining in depth the research results. The data collection technique that the researcher uses is interviews with the primary informants, namely the sample of women, and then triangulated with interviews.

From the existing observation and documentation data, the key informants are Women as Chairmen and the organisation's administrators. The researcher will triangulate data sources from interviews, observations, and documentation in the data validation technique and then match them back to the informants. (Creswell, 2013) explains that a researcher can involve two data validation procedures in research: triangulation of data sources and returning the entire textual and structural description narrative to the informant to examine the supporting data. The stages of research used by researchers are divided into data collection stage where the researcher conducting this research collects data; data reduction, when all data is collected, the next stage is the researcher analysis using data reduction techniques, namely summarizing, selecting, and focusing on the things needed in this research, by using triangulation for interview data, documentation, and observation; data exposure, which is when the researcher re-describes the data to be reduced and matches it with the informant.

## Results and Discussion

This research takes place in the city of Medan, which has female workers and who are members of an organization. The primary informants of this study had the following criteria, having functional roles as Chair and Management of the Organization as many as 4 women. Research informant data can be seen in tables 1 and 2 as follows:

**Table 1.** Informants by Type of Organization

Number	Group	Amount
1	main informant	2 persons
2	key informant	2 persons
Total		4 persons

**Table 2.** Informants by Age

Number	Group	35-45 <sup>th</sup>	46-55 <sup>th</sup>	Amount
1	Informan	1	1	2 persons
2	Informan 2	1	1	2 persons
	Total	2	2	4 persons

The results found by the researcher that the background of self-actualization is the desire to build a career as much as two people (informants A and B). This is due to self-actualization and provides a need for respect for the informant. In contrast, the physical and psychological needs of the partner and big family have been fulfilled. Moreover, informants A and B have less than five years of structural positions but in selected positions in the organization. In other informants (X and Z), the background of self-actualization by the desire to build a career and the economic demand factor is two people. This is because the husband or female partner has died and has children who must be financed. Furthermore, women X and Z are housewives who build careers due to the desire to improve financially and not the embodiment of self-actualization. Fostering a career together cannot be maximized because it also focuses on economic needs.

From the triangulation results that the researchers did, the husbands of the first and second informants have husbands who work and do not have financial problems. Moreover, their husbands do not mind their wives' work, and observationally, the house occupied by the two primary informants is seen in the middle to the upper-class housing complex. On the other hand, in the primary informants (Z and X), the results of the observations still live in the house belonging to the in-laws or parents. The informant's view of the ideal woman is that she can carry out and be responsible for fulfilling the demands she carries, including managing or managing the time said by all informants A, B, X, and Z. and Z answered that it was still far from ideal, only because sometimes they were unable to manage time, especially when the same job came at once because all of them had roles and functions that were equally important for the informants. In contrast to informant X, who perceives himself as the ideal, he feels his expectations have been fulfilled.

According to the informant, the informant's view of the ideal housewife for all informants A, B, X, and Z can share their time and roles with their families and support each other between households and careers. In other words, they could position themselves as a working mom. You can be fully responsible for and complete the work at work. When at home, focus on family and give the best version of the mother for the family. The informant's perception related to this is that for informants Z and X, it is still not ideal because sometimes family affairs are disrupted by work, for example, while organizing, and building a selling career, you have to take care of children or fulfil the wishes of your husband. Meanwhile, informants A and B are ideal because they organize and carry out activities related to self-actualization.

The role of women is increasingly important in social life. The amount of self-actualization by showing productive abilities, both in terms of leadership, marketing, and other organizations, are women's self-actualization in social life. This productivity is shown by the rise of women who lead organizations formally and in the form of fostered organizations by the regional government and related agencies. IWAPI is a form of self-actualization formed under the guidance of KADIN and the FKMI, IPEMI, and recitation groups circulating in Medan (Prasetyo, 2017; Samsara, 2020).

In the development of human resources by continuing to hone self-competence and actualize it on an ongoing basis, by giving awards for the realization of targets, most of these organizations are a form of self-actualization in improving the economy with MSMEs and encouraging home industry productivity levels among the community (Wibowo, 2012). The capital city of Medan, which consists of various layers, educational level, social and needs, provides a dynamic picture of the problem. In addition to, the husband as the head of the household who experienced a condition due to a pandemic with WFH with income cuts, which changed the household financial sector (Cahyono, 2015). Data held by the women's association group in the city of Medan:

**Tabel 3.** Data held by the women's association group in the city of Medan:

Association	Amount
Ikatan Wanita Pengusaha Indonesia (IWAPI)	300
Forum Komunikasi Muslim Indonesia (FKMI)	250
Ikatan Perempuan Muslim Indonesia (IPEMI)	300
Dharma Wanita Persatuan Kota Medan	400
Gabungan Organisasi Wanita (GOW)	200

Source: Data processed, 2021

Declining incomes provide space for women to actualize themselves as beings who have a conscience in exploring their potential, making conditions for extracting skills that contribute to the family economy and society. Therefore, as a form of developing women's potential so that self-actualization can develop their careers. Therefore, women's actualization was also chosen because it has a promising career and in the future and has a

recognized status in society. The role of these self-development factors is important for people's lives in general and the development of self-actualization in particular. So that this research is in line with research conducted by (Afrizal et al., 2020) stating that the important role of women that can be carried out in the economic resilience of families in the face of the Covid 19 pandemic is an additional breadwinner in the family economy, financial managers in the household, the new role of mothers in the new normal era such as teaching healthy living behavior, becoming a personal teacher for their children, doing planting activities in the yard. home. And also the results showed that family support was very influential on working mothers during the covid 19 pandemic. The suggestion conveyed by the researcher is the hope that this research can provide a new color of knowledge and insight into women's self-actualization. In addition, as a further scientific development step in human resource development as a dimension of information that the implementation of self-development can continue to be developed so that the analysis of self-actualization is not only limited to being researched by researchers but also becomes a complete and comprehensive study and becomes a sustainable model of women's self-actualization.

## Conclusion

From the results of the research and discussion above, it can be concluded that the picture of women's self-actualization as a form of developing women's potential so that self-actualization can develop their careers. Therefore, women's actualization was also chosen because it has a promising career and in the future and has a recognized status in society. The determinants of self-development are divided into external factors, namely colleagues and organizations. While the internal factors are motivation, commitment, and strong enthusiasm of the person concerned. However, what is urgent and critical is that the person concerned wants to develop himself. The role of these self-development factors is important for people's lives in general and the development of self-actualization in particular. Colleagues and organizations can provide encouragement and support although they cannot play a significant role because self-development is an important need that is felt. The suggestion conveyed by the researcher is the hope that this research can provide new colors of knowledge and new insights into women's self-actualization. Moreover, it is a step for further scientific development in human resource development as a dimension of information that the implementation of self-development can continue to be developed so that the analysis of self-actualization is not only limited to being researched by researchers but also becomes a holistic and holistic study. sustainable model of women's actualization. Researchers also hope that this research will be able to provide input and positive contributions to women and the IWAPI FKMI Organization for human resource development by continuing to hone self-competence and actualize it on an ongoing basis, by giving awards for the realization of the targets set in the IWAPI Organization, FKMI is still in the development stage and is still gender differentiated.

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