

# Management Finance Family as Practice Social Culture : A Phenomenological Study in Rural Areas Semarang Regency

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**Abstract.** Study This aim For understand meaning and management strategies finance family in society rural areas in Ungaran , Semarang Regency , through approach phenomenology . Approach This chosen For dig experience life , values , and ways view public to management finance in context social , economic and cultural local . Data obtained through interview deep with 15 respondents consisting from head family and mother House stairs , which are selected purposively based on involvement active they in management finance House stairs . Research results show that management finance family No only interpreted as effort guard balance between income and expenses , but also as form guard harmony family , maintain inheritance culture , and preparing for the future child . Strategy used public rural covers arrangement priority needs , diversification source income , use arisan and save borrow local , as well as implementation principle inherited savings in a way hereditary . Cultural factors of mutual cooperation, trust social , and limitations access to service modern banking also influence patterns and strategies taken . Findings This confirm that management finance family in society rural is practice that is full of meaning social and cultural , so that policy empowerment finance need consider values local attached .

**Keywords :** Management Finance Family , Society Rural , Phenomenology , Financial Strategy , Local Culture

## Introduction

Management finance family is one of the important pillars in guard sustainability life House ladder (Rahman & Nasrulloh, 2021) . In society rural , management finance No only achievement - oriented stability economy , but also reflects values social and cultural aspects that have inherited in a way hereditary . Most of families in rural areas hang living in the sector agriculture , plantations , fisheries , and informal work of a nature his income tend seasonal as well as No uncertain . Dependence on results harvest , fluctuation price commodities and factors unpredictable weather can predicted make income families in rural areas are very vulnerable to shock economy (Arifuddin & Ilham, 2020) .

A frequent phenomenon found is existence imbalance between expenses and income that trigger vulnerability economy House stairs . For example , when season harvest arrive , entry can increase in a way significant , but in the season famine income decrease drastic so that force family For depend on savings , selling assets , or even in debt (Kusumahadi & Utami, 2024) . In the condition like this , management strategy finance become crucial For ensure need base still fulfilled . However , the management rural finance No always referring to the theory management modern finance , but rather more Lots relies on mechanisms social such as mutual cooperation, helping each other lending money, social gatherings , and bartering results earth .

Another problem that arose is low literacy formal finance among public rural areas . Survey The Financial Services Authority (OJK) shows that level literacy rural finance tend more low compared to urban areas , which has an impact on the lack of access and utilization service banking , insurance , or instrument investment . Rural families generally Not yet used to make planning finance term long or separate between need consumptive and productive . In addition , the factors culture also has an influence , where solidarity social often require somebody For help relatives or neighbor although in a way financial currently limited , so that allocation of funds for savings or investment become hampered .

The low literacy formal finance among public rural is significant problems , with surveys that show that level literacy regional finance This Far more low compared to the area urban areas . Research by (Xu et al., 2022) disclose that literacy high financial status among resident rural relate positive with preparation retirement , shows that with increasing literacy financial , participation public in planning finance term length also increased . In addition , research by ( Zulaihati et al.,

2020) find that literacy finance influential positive to behavior term long , like savings and investments . This shows that without literacy adequate finances , society rural tend experience difficulty in plan finance they with Good .

The low literacy finance also contributes to gap access to service banking and products financial others . According to research by (Hasan et al., 2021) access to service formal finance related close with literacy financial ; increasing knowledge finance can repair access to product finance , especially in the region rural areas . More carry on (Li et al., 2023) state that promotion literacy finance through digital technology can help overcome gap in access information finance , so that family rural own more Lots opportunity For investing and saving in a way effective . This is show how importance intervention in side education and dissemination information For increase literacy finance in communities This .

With thus , for increase literacy and utilization service financial among public rural areas , need the existence of programs that focus No only on education finance but also on strengthening supportive culture and social norms planning finance term length . Research by (Wagle et al., 2024) highlight importance support supportive policies planning finance in community rural For reduce pressure financial challenges faced society . Integrating education finance to in policy public very much essential For strengthen welfare financial public rural .

Development technology and modernization has bring change significant in the way public rural access and manage finance . Presence service digital banking , cooperatives save loans and assistance programs government has open opportunity new , but his acceptance No always walk smooth . Some families still more believe in the mechanism traditional that is felt more safe , can reliable , and appropriate with values local . Difference This signify existence complex interactions between system formal and informal finance in rural areas .

study academic about management finance family Still tend dominated by research quantitative which focuses on indicators financial , such as ratio expenditure , level savings , or pattern consumption , which is more relevant For context urban areas . In fact , in public rural , non-economic dimensions precisely hold role important in form pattern thoughts and behavior financial . Therefore that , approach research that is capable dig meaning subjective , personal experiences , and underlying values practice management finance become very relevant .

Approach phenomenology viewed appropriate For objective said , because allows researchers For understand phenomenon from corner view participants , digging the meaning they give to practice finance , as well as reveal reality the life they live experience in a way directly . Through approach this research No only take pictures how money is managed , but also reveals Why method the selected , how values culture influence decisions , and the extent of the strategy capable support resilience economy family .

With background behind said , research This make an effort reveal meaning and management strategies finance families in society rural through perspective phenomenology . The hope is that the findings study This can give contribution to the literature management finance family , at the same time become input practical for literacy program designer finance and empowerment better economy sensitive to context cultural and social public rural .

## **Method**

Study This use approach qualitative with method phenomenology , which is selected Because his abilities For dig and understand in a way deep experience subjective participants about management finance families in the neighborhood rural (Nopriyanto, 2024) . Phenomenology viewed relevant Because the focus No only on visible behavior , but also on the hidden meaning behind actions , views , and habits practiced by families in the village . Through approach this , researcher can browse how the participants form perception they regarding money, what is the financial strategy ? created , and factors social , cultural , and emotional factors that shape the decision-making process decision financial in House ladder (Ratnaningtyas et al., 2021; Vidyaningrum et al., 2022) .

Research location carried out in rural areas Subdistrict Ungaran , Semarang Regency , Central Java. This area chosen Because own characteristics the economy is still strong sector - based agriculture , plantations , and informal work such as trade small-scale or Work as laborer daily . The people in this area also hold close tradition mutual cooperation, practicing system finance based community like social gatherings and loans without interest, and own attachment high social . Combination between condition fluctuating economy and system strong social make area This exact location For dig meaning and management strategies finance family .

Participants study totaling 12 respondents, consisting of from head family and mother House stairs. Criteria election respondents includes: has reside in the village for at least five years, have income main from sector agriculture or informal businesses, as well as willing give information in a way open. Of the twelve respondents of which, five of them is head family man aged between 35 to 55 years old, while seven other is Mother House ladder aged between 28 to 50 years old. Education level respondents varies, starting from from graduate of school base until school medium above. In general, respondents own income monthly that is not fixed, ranging between IDR 1,000,000 to IDR 3,500,000, with income that tends to increases in season harvest or when There is work addition.

Data collection was carried out through interview in-depth (in-depth interview) with semi-structured approach. Interview guide arranged For explore view participants about money, priorities expenditure, method overcome lack income, and role values culture in decision finance. Interview conducted at each respondent's home or at the location they consider comfortable. In addition to interviews, researchers also conducted observation participatory For catch dynamics social and behavioral financial that is not always revealed verbally. Note field arranged in a way details For complete information from interview.

Data analysis was performed use technique Colaizzi's phenomenology. This process started with verbatim transcription of the entire recording interview, continued with reading repetitive For understand context and nuance every statement. Next coding process is carried out open For identify statements significant, which then grouped become themes that represent essence experience participants. Themes the interpreted For find meaning in - depth related with management strategy finance families in rural areas. For guard validity findings, research This implementing member checking with request respondents verify results interpretation researchers, as well as triangulation source with compare information from different respondents and results observation field. Aspect ethics study guarded through giving clear information about objective research, approval voluntary, and confidentiality identity participants. Research expected capable produce rich, deep and authentic depiction about How families in society rural Ungaran, Semarang Regency, meaning as well as manage finance they, not only as activity economy, but as part from life complex social and cultural.

## **Results and Discussion**

### **Results**

Research result This obtained from the interview process in-depth and observation participatory against twelve respondents who come from from families in rural areas Subdistrict Ungaran, Semarang Regency. Data analyzed use technique Colaizzi's phenomenology, so that every findings described No only as fact behavior financial, but also includes meaning subjective attributes attributed by respondents to practice management finance family they. Findings main covers two aspects big, namely meaning management finances and strategies used For maintain stability economy House ladder.

For some big respondents management finance is not the concept that they understand formally as taught in theory management modern finance. Instead, they interpret it as effort guard balance life a demanding process wisdom in arrange current money coming in and going out for the family can stay in the middle limitations source power. Money is not only seen as tool exchange, but also as symbol price self, honor family, and means For guard connection social. In a society that is still uphold high level of mutual cooperation, ability For give help, contribute in activity village, or fulfil invitation celebration become part from imaging social that is not lost important compared to just fulfil need main.

In a way general respondents face challenge main in the form of uncertainty income. Most of working in the sector seasonal, temporary agriculture part other depend on business small like trade grocery store, selling food light, or Work as laborer daily. Fluctuations income force they For develop a survival strategy unique life. One of the main strategies is control consumption, where the family limit purchase non-essential items and prioritize need main like rice, oil, vegetables and other necessities school children. In some cases, expenses big like repair House or purchase equipment new done in a way gradually, even wait until harvest arrive or when there is extra money from work seasonal.

Besides that diversification source income become an important strategy. Many families combine income main with work side, such as raising livestock chicken or goat, making crafts, or

utilise yard House For plant vegetables . For them , having more from One source income considered as form of “ insurance” social "which helps reduce risk if one of them source income disturbed .

One of prominent findings is role system finance based community , such as social gathering , save borrowing at the RT/RW level , and loans without interest from relatives or neighbors . Arisan , for part respondents , no only functioning as means saving , but also as a medium to strengthen connection social . Participation in lottery club considered as form commitment to group , so that sustainability connection social can awake .

Debt management in rural areas Ungaran also has different characteristics compared to with public urban areas . Debt is often incurred on base trust , without agreement written , and generally without interest. However , the mechanism social become binder main ; reputation as a person who can believed to be very influential ability somebody For get future loans . A respondents tell that accuracy time in return loan become form respect to giver loans , and delays considered can lower price self family .

research results also show that values culture and religion have influence significant to method family manage financial principles life simple , avoid waste , and always set aside part income For alms become guidelines held firmly by some big respondents . Some respondents even own habit put money aside in form goods , such as grain or results garden , which can for sale return moment need cash .

From the whole findings seen that management finance rural families Ungaran is combination between economic strategies practical and adaptable towards socio-cultural norms . This process No only focus on efficiency financial , but also in efforts guard harmony social , maintaining price self , and preserve values togetherness that has been become characteristics typical public local . The approach they take use show that sustainability economy rural families No can released from network social and systems the values that surround it .

## **Discussion**

Research result This show that management finance family in society rural areas in Ungaran , Semarang Regency , no can separated from context social , cultural , and values local attached strong in life everyday . Findings This confirm that in environment where income nature fluctuating and access to institution limited formal finance , management strategies finance more depend on mechanism social and wisdom local compared to with instrument management modern finance .

Analysis qualitative with approach phenomenology prove that interaction social and cultural local greatly influences method rural families manage finance They . Research by (Setyawan & Wulandari, 2020) show that attitude finance and literacy finance become two important pillars in behavior management finance individuals , who can also influenced by the environment social . In addition , research by Sulkiah take notes that literacy finance influential significant to management finance family , highlight importance education finance in form habit good financial (Sulkiah, 2023) . It can be concluded that in the community rural areas , where access to formal education and information limited , society often rely on inherited knowledge and practices in a way down hereditary in do management finance they .

Wisdom local also holds role important in manufacturing decision finance . Research by Baj shows that influence literacy finance and context social can influence planning finance family (Baj, 2023) . In the context of public rural areas in Ungaran , perhaps there are social norms that encourage individual For prioritize need community compared to need personal , which can obstruct decision more financial rational . In the condition income that is not stable , practice solidarity social often become priority , limit ability they For use instrument modern finance such as savings or formal investment .

Findings This show importance sensitive intervention to context social and cultural local in improvement literacy finance . An approach that involves public local , which was built on base wisdom local , maybe more effective in support management good finances . This is reinforced by research by Nopriyanto , who stated that involving public in education literacy finance can increase understanding them and direct they For use mechanism more modern finance and support planning finance Long term (Nopriyanto, 2024) . In this case this , training and education finance that combines elements local can help rural families For adapt self with challenge economy contemporary .

Management finance family in literature classic (Garman & Fergue, 2011) is defined as a process of planning , implementing , and evaluating management source Power finance House stairs

to reach objective finances that have been set. This model generally emphasizes aspects of rationality, economics, planning based budget, as well as use of product formal finance. However, the results of the study show that the definition does not yet fully reflect reality in rural areas, where the goal is not only material, but also social — for example, guard honor family in the eyes of the community, participate in social village activities, and maintain reputation as a member of the community that can be trusted.

Findings about dominant roles, mutual cooperation values, and mechanisms of finance based trust strengthen studies previously reviewed in economy communities in rural Indonesia (Geertz, 1962; Scott, 1976). Geertz introduced the concept of “shared poverty” which describes a trend in public village. For each other, share source power in face of limitations. While Scott emphasized function network social as a “net” safety that protects individual from risk economy. In the context of the study, this practice of social gathering, loans without interest, and assistance based kinship is far from draft the.

Diversification strategy in income found in the field shows ability of high adaptability from family rural in face of uncertainty economy. This is in line with Ellis's (2000) stated view that diversification is a general strategy of rural ladder house to reduce risk income, especially in the environment with level of high uncertainty. In case of Ungaran, this strategy realized through combination of work main in the sector of agriculture with business side job like raising livestock, trading, or utilizing yard for plant commodities worth sell.

Aspect of control, strict consumption and priority on needs, the principal is also in harmony with the concept of subsistence orientation, where the rural ladder house more focused on fulfillment need base before consider accumulation asset or investment term long. However, it is different with approach consumption the usual savings triggered by limitations income solely, control consumption in Ungaran is also driven by the value of culture life simple and religious teachings for avoid characteristic wasteful.

Phenomenon of debt management in society rural Ungaran shows that debt is not only instrument financial, but also instruments social. Trust and reputation become the main capital for get loan, not just ability pay. This is support social capital theory put forward by Coleman (1988), where the relationship social and reciprocal norms form source power that can be utilized for reach objective economy.

Another important finding is that although access to institution formal finance begins open through government programs and technology digital banking, its adoption still limited. Factors of trust, habits, and perception risk become barrier main. Many respondents feel more comfortable use system finance traditional that has tested and aligned with values local. This indicates that literacy effective finance in rural areas must consider integration between system formal financial and informal mechanisms that have been there is, isn't there just replace it.

With thus results of study, this strengthens understanding that management finance rural families is results of interaction complex between logic economy, value socio-cultural, and adaptive strategies to environment that is not sure. Approach phenomenology succeed reveal dimensions meaning that has been. This not enough accommodated in the management model finance conventional. Therefore that, intervention policy or empowerment program rural economy will more effective if designed with notice network social, values local, and practice finances that have been rooted in society.

### **Closing**

Study This reveals that management finance family in society rural areas in Ungaran, Semarang Regency, are practices that are not can separated from context socio-cultural local. Meaning management finance for they beyond just arrangement numbers financial; he related close with guard harmony family, care values togetherness, and ensure sustainability future well-being. The strategies implemented reflect adaptation creative to limitations source power, start from arrange priority needs, looking for source income additional, up to utilize mechanism traditional like arisan and save borrow local.

Research result This give implications important for stakeholders policies and parties involved in empowerment economy public rural areas. Literacy and management programs finance need customized with characteristics social, cultural and economic local so that it can accepted and implemented in a way effective. In addition, strengthening access to service formal finance should be done without remove wisdom local that has proven play a role in guard stability finance family.

Management finance family in society rural No only question ability managing money, but also being mirror from identity , values , and survival strategies inherited life cross generation . Research advanced expected can dig more in influence change social , development technology and policy economy to pattern management finance families in rural areas , so that effort improvement welfare can more appropriate target .

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