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PROFILE OF MILLENNIAL WOMAN IN POOR HOUSEHOLDS  
IN SULAWESI UTARA PROVINCE

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**Abstract.** *Gender issues among millennials require more focused data-based handling. Especially if this issue is developed within the framework of reducing regional poverty. However, there has been no quantitative analysis that dissects millennial gender data in the poverty framework in more depth. This study aims to obtain more in-depth information about the profile of millennial woman in poor households Using secondary data from the SUSENAS data collection, BPS in 2021 as many as 8,536 respondents spread across all regencies/cities in Sulawesi Utara. Quantitative descriptive analysis was carried out on the millennial generation group variables, gender and poverty variables. The results of the study show that the majority of millennial woman in poor households who are involved in the world of work enter the informal sector. Only a small proportion are included in the formal sector, and even then only as lower-class workers. The government can use the results of this analysis to formulate policies that defend millennial woman in the socio-economic life of society.*

**Abstrak.** Isu gender di kalangan milenial membutuhkan penanganan berbasis data yang lebih terfokus. Apalagi jika isu ini dikembangkan dalam kerangka pengentasan kemiskinan daerah. Namun, belum ada analisis kuantitatif yang membedah data gender milenial dalam kerangka kemiskinan secara lebih mendalam. Penelitian ini bertujuan untuk memperoleh informasi yang lebih mendalam tentang profil perempuan milenial di rumah tangga miskin Menggunakan data sekunder dari pendataan SUSENAS, BPS pada tahun 2021 sebanyak 8.536 responden yang tersebar di seluruh kabupaten/kota di Sulawesi Utara. Analisis deskriptif kuantitatif dilakukan pada variabel kelompok generasi milenial, variabel gender dan kemiskinan. Hasil penelitian menunjukkan bahwa mayoritas perempuan milenial di rumah tangga miskin yang berkecimpung di dunia kerja masuk ke sektor informal. Hanya sebagian kecil yang masuk dalam sektor formal, itupun hanya sebagai pekerja kelas bawah. Pemerintah dapat menggunakan hasil analisis ini untuk merumuskan kebijakan yang membela perempuan milenial dalam kehidupan sosial ekonomi masyarakat.

## INTRODUCTION

The vision of the Government of Sulawesi Utara in 2021 – 2024 is to make Sulawesi Utara Developed and Advanced as Indonesia's Gateway to the Asia Pacific. One of its missions is to improve the quality of society in Sulawesi Utara. In line with the SDGS principle "No One Left Behind", every element of Sulawesi Utara's development must also pay attention to improving the quality of Sulawesi Utara's population. One of the nation's potential elements is the millennial population.

Millennial woman in poor households is often being a forgotten and marginalized community. The woman rights in social and economic aspects sometimes become complementary elements in the household. The patriarchy cultural system in the economy in poor households is more real than in non-poor households. This was also conveyed by Jamaludin (2020) who stated that the constellation of woman's gender relations was still considered second-class citizens, while the inferiority of men was motivated by culture and structures built in social reality which were still patriarchal.

However, it is not yet known empirically how the profile of this millennial woman in her existence and role in poor households, both in participating in supporting the family economy and social roles as bearers of poor household management is not known. In fact, there has never been a study that explains the profile of millennial woman in poor households. For this reason, this study raises the theme of the profile of millennial woman in poor households

This study aims to obtain more in-depth information about the profile of millennial woman in poor households. This research is expected to provide useful information for stakeholders in implementing programs related to woman's empowerment, especially among millennials in poor households for more targeted poverty alleviation (evidence-based policy).

## LITERATURE REVIEW

### Poverty

BPS measures poverty using the concept of basic needs approach. For this reason, BPS measures poverty from the expenditure side (considered more reliable from the income side) to meet basic household needs which include food and non-food needs. Those categorized as poor are groups of people whose expenditure levels are below the poverty line.

The poverty line which is the standard poverty line is a combination of the food poverty line and the non-food poverty line. The food poverty line is formed from the total expenditure of a person's food needs which is equivalent to the conversion of 2,100 kilocalories per capita per day. While the non-food poverty line is formed from the total expenditure of a person's non-food needs consisting of housing, clothing, education, and household health factors.

Meanwhile, Bappenas describes poverty as a situation/condition of a person or group of people, both men and woman who are unable to realize the basic rights of life with dignity for themselves and their families. These basic rights are the right to food, clothing, health, education, employment, land, housing, clean water, natural resources and the environment, a sense of security

from treatment and threats of violence and the right to participate in socio-political life.

According to Meidiana (2019), poverty is a condition of households or individuals who are unable to meet their basic needs properly. This can happen because of inequality in access to social power, financial resources, assets, social and political organization, goods and services, skills, knowledge and information resources.

### **Millenial Generation**

Generational groupings in the world will emerge following the development of human resource management. Research on this generational difference was first conducted by Manheim (1952). According to Manheim, generation is a social construction in which there is a group of people who have the same age and historical experience. Individuals who are part of one generation, are those who have the same birth year in a span of 20 years and are in the same social and historical dimensions. This definition was specifically developed by Ryder (1965) who said that a generation is a collection of a group of individuals who experience the same event in the same time period.

Based on the opinions of experts from various countries and professions, in determining who the millennial generation is, it can be concluded that the millennial generation are those born between 1980 and 2000. Furthermore, the concept of the Indonesian millennial generation is the Indonesian population born between 1980 and 2000. 1980 -2000 as a reference for data processing.

### **RESEARCH METHOD**

This research uses descriptive quantitative research methods. Quantitative research is a research method of numerical data collected through survey methods or other research techniques. This research method is not used to test certain hypotheses but is used to describe certain variables as they are (Sapputra, 2015).

Quantitative method is research that comes from deductive logic which then uses theory to derive research hypotheses by means of statistical measurement and empirical testing, so that research results are believed to be true. (Yoliana, 2021).

This study uses secondary data sources from the Statistics Office of Sulawesi Utara Province with the research locus in Sulawesi Utara Province. The data used is Cross Section data from the March 2021 Susenas data collection. The respondents for this survey are 8,536 respondents spread across all regencies/cities in Sulawesi Utara Province. Sampling of the survey used the Two Stage One Phase Stratified Sampling method.

The variables used in this study are variables related to the profile of the presence of millennial woman in the scope of poor households.

### **RESULT AND DISCUSSION**

According to the results of the 2020 Population Census of the Statistics Office , the population of Sulawesi Utara is dominated by Generation Z (25.23%) and Millennial Generation

(24.63%). These two generations control almost half of the population of Sulawesi Utara. This is a big capital for Sulawesi Utara to run all development programs in every line.

Issues of poverty and gender are still on the development agenda of Sulawesi Utara. Gender equality will strengthen the ability of countries to develop, reduce poverty, and govern effectively. Thus promoting gender equality is a key part of a development strategy to empower people – woman and men – to lift themselves out of poverty and improve their standard of living.

Sulawesi Utara consistently pays attention to gender equality in economic development. This is reflected in the Gender Development Index (GDI ) of Sulawesi Utara. For three years in a row, Sulawesi Utara's GDI has been in the first rank of GDI in the Sulawesi Island region. Even Sulawesi Utara's GDI value for the last three years has always been above the National GDI value. GDI is a composite index of the Long and Healthy Life variables (Life Expectancy at Birth), Knowledge Variables (Estimated Length of Schooling and Average Length of Schooling) and Decent Living Variables (Estimated Income).

In terms of demographics, X Generation and Millennial Generation are residents who are in the productive age group in 2021. While Z Generation consists of people of unproductive age and productive age. In about 7 years, all Z Generation will be in the productive age population group. This is an opportunity as well as a challenge for Indonesia and Sulawesi Utara in particular, both now and in the future, because this generation has the potential to become actors in development that will determine the nation's future.

**Table 1. Gender Development index in Sulawesi Year 2019-2021**

Regency	2019	2020	2021
Sulawesi Utara	79.10	78.98	79.07
Sulawesi Tengah	74.49	75.78	75.80
Sulawesi Selatan	76.01	76.32	74.76
Sulawesi Tenggara	71.40	72.54	73.10
Gorontalo	70.67	70.74	70.40
Sulawesi Barat	65.92	65.92	65.93
INDONESIA	75.24	75.57	76.26

The analysis of the millennial generation in the perspective of gender equality and economic equality can be seen in table 2. The table clearly describes the position of millennial woman according to marital status. It is clear that the social conditions of poor millennial woman are not as good as non-poor millennial woman. Divorce status, both divorced and widowed for poor millennial woman is higher than non-poor millennial woman. Even BPS data states that the percentage of early marriage among poor millennial woman is much higher (28.31%) than non-poor millennial woman (15.86%). This is due to a lack of understanding and education about the dangers of early marriage. Maratus (2021) states that early marriage will have a bad impact on the new family later. The bad impact is not only in terms of psychology and reproduction, but also has a negative impact on the decline in the quality of the family. The quality of the family means quality of all aspects of life, both economic and socio-cultural. Meanwhile, Nasution (2009) stated that the age of woman who are ready to enter the household is 20 years. A similar study was also revealed by Waty and Putri (2009) which stated that marriage at a young age was

more common in rural areas, which occurred as a result of low education, poverty, remote areas, and limited job opportunities. This has an impact on the socio-economic conditions of the newly formed family, the opportunity to continue education, the opportunity to acquire better skills and a lower working position for woman in the future.

**Table 2. Percentage of Millennial Woman by marital and poverty status**

Household	Single	Marriage	Divorce	Widowed
Non Poor	12,26	84,50	2,44	0,81
Poor	8,19	83,88	5,74	2,19

For this reason, the role of the millennial generation in the perspective of gender equality is very important to be explored and discussed in more depth to find out the characteristics of this generation. The Susenas Survey data collection conducted by the Statistics Office of Sulawesi Utara Province in March 2021 was able to describe the conditions and participation of the millennial generation based on gender in household economic development. The number of respondents who were recorded was 8,536 households with the number of individuals in the household as many as 31,782 people.

Based on the results of data processing, cross tabulation was obtained for 31,782 residents with gender status and poverty status variables (poor/non-poor) as follows:

Table 3 above provides an illustration that there are differences in the percentage composition of men and woman at different economic strata in the millennial population group. In the non-poor household group, the male population is more (52.04%) than the female population (47.96%). Meanwhile, in the group of poor households, the number of female population is more (52.57%) compared to the male population (47.43%).

**Table 3. Percentage of millennial population by gender and poverty status**

Population	Man	Woman	Total
Non Poor	52,04	47,96	100,00
Poor	47,43	52,57	100,00
Total	100,00	100,00	100,00

Within the framework of household economic development, the millennial female population in the poor household group is usually only a complement. The backbone of the economy is still largely focused on the male group. Lumbu (2021) provides a consistent statement, which in his research states that the role of woman as wives who also work is only as a complementary role. This is because the main source of the household economy still relies heavily on the income of the head of the household/husband. However, Fitria (2019) provides research results that strengthen woman in the poor household group that although their income is not too large, it has a very positive impact on the family economy. The positive impact in question is being able to help maintain household economic stability. The same research was also conveyed by Haryanto (2008) that the income generated by poor woman who work, although not too large, is felt enough by the household.

In contrast to the non-poor household group, gender equality in terms of the economy is not too unequal. BPS data states that 45% of millennial woman in non-poor households work.

This choice of work is not only a demand for household economic needs, but also shows the existence of woman in the era of gender equality in the family. This job choice is also supported by an adequate educational background to enter the world of work. It also shows that the education of millennial woman in the non poor household, not inferior to that of men.

A very different condition occurs in the group of poor households. Millennial woman in poor households with working status are only 15.18 percent. Most of them fill their daily activities by taking care of the household (91.19 percent). They had to do this because there really wasn't a better option. The very limited educational conditions and the existence of households that need a wife as a housemaid, require these millennial woman from poor households to prefer to fill their daily activities as housewives. This dual limitation causes the majority of poor millennial woman to be in the shadow of the status of "taking care of the household".

Even those who are actively involved in the household economy, generally do not get a position that is quite lucky compared to men. Most of these poor millennial woman (66 percent) work in the informal sector, while the remaining (34 percent) work in the formal sector. This is in stark contrast to non-poor millennial woman, most of whom work in the formal sector (63 percent).

According to BPS, informal sector workers are those who work alone, work with the assistance of temporary workers, as casual workers or as family workers. Processed data shows that poor millennial woman who mostly work in the informal sector are dominated by groups of workers who are self-employed and have the status of family workers. Both of these statuses strongly reflect the existence of poor household groups, especially woman's groups. Where millennial woman in this group of poor households prefer micro businesses that can be run at home while taking care of the household. For example, opening a grocery store, selling credit, or other businesses that do not require too much capital and can be done in their spare time while doing household chores. This is in line with the results of the Rembang research (2019) which states that the income distribution of housewives/poor woman is dominated by the micro business sector.

**Table 4. Percentage of millennial Woman by employment and poverty status**

Poverty Status	Formal	Informal	Total
Non Poor	62,73	37,27	100,00
Poor	34,46	65,54	100,00

Meanwhile, this group of family worker status is a reflection of the socio-economic conditions of poor households where woman in poor households usually help in the business and work of the head of the household (husband), by participating as family workers or unpaid workers. .

Meanwhile, according to BPS, formal workers are those who work with the status of working with the help of temporary workers and work as laborers. Data processed by BPS shows that all poor millennial woman who work in the formal sector, 100 percent work as laborers. The results of Tumewang's research (2018) also state that more than half of the age of female workers are millennials.

In socio-economic perspective, the status of workers among the poor is still high in socioeconomic status compared to those who work as family workers or entrepreneurs in the micro-industrial sector. Therefore, a group of poor millennial woman who are "slightly luckier" in terms of education and job opportunities will choose the labor sector as the support for household economic life. Even the status of work as laborers is usually carried out by them as unskilled laborers in factories or industrial sectors who rely on physical activity. Chandra, Fatmariza (2020) said that woman in poor families who work as laborers carry a double burden. This double burden comes from the family burden where woman act as housewives who have to take care of all household needs. In addition, these woman also have to bear the economic burden as laborers, where the work of workers usually relies on physical strength. Therefore, Prayudi (2018) submits recommendations from his research results to conduct regular coaching for woman who work in poor households, as well as prioritize woman's empowerment programs, especially poor woman because they are people who are vulnerable to negative things. . A similar recommendation was also made by Wismayanti (2019) which stated that real action was needed to encourage woman's capacity in the form of developing woman's groups for productive businesses. This aims to provide opportunities for woman, especially the poor, to have opportunities in balanced economic access in the development of productive activities or businesses.

The business sectors of trade, transportation and accommodation are the three main sectors that poor millennial woman are interested in pursuing their work. As many as 46 percent of poor millennial woman who work are in this line of business. The reason is very simple, this line of business is the easiest to run, there are many business opportunities and it does not require too much energy. In addition, this line of business is very suitable for woman who need patience in trying rather than physical strength to work.

The next line of business that is identical to the poor millennial woman group is the business sector of the agricultural group which includes rice and secondary crops, horticulture, plantations, fisheries, animal husbandry and forestry. As many as 22 percent of millennial woman work in this business field. Usually this group of business fields is occupied by those who are accustomed to depending on the agricultural business sector for their lives. This line of business can be inherited from his parents who also rely on this line of business. The role of poor millennial woman in the agricultural sector is dominated by family workers. They help the head of the family (husband) to take care of the garden/land as the foundation of the family's economy. Therefore, the income generated by poor millennial woman who work in this sector is less able to support the family economy. This is in line with the results of the Rembang research (2019) which states that poor woman who work as farm laborers are still unable to earn sufficient income to support the family economy.

The quality of work occupied by poor millennial woman is inseparable from the quantity of working hours. Data processed by BPS shows that more than half, the number of working hours of poor millennial woman for one week is under 25 hours. This number of hours are below the general standard. The results of BPS data processing are in line with the previous discussion, more than half of poor millennial woman work in the informal sector (entrepreneurs and family

workers). This group of workers is indeed very vulnerable to adequate working hours because this group of workers usually does their work in their spare time between taking care of the household. This causes the quantity of working hours to be below the standard formal working hours. Of course, this will also have an impact on the family economy, where the income of these poor millennial woman workers will certainly be below the standard salary for formal workers.

**Table 5. Percentage of Millennial Working Woman by number of Working hours and poverty status**

Poverty Status	0-25 Hours	26 – 40 Hours	41 – 72 Hours	73 – 97 Hours
Non Poor	23	29	45	3
Poor	51	25	23	1

The profile of poor millennial woman in their existence as a support for the family economy, which we have discussed earlier, cannot be separated from the educational background of these poor millennial woman. Usually the poor generation will produce the poor generation as well. This is because awareness of the importance of an education has not been rooted in their mindset. In addition, the existence and economic limitations in the family also play a role, so that the quality of education for poor households is very limited. Although quite a number of government programs have been disbursed to support education programs, especially for the poor, in reality these programs have not been able to significantly increase the education level of poor households. Due to limited access to information on government programs, many government programs in education have not been able to deeply touch the existence of poor households.

Table 6 processed by BPS data shows that half of the poor millennial woman population has an elementary or junior high school education status. Only 33.24 percent have high school education status. In fact, there are 12.19 percent who have never received an education or have not finished elementary school. The quality of education makes it difficult to break the chain of poverty, especially among poor millennial woman.

**Table 6. Percentage of Millennial Woman by education and poverty status**

Poverty Status	< Junior High School	Senior High School	Bachelor	Graduate/Postgraduate	No Schooling
Non Poor	31,96	40,91	21,97	0,73	4,44
Poor	49,94	33,24	4,62	0,00	12,19

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of the research that has been done, it can be concluded that in poor households there are more woman than men, where most of their daily activities are taking care of the household. The group of millennial woman in poor households who are involved in the work are mostly in the informal work sector. Only a small proportion are included in the formal sector, and even then only the status of lower-class workers.

The double burden borne by millennial woman workers in poor households in carrying out daily activities as household managers and economic workers causes these millennial woman do



not have the opportunity and access to improve their quality of life, quality of education and quality of skills to develop themselves. .

### Recommendation

This group of millennial woman in poor households who are a potential but marginalized group requires the government's attention through programs that can increase the reach of this group on access to education and skills to improve their abilities.

In addition, there is a need for government policies that defend woman in general in the economic world so that gender equality can be realized in the social order of society.

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