Mezurashii: Journal of Japanese Studies
E-ISSN: 2722-0567
Program Studi Sastra Jepang Fakultas Ilmu Budaya
Universitas 17 Agustus 1945 Surabaya

Contrastive Analysis: The Existence of Bundo Kanduang in Minangkabau in the Framework of Womenomics

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DOI: https://doi.org/10.30996/mezurashii.v7i2.12628

ABSTRACT

This study examines the current existence of bundo kanduang in the economic sector through the lens of womenomics. Womenomics policies have enabled Japanese women, who were previously excluded from pursuing careers in the economic sector due to the influence of patriarchal culture, to gain the right to pursue careers and actively contribute to the economy. Comparatively, this aligns with the role of bundo kanduang in the economic sector in Minangkabau. However, environmental support and cultural factors, such as matriarchy and patriarchy, have led to differing impacts of women's roles in Japan and Minangkabau. This study employs a qualitative research approach. The method used is descriptive qualitative, with data collection conducted through a literature review. The primary data sources for this research include internet-based resources such as scientific journals discussing bundo kanduang and womenomics, news websites, and books addressing bundo kanduang and womenomics. The findings reveal that the economic role of bundo kanduang, analyzed through the womenomics concept, demonstrates a significant and positive impact on community economics. Bundo kanduang acts as an agent of change by improving the economy through entrepreneurial activities such as selling various handicrafts and food products. However, there are notable differences between the impact of women's roles in the economic sector in Japan and Minangkabau. The participation of bundo kanduang in Minangkabau has a relatively greater influence on improving the economy compared to the contribution of Japanese women, due to differences in social and cultural environments.

Keywords: *bundo kanduang, Minangkabau, womenomic,*

Submitted:	Accepted:	Published:
10 Januari 2025	20 Oktober 2025	30 Oktober 2025

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1. INTRODUCTION

Japan faced an economic crisis from 2008 to 2009, followed by rapid economic growth in 2010, only to experience another downturn in 2011. In response, the Japanese government implemented various measures to address this economic decline, including the introduction of Abenomics policies. Launched in 2012 by Prime Minister Shinzo Abe during his second term, Abenomics focused on addressing labor shortages, demographic stagnation, and economic stagnancy in Japan. One of the key programs under Abenomics aimed at tackling labor shortages was Womenomics (Puspita, 2022). Womenomics is a policy designed to fill Japan's labor gap by increasing women's participation in the workforce. Initially proposed by Kathy Matsui in 1999 as an economic strategy, Womenomics aimed to boost Japan's economy by encouraging more Japanese women to enter the workforce (Genna, 2021). Womenomics also gained urgency as part of broader reforms addressing gender discrimination in Japan. This policy seeks to elevate women's status in society and reduce Japan's deeply ingrained patriarchal structures, especially in the workforce. By encouraging women to participate actively as workers, Womenomics aims to increase the labor force population, develop talented human resources, and generate new products or services, ultimately driving economic growth (Gender Equality Bureau Cabinet Office, 2019). However, in practice, the increase in female workers has been concentrated in non-regular employment sectors, including contract, part-time, and agency work. By 2020, non-regular female workers accounted for 54.4% of the female workforce, according to a report by Japan's Statistics Bureau (Nofrelia, 2022).

On the other hand, in Indonesia's West Sumatra region, the Minangkabau ethnic group adheres to a matrilineal kinship system (inheritance traced through the mother's lineage), a distinctive feature of Minangkabau culture (Ratih Agustin et al., 2020). Women play a central role in Minangkabau society, with the title Bundo Kanduang referring to adult women or mothers. More specifically, Bundo Kanduang denotes women who actively embody their roles as mothers within their family and community, holding both domestic and public roles. Domestically, they act as wives and mothers, while publicly, they assume roles in politics, society, religion, and the economy (Hakimy, 1994). Minangkabau's matrilineal system grants women significant social and economic standing. Women are protected by matrilineal inheritance and matrilocal residency patterns after marriage. They are responsible for managing family inheritance, including land and property, which they utilize for farming and other economic activities. Consequently, Minangkabau women are pivotal in managing natural resources and community wealth. Globalization and modernization have brought significant changes to society, impacting both economic and social aspects. Economically, increased and diversified daily needs require greater efforts to meet them, while socially, shifts in values, attitudes, and behaviors have altered societal structures (Ranjabar, 2015). This has also

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occurred in Minangkabau society, where women, who traditionally managed communal inheritance, now actively engage in economic activities such as trading and migrating to assist men in meeting escalating household needs. Traditionally male-dominated, trading and migration are now common among Minangkabau women. According to Indonesia's Central Bureau of Statistics, in 2015, approximately 784,828 West Sumatran women, predominantly of Minangkabau ethnicity, migrated outside the region (Badan Pusat Statistik, 2015).

The participation of Minangkabau women, often referred to as Bundo Kanduang, in the economic sector aligns with Japan's Womenomics concept. The economic contributions of Bundo Kanduang, when analyzed through the Womenomics framework, reveal shared aspects, such as granting women equal rights and opportunities to contribute to the economy. However, notable differences exist in the implementation and societal impacts of Womenomics in Japan and the role of Bundo Kanduang in Minangkabau.

Studies supporting this comparison include:

1) Research by Rusyaida and Fadlli (2020), which found that Bundo Kanduang played a pivotal role in developing creative halal tourism based on local wisdom in Tirtasari Tilatang Kamang, leading to well-organized destinations and significant positive societal impacts.
2) Research by Dilova et al. (2022) demonstrated that Bundo Kanduang contributed meaningfully to community development, fostering gender justice.
3) Novita et al. (2023) discovered that while Bundo Kanduang positively influenced the development of weaving groups in Sungai Jambur, Solok, the impact was not statistically significant.
4) Mauli (2020) concluded that Womenomics policies in Japan align well with the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), particularly in addressing political and economic gender discrimination.

This study focuses on analyzing the role of Bundo Kanduang through the lens of Womenomics, exploring their similarities and differences in societal and economic impacts. It aims to assess the evolving role of Bundo Kanduang amid contemporary societal changes, particularly in the economic domain. Thus, the study seeks to provide a comprehensive analysis of the current existence of Bundo Kanduang within the Womenomics framework.

2. METHOD

This research is qualitative in nature. Qualitative research requires the researcher to construct a comprehensive depiction, analyze statements, and provide a detailed report from the informants. The method used in this research is a descriptive qualitative research method. Descriptive qualitative research

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is a method that describes and analyzes an issue using relevant concepts (Mauli, 2020). This study aims to describe a phenomenon and analyze the reasons behind its occurrence using applicable concepts. Based on the above definition, the researcher will describe and analyze the topic of "The Existence of Bundo Kanduang in Minangkabau from the Perspective of Womenomics." The data sources for this study are primary data, which are obtained from online resources such as scientific journals, news websites, and books. The data collection method used in this research is a literature study, where data are collected from online sources, including scientific journals discussing Bundo Kanduang and Womenomics, news websites such as Antara News and Harian Haluan, as well as books that explore the topics of Bundo Kanduang and Womenomics.

3. RESULT AND DISCUSSION

In Minangkabau, the *Bundo Kanduang* holds a vital role in both family and community life. Bundo Kanduang serves as the central figure in embodying virtuous values, which determine the direction and quality of household and societal life across various aspects, including education, economy, socio-culture, and others (Gayatri et al., 2001:6). The role of Bundo Kanduang is not limited to domestic responsibilities but also extends to public roles, such as political, social, religious, and economic participation.

In terms of economic roles, Bundo Kanduang is responsible for maintaining, safeguarding, and managing inherited assets within the village. Minangkabau women have rights to two types of inheritance: *pusako tinggi* and *pusako rendah.* Consequently, Minangkabau women become key figures in managing land and houses, with access to natural resources such as rice fields and plantations. This is attributed to the matrilineal system adhered to by Minangkabau society. However, globalization and modernization have brought changes to Minangkabau society. One notable change is that women, who traditionally managed inherited assets within the village, now also participate in economic activities such as trading and migration. These activities, historically dominated by men, have increasingly been undertaken by Minangkabau women to help meet the growing and diverse daily needs, requiring additional efforts to fulfill them.

Strengthening the economic role of Bundo Kanduang has had significant positive impacts on community welfare. For instance, a study by Rusyaida and Fadlli (2020) entitled *The Role of Bundo Kanduang in Developing Halal Tourism and Creative Economy Based on Local Wisdom in Tirtasari Tilatang Kamang* revealed that the organization of Tirtasari Tilatang Kamang tourism destinations improved significantly after an agreement between community leaders, customary authorities, and the local government transferred the management of the creative economy in the Taman Tirtasari Sonsang Tourism Destination from men to the Bundo Kanduang organization. This shift led to noticeable positive

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effects on the community. Local leaders and the district head have even planned for Bundo Kanduang to expand their management to include culinary, tourism galleries, and accommodations for overnight visitors. This demonstrates that enhancing the economic role of Bundo Kanduang can position them as agents of change, aligning with the concept of womenomic**s**.

The implementation of womenomics in Minangkabau is evident in the active participation of women in economic activities, particularly in trade, which aligns with the Minangkabau tradition of trading and migration. This is reflected in the prevalence of home industries in West Sumatra managed by groups of women, especially mothers. According to Maulana (2021, September 28) in his article titled *Female Dominance in MSMEs in* Pariaman *City* published by Antara News, women account for over 60% of the approximately 14,000 Micro, Small, and Medium Enterprises (MSMEs) in Pariaman City. This indicates the significant contribution of women to regional economic development.

The activities of Bundo Kanduang in the economic sector are diverse, ranging from crafting to producing various types of foods marketed locally and internationally. For example, as reported by Arisandy (2022, August 29) in *Indonesia Exports One Ton of Rendang and Kalio Spices to Norway* (Antara News), one ton of rendang and kalio spice blends made by women from the Women's Cooperative of the Association of Culinary Experts (IKABOGA) in Padang, West Sumatra, were exported to Norway. Previously, in July 2022, the Anak Minangkabau Cooperative exported one ton of rendang spices to Hamburg, Germany, and hosted a worldwide rendang cooking (marandang) event in 2021. These efforts not only promote the economic role of women but also help preserve Minangkabau culture and traditions, such as cooking rendang, the region's iconic dish.

The economic initiatives undertaken by *Bundo Kanduang* are supported by the West Sumatra Provincial Government through flagship programs, including the development of 100,000 millennial and women entrepreneurs, as well as creative economy actors. This program, aimed at achieving prosperity in West Sumatra, seeks to facilitate the growth of 100,000 entrepreneurs over five years (2022–2026), with an annual target of 20,000 entrepreneurs across various sectors such as agriculture, livestock, fisheries, industry, MSMEs, tourism, creative economy, and other potential fields. This initiative underscores the government's commitment to preserving the cultural heritage and matrilineal society of Minangkabau by involving women, particularly *Bundo Kanduang*, in advancing regional and national economic development.

Data from the Central Bureau of Statistics (BPS) shows that 58.97% of professional workers in West Sumatra are women. The South Coastal District boasts the highest percentage in the province, at 65.20%. This makes West Sumatra the province with the highest percentage of female professional workers in Indonesia in 2020.

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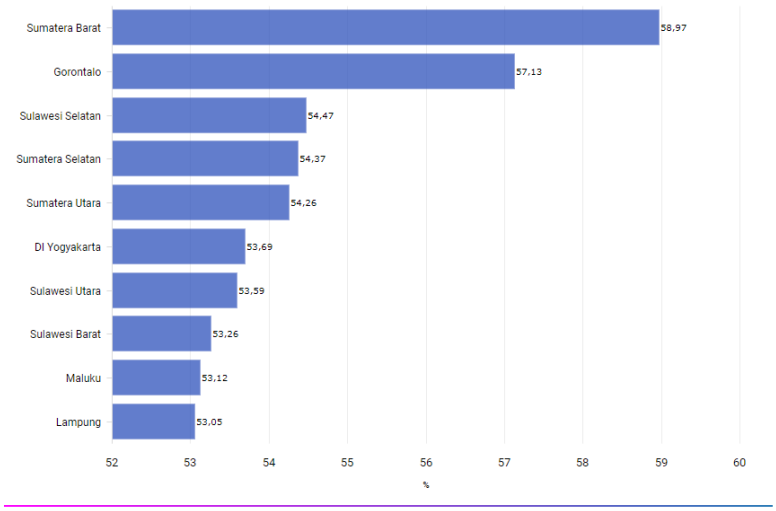
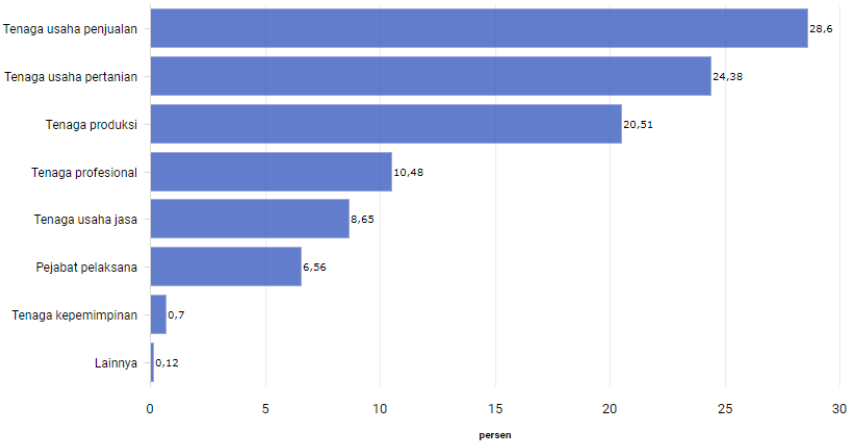
Graph 1. Ten Provinces with the Highest Percentage of Female Professional Workers in 2020 (%).



Source: Databoks 2020

In 2021, data from the Central Bureau of Statistics (BPS) indicates that the number of female workers aged 15 years and above reached 51.79 million individuals, accounting for approximately 39.52% of the workforce. Among female workers in Indonesia, 28.6% were engaged in sales and trade occupations, marking an increase of 1.05 points from the previous year's 27.55%. Additionally, 24.38% of female workers were employed in agriculture, plantations, livestock, fisheries, forestry, and hunting sectors. Meanwhile, 20.51% of women worked in production, transportation operations, and manual labor roles. Professional and technical workers accounted for 10.48% of female workers, while 8.65% were employed in service-based occupations.

Graph 2. Percentage Distribution of Female Workers by Type of Occupation (2021)



Source: Databoks 2021

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Despite contributing significantly to the economy, Minangkabau women, or Bundo Kanduang, face social and cultural challenges. They are expected to balance their public roles, particularly in economic activities, with their domestic responsibilities as mothers within their families. Additionally, Bundo Kanduang are encouraged to actively participate in the economy by continuously innovating to adapt to changing times while preserving the cultural values and traditions that define their identity. This is vital to ensure that cultural heritage is not eroded by modernization and societal shifts.

Bundo Kanduang holds significant potential in the economic sector due to their inherent values of craftsmanship, precision, and creativity, which enable them to produce high-value economic products. By leveraging these strengths, they can remain relevant and competitive, contributing to the economy while upholding their cultural traditions.

4. SIMPULAN

The conclusion drawn from this study is that the role of *Bundo Kanduang* in the economic sector, when analyzed through the lens of the womenomics concept implemented in Japan, demonstrates that the participation of Bundo Kanduang in the economy has a significant positive impact on community economic development. *Bundo Kanduang* serves as an agent of change in improving the economy through entrepreneurial activities ranging from various handicrafts to food products. This is evidenced by a report written by Maulana, A. (2021, September 28), titled *Pelaku UMKM di Kota Pariaman Didominasi oleh Kaum Hawa* (*Women Dominate MSMEs in Pariaman City*), published in *Antara News* (retrieved from https://www.antaranews.com), which explains that out of approximately 14,000 Micro, Small, and Medium Enterprises (MSMEs) in Pariaman City, more than 60% are run by women. This reflects the regional economic growth influenced by the active participation of women in the economic sector. However, when comparing the economic careers of Minangkabau women to Japanese women, particularly in the economic field, it can be concluded that Minangkabau women's economic roles have a more substantial influence on the economy than those of Japanese women. Several factors contribute to this, such as tradition, culture, education, career challenges, and others. The dominant factor, however, is that Minangkabau women receive more support from their social environment to pursue careers in the economic sector compared to Japanese women. This advantage is deeply rooted in the matrilineal culture that has been practiced in Minangkabau society for generations.

This aligns with Taner's argument (cited in Miko, 1991) that the high participation of women in economic activities in West Sumatra is partly due to the matrilineal kinship system. The centrality of Minangkabau women's roles extends beyond child education to fulfilling family economic needs through the control of economic assets. In contrast, Japanese women face challenges in pursuing careers due to

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longstanding gender discrimination, particularly in the economic sector. Japanese women's involvement in economic careers only began to gain social support after the implementation of the womenomics policy introduced by Prime Minister Shinzo Abe in 2012. This shift stems from Japan's entrenched patriarchal culture, which historically denied women equal rights with men, particularly in the economic field (Mauli, 2020). The womenomics policy aims to elevate the status of women in society and transform the highly patriarchal gender relations that are institutionalized in various sectors, especially the labor market. By encouraging women's active participation in the workforce, the policy seeks to expand the labor force population, increase the availability of talented human resources, and stimulate new products or services, thereby driving economic growth (Gender Equality Bureau Cabinet Office, 2019). In practice, however, the increase in female labor force participation in Japan has been primarily in non-regular employment sectors, such as contract work, part-time jobs, agency work, and similar roles. According to a 2020 report by the Japanese Statistics Bureau, 54.4% of female workers were engaged in non-regular employment (Nofrelia, 2022).

It is hoped that the womenomics concept will empower women to sustain careers in the economic sector and continue to evolve with societal changes, free from gender discrimination and patriarchal cultural constraints. Moreover, it is crucial for society and governments to continuously support women's endeavors to advance their careers, generate innovations, and contribute to the economic development of their communities and nations. Women are also encouraged to enhance their soft and hard skills, which will be essential in personal development and improving societal economic conditions.

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