

"Supportive Communication" in Developing Housewife's Entrepreneurial of Home-Based Industry

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Abstract. The role of women in a family is very important. In addition of taking care their household, women are also able to perform variety of other jobs, such as supporting the household economy by opening a home-based business. The effort to increase a home-based business' success can be supported by the ability to build relationships with others. Supportive communication is a communication style at interpersonal communication level when someone wants to build a relationship. This study is based on framework of ethnography of communication and housewife's entrepreneurial. Research method used is qualitative method with ethnographic communication approach. The subject of this research is housewife entrepreneurs of home-based industry. As home-based industry entrepreneurs, they always try to build relationships with employees, consumers, or suppliers as partners. Building and maintaining relationships to develop the business require good communication skills. Supportiveness becomes a key requirement of communication to develop the relationship. The supports are given by delivering a good motivation for self and business partner, developing creativity according to the typical of each relationship, and also improving communication skills in marketing the products.

Keywords: Supportive communication, housewives, entrepreneurship

Introduction

Entrepreneurship for housewife is an important choice as it will bring big changes to the strength of household economy. Housewives can contribute additional income by working in informal sector through an opening of home-based business. It is a type of business suited for them since they have the flexibility to control time to work. They can choose to work before or after finishing the housework or work side by side for business and house at the same time. Entrepreneurship is not only for the purposes of business; it has also a goal to develop personal capabilities, such as looking for a new opportunity, responsibility, confidence, and develop creativity. (Leffler, 2014 in Axelsson, et.al., 2015: 43), and this is the reason for housewives to continue growing their business.

Running a home-based business is not free from obstacles. Once you have a product to sell, then the next thing to do is how to

market that product. Building a network is an essential requirement to be able to market that product widely. Thus, housewives entrepreneurs should have the ability to build relationships and develop creativity and innovation in order to gain more success in their business and keep the family on welfare.

The power of being an entrepreneur is supported by specific characters of an entrepreneur. McGraith and Mac Millan in the *Entrepreneurship Module* deliver basic characters that must be owned by an entrepreneur. The basic characters of the so-called entrepreneurial mindset are action oriented, think simple, always looking for new opportunities, pursuing opportunities with high discipline, take only the best opportunities, focus on execution, focus the energy of everyone in the business (Modul Kewirausahaan, 2010:16).

Building relations as an important requirement in business development is done through communication, particularly supportive

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communication. It is a communication style that is specially designed for a specific purpose with specific techniques. This type of communication is often used in interpersonal communication level, for example, if someone wants to build a relationship, he/she can apply this style of communication. It would also work in building business relationships, looking for new relations, offering products to customers, or maintaining relationship with suppliers or customers. The power of building relationships becomes an important objective in communication. Supportive communication also builds spirit within so that one can continue to increase his/her capabilities. Spirit is one of the entrepreneurial characters that should be exist within other characteristics of: the ability to face the failure, dare to take risks, tough and unyielding that become the capital for someone in entrepreneurship (Widodo, 2014:171).

Relationships are built and created through interpersonal relationships between individuals involved, and it is important to understand that thoroughly. Such relationship is built through communication and strongly influenced by the communication that's been built between them. It means someone can build relationships through unlimited interpersonal relationships (DeVito, 2015:174)

The attitude of support (supportiveness) is important in building effective relationships. Open and empathic communication cannot take place in an atmosphere that does not support such communication. The attitude of being supported can be shown by being descriptive rather than evaluative, spontaneous rather than strategic, and provisional rather than doubtless (DeVito, 2013:261).

This supportive communication creates an atmosphere of mutual support, understanding, and aid. The atmosphere is capable of making someone- who is in the middle of communication process- overcome various obstacles appeared. The obstacles are usually emerged inside and disturb his/her communication with others.

Variety of purposes can be accomplished by supportive communication. For example, if an entrepreneur along with other employees are able to conduct this effective communication, then it would help to increase the productivity and reduce work conflicts. It can also applies in the world of work that requires high motivation for a team or when reaching a specific target. The ability

to maintain a supportive communication patterns support the higher productivity, faster problem solving, and quality of work.

The effectiveness of interpersonal communication, particularly supportive communication, emphasizes on human relationships that are concerned with the values of empathy, mutual understanding of each other, support each other and also be open. The interaction built will have a quality in their relationship. This approach can be started by showing the creation of superior human relations (e.g., honesty, openness, and positive attitude). Out of these general qualities, specific behaviors can be passed on which mark an effective interpersonal communication (DeVito, 2015: 166). This study put an effective interpersonal communication to be applied from employers to their employees in a way to build a high motivation at work.

In the meantime, the existing motivation in a person and interest factor will cause someone to become selective in responding or getting experience related a message. Internal motivation will encourage someone to do what they want, need, and would come in a short time. The more correspond a communication held to the motivation of someone, the more likely that such communication will be received properly by the parties concerned. Conversely, the communication would be overlooked if it is not in accordance with the recipient's motivation. Factors of prejudice is one of the main obstacles in achieving effective communication. People with prejudice will always suspect the person they talk to when initializing communication (Yuningsih, 2017: 169).

Empowering women can be done through various means, one of which is encouraging housewives to do small businesses that can be synergized with housework activities. Communication which can build and motivate women, especially housewives, to become entrepreneurs can be done in order to improve family's life. The problem formulated in this research is how to build supportive communication in developing housewife's entrepreneurial.

This research aims to describe and analyze how housewives build self-motivation to keep being energetic in running their businesses. This research also aims to map out how these housewives create relationships to advance their businesses, to analyze marketing communications developed and the

way they cultivate the power of innovation to advance their business.

Research Methodology

This paper uses qualitative approach with the method of ethnographic communication. Ethnographic communication is a research approach that addresses the communication behavior of a society which is referred to as speaking-society in a particular cultural theme. The message conveyed by the speakers is inseparable from cultural influences owned by the speaking-community as their terms of communication. In the context of this study, the ethnographic approach communication view the use of language in communicative behavior of a society consisting of housewives on the theme of community's cultural communication. This research aims to map out patterns of communication of home-based industry's housewives entrepreneurs in building their relations and description of their cultural background.

Individual's communication will be influenced and governed by socio-cultural norms. Such norms distinguish the individual's socio-cultural environment in communication and become a focus of attention of ethnographic communication. Ethnography of communication views communication behavior as behavior born from the integration of three individual skills owned as social beings, i.e., linguistic skills, interaction skills, and cultural skills. These skills are known as communication competencies. As home-based entrepreneurs, housewives have also their own socio-cultural which will affect the way they communicate.

The procedure in this study is to conduct observations on the subjects of communication activities in running their businesses and connect with employees, consumers, or their business partners. Observations include ways to motivate, building creativity, and communication to market their products. The result of observations are mapped and analyzed to create communication patterns of housewives with their partners in running and building their businesses. The initial step to describe and analyze the communication patterns in a society is by identifying the communication events that occur repeatedly. Communication events become part of communication activities undertaken by members of speaking-community. Communication activity in

ethnographic communication is viewed as a circular process and influenced by the socio-cultural of environment where such communication takes place, so that the process of communication in ethnographic communication involves aspects of social and cultural of its participants (Kuswarno, 2011:41). Communication activities are described and analyzed in communication units, namely: the communication events, communication components, and meaning of communication. Communication event is a whole intact component that begins with general purpose communication, the same general topic, and involves participants who commonly use the same variety of language, holding the same tone and sustaining the same rules/norms for interaction, and in the same settings (Kuswarno, 2011:41)

Informants in this study are housewives running home-based businesses and taking care their housework at the same time. Their business are in the field of culinary, particularly producing and marketing traditional cakes/snacks, and also fashion for Moslems.

Research Results

Entrepreneurship is a mental attitude marked by independence, the ability to work together, the ability of taking the risks, being honest, responsibility, tough (resilience), reasoning, and caring. Those kind of attitudes are not something being trained, but must be built consistently, continuously and sustainably either through self-experience or others'. The entrepreneurial culture that grows naturally in a family or community group is an extremely valuable asset. The presence of entrepreneurial souls is indispensable to the development of the individual. Life skills can be divided into five parts: the skill of knowing yourself (self awareness), the skill of thinking rationally (thinking skills), social skill, academic skill, and vocational skill (Modul Kewirausahaan, 2010:21).

Housewives have a variety of activities including economic activity through entrepreneurship. The choice of becoming an entrepreneur has been pursued, especially in home-based business industry. Home-based industry belongs to the micro, and is set up in the Law No. 20 year 2008 of Micro, Small and Medium Enterprises with criteria as stated in article 6, namely having the net worth of Rp 50,000,000.00 (five fifty million dollars), not including land and

building of business, and have annual sales of at most Rp 300,000,000.00 per year. The subject in this study is housewife who runs a business and produces a variety of products at home. Products produced and sold are traditional cakes/snacks, Moslem fashions, and accessories.

A variety of capabilities are owned to support the success of home-based businesses which in average are built from scratch with very little capital. Reasons for this business to be existed are economic factor and to express talent or interest, but surely it takes the ability/skills to manage business. One of the skills that have already owned and should continue to be developed is the ability to communicate. Communication is done to build relationships. Relationship with employees is very important because they are an important asset of the company. Other relationships should be built is relationship with customers and business partners, i.e the supplier.

Building a relationship is not free from obstacles. A variety of problems that arise should be addressed to maintain business continuity. Communication with various parties should be done by effective communication through interpersonal approach with its main characteristics of openness, empathy, supportive attitude, positive attitude and equality. In addition, it also takes courage, confidence, and the ability to solve the problems that may arise with the power within ourselves. This shows that entrepreneurship is a form of optimistic on a person who has a strong personality (Christianti, et.al, 2015: 66).

Disclosure according to Devito (2013:186) at least will refer to three aspects of interpersonal communication that has been done. Effective interpersonal communicators must be open to people who are invited to be interacted with, or in this case, housewives entrepreneurs that should establish openness toward employees and consumers as well. This openness will be very different for each party. For employees, openness is related to business conditions, a problem that can be understood by them, or business prospects that will add the spirit of work. Employees also need to be given information or tips on how to serve customers, strategy and secrets of how to do direct selling activities in order to produce an agreement with buyer.

Communicator's willingness, in this case is housewife as entrepreneur, to react

truthfully to any stimulus that comes from communicant, so it will be visible what kind of reaction for that stimulus. Building effective communication also requires openness. Openness is feelings and thoughts in which the entrepreneur is responsible for what he/she has promised or what he/she has said to employees was true from his/her heart.

Next characteristics of effective interpersonal communication is empathy, which defined as a person's ability to acknowledge what is being experienced by others at a given moment, viewing from their perspective through the glasses others. It is put for housewives as entrepreneurs to place her thought and opinion based on the view of employees in teamwork on interpersonal communication activities that they do for a common purpose.

Supportive attitudes would produce effective interpersonal communication because developing supportive attitude would make the factor of openness can be done easily by communicators. Supportive attitude is demonstrated by descriptive explanations rather than evaluative to create a supportive attitude.

Supportive communication is done by avoiding things that are evaluative and prefer the descriptive. Often unknowingly, evaluative nature appeared in communication. The tendency to do the evaluation is often done as an example when a mother communicates to her son/daughter. The tendency to assess and evaluate actions of children's achievement in schools or in everyday behavior is often inevitable, although the purpose of mother is to make her/daughter much better. This kind of communication is precisely the way that would make children uncomfortable or avoid communicating with his/her mother.

Entrepreneur who has subordinates/ employees cannot escape from the tendency to do the evaluation to her employees. This evaluation makes the subordinates feel tightly supervised, have no freedom, or even feel pressured by his superiors.

An entrepreneur should use descriptive sentences when giving comprehension and motivation to employees as a form of support so that they don't feel like being evaluated. Then when communicant gives a feedback to show the support, it should taken spontaneously to help create an atmosphere of support. A straightforward and frankly expressions in communication would make

communicant spontaneously and continuously being defensive when responding.

The fourth characteristic of effective interpersonal communication is a positive attitude. Communicating the positive attitude in interpersonal communication can be done with at least two ways, i.e. expressing a positive attitude and positively encourage people who do the interaction with us. In this research, This research showed that housewives entrepreneurs always try to express positive attitude and positive encouragement in their interpersonal communication. This positive attitude is proven by positive sentences delivered by housewives entrepreneurs in interpersonal communication with employees, consumers, or suppliers as businesses' partners.

Characteristic which is also used by the researcher is equality. Equality according to Devito (2013: 176): a silent recognition that both parties are equally valued and valuable, and that each party has something important to donate. As an entrepreneur and leader in establishing a business, communication activity should be pointed out its equivalents which verbally or non-verbally conveyed to employees or other business relations.

Fostering the Motivation in Housewives Entrepreneurs of Home-Based Industry

Building supportive communication is started with fostering the motivation. The motivation of both internal and external continued to be built for the continuity of the business. The most difficult thing to do is to foster internal motivation, in answering the question of how businesses that have been started can continue to run despite numerous of obstacles that have and may appear. The motivation of doing home-based business for housewives entrepreneurs as informants' research is quite diverse. Internal motivation is motivation that arises from within. This motivation become a primary driver when someone do an activity. Motivation inside oneself should be strong enough because she as a leader should provide the motivation or encouragement to her employees. Instilling the motivation in employees often done by housewives entrepreneurs through dialogue, including when there are difficulties, errors, or burnout of employees. They put dialogue first to tackle various problems.

In the middle of time limitations and the

role of housewives that cannot be ignored, some housewives were actually having a pretty good career in the work that they had previously been pursued. Some of them worked in a bank and held the position as manager of marketing at private banks. They left their careers and chose to built business from the start. Their internal motivation was to be able to take care of their family and have a more flexible time to arrange and control their own activities. This is different from the work they used to have that they should stick to office hours. A powerful encouragement to start home-based industry is the condition of the family.

External motivation is influenced by the environment in which entrepreneurs do their our daily and various activities. Keeping the motivation for doing business should continue to do. Working as an entrepreneur is not easy. It requires hard work, perseverance, hardiness, and being smart that should be owned. Motivation from within should be strong enough, but encouragement from outside is also very necessary to create enduring motivation.

Home-based industry entrepreneurs originally motivated by their own interests. For example, someone found her interest in making traditional cakes/snacks and she got a support from her family to set up a business. He husband support her mentally and help her physically. Every afternoon after work, for example, Ibu Yani's husband (one of the informants in this research and works in a private company) really supports his wife in setting up home-based business by providing her the raw material for making the cakes routinely every afternoon. This empowers the spirit of Bu Yani to sell her products and now she has an outlet in Cimahi, Bandung. As a young mother, Santi (another informant in this study) felt very comfortable with her choice of becoming a fashion entrepreneur because her family supported her. The husband who has shirts convection business is very supportive to her and even help for marketing the product. Not just her husband, Santi which indeed comes from a family of entrepreneurs, is strongly supported by his family and very familiar with self-employment because she knows it since childhood and already familiar yet close to the business world.

Maintaining a relationship also means providing motivation to the consumer to continue to "be faithful" on the product or

service being produced. Providing support to consumers and employees needed openness attitude. Openness according to Devito (2013: 186): effective interpersonal communicators must be open to people who are invited to the interaction, and in this study, housewives as employers should establish openness to employees and consumers which will be applied differently for each party. For example, when there is no appropriate raw materials for her cake, consumers of Bu Agus (one of the informants) help her provide the materials so that she is able to make a banana cake roll. It is as a form of support to meet the needs of consumers.

External motivation is always given to employees in order to persevere in the work. Employee physical needs must be fulfilled so that they are comfortable to do their work and have high motivation in working. In addition to physical motivation, appreciating employees is also something to be done to make them enjoy their work. Another motivation given to employees, which most of them are also housewives, is flexibility in time to take care of their family and yet is able to fulfill the work target that has been given. Working is effective with system of yield target.

Supportive communication has different particularities. Characteristic of supportive communication, among others, is its orientation to issues rather than to persons and their natures. In providing the motivation, there will certainly be various problems and constraints. Boredom is one of them that can be felt by either employers or employees or other relations. A good entrepreneur will certainly trying to resolve such issue for the sake of the continuity of good relations. Maintaining the relationship can grow motivation for employers to keep their businesses' running (sustainable) and make advances as well.

From the explanation above, the motivation done by housewives entrepreneurs of home-based industry can be described in figure 1.

Marketing Communications in Marketing Industrial of Home Products

The purpose of housewives entrepreneurs' communication is to convince customers or potential customers to buy their products. This is often seen in the interpersonal encounter, where a person is trying to change the attitudes and behaviour of others. Home-

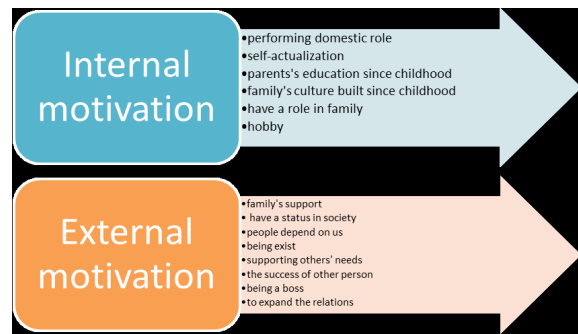


Figure 1: Chart of Motivation of Housewives Entrepreneurs Home-Based Industry

based entrepreneurs communicate to invite other people to try and get to know their products by convincing them their products are the best. This is the essence of marketing communications.

Variety of ways has been done in marketing the products. To continue developing the business, housewife entrepreneurs should be able to convince consumers and potential consumers that their products have good quality and needed by consumers and potential consumers. In addition, communication that carried out must also be able to convince partners and prospective business partners to cooperate in order to develop businesses through a variety of information provided.

Supportive communication is specific and not general, which mean that information submitted should be obviously clear. Housewives are required to clearly convey information about their products to consumers or to submit vivid information to business partners so that they would have complete understanding about the business. To support the business continuity, various obstacles that appeared must be overcome. The diversity of employees, consumers, and business partners require different (and absolutely not the same) ways (styles) of communication. Entrepreneurs should know their target well since each of them has role and influence to the continuity of business.

Keeping relationships that already built are indeed very important, especially to maintain business continuity. The ways of serving customers can be done by showing friendly and happy expressions and helping customers by providing the things they need as the support for their activities. Entrepreneurs can also help customers to provide what they need according to the

budget they have. Empathy towards customer becomes a form of support to maintain and build relationships.

The purpose of the communication is to relate. Through communication, we can build a relationship with people around us. Communication is a mean to construct and maintain social relationships. As an entrepreneur, these housewives join various organizations that engaged in entrepreneurship. This organization provides many benefits: entrepreneurs gain business knowledge by the process of exchanging information and experiences among members who have different businesses, and also a chance to meet other entrepreneurs to make new business relations. In building this new relationship, a good communication is a must, including the ability to interact, being a good listener and willing to empathize. When people feel comfortable, it would be easy to establish relationships. Through communication, housewives who run home-based businesses can build a relationship with people around them in order to develop his business. Establishing relation is crucial in developing a business, and without one it would not be well developed.

To face business competition in this digital age, housewives entrepreneurs should learned how to harness digital media or business. Marketing by online is done through social media of Instagram. The impact of marketing via Instagram is quite big. Many are interested in seeing the pictures and even purchase a product after seeing a promotion via Instagram. Communications delivered through Instagram should fit and attractive so that people would be interested. For most entrepreneurs, providing the best possible service to customers, suppliers, business relations or prospective consumers is obligatory. An important part of the service is through communication being executed since it will give a positive impression on your products and services when it is done effectively.

Communications delivered through Instagram should be interesting so that people want to see the information and interested to buy the products. Marketing communication through social media is also done by housewives entrepreneurs, especially in the field of fashion.

The housewife must have the ability to communicate well and the ability to wrap the message in an interesting way so that

any messages or information related to a product or her business can be understood by others, especially by consumers or business partners. If the information received is less appropriate or not in accordance with the actual conditions, then consumers will be disappointed and entrepreneurs should be able to responsible and take the consequences which may influence the sustainability of the business they run.

Marketing communication which is done by Housewives cottage industry of entrepreneurs can be described in the figure 2.

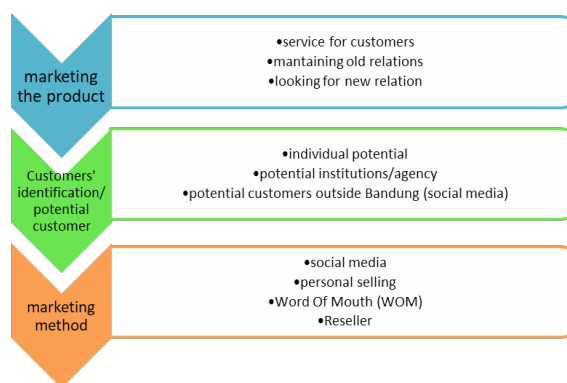


Figure 2. Marketing Communications of Housewives Entrepreneurs of Home-Based Industry

Build and Maintain the Relationships

Interpersonal communication according to Miller (1978) in Liliwari (2015, page: 26) occurred between two people when they have a close relationship so they could immediately convey feedback to each other by many ways. The definition of interpersonal communication is usually explained a close relationship between the actors of communication. Communication is the most complex of human activity that we always do every day, such a speaking, discussing, briefing, moving the hand, giving command and others. According to liliwari (2015: 454), interpersonal communication will be effective if all the received message matches the intention of the sender, perfect in terms of what sender intended to is what the receiver intended to. While it is true that most interpersonal communication are always oriented to goals, it is also important to realize that every person has their own purpose of communication which expressed through messages.

The purpose of the communication is to find and relates to self-discovery. Wood (2013: 33) states that to communicate with

others and tell about yourself will help us discovering who we are, and we can get to know other people. In addition to recognizing and understanding yourself, communication is also performed to find the outside world which is filled with objects, events, and other humans. Through communication we can find and know what is going on around the US. Communication builds relationships. Communication is a means to construct and maintain social relationships. The success of building a partnership supported by the ability to assure so that it requires more intensive communication. Communication helps someone who is trying to change the attitudes and behaviour of others. As an example, someone who is trying to invite other people to try a new product or service should convince them that the product and service have different advantages.

Refer to the above communications objectives in the context of entrepreneurship conducted by the housewives, the close one is building the relationship or- in this case- establish relations. Through communication, housewives who run home-based businesses can build a relationship with people around them in order to develop their businesses. To establish relations is crucial in developing a business, and without one the business would not develop.

Working together with partners to build this supportive communication will enable the housewives to increase productivity and reduce work conflicts that may occur. This is very important to be applied in business world which needs a lot of relationships to advance the business

In running her business, a housewife should be able to convince consumers and potential consumers that her products have good quality and needed by them. In addition, that communication being carried must also convince business partners and prospective business partners to cooperate in order to develop the business

The relationship will survive well due to its high trust with each party has a pretty good credibility. Supportive communication linking the new message to the previous one, so that it can increase interaction. Communication which continuously being carried out can maintain the continuity of the relationship. Relation with customers or partners should be maintained by keeping the communications and never let it disconnected. Supportive communication is based on the

alignment of things communicated with things being thought and felt by someone. In this term, honesty is included in the process of communications. The principle of honesty should be held in running the business since it born the confidence, which then emerged the fidelity or loyalty. Loyal consumers and partners are not only ensuring the sustainability of business, but can also help it grows.

Supportive communication encourages us to have and hold responsible for our statements. In running the business, housewives must have the ability of good communication, so that any messages or information related to a product or his business can be understood by consumers or partners. Less appropriate information being received or not in accordance with the actual conditions is risking the sustainability of business since entrepreneurs should responsible and take the consequences of the action. Building good communication would affect the climate of good relationships with employees, consumers or other business partners. Communication affects the relationship, confirm and give support to maintain relations or relationships (Wood, 2013:169).

Supportive communication encourages someone to listen and provide an effective response toward the revelation of statements submitted by others. Communication is not just how to deliver the message, but also how communicators can become good listeners for the communicant. The ability to listen is required in order to understand what is wanted by the consumer or business partners, so that they feel that their needs are fulfilled and want to come back when in need. The message has more to do with the product, price, packaging, etc. It is presented in relation with customers or suppliers.

Customers or partners require complete information about products or business being run, in which such information can obviously convince them to keep the good relationships. Supportive communication helps people to feel worthy and accepted. Consumers and business partners are kings which should be treated well in order to make them happy and feel appreciated. Slightest contributions they have made should be appreciated to make them valuable in front of us and this will keep a good relationship, and at the time when they products or services in large amount they will surely remember us for good impression we made for them.

Ability to communicate effectively will encourage someone to listen and provide an effective response towards statements delivered by someone else. Communication is not just how to deliver the message, but also how communicators can become a good listener for the communicant. Listening abilities needed by a housewife who runs the business. With the ability to listen to, they can understand what is wanted by the consumer or business partners, and fulfill the desires and needs they want and make them come back when they are in need. Listening to employees are also important since they are vital asset in the business.

To maintain or build a relationship which is done by housewives entrepreneurs of home-based industry can be explained in the following chart:

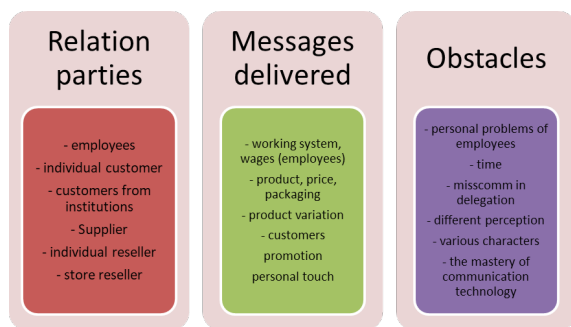


Figure 3. Chart of communication in establishing and maintaining relationships

Increasing the Creativity to Develop Relations in Business

There are particularities of entrepreneurship in Indonesia for the potential of uniqueness, local art uniqueness, art soul, adaptive attitudes, and hardiness. Indonesia has potential entrepreneurs that become a capital for the competitiveness of the nation. Character of adaptive attitude and hardiness are owned by medium to low level of community in order to survive. But due to the cultural and structural barriers, the potential is simply an ability to survive and is not developed yet, so it will need the help from outside to utilize those potentials for self-development (Triwardhani, 2015:2).

The power of innovation in business are studied and developed through communication. It is one of the requirements to be succeed in entrepreneurship. The increasingly heavy competition in the business world demands innovation in products and services offered, so innovative soul became

one of the characters that should be owned by the entrepreneur (Widodo,2014:175).

Being active in organization is a good choice since it can be a means in developing creativity by exchanging information relating to the business including marketing of innovations, new ideas about the product, what is being required by the consumers, and innovation. New relationship even establish complementarity between different businesses. Besides the knowledge of innovation, there are also various courses available in making cake, design clothes, learning products by observing various shops. It is important to keep our eyes open and get insight to improve business, especially related to pastries, fashion, and accessories.

Creativity in business is very important because it will keep the continuity of the business itself. Creativity built can also be used as a positive value in developing business relationships. Producing variant of new products, new services, and new promotions can be an interesting message when communicating with prospective relations.

Efforts to develop creativity at work which has been done by housewives entrepreneurs of home-based industry can be described in the following chart:

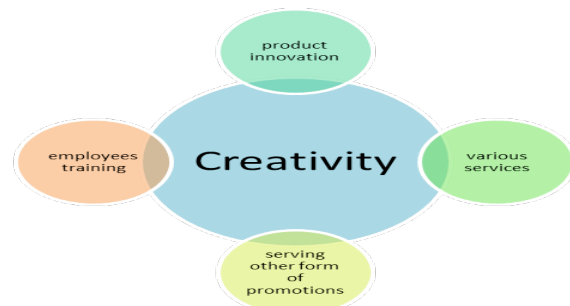


Figure 4. Chart of Developing Creativity in Building Businesses

From the analysis and discussion of above, it can be obtained a pattern of supportive communication in home-based industry entrepreneurial as follows:

Pattern of supportive communication describes how housewives of home-based industry build their colleagues/relations. The relationship is built with employees, customers, prospective customers, business partners as well as other external parties. These relationships should continue to be maintained and expanded through various means. Supportive communication applied

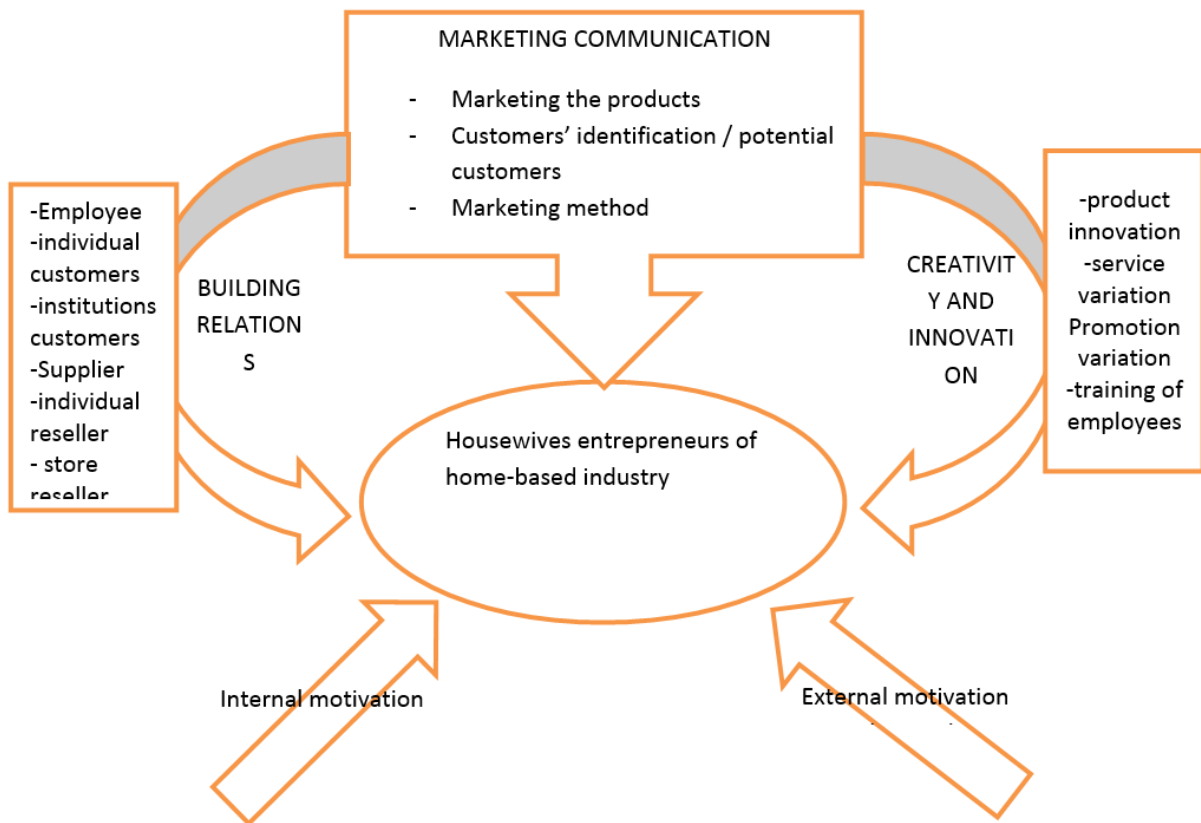


Figure 5. Chart of Supportive Communication Patterns in Home-Based Industry Entrepreneurial

and become part of the ways of building relationships for business development that has been pursued.

Conclusion

The power of building relationships become an important communication objective in building the business. Supportive communication builds spirit within to continue and vastly improve the ability of housewives entrepreneurs in developing their business. Housewives entrepreneurs are always trying to build motivation for either themselves or their business partners and employees. Effective communication is accompanied by ways of motivating with the respective areas among the owners as well as the leadership and employees. The motivation is always given to employees in order to increase sales achievement and helping them resolve various problems occurred. Relationships that are built with either consumers or suppliers need to be managed. Building a relationship is simply to maintain the credibility of each party. Credibility built by mutual trust would keep the communication process of both parties more effective.

In addition to entrepreneurs, housewives of home-based industry must also build the ability in marketing the product. Market communication in marketing the products of home-based industries need special attention since most of them do not have specific marketing concepts. However, serving the consumers optimally would be a good marketing communication strategy. Empathy towards the wishes of consumers, supporting consumers in fulfilling what they want, to make consumers interested are becoming strategies that should be preserved and developed.

The ability to build effective communication is very important to be owned by entrepreneurs, including housewives entrepreneurs of home-based industry. In addition, improving the ability of mastering communication and building relations through supportive communication are important in enhancing the ability of entrepreneurs of home-based industry. Authorities related to the development of small industry should improve the ability of the owner of home-based industry through various training such as effective communication.

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