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ABSTRACT

This type of qualitative research uses a phenomenological approach, while the results of the research show that side businesses owned by the community in various forms, both engaged in goods and services, are very important in supporting the economy, especially in the aspect of meeting the needs of daily life, alternative side businesses carried out by the community are solutions in facing human needs who always want better, both primary, secondary and tertiary needs.

KEYWORDS: independence, activities, economy, resources, behavior.

1. INTRODUCTION

The development context in Indonesia with its many problems including economic problems, poverty problems, unemployment, health problems and social inequality problems are the government's main agenda that requires real attention and solutions, until now these problems have not been fully able to be handled by the government in Indonesia, This condition is exacerbated by the number of natural disasters that have occurred in Indonesia ranging from landslides, flash floods, earthquakes and others, this condition has an impact on the aspect of meeting the economic needs of families related to food quality and nutrition, so if this is not met it will have an impact. On the quality of resources, performance and work ethic, facts in the field show that the fulfillment of life's needs for food, drinking, housing and health quality is closely related to development in all aspects, both social aspects, economic aspects, legal aspects and various other aspects, 90 percent aspects of crime are caused by persona I an stomach is hungry so that people are reckless and can't think clearly so they tend to do things that violate the law in order to meet the needs of life, besides that because of economic compulsion there are many acts of cheating each other in order to get money just to buy economic needs for the family, of course we are not want.

The phenomenon of development in Indonesia, especially in South Sulawesi, has been running according to the planned development agenda from year to year as well as in other regions, but it needs to be understood that this development is not only the government that provides the people in the form of policies but also the community must be creative in finding sources. a source of additional income to support their family's economy.

Formulation of the problem

1. How Images busines by product family in supporting the independence of Economics Family in South Sulawesi

2. THEORETICAL BASIS

Independence

The term "independence" comes from the root word "self" which gets the prefix "to" and the suffix "an", then forms a state word or noun. Because independence is derived from the word "self", the discussion regarding the independence can not be separated from the discussion about the development of the self 's own, which in the concept of Carl Rogers called with the term self, because the self that is the essence of independence .

Independence is an attitude that prioritizes one's own ability to overcome various problems in order to achieve one goal, without closing oneself to the possibilities of mutually beneficial cooperation. The term k emandirian

m enunjukkan their trust will be an ability to self in completing the problem without help from the others. Individuals who are independent as individuals who can solve the problems they face. M ampu take decisions themselves, have initiative and creative , without ignoring the environment around it. According to some experts " independence " indicates the ability psychosocial includes freedom to act , not subject to the ability of the other , are not affected by the environment , and freely organize kebutuha n its own.

Factors Affecting Independence

The factors Factors that mempengaruhi independence se a is as follows :

A. Internal Factors

This internal factor is something that arises from within a person, such as one's motivation and needs. Because basically humans want autonomy (can self-regulate), escape from constraints, want to escape from confinement and dependence on others .

B. External Factors

While the external factors that affect the independence of a person include two things, namely :

1) Cultural factors.

A complex and advanced culture of society will form a higher level of independence.

2) Parenting Factors.

Parenting that is democratic, authoritarian and free will affect the development of a person's independence.

Independence is a concept that is often associated with development. In this concept, development programs are systematically designed so that individuals and communities become the subjects of development. Although independence, as a development philosophy, is also embraced by economically advanced countries, this concept is more closely related to development carried out by developing countries (Ismawan, 2003). The concept of independence is a very important factor in development. This concept does not only cover the notion of self-sufficiency in the economic field, but also includes the human factor personally, which contains elements of self-discovery based on self-confidence (self-confidence). Independence is an attitude that prioritizes one's own ability in overcoming various problems in order to achieve one goal, without closing oneself off to the possibilities of mutually beneficial cooperation.

In social terms or interactions between humans (groups, communities), independence also means self-organization or self-management. These elements interact and complement each other so that a balance appears. In this direction, the search for the right pattern, so that the interactions between elements always achieve balance, is very important. Every balance reached will become the basis for subsequent developments. The independence process is a process that runs without end. Independent attitude must be used as a measure of success, namely whether the people or society are becoming more independent or even more dependent. For example, are our farmers freer or even more dependent on industrial products (such as fertilizers), is our industry freer or even more dependent on imported raw materials, or is our country more capable of raising capital or is it even more dependent on foreign debt. As an implication of the interconnected elements of self-reliance, projects in the economic sector for the poor must be designed appropriately, in accordance with the level of balance that exists in them. The poverty they endure should not be seen only as a physical problem, but should also be seen as a challenge or an impetus for the presence of new hope or better conditions.

The projects that are built, therefore, must be accessible to their existing capabilities. In other words, the project must allow the poor to participate, both at the implementation level and at the decision-making level , so that they have a foundation for the formation of a self-management process.

Based on some of the definitions above, it can be summarized that independence is the ability to control and organize thoughts and feelings. In addition, independence emphasizes a person's ability to overcome problems without any influence from others, or in other words independence is a behavior of someone who is not easily dependent on others. Indicators of Independence according to Desmita (2009: 185):

- 1) A condition that a person has a competitive desire to advance for his own good.
- 2) Able to take decisions and initiatives to overcome the problems at hand.

3) Having confidence in carrying out their duties. 4) Responsible for what he did.

Economic Independence

The meaning of economic independence is that the general public can reproduce to meet personal needs within the limits of welfare (self), and do not need and depend on others in carrying out economic problems.

In detail, economic independence is as follows:

1. Economic independence (prosperity) is the most important economic goal. This welfare includes the welfare of individuals, communities and the state.
2. The fulfillment of basic human needs, including food, drink, clothing, shelter, health, education, security and a state system that ensures the fulfillment of basic needs in a fair manner in the economic sector.
3. Development of power optimally, efficiently, effectively, economically and not wasteful.
4. Distribution of assets, wealth, income and development results fairly and equitably.
5. Guarantee individual freedom.
6. Equal rights and opportunities.
7. Cooperation and justice

The Development Management Perspective 1. Definition of Management

Mary Parker Follet, for example, defines management as the art of getting work done through other people. This definition means that a manager is in charge of managing and directing others to achieve organizational goals. Ricky W Griffin defines management as a process of planning, organizing, coordinating and controlling resources to achieve *goals* effectively and efficiently. Effective means that goals can be achieved according to planning, while efficient means that existing tasks are carried out correctly, organized, and according to the planned schedule.

Mary Parker Follett in Hani Handoko defines management: *as art in finishing work through others*, as the art of completing work through other people. Further explained, in achieving organizational goals, managers use other people or it can be said that managers do not carry out the tasks themselves in achieving organizational goals. So, it can be concluded in this case that the manager's function is to organize and direct others to achieve organizational goals. James AF Stoner in Boedyo Supono (2011) provides a definition of management as the process of planning, organizing, directing and supervising the efforts of organizational members and the use of other organizational resources in order to achieve predetermined organizational goals.

Management is a science that studies how to achieve goals effectively and efficiently by using assistance through other people (in the broadest sense in the form of assistance in the form of thoughts, energy and intuition (Lamidjan in Bambang and Muntiani 2012). Management is a major element in an organization. The organization can be said to be successful, if it has arranged its members to carry out their respective duties.

Development

The success or failure of regional development planning cannot of course be separated from the mass media in it. Why is it like that, because the government, press, and society are one unit that need each other (Idawati Pandia, 2008). Broadly speaking, three patterns of thought and development practice that have developed in Indonesia can be identified, each of which emphasizes a different approach, namely political, economic, and moral emphasis as commander.

According to Totok Mardikanto: Development is defined as a conscious and planned effort to implement changes that lead to economic growth and improvement of the quality of life or welfare of all citizens, especially for the long term. This effort is carried out by the government which is supported by the participation of its people using the selected technology. Meanwhile, Lionberger and Gwin define development as a process of solving problems, both problems faced by officials at every level of government bureaucracy, among researchers and extension workers, or problems faced by community members.

The term development may be interpreted differently by different people, regions from one another, or from one country to another. It is important for us to have the same definition in terms of development. In traditional, development means continuous improvement in the *Gross Domestic Product* (GDP) or Gross Domestic Product (GDP) of a country. For regions, the traditional meaning of development is focused on the GRDP of a province,

district and city (RM Riadi and Caska, 2008). In the Big Indonesian Dictionary, development means the process, means, and deeds of building (Mochamad, et al, 2012).

Kartasasmita in Redatin, et al (2013) argues, in order to empower the community, a climate must be created that can develop the potential and power of the community. Development managers must show genuine siding with the people so that development management opportunities are opened to empower the community by improving the quality of human resources (HR) as a real step in fostering initiative, participation, community self-help, and encouraging, motivating and raising awareness of the potential it has. On the other hand, without taking serious sides the management of development will make the direction of community empowerment blurred.

Poverty

According to wikipedia Poverty is a condition where there is a lack of ordinary things to have such as food, clothing, shelter and drinking water, these things are closely related to the quality of life. Poverty sometimes also means that there is no access to education and jobs that are able to overcome poverty problems and get proper respect as citizens. Poverty is a global problem. Some people understand this term subjectively and comparatively, while others view it from a moral and evaluative perspective, and still others understand it from an established scientific point of view. The term "developing countries" is usually used to refer to countries that are "poor".

Economic disparities or inequalities in income distribution between high-income and low-income groups and the level of poverty or the number of people below the poverty line (poverty line) are two major problems in many developing countries (LDCs), including Indonesia (Asep Sudrajat, 2013).

In America some psychologists are aware of some of the disadvantages of low income that accompany it in America. children has focused almost exclusively on psychosocial characteristics in the family, very negative parenting (Bornstein & Bradley, 2003; GH Brody et al., 1994; Conger & Elder, 1994; Luthar, 1999; Mcloyd. , 1998 in Gary W. Evans, 2004). The focus on psychosocial processes is limited in two ways. First, psychological research on poverty has neglected the physical setting that low-income children and families inhabit. Families live in both the social and physical world (Bradley, 1999; Evans, Kliewer, & Martin, 1991; Parke, 1978; Wachs, 2000; Wohlwill & Heft, 1987 in Gary W. Evans , 2004), and each has an impact well-documented human development. Second, poor children face a terrifying array of suboptimal psychosocial and physical conditions .

Types of Poverty

The amount of poverty can be measured with or without reference to the poverty line. The concept that refers to the poverty line is called relative poverty, while the concept whose measurement is not based on the poverty line is called absolute poverty. Relative poverty is a measure of the gap in the distribution of income, which can usually be defined in terms of the average level of the distribution in question. Absolute poverty is the degree of poverty below, where the minimum needs for survival cannot be met. J ika changes in poverty and income inequality is not moving at the same time, a separate set of policies may be needed to affect the result of poverty and the distribution of environmental shocks in J. Edward Taylor and Thomas Reardon (1996) . K etimpangan low will mean that the poor bear a larger part of the negative impact of aggregate economic contraction. Low inequality is a mix of blessings for the poor; helping them share in the benefits of growth, but also exposing them to contractionary costs in Martin Ravallion (1997) . The claim that economic growth will rapidly reduce poverty has been ugly since 1970 in some places , while in others it has held great power) . The impact on the poor is mixed ; poverty is increasing in some countries and falling in others . How much of this can be attributed to the difference in growth rates in the mean standard of living in Martin Ravallion (1995) .

3. METHOD OF RESEARCH

This type of qualitative research uses a phenomenological approach and belongs to the type of qualitative descriptive research . Sources of data in this study include: Primary and Secondary Data Sources . While the Instrument of this research is the researcher 's own . Data collection techniques used are: Interview technique , observation, documentation . While the data analysis technique used is: Data collection (*Data collection*), Reducing the data (*data reduction*), Presenting the data (*display data*), inference (*drawing*).

4. DISCUSSION

With the increasing poverty, unemployment and various economic problems in Indonesia, it requires all people not to rely on jobs from other people, but to create their own jobs so that they can absorb the existing workforce. By creating these jobs, it can increase the wheels of the economy and ultimately reduce the unemployment rate in Indonesia. In this case, small-scale businesses can be used as an alternative for the community to be an option to create new jobs, because many have proven that small-scale companies have been able to survive the global crisis that has hit Indonesia.

In big cities throughout Indonesia, especially in cities and regencies in South Sulawesi, we encounter many economic activities such as traders, service businesses, stalls and service businesses scattered around this can also be seen in the city of Makassar as the representative face of the province of South Sulawesi, the context of thinking that previously only relied on salary or husband's income, has now experienced a shift in thinking that many women are also looking for additional income besides that the head of the household has also begun to be creative in looking for additional salaries as civil servants or private employees. This condition makes cities and regencies in South Sulawesi, especially outside Sulawesi, experience busyness sometimes for up to 24 hours.

Of course, we can conclude that there is an increase in people's consumption and demand that continues to increase so that the business world also exists, can the researchers say that in the past people wanted to care enough at home, then the current condition there are thousands of body care salons scattered, this cannot be separated from demand community, likewise people used to be satisfied with singing karaoke at home, then in early 2000 there was a family karaoke place as a rival place for night clubs, in the context of current development work activities in the private sector and as a civil servant, where the salary is deemed insufficient To make ends meet, the prices of basic necessities tend to increase in price, while salary increases tend to be slow, as a result of this, people try to make ends meet through additional activities that generate money.

An interview with one of the housewives said the following:

household needs are very much, while the price of basic household needs is also expensive, the husband's income is not sufficient, so I help by selling, the income from selling traditional cakes that are made is very helpful for the family economy (interview with Mrs. N, January 2021)

Currently, the economy is entering the fourth wave industrial era, namely the creative economy industry. The creative economy industry is predicted to become a future industry as a fourth wave industry, which emphasizes creative ideas and ideas. This is not without reason, considering that the creative economy industry has been able to bind the world market with millions of creativity. As a manifestation of the reactions to the phenomena that occur in the economic sector, the creative economy has emerged as an alternative development to improve people's welfare.

According to one community leader said the following:

Indeed, the biggest obstacle for people in opening a small and small business is the problem of capital, indeed they have a salary but it is not enough so that people if they want to be independent must be able to set aside income as business capital, because without business capital and business-related ideas, the community's economy will not be able to experience progress (interview with Mr Ishak, January 2021)

The progress of an economy is very much determined by the behavior of the community related to economic independence which is based on the independence of the community, because in fact the national economic power emerges and grows in the midst of society. Creative economy cannot be seen in an economic context only, but also from a cultural dimension. Hence the cultural strategy is very mene n tukang towards the development of a creative economy.

The development of goods and services needed by humans, it is not possible without the role of d ari entrepreneur (entrepreneur). This shows that the role of entrepreneurs or society is very important and strategic in triggering the economic growth and development of a country. Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success. Meanwhile, entrepreneurs are people who have the courage to take risks to open a business on various occasions. Having the courage to take risks means

being mentally independent and having the courage to start a business without fear or anxiety even in uncertain conditions.

Entrepreneurship is a creative ability and inovati f which is used as the base, tips and resources to find opportunities for success. Meanwhile, entrepreneurs are people who are brave enough to take risks to open a business on various occasions. Having the courage to take risks means being mentally independent and having the courage to start a business without fear or anxiety even in uncertain conditions. The current progress of the Indonesian economy in the entrepreneurial sector is not only dominated by men. Today, many women are moved to make various kinds of businesses that can be used as a foundation for their future life or as a side job to help finance their family life. Previously, in almost everything , women were placed as subordinate or complement, while men were the superior or the most important person.

The desire to open an independent business will arise, because in each person must have a desire to improve the welfare of himself or his family. Independent business is a type of business that is easy to do and is mostly done by the community in general. Why is that? Independent business is a business that can be done individually or individually. Therefore, the type of independent business can have various types of business and can be used for all kinds of market segments. To start an independent business does not require large capital. In addition, profits or profits from the independent business will fully belong to the independent business actor. Apart from these advantages, having an independent business is easier to do because supervision can be done directly

Having an independent business is indeed more profitable for business people, therefore this independent business is the business that is most in demand by business people. By being self-employed or opening an independent business, it will help reduce the number of unemployed because of the impact of creating jobs for people who need work. There are quite a number of types of independent business opportunities that are easier to do and become a promising business. Independent businesses that are easy to do include selling cakes, laundry businesses, opening tutoring centers, opening shops / angkringan, frying businesses, becoming a reseller, beverage franchises, and so on. One example of a successful independent business that you can do in the agricultural business sector is that of Mbah Setyo Utomo in Cangkringan, Sleman. This grandfather of 11 grandchildren is always racking his brains on how to get financial income for his family.

One seller of sarabba (a traditional drink) said the following:

Sarabba (ginger and brown sugar) is a drink that is very popular with the people of Makassar, if the sales run out, we will get IDR 500,000 with a profit of up to 40 percent, besides also providing other items such as fried bananas and fried sweet potatoes and indomie). proceeds from sales can support the family economy, (Interview with Mrs. Erni December 2021)

The number of sarabba sellers in South Sulawesi, especially in the city of Makassar is very large, this can be seen in almost every corner, there are street sellers of sarabba even though the names of each area are different, but the menu is still the same, namely brown sugar, coconut milk and ginger

In addition, there are still many potential side activities that are managed to generate income to support the family's economy

The impact of a side business on the economic independence of the family

If we look at the economy in South Sulawesi, there are many civil servants or private employees who, if seen from their monthly salary, are very small and it doesn't make sense to meet their daily needs, but in fact they have the facilities of vehicles, houses, luxury furniture and expensive mobile phones, If only a salary is certainly not enough to buy primary and secondary needs , so we can understand that of course there are other activities carried out by residents in meeting these needs,

The name is also a side business, so it's clear that it doesn't interfere with the routine activities that have become our profession. Apparently , it was also done by , mother jufri one perempuan n citizens of the city of Makassar . he opened a la undry business . Laundry business we know, perhaps it is still often underestimated. Apart from being considered lowly class, many still think that Loundry's business is less profitable from a business

perspective. Is it true? This assumption, is not necessarily true. On the other hand, business or work (whatever) of its kind, in the author's opinion, has an impact on increasing economic income - regardless of the number.

Here are some advantages to be gained from having a business sampingan, among others;

1) Improve abilities. If you have a side business, the ability that needs to be spent will be more than what has been spent for the main job at the office.

By removing the ability in have then kreatifitas that is in akan grows. And we also have more time to learn how to find out what the market wants, the advantages and disadvantages of the business field to be involved, as well as good financial management in order to develop a business. Because as we have often heard before, the best life teacher is experience. And therefore, by doing a side business, it is a valuable lesson in the middle of life, namely experience in establishing a business.

2) Additional income. When working as a company employee, you have a mediocre salary and tend to be small, so by having a side business, you can at least get additional income for your daily needs.

In addition, because a side business is small and not too big, the capital required is not too large either. So that the resulting risk is not too big.

3). Additional Funds for Retirement. Humans must have limited abilities in doing work, therefore the desire to retire from work must have been experienced. That is why there is a need for a side business that can ensure that economic conditions remain stable. **The advantages and disadvantages of a side business**

Pros

The first thing to know is the advantages of a side business, which is quite a lot and very lucrative. Here's the review:

Income increases. Of course, the main advantage and the main attraction of running a side business is increased income. Therefore, choose a business that fits your abilities so that the money generated will be maximized.

Is a form of self-proof. The main thing that is the advantage of a side business is that it can be a form of proof of yourself to your family or the environment. Even in addition to the main job, you are still able to use the time to run a side business.

Freedom will be felt more. The meaning of freedom here is that there will be no fear or depression if you lose a job because at least there is a business that can still be run.

Happiness increases. Of course, if a business is running smoothly it will make happiness increase. This also applies when running a side business, the business certainly will not make life depressed because it is run without anyone in command, business is an independent business that does not depend on others.

Disadvantages

Do not forget that every sure thing besides having advantages also has disadvantages. Likewise with a side business. By knowing the deficiencies that may occur, will be able to prevent problems before they occur. Here's the review:

Financial Problem. Financial problems start from preparing business capital to be run, because a business will not run without capital. In addition, even though you are running a side business, you should still divide your finances properly. So that business finances will not be mixed with other personal finances. So that the advantages and disadvantages of business income will be clear.

Concentration is divided. Of course, running a side business will divide your concentration into two. Where in addition to thinking about the main job you must also think about the business being run. Where here, business people must be able to share their time as much as possible, but they must still be able to focus, so they won't mess up their work.

Lack of rest. By running a side business, of course, you will use your time optimally, so that after you finish running your main job, you must immediately take advantage of the time you return to business. Of course this will reduce the rest time, there will not even be time for a vacation, for that you must be able to take advantage of your free time even if it's just a little to rest or to talk with your family.

5. CONCLUSION

To build a family economy in order to create economic independence, the synergy between the main job as a civil servant or private employee from the aspect of income with income from a side business needs to synergize with each other, and this condition has been running mainly in urban communities, the high need for life forces people to be creative in looking for sources of income to meet family needs ranging from primary, secondary and tertiary needs.

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