

ABSTRAK

SOFWA QARINA KALYAIL. Work-Family Balance pada Perempuan Pelaku Usaha Mikro Kecil Menengah di Komplek Asia Mega Mas Kota Medan. Skripsi. Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan, 2026.

Penelitian ini bertujuan untuk mendeskripsikan gambaran *work-family balance* yang dialami oleh perempuan pelaku UMKM di Komplek Asia Mega Mas, serta menguraikan upaya yang dilakukan dalam menghadapi tantangan peran ganda. Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi terhadap tiga orang informan perempuan pelaku UMKM. Hasil penelitian menunjukkan bahwa keseimbangan waktu (*time balance*) masih sulit dicapai karena tuntutan usaha dan tanggung jawab domestik seringkali saling berbenturan. Keseimbangan peran (*involvement balance*) tampak melalui keterlibatan perempuan yang harus berulang kali berganti peran dari pelaku usaha ke ibu rumah tangga, yang menimbulkan kelelahan fisik maupun emosional. Namun, keseimbangan kepuasan (*satisfaction balance*) tetap terjaga karena adanya rasa bangga dan puas dapat berkontribusi terhadap ekonomi keluarga sekaligus memenuhi kewajiban domestik. Adapun upaya yang dilakukan perempuan pelaku UMKM untuk menghadapi tantangan tersebut meliputi pengaturan waktu (*time management*) dengan menyusun rutinitas harian, melakukan *multitasking* antara pekerjaan rumah dan usaha, melibatkan anggota keluarga dalam membantu

aktivitas usaha maupun domestik, menjaga kepuasan serta motivasi diri dengan menanamkan nilai kebermaknaan peran ganda, serta menunjukkan fleksibilitas dalam menyesuaikan jam operasional usaha dengan kebutuhan keluarga. Penelitian ini dapat disimpulkan bahwa *work-family balance* pada perempuan pelaku UMKM di Komplek Asia Mega Mas lebih bersifat kompromi dan adaptif, di mana strategi yang diterapkan membantu mereka bertahan menghadapi tekanan peran ganda. Temuan ini menegaskan bahwa dukungan keluarga, manajemen waktu yang baik, dan motivasi internal merupakan faktor penting dalam mewujudkan keseimbangan peran perempuan UMKM.

Kata Kunci: Work-Family Balance, Perempuan, UMKM, Peran Ganda, Asia Mega Mas.



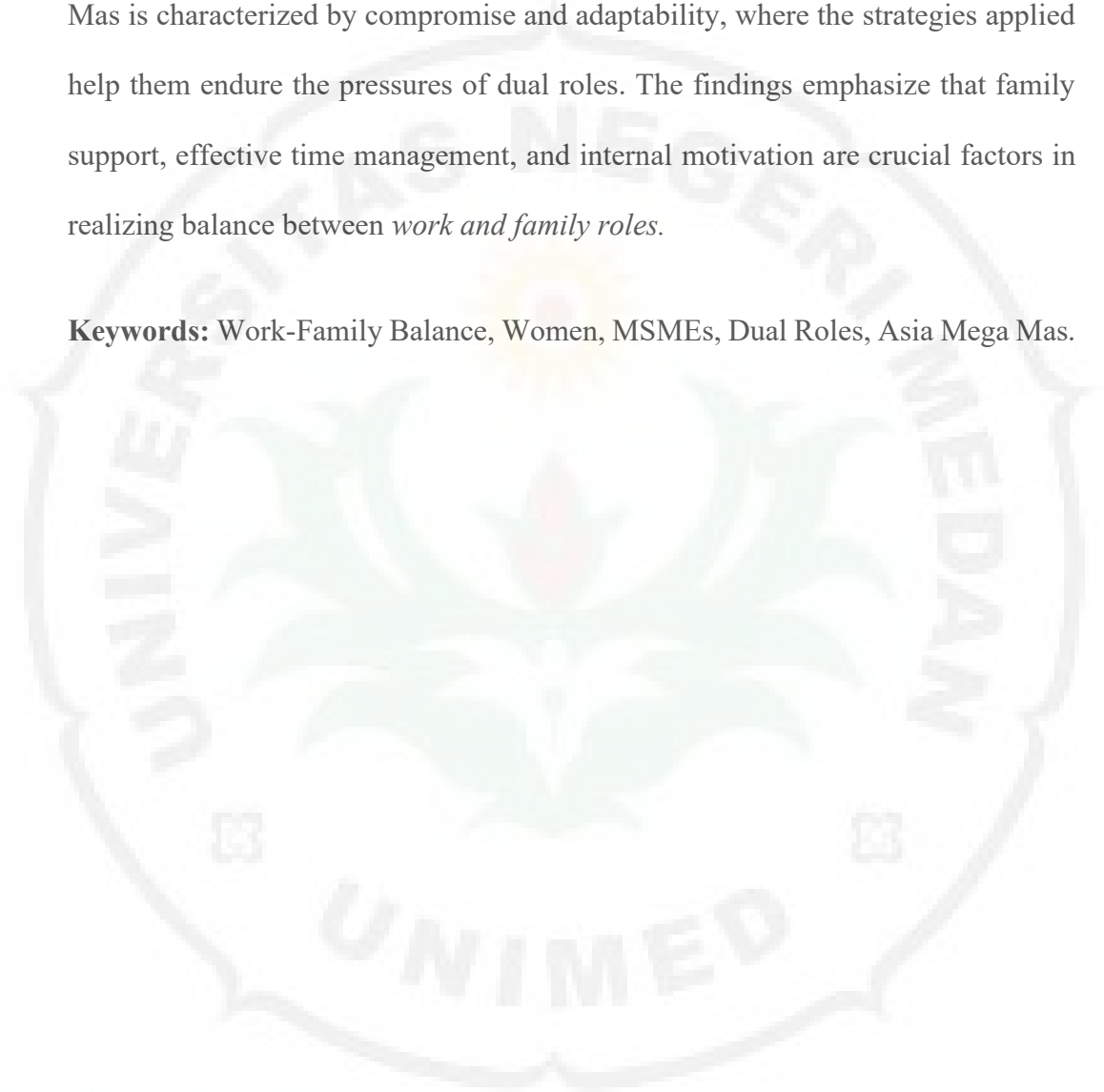
ABSTRACT

SOFWA QARINA KALYAIL. Work-Family Balance among Women Micro, Small, and Medium Enterprises (MSMEs) Entrepreneurs in Komplek Asia Mega Mas, Medan. Skripsi. Medan: Faculty of Education, State University of Medan, 2026.

This study aims to describe the phenomenon of *work-family balance* experienced by women entrepreneurs of MSMEs in Komplek Asia Mega Mas, as well as to explain the efforts they undertake in facing the challenges of dual roles. The research method employed is descriptive qualitative, with data collected through observation, in-depth interviews, and documentation involving three female informants who are MSME entrepreneurs. The findings reveal that time balance remains difficult to achieve since business demands and domestic responsibilities often overlap. Involvement balance is reflected through the frequent switching of roles between being an entrepreneur and a housewife, which results in both physical and emotional fatigue. Nevertheless, satisfaction balance is maintained as the women feel proud and content with their ability to contribute to the family economy while fulfilling household responsibilities. The strategies employed by these women to cope with such challenges include time management by arranging daily routines, *multitasking* between domestic and business activities, involving family members in both entrepreneurial and household tasks, maintaining satisfaction and self-motivation by instilling the meaningfulness of dual roles, and showing flexibility by adjusting business hours to family needs. The study concludes that

work-family balance among women MSME entrepreneurs in Komplek Asia Mega Mas is characterized by compromise and adaptability, where the strategies applied help them endure the pressures of dual roles. The findings emphasize that family support, effective time management, and internal motivation are crucial factors in realizing balance between *work and family roles*.

Keywords: Work-Family Balance, Women, MSMEs, Dual Roles, Asia Mega Mas.



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