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Exploring Tourism Entrepreneurial Resilience for Minangkabau Women in the Disaster Preparedness

Aini Zahra¹, Sari Lenggogeni², Vera Pujani³

¹Universitas Andalas, Padang, Indonesia, 2320522044_aini@student.unand.ac.id

²Universitas Andalas, Padang, Indonesia, sarilenggogeni@eb.unand.ac.id

³Universitas Andalas, Padang, Indonesia, verapujani@eb.unand.ac.id

Corresponding Author: 2320522044_aini@student.unand.ac.id¹

Abstract: This paper explores the resilience of Minangkabau women tourism entrepreneurs in facing disasters, identifies the factors that support their resilience, and the strategies used in disaster preparedness. The research method used is a qualitative approach with in-depth interviews and case studies of female tourism entrepreneurs in disaster-affected areas. The research method used is a qualitative approach with in-depth interviews and case studies of women tourism entrepreneurs in disaster-affected areas. The number of informants interviewed was 15 women entrepreneurs spread across West Sumatra, namely Solok, Padang, Padang Panjang, Bukittinggi, and Pesisir Selatan. The research results show that Minangkabau cultural values, such as the spirit of cooperation and the role of women in the family economy, are the main factors in their resilience. In addition, innovation in business, the use of digital technology, and community support contribute to the sustainability of their enterprises. This study emphasizes the importance of disaster preparedness in tourism business strategies and provides recommendations to enhance the resilience of women entrepreneurs in disaster-prone areas.

Keyword: Tourism Entrepreneurship, Minangkabau Women, Business Resilience, Disaster Preparedness, Resilience

INTRODUCTION

Indonesia is known for its cultural diversity and natural wealth, including tourist destinations spread throughout the archipelago. Tourism has become one of the contributors to Indonesia's revenue. Tourism in Indonesia is not just an economic driver but also a means of cultural exchange and environmental conservation. However, Indonesia is also located in the Pacific Ring of Fire, which causes a high risk of natural disasters such as earthquakes, volcanic eruptions, floods, and tsunamis. West Sumatra Province, particularly the Minangkabau region, is one of the areas with great potential in the culture and nature-based tourism industry, but it is also vulnerable to various natural disasters.

West Sumatra Province has various tourist destinations that include mountains, beaches, lakes, and cultural sites rich in Minangkabau traditions. West Sumatra Its diverse natural, cultural, and historical tourism, West Sumatra has become a tourist destination that offers unique and varied experiences for travellers who want to enjoy the beauty and cultural richness of Indonesia. West Sumatra with the famed of tourist destination, many local and international

tourist come to visit. In addition, this province also has various cultural events, such as *Pacu Jawi* (cow racing) and traditional ceremonies, which are interesting to learn. West Sumatra is famous for their culture, strong belief, customs, traditions and tourism destination yet it is prone to natural disasters.

The data below shows the number of tourist visits to West Sumatra during the period 2020-2023.

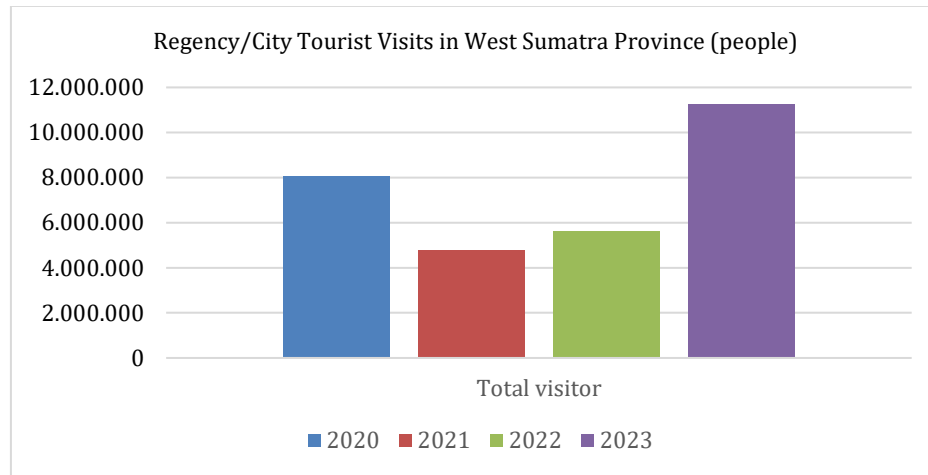


Figure 1. Number of Tourist visit to West Sumatra 2023

Source: Badan Pusat Statistik Provinsi Sumbar 2023

The effect of this natural disaster is the most significant impediment to the expansion of the tourist industry (Lenggogeni et al., 2019). According to Regional Disaster Management Agency (BPDB), natural calamities such as earthquakes, landslides, and tsunamis have the potential to reduce tourist visitation by 50.4%. This is because visitors are becoming more anxious about organizing their trips. Although the area is a popular tourist destination, people may postpone, reroute, or cancel their trips owing to security concerns about previously damaged and natural disaster-prone areas. Lenggogeni et al., (2019) recommends that the government enhance its preparedness for disaster prevention and the management of hazards posed by earthquakes and tsunamis in the future. The mitigation is not only done by people, but government need to take action for mitigation strategy.

Disaster preparedness is preparation to reduce the impact of natural disasters. It is the creation of plans through which individuals, communities, governments and private sector actors minimize vulnerability to hazards. It encompasses everything from assessing risk, allocating resources, training and creating plans for emergencies that are situation dependent. Reducing damage during an emergency relies on making sure people know what to do, where to go and how to collect required supplies. While stockpiling supplies can be vital to your survival, building awareness and cultivating a culture of preparedness through community participation and education is equally important.

Disaster preparedness plans are very important to implement in West Sumatra. These plans are not only intended for the local community but also for local and international tourists who must be informed about this (Pelupessy & Silverman, 2024). A disaster preparedness system involves the strategic planning of tourism enterprises and the industry collectively for natural calamities. This includes furnishing tourists with unequivocal and consistent information to promote self-protection, as well as disseminating natural disaster warning indicators and self-evacuation routes. Furthermore, it necessitates that tourism service providers, with the backing of the broader destination community, be equipped to aid tourists in a region following a disaster. Preparedness is a method of making choices that involves the effective use of resources, the development of knowledge, the enhancement of skills, and the implementation of measures to effectively cope with and recover from a disaster (Pelupessy & Silverman, 2024). Table below shows natural disasters that occurred in West Sumatra.

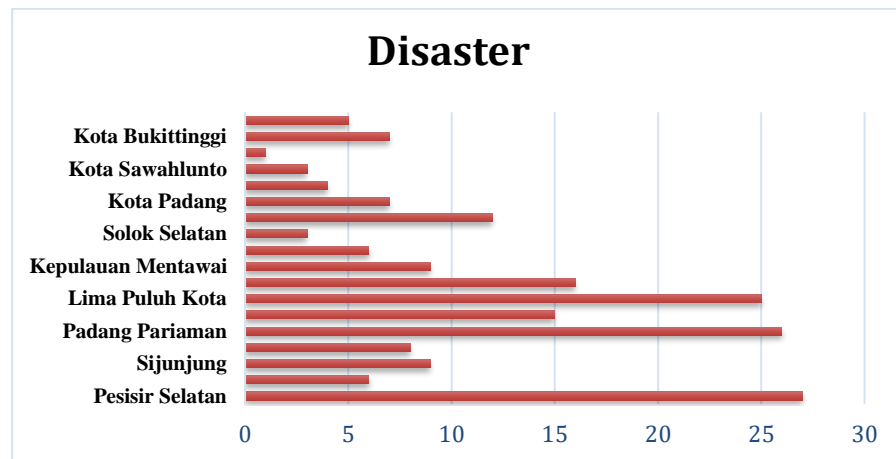


Figure 2. Natural Disaster in West Sumatra 2024

Source: Badan Nasional Penanggulangan Bencana 2024

The disaster mitigation process in coastal areas is also very important. The construction of shelter buildings in tsunami red zone areas should be prioritized, and the provision of evacuation route signs must also be fulfilled in crowded areas. The spatial knowledge of tourists and local communities must be possessed by every individual considering that disasters occur without predicting their type and strength. At tourist attractions with crowds, disaster mitigation becomes something that must be considered by the government and has standards in its implementation. The recovery process after a disaster becomes an important task for the government, especially for tourist locations affected by the disaster.

Tourism entrepreneurship is a vital component of economic development, characterized by the ability and willingness to create, organize, and manage a business venture while assuming associated risks. Tourism entrepreneurship has proven to be a powerful tool for economic development. It creates jobs, promotes cultural heritage, and provides income opportunities in areas where traditional industries may be in decline. This process is not only about profit generation but also involves innovation, resource allocation, and market disruption. Entrepreneurship has long been recognized as an essential source for economic growth and innovation (Elson, 2010). The most success woman minang and inspirational role in business sectors, especially in cosmetics industry is Mrs. Nurhayati Subakat the founder and commissioner of PT Paragon Technology.

There is limited research literature on gender in tourism sector especially the role of women itself. Women have given a lot of contribution for this sector, the stereotyping of women skill and knowledge become the barriers for them to get acknowledge for the community (Choudhury et al., 2018). The culture and society influence on how women involve in activities which is mostly men working on. During the disaster recovery, women contributed to give aid for the victim and family. Women give aid such as trauma healing, communal kitchen and other work forces that men are not expert. The challenges that women faced, when community or people exclude the women from the activities which assumes about gender roles. The presence of women figure becoming necessary for disaster preparedness especially for cultural and social str.

Minangkabau, a region known for its strong kinship-based society, faces numerous challenges due to disasters like the covid-19 pandemic and natural disaster. Despite these adversities, the Minangkabau community has demonstrated remarkable resilience, particularly among women who play pivotal roles in entrepreneurship and community survival. This section explores the existing body of research highlighting the importance of social support, entrepreneurial skills, and cultural contexts in bolstering resilience among Minangkabau women entrepreneurs. This is an oversight as utilizing and building on women's capacities and

capabilities and recognizing their specific needs and vulnerabilities Enarson et al. (2018) are critical for improved disaster recovery and resilience-building prospects.

Women in *Minangkabau* have a very important role in the community, known as *Bundo Kanduang*. *Minangkabau*, known for its matrilineal society, refers to *Bundo Kanduang*, women who play significant roles in maintaining family harmony and stability, which is crucial during disasters (Desfita & Djendrius, 2021a). Women in this region are often involved in various business activities such as handicrafts, culinary arts, homestay management, and cultural tourism guiding. In the face of disaster, the role of women becomes crucial in maintaining the continuity of businesses, which not only impacts the family economy but also the continuity of culture and the social life of the local community.

A period of recovery from disaster, women play the important role in this condition. Women give emotional support for individual nor community. Women played diverse roles and assumed greater responsibilities in post-disaster scenarios compared to men (Austin & McKinney, 2016). Women are now recognized as critical contributions to disaster resilience. women take the lead in organizing community-based recovery efforts from coordinating relief distributions to ensuring that the most vulnerable, including children and the elderly, receive adequate care, women often mobilize local resources efficiently. Organizations like the UN Women and the International Federation of Red Cross and Red Crescent Societies have emphasized the importance of including women in leadership roles during disaster preparedness, response, and recovery (UNWomen, 2019).

Comparison of women and men in emotional aspects, where women tend to be more emotional and have an impact on the situation. According to previous research defined that women and families play a crucial role in mitigating the prevalence of emotional disorders and stress in children. Furthermore, women are seen as highly proficient at establishing positive emotional connections within the family (Budirahayu et al., 2019). Women can endure threats or recover after a disaster. In the aligned with theories about gender relations theories about the ability of women who tend to have a caring nature and theories about women's awareness and collective action Kaplan (1985) in which women can be considered tough and able to survive during various difficulties, even though they are in a marginalized situation (Budirahayu et al., 2019).

The disaster experience is different for diverse group however when it's come to recover and preparedness also being the frontlines as women nature to being caretaker for victim and community. Women's leadership in post-disaster recovery tourism is crucial due to their unique perspectives, role and capacities. Initiatives aimed at empowering women through education, entrepreneurship support, and policy changes are essential components of sustainable recovery strategies. According to Raj (2019) stated each of the abilities, experience, and knowledge of women in disaster preparedness, response, and recovery are still undervalued. Traditional leaders are responsible for making judgments about customary matters, resolving conflicts, and guiding the progression of customary events. The role of *adat* leader is transmitted by matrilineal descent, with leadership acquired via the maternal line (Desfita & Djendrius, 2021).

Effective disaster preparedness strategies are essential for minimizing the impact of crises on tourism-related businesses, particularly for Minangkabau women entrepreneurs who play a pivotal role in local tourism. Women leadership in preparedness situation are Women have served in various roles and have taken on more responsibilities in post-disaster situations than men (Austin & McKinney, 2016). Their contributions encompass various aspects, ranging from business management to cultural preservation. Informally, women play an important role in tourism, such as managing homestays, restaurants, souvenir shops, and creating souvenirs and among others.

METHOD

Creswell & Creswell (2018) stated phenomenological research is an inquiry method whereby the researcher clarifies the core of human experiences about a phenomenon as represented by participants. Phenomenology is characterized as both a philosophy and a technique focused on comprehending living experiences. This approach entails an in-depth examination of a limited number of topics via sustained interaction to identify patterns and correlations of meaning. In this technique, the researcher suspends or isolates their own experiences to comprehend those of the study participants. This method that aims to explore how individuals perceive, feel, and make sense of a specific experience. It goes beyond facts and looks at the subjective, emotional, and cognitive aspects of an event.

In this research, the researcher used the case study method by conducting in-depth/semi-structured interviews, observations, and literature studies. The study is one of the approaches in qualitative research, allowing the researcher to explore a case in depth and gather comprehensive information. Phenomenology is a broad term that refers to several different ways of approaching data collection and analysis (Creswell & Creswell, 2018).

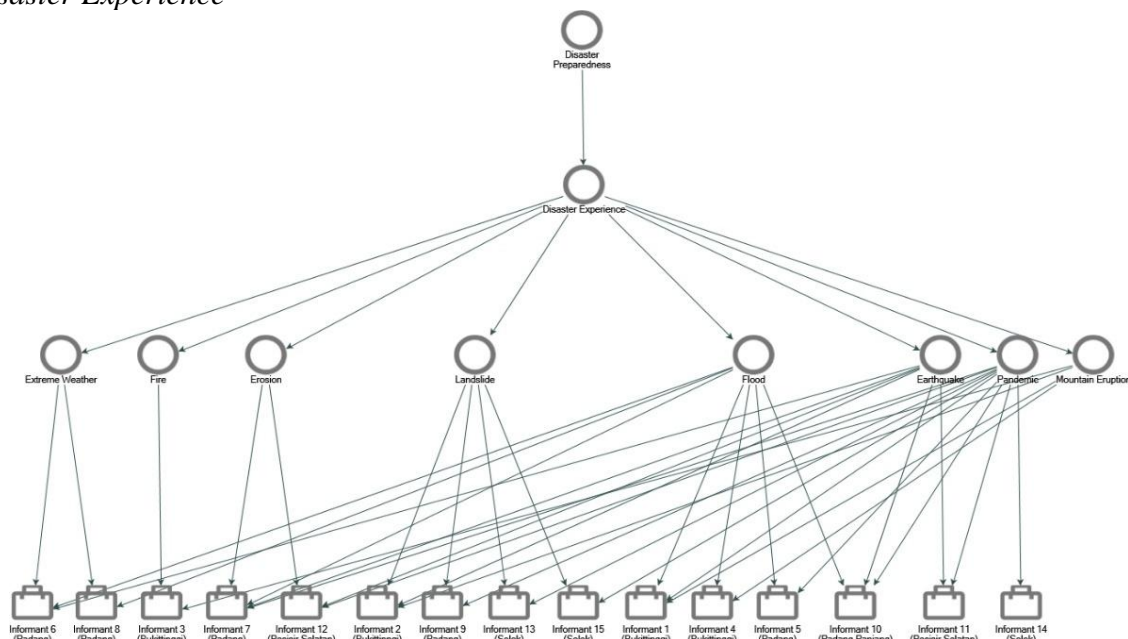
This research employed the case study technique, utilizing in-depth semi-structured interviews, observations, and literature reviews. The case study is a method in qualitative research that enables the researcher to investigate a case thoroughly and collect extensive information.

RESULTS AND DISCUSSION

Result

Disaster Preparedness

Disaster Experience



Picture 3. Project Map
Resources Nvivo 14 develop for study

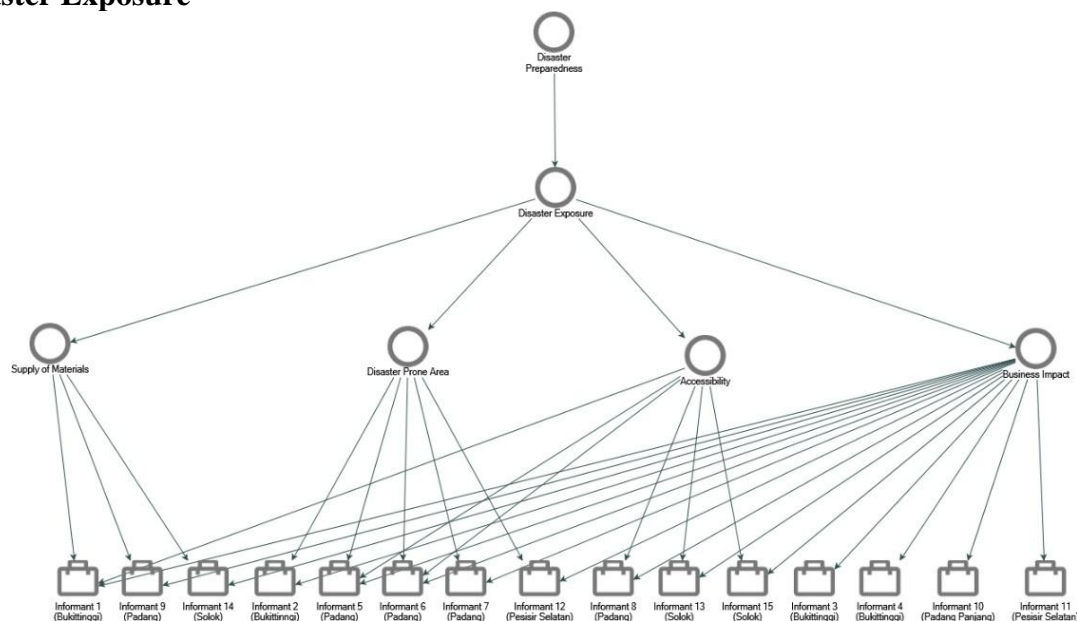
Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Initial Fear and Panic: Disasters such as COVID-19, the eruption of Mount Merapi, and flash floods were shocking and caused panic, especially because events like the Merapi eruption had never happened before.
2. The disaster caused a drastic decline in sales due to the decrease in the number of tourists. disasters help informants to be more prepared When a disaster is going to occur in the future, as explained by the informant that “Experiences from the past, especially

being in a disaster-prone area, have made me more focused on disaster preparedness for my business. Previously, we did not think much about disaster readiness or mitigation. However, events like coastal erosion have made us more mindful of choosing a safer location. The disaster experienced by the informant is abrasion, as the informant's business location is situated by the beach, which often causes a higher level of abrasion.

3. Disasters are not a hindrance for the informants to continue their business. The informant explained that “The fire at Pasar Ateh left everything burned to ashes. I had to look for capital again, even selling everything in the house that could be sold. Disasters have become a lesson for her, as I believes there is always a lesson to be learned from every situation. Now, my business is starting to grow again thanks to assistance from the local government to promote her products. I have also opened my own store outside of Pasar Ateh.”
4. The experience of a disaster that impacted the sustainability of businesses experienced by all informants is COVID-19. The COVID-19 pandemic occurred in early 2020, impacting business sustainability. *“During COVID-19, we were prohibited from leaving our homes and had to maintain social distancing, which greatly impacted our revenue and the number of guests staying. Alongside the lodging, I also ran a restaurant, which used to be busy, but suddenly it became completely quiet.”*

Disaster Exposure



Picture 4. Disaster Exposure project map

Resources Nvivo 14 develop for study

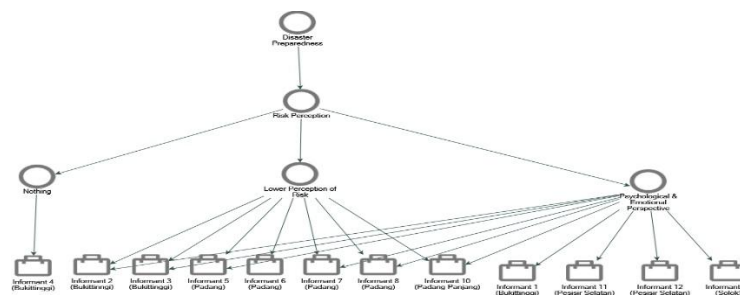
Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Declining sales require the informant to reduce sales. “During the COVID-19 era, particularly in early 2020, our business faced significant challenges. We had already prepared a production facility and a lab, but raw material prices surged while sales dropped. We were forced to lay off employees, and our business nearly collapsed. For instance, the price of alcohol skyrocketed to three times its normal rate. We had to pivot and adjust our business to adapt to the situation.”
2. From the data above, obstacles such as the accessibility of informants are impacted by the disaster. Informant 8 Padang “the disaster experience I encountered while running my business was flooding. When heavy rain fell, it caused flooding and also a decrease in the number of customers. It had a significant impact because it affected the transportation of

goods to the consumers. This also affected the number of product buyers, as customers were more likely to purchase hot food rather than cold food.” I15 Solok “Disasters have both negative and positive impacts on us, such as landslides and floods. Mobility becomes limited due to the disasters, and our business is also affected. On the positive side, for us who run a business in Solok Regency, the tourism sector has shifted from Bukittinggi to Solok. Previously, there was also the impact of COVID-19. It has a significant impact. For example, during landslides, transportation becomes more difficult, which leads to a decline in the number of visitors.”

3. The informant revealed that the supply of materials was disrupted due to damaged roads or disasters. I9 field “The disasters I have experienced during my time in business include the COVID-19 pandemic in 2020 and landslides. While landslides may not have directly impacted me, they did affect the supply of raw materials for making rendang. The COVID-19 outbreak had a significant impact on my business because the price of raw materials increased, and with the need for social distancing and limited interactions, I was confused about how to raise prices. I was worried that people might not want to buy our products. It had a huge impact, especially during COVID-19, because we had to be very smart in determining the prices of our products, especially with food. Customers tend to be more sensitive to price increases.” The relationship with disaster preparedness, shown how the owner must have good management for the supply of materials, as the disaster can be occur anytime.

Risk Perception

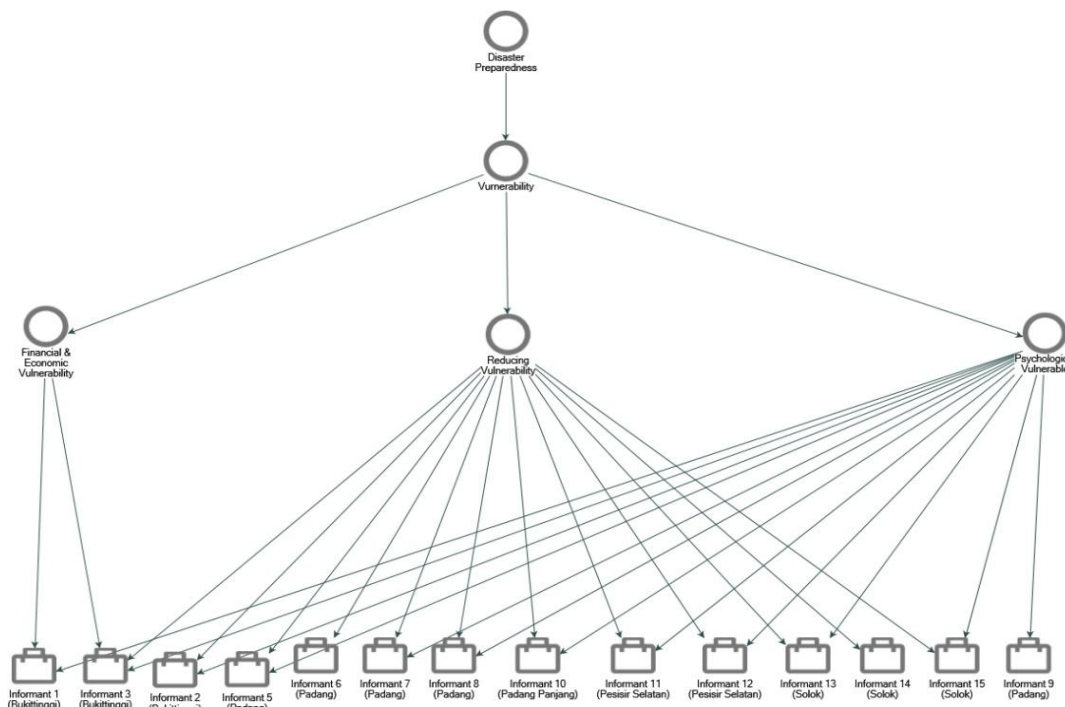


Picture 5. Risk Perception Project Map
Resource From Nvivo 14 for this study

Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. There is a difference in risk perception felt by men and women during disasters. Risk perception is the view that human behavior is determined by their own perceptions. All our actions will be determined by our own point of view (Weber et al., 2002).
2. Women tend to panic more and rely on their emotions during a disaster. I2 Bukittinggi "Yes, when there's an earthquake, the women are usually the first to react loudly (panic), while the men tend to stay calmer." I3 Bukittinggi said "According to her, women tend to be more emotional, but that does not become an obstacle for us to rise again."
3. The low-risk perception is related to men, as they are calmer and more stable when the disaster occurs. I7 Padang "In my opinion, there is a psychological difference between women and men, especially in stressful situations. Women tend to panic first and are unsure of what to do, whereas men may react differently. However, women have their own strengths, particularly after assessing the situation. They tend to be more aware, detail-oriented, and quick to learn how to anticipate challenges in the future, drawing from past experiences."

Vulnerability

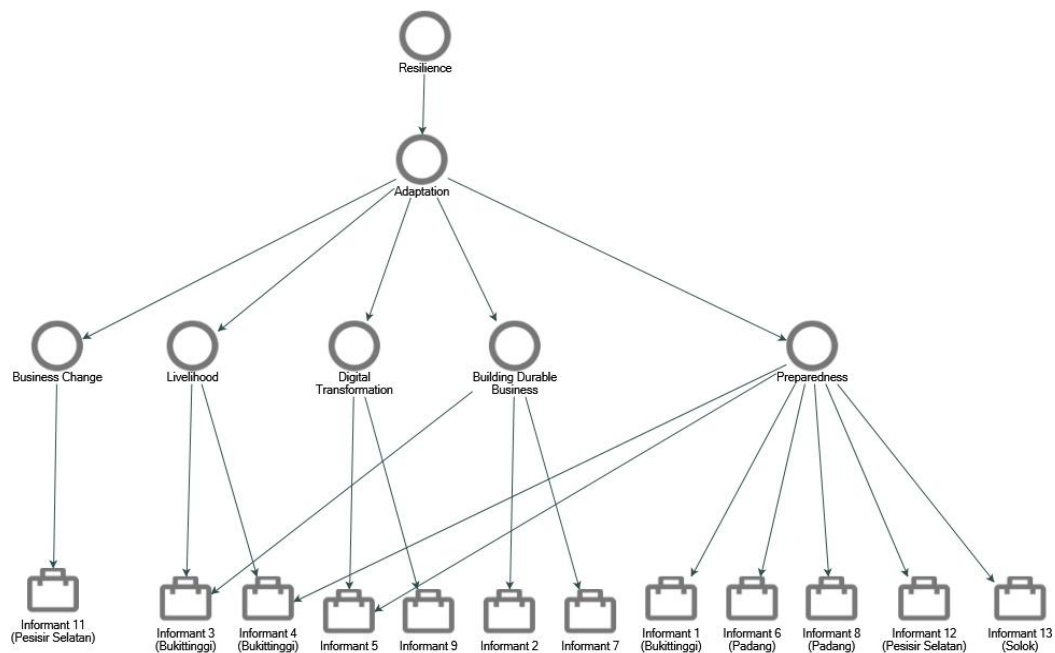


Picture 6. Vulnerability project map
Resource from Nvivo 14 for this study

Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Informants in Bukittinggi and Padang encounter financial and economic risks, struggling to sustain business stability post-disaster. Obstructions to cash flow, diminished income, and challenges in capital access have emerged as the primary impediments. Source I1 Bukittinggi *"For example, access to financial funds, such as banks not offering loans to women, can be a challenge. This kind of discrimination can limit women's opportunities to manage their finances and grow their businesses."*
2. Psychological vulnerability also emerges as an important factor. Disasters not only impact their businesses but also cause emotional stress, such as anxiety about business sustainability and future uncertainty. I2 from Bukittinggi explained that the psychological vulnerability faced by Women entrepreneurs *"Yes, women can be very emotional, especially under pressure. It's difficult for them to stay calm, and they tend to panic easily. So, in situations where quick decisions are needed, it can sometimes lead to confusion."* The limitation for women explains by I3 Bukittinggi *"women, there are limitations, such as being able to go out only during the day and not being able to stay out until night, while men can. However, in business, women are more observant and flexible in managing their operations."*
3. Meanwhile, efforts to reduce vulnerability. The informant said that *"There are no limitations on access to resources. We, as business owners, share information with each other."* It's means there are no discrimination between women and men to access to resources. Mitigation plans need to be use for decreasing the vulnerability for women in business. *"I've heard about disaster mitigation programs, but I haven't participated in one yet. I think I should join such a program because it is important for business owners in disaster-prone areas."*

Resilience Adaptation

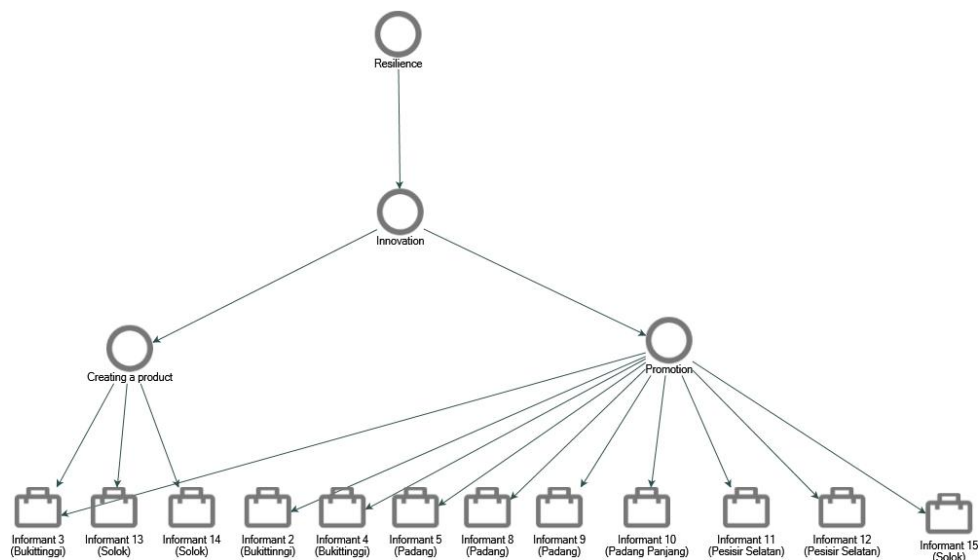


Picture 7. Adaptation Project Map
Resource from Nvivo 14 for this study

Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Resilience in business is achieved through adaptation. Adaptation is an important aspect that business owners must pay attention to (Nosike et al., 2024).
2. Business change indicating that changes in business have become one of the adaptation strategies in facing challenges, such as disasters or economic changes. During the pandemic, business owners tried to find ways to survive. I11 South Coast *“Disasters are something we can't predict, so we need to adapt. That way, when a disaster strikes, we don't panic. During COVID-19, we opened a delivery or take-away system to stay safe, especially since we weren't allowed to go out and had to maintain social distancing.”*
3. The reason for Women owners to continue their business in such conditions is because it serves as a source of livelihood for their families. I4 Bukittinggi *“I continue to sell because this is my livelihood. If I don't sell, how will I eat? What's important for me is to stay alert to my surroundings and listen to the instructions from the authorities. I continue to sell even during disasters, as long as my selling location is not affected.”*
4. Adapting to technology has become a very important aspect. Emphasizing that digital transformation is part of the adaptation strategy, especially in the use of technology to sustain business in the digital era.
5. A durable and safe business location is the most important aspect. From several informants, women said that business resilience is the main concern with strategies to ensure the business can survive in the long term.

Innovation

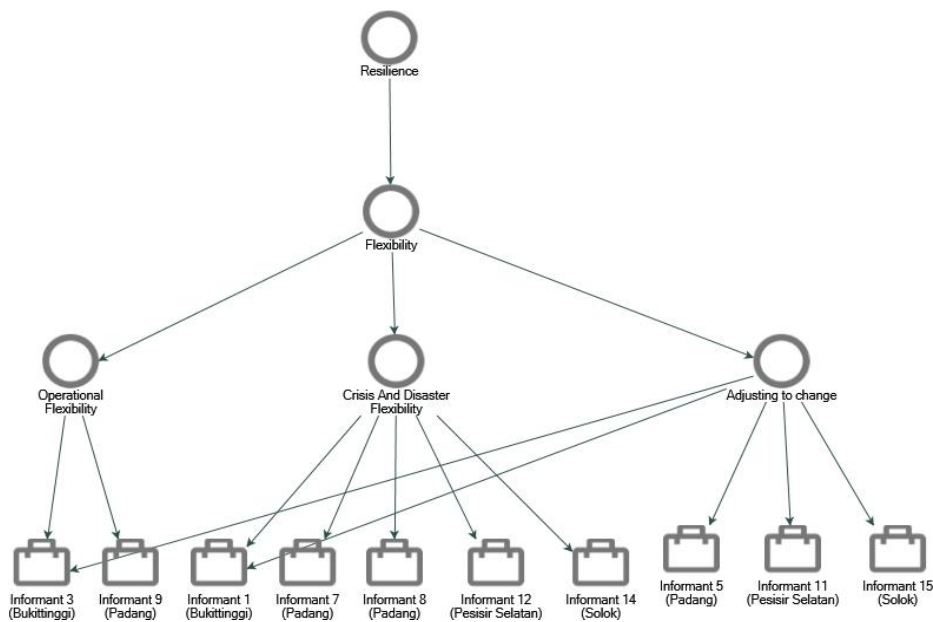


Picture 8. Project Map Nvivo

Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Innovation in product creation is an important step for women entrepreneurs in maintaining their businesses, especially amidst the ever-changing market challenges. The results show how creativity and adaptation are key in product development. One of the main strategies they implemented was modifying existing products to better meet market demands. This is done by adjusting the taste, size, or packaging of the product to make it more appealing to consumers. In addition, they also utilize more affordable and readily available raw materials, especially in times of crisis or when the prices of basic commodities rise. In this way, they can keep production costs stable without sacrificing product quality.
2. Not only that, but innovation is also evident in the development of new product variants to attract a wider customer segment. For example, if they previously only offered one type of food or craft, they began to add variations in flavour, colour, or design that are more diverse in accordance with market trends. In addition, they also strive to adapt their products to current needs and trends, such as creating healthy foods that are low in sugar and free from preservatives or using eco-friendly packaging that is more favoured by environmentally conscious customers. With this innovative approach, women entrepreneurs are not only able to sustain their businesses but also create new growth opportunities in an increasingly competitive industry.

Flexibility



Picture 9. Project Map Flexibility

Based on the research findings from detailed interviews with informants, the researchers obtained findings that support this study, among others:

1. Women have the ability to take on dual roles while managing their businesses. Their dual roles as mothers, wives, and entrepreneurs require high multitasking abilities.
2. Women running businesses in disaster-prone areas must have special strategies to survive during crises, such as floods, landslides, or even pandemics. COVID-19. The ability to adapt to economic, social, and environmental changes is very important for women entrepreneurs. (I5 Padang) *“During a flood, I would prioritize the safety of the goods and temporarily close the business. As for COVID-19, we tried selling online, such as promoting through WhatsApp groups.”*

Discussion

This study highlights how Minangkabau women entrepreneurs in the tourism sector demonstrate resilience in disaster-prone areas, particularly in the stage of disaster preparedness. The findings indicate that preparedness plays a crucial role in women adaptive strategy, ensuring business that women have continuity despite frequent environmental challenges such as disaster occur. It shown how the disaster mitigation is important aspect need to be included in future planning for women entrepreneurial in disaster prone area.

Disaster preparedness is important aspect need to be considered especially for business. It's shown in interview conduct to women in west Sumatera, that the mitigation planning for disaster prone area must be. The result in interview with informant shown mitigation planning need to be include in their planning. *I've heard about disaster mitigation programs, but I haven't participated in one yet. I think I should join such a program because it is important for business owners in disaster-prone areas.* This statement is aligned with disaster preparedness theory. Mitigation strategy can be passive protection before a disaster and is part of disaster preparedness (Pereira et al., 2024).

Disaster preparedness is important aspect need to be included for the tourism sector especially in disaster prone area. Vice Governance West Sumatera said, *“mitigation strategy is important for west Sumatera as the disaster had occurred for last years, and we start to planning for future as the disaster may happen again.”* The statement was collected during interview with Vice Governance Audy Joinaldy.

The business resilience is important aspect need to during disaster situation. Its challenging for business owner to implementing a new strategy to enhance resilience while

maintaining operational. Resilience is crucial in today environment, where business face challenges such as economic fluctuations, disaster, and technology (Nosike et al., 2024). Women entrepreneurs can enhance their resilience by foster innovation and adaptability, and financial management.

Women have more than one role during disaster management, which is in line with the research presented by (Austin & McKinney, 2016). This result is also explained by informants in the study that women have dual roles. *Women's leadership, especially when it comes to the dual role of being a mother and wife, can make them excellent leaders within the community. Balancing these responsibilities often brings out qualities such as empathy, resilience, and multitasking, which are crucial in leading and supporting others effectively.* The role of women is crucial in recovery activities, and women contribute not only to the mental aspect, but women become breadwinner in family (Hou & Wu, 2020).

Women have a positive impact on the economy. One of the informants said that *“Yes, especially in the economic sector. Sometimes, women (ibu-ibu) help each other, and their businesses improve as a result. Here, most of the vendors are women, and they contribute to increasing the income of small and medium-sized enterprises (UMKM).”* The finding though the interview with informant shown the women have ability in working as entrepreneurial and contributed the economic. Empowered women could reinforce society, hence supporting the economy (Md et al., 2022).

Minang tribe have special title for women, namely as Bundo Kanduang. Bundo Kandung have the privilege to involve in any activities” *That’s a wonderful way to contribute, especially during times of disaster. Being able to manage ingredients and create different dishes not only helps people but also brings the community together. Involving women like Bundo Kanduang also strengthens the spirit of cooperation and cultural values.”* The role of bundo kanduang is inseparable from Minang culture, where their role aligns with customary practices. *“The values of cooperation, local wisdom, and the role of ninik mamak (tribal leaders) are essential in addressing problems. The role of bundo kandung (mothers) is also crucial in handling issues within the community.”*

Minang people have cultural values that are used in daily life. Adat bersandi syarak is one of the local wisdoms. In the interview, all informants stated that Minangkabau culture plays an important role in running a business. This is in line with the theory presented in chapter two about Minangkabau culture. *“Adat bersandi sarak” is a Minangkabau principle that reflects the deep connection between custom (adat) and Islamic law (syarak).”*

Disaster mitigation strategies must be integrated into business planning to ensure continuity and sustainability. Additionally, the role of women in economic development and disaster recovery is crucial. By fostering innovation, financial management, and community cooperation, women entrepreneurs can enhance their resilience and contribute to both business sustainability and societal well-being

CONCLUSION

Based on the research finding that the resilience of tourism entrepreneurship run by Minangkabau women in the context of disaster preparedness is influenced by a combination of cultural values, adaptation strategies, and community support. As part of a matrilineal society, Minangkabau women play a central role in managing businesses while also maintaining the economic sustainability of their families. Minangkabau women have unique characteristics such as perseverance, maternal traits, modesty, multitasking, and nurturing.

Mitigation planning is needed to include in business planning for future reference. Many businesses owner not yet prepare when the disaster occur and impact on their business. Especially women are vulnerable with that current issue, mitigation for women Minangkabau is necessary. It’s not only for self-preparation but also for sustainability of business. Disaster

awareness enhances people's ability to take proactive measures for future disasters, as they understand the impact on both their business and themselves.

Women have more than one role when running a business. The role of a woman in the family as a mother who will provide love and attention to the family, but in other places like business. Women become leaders who nurture the roles of workers in business. Women have the ability to running the business, as the informants stated during interview, women is capable to have doing multitasking. Apart for that, the role of women can be seen in workplace. This dual role is only visible in the business world. Discrimination against women that negatively impacts them will hinder their ability to become leaders (Kevane et al., 2024).

Traditional Minangkabau values such as cooperation, a sense of collective responsibility, and social solidarity serve as the foundation for managing businesses while also facing the impacts of disasters. Women entrepreneurs leverage family and community networks to gain support in the form of financial assistance, labour, and moral encouragement. Women entrepreneurs demonstrate the ability to adapt to emergency situations, such as designing flexible business strategies, setting up emergency funds, and enhancing skills in risk management.

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