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Behavior of Housewives in Family Financial Management in Makassar City

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Abstract:

This qualitative research uses a phenomenological approach to explore the role of housewives in Makassar in family financial management. The results revealed that they play a very strategic role, especially in the midst of the city's evolving economic dynamics. Housewives are faced with various challenges, such as unstable income, consumptive culture, and social demands, all of which affect their spending and saving patterns.

By prioritising basic needs, children's education and social solidarity, many housewives successfully combine traditional and modern values in managing their family finances. While they are beginning to utilise financial technology and digital services, many still face barriers due to limited digital literacy.

Therefore, improving financial education is crucial so that they can better budget, manage debt and capitalise on investment opportunities. This is expected to support the economic stability of families as well as improve the overall well-being of the community.

Keywords: Community, Behaviour, Management, family, strategy

Chapter I. Introduction:

Family finance is one of the fundamental aspects of household life that greatly affects family welfare and stability. In Makassar, family financial management is an interesting topic to research, given the evolving economic dynamics of urban communities. As one of the major cities in Indonesia, Makassar has diverse social and economic characteristics, which create both challenges and opportunities for each family in managing their household finances effectively.

The role of housewives in family financial management is significant. Mothers generally hold the main responsibility in managing daily expenses, planning the budget, and ensuring the fulfilment of family needs. Often, they are also the main decision-makers in the allocation of family economic resources, from basic needs to children's education. However, this task is often faced with various obstacles, such as limited income, rising prices of basic necessities, and unexpected sudden needs.

Makassar, as a metropolitan city with a high level of economic activity, offers a variety of income sources, both from the formal and informal sectors. This situation provides opportunities for families to improve their economic standard, but also brings challenges, such as income uncertainty in the informal sector and the high cost of living. Therefore, the ability to manage family finances smartly is very important, especially for housewives who act as the 'financial manager' of the family.

In an urbanised society like Makassar, the phenomenon of consumption often affects the pattern of family financial management. Consumerism, characterised by shopping culture and modern lifestyles, poses a challenge to household financial management. In this situation, a good understanding of financial priorities and budget management in accordance with the family's economic condition becomes even more vital. Faced with various consumptive temptations, housewives are required to be wiser in distinguishing between needs and wants.

On the other hand, the development of financial technology (fintech) has had a significant impact on the financial management patterns of families in Makassar. Easy access to banking services, digital payments, and financial management applications allow families to more easily monitor and manage household cash flow. However, the utilisation of these technologies also requires good financial literacy so that they can be used optimally, without causing new problems, such as the habit of going into debt without careful planning.

Financial education plays a crucial role in improving housewives' ability to manage family finances. Through this education, they can understand the importance of saving, managing debt, and long-term financial planning to fulfil future needs. This source of knowledge can be accessed through various training programmes organised by the government, non-governmental organisations and the private sector.

In the context of modern families, financial management requires collaboration between husband and wife. A clear division of roles in family financial management not only increases the effectiveness of management, but also strengthens relationships between family members. This co-operation becomes even more important, especially in uncertain economic situations, where joint decision-making can reduce the risk of financial mismanagement.

Overall, family financial management is more than just organising income and expenses. It also includes emotional control, good communication between family members, and the ability to adapt to changing economic conditions. Housewives in Makassar have great potential to become agents of change in creating family economic stability through good financial management practices.

Therefore, it is very important to continue to encourage housewives' awareness and skills in managing family finances. With better management, families can achieve a higher level of welfare and make a positive contribution to the overall economic development of Makassar city.

B. Problem Formulation

1. How is the behaviour of housewives in managing family finances in Makassar City?
2. How are the strengths and weaknesses of housewives' financial management in Makassar city
3. How is the family's financial management strategy in improving the family economy in Makassar city

Chapter II. Literature Review:

A. Housewife:

In traditional families, the husband usually plays the role of breadwinner, while the wife is responsible for taking care of the household. However, with more opportunities for women to work, family dynamics are changing, and what is known as career dualism is emerging. Traditional values in society can sometimes be a social pressure, especially for women, such as a Javanese woman from an aristocratic family who may still remember three main roles: masak, macak, and manak (cooking, dressing up, and giving birth).

Women are half of society and serve as partners to men in creating prosperity and empowering communities. Through the co-operation between the two, life can go well, society can flourish, and the banner of justice and goodness can fly.

In this era of globalisation, many women are contributing by taking jobs outside the home, known as career women, and helping the family and husband's economy, although this is not an obligation. However, a woman's main obligation remains as a caregiver, educator of children, and manager of the household, while the husband is responsible for providing for his wife and children in a good and halal way. There are several reasons that make women continue to work despite having a family, including because the husband's salary is not sufficient for daily needs, unwillingness to leave the career that has been built, or the need to overcome boredom.

According to the Big Indonesian Dictionary, a mother is a woman who has given birth to children, as well as a term of endearment for married women, and a respectful nickname for all women, married or unmarried. The definition of a household according to the Central Bureau of Statistics (BPS) includes an individual or group of people who live in a building and usually share a common source of food from the same kitchen. This 'one kitchen' concept means that daily needs are managed together. Households are led by a household head, who is the individual considered responsible for the daily needs of the household.

A housewife can be defined as a woman who organises various household chores, or as a wife who focuses on taking care of the household without working outside. A homemaker's responsibilities include constant attention to the health and well-being of the home environment, so the home should create a feeling of comfort, security, and peace for all family members.

Along with technological advancements and changing times, many housewives who previously only focused on household tasks have now chosen to work. This decision is triggered by various factors, one of which is the increasing cost of living and the inadequate income earned by the husband. This encourages housewives to contribute to increasing income in order to fulfil the needs of life and at the same time improve family welfare.

From the above, it can be concluded that a housewife is a married woman who is responsible for carrying out various tasks, such as caring for children, cooking, and cleaning the house, without working outside the home. Housewives play a very important role in the family, which is the smallest unit in society. Being a housewife is a profession that should not be underestimated or taken lightly.

The role of mothers in the family serves as a support system in society, including: 1. As an economic unit that produces future generations and also as consumers. 2. As a place for the formation of basic values in the family, including biological aspects, value systems, beliefs, religion, and culture. 3. As a place for the formation of biosocial interactions involving the relationship between children and mothers and fathers..

With the desire to be financially independent, mothers try to work to fulfil the needs of themselves and their dependents. The need to supplement the family income is becoming more pressing, especially with the low income of husbands and the high demands of necessities. In addition, there are more and more job opportunities available for women, such as handicrafts and other industries, which provide more opportunities for them to contribute to the workforce.

B. Financial Management:

Financial management encompasses a range of activities relating to the acquisition, financing and management of assets with a comprehensive objective. This process is designed to increase company revenue while minimising costs and optimising the use and allocation of funds, so as to maximise company value. One important aspect of financial management is its ability to determine the successful performance of a business. If financial management is not done properly, businesses risk difficulties in taking preventive measures to prevent potential irregularities in their business activities.

According to Anggraeni (2015), professionalism in financial management greatly facilitates business actors in various aspects, from budgeting and planning to fund management and basic understanding of finance to achieve business goals. Good financial management and accurate financial reports are essential for the performance of a business unit. This is key to business continuity, where financial reports serve as a communication medium that conveys information related to the company's financial activities to stakeholders. Businesses need to regularly assess their financial position, operating results, and sources and uses of funds received, so that interested parties can plan and make informed decisions.

Astuty (2019:1) explains that the main objectives of financial management are to achieve financial stability and long-term prosperity, and to realise the goals that have been set. Knowledge of wealth structure, finance, and capitalisation is acquired through practice. To realise this, a manager needs to follow some important principles:

1) Consistency-principles that emphasise the importance of continuity in financial management, through discipline and regularity in managing finances for the long term.

2) Accountability-principles that require managers to be responsible for the funds owned by the business, as well as providing information for related parties regarding the development of the business being run.

3) Transparency-principles that encourage managers to disclose all plans and activities to interested parties, especially in relation to financial reports.

Overall, financial management indicates that the acquisition and use of funds must be based on the principles of efficiency and effectiveness through a structured management process. This process involves financial planning and control, which is reflected in the three stages of financial management: planning, implementation and financial control.

a. Planning Theory:

Planning plays a very important role in an organisation. In practice, planning is often considered more crucial than other management functions, such as organising, implementing and monitoring. This is due to the fact that the three functions operate based on decisions that have been made in the planning process. As stated by Brantas, planning is a basic or fundamental function in management; organising, implementing, and controlling must begin with careful planning.

Siswanto, in his book, explains that planning is a fundamental process used to determine goals and establish steps to achieve them. In this context, planning means seeking the use of human resources, natural resources, and various other resources with the aim of achieving predetermined goals. Meanwhile, Kadar Nurzaman defines planning as an activity that focuses on the preparation of programmes that cover all important aspects, including policies, determining goals, the path to be taken, as well as the procedures and methods to be applied in an effort to achieve these goals.

b**. Implementation Theory:**

Implementation is an activity that aims to encourage and ensure all employees carry out their duties and responsibilities. Each employee, according to his or her expertise and role, contributes to the realisation of the plan through concrete activities geared towards achieving the set goals. In this process, it is important to always maintain good communication, provide motivation, carry out orders and instructions, and supervise to improve employee attitudes and morale.

According to George R. Terry, implementation can be interpreted as an effort to make a group work with sincere intentions and cooperation to achieve goals in accordance with the planning and organisation that has been set.

From this explanation, it can be concluded that implementation is an effort to mobilise and encourage a group to work in accordance with their respective duties and responsibilities, while collaborating to achieve the goals that have been formulated. This is done by establishing smooth communication and providing continuous motivation, as well as conducting periodic reviews related to improving employee attitudes and morale.

c. Supervision/Control Theory:

Supervision is one of the most crucial functions of management. No matter how well a job is done, without supervision, its success cannot be ensured. Supervision is related to efforts to maintain the course of the company towards predetermined goals. Earl P. Strong defines supervision as the process of regulating various factors in a company, so that implementation can be in accordance with the planned provisions. Meanwhile, James A. F. Stoner and R. Edward Freeman equate supervision with management control, which is a process that ensures that actual activities are in line with planned activities. Supervision can be understood as the activities of managers who seek to ensure that work is carried out according to plan and produces the desired results. This process involves steps such as checking, checking, matching, inspecting, controlling, organising, and preventing potential failures.

From this understanding, it can be concluded that supervision or control is an important function that must be carried out. Supervisory activities aim to ensure that all activities are in line with the plan that has been set and to prevent deviations that can have an impact on the failure of a business.

There are many factors that affect the achievement of financial goals, ranging from age, number of dependents in the family, to interest rates and inflation. Two main aspects that can influence financial planning are personal values and economic factors.

Personal values play a significant role in spending patterns between individuals in their 20s and those in their 50s, which are different. Elements such as age, income size, number of family dependents and lifestyle affect how one spends money and makes investments.

On the other hand, changing economic factors also have a major impact on financial planning. Financial decisions are heavily influenced by economic conditions, including inflation, per capita income and interest rates.

C. Family Financial Planning:

According to a certified financial planner from the board of standards, family financial planning is the process of achieving life goals through planned financial management. One important element in this planning is the preparation of a monthly budget, which includes income and expenses. For families, income sources can come from one or two channels, while expenditure items can be divided into routine and non-routine expenses.

Financial planning serves as a tool to fulfil the family's financial needs, both now and in the future. The goal is for the family to achieve financial freedom, be debt-free, have sufficient liquidity, and be protected from unexpected risks.

The financial planning process involves setting short-term and long-term financial goals. These goals are financial aspirations to be realised. In this context, family financial planning can be understood as an endeavour to create a balance between income on the one hand and expenses on the other, which includes consumption, savings and investments. Basically, this planning focuses on the financial aspect, where money is seen as a 'tool' to achieve goals, rather than an end in itself.

For money to be used effectively to realise future dreams, it requires skill, intelligence and wisdom. A wise saying reveals that wisdom (WISDOM) is the key to success. With wisdom in the right hand, we pave the way to success; while in the left hand, we find happiness and prosperity.

The interpretation of WISDOM may vary, but you can also use it as an acronym to remember important steps in financial planning. Here are the steps in managing family finances:

1) Setting specific and realistic family financial goals

After analysing our current financial situation, we can be better prepared to set specific and realistic financial goals in the context of overall family financial planning. Goal setting should follow the SMART criteria, which stands for Specific, Measurable, Attainable, Reality-Based, and Time-bound. One important aspect of setting family financial goals is to ensure that they are realistic, so that they can be achieved through consistent implementation and sustained effort. This requires consideration of the current situation and conditions. We should avoid setting goals that are unrealistic, like 'the moon is longing for the moon'. The existence of realistic goals is crucial, considering that financial goals are the main pillar in family financial planning. If the goals set are too ambitious, the burden can feel overwhelming, and this can lead to helplessness in executing the plan and trying to achieve it. In addition, it is important to prioritise your goals. Given the limited resources we have, we need to choose the most important goals to achieve first. After achieving the prioritised goals, we can pursue other goals if conditions allow.

2) Formulation of a strategic plan to achieve the goal starting from the current state.

Once we understand our family's initial goals and financial objectives, the next step is to devise a strategy to achieve them. As part of this preparation, it is important to conduct a thorough analysis of the existing financial situation. Through this analysis, we can assess the extent to which our family's financial goals fulfil the SMRAT criteria. This process is also useful for identifying the congruence between our desires or values and our monthly income habits and utilisation. If there is a mismatch, we need to set short-term goals to address the gap. Furthermore, the strategy should be realistic and have a clear time frame.

3) Learning to equip oneself with the knowledge, skills and attitudes required for strategy implementation is essential. Financial planning acts as a guide for us to explore new knowledge, develop new skills, and form positive attitudes - known as KSAs (Knowledge, Skills, and Attitude).

4) To achieve our financial goals, it is important to work hard as well as work smart. Developing these habits - working hard and working smart - will be the key to determining our future in the long run.

5) The next step is to monitor and manage the resources we have, so that they remain in line with the plan that has been set. We also need to be ready to make adjustments if the original plan is no longer relevant to existing conditions. This process includes monitoring implementation, and if deviations occur, we need to take corrective action. Actions that can be taken include reverting back to the original plan or revising the existing plan, given that financial conditions tend to change over time.

Chapter III. Research Methods:

Qualitative research type through phenomenological approach:

Chapter IV. Discussion:

A. Housewives' behaviour in family financial management in Makassar city

Housewives play a very important role in family financial management. In the midst of the dynamic economic development in Makassar city, they face great challenges to maintain household financial stability. Housewives' behaviour reflects their economic decision-making, which includes budgeting, managing expenses, saving, and investing. This becomes even more crucial in a big city like Makassar, where the cost of living continues to rise and social demands often influence financial management patterns.

As the main organiser of household finances, housewives are responsible for dividing the family income to fulfil various needs. Basic needs such as food, clothing and shelter are prioritised. In addition, children's education is also an important focus, given the cultural significance of education in Makassar as a means to improve the social and economic status of the family. With a strong Bugis-Makassar cultural background, they often combine traditional values with modern needs in managing finances.

However, financial management does not always go well. Many families rely on informal work, such as traders or fishermen, so the income received is often unstable. In this condition, housewives need to rely on skills and flexibility in preparing daily budgets. They are required to be clever in determining the scale of priorities, so that basic needs are still met even though the income earned is uncertain. This approach requires diligence and expertise in managing finances efficiently.

In the midst of modernization, the lifestyle of urban people also affects family spending patterns. In a city like Makassar, many families are influenced by a consumptive culture, where the fulfillment of desires often dominates the household budget. Housewives often face a dilemma in distinguishing between needs and wants, especially when dealing with social expectations related to certain appearances or lifestyles. This phenomenon requires them to be wiser in managing their expenses so as not to get caught up in more serious financial problems.

In addition to managing expenses, saving is one of the common habits done by housewives in Makassar. Although the amount of savings is often small, this habit reflects their awareness of the importance of preparing for future needs. Housewives save in a variety of ways, from traditional methods such as keeping money at home, to taking advantage of modern banking services. For some of them, saving also serves as an anticipatory step to face emergency situations, such as children's health or educational needs.

On the other hand, advances in financial technology are starting to affect the way housewives manage their finances. With the advent of digital banking services and financial management apps, they now have more options to manage expenses and monitor household cash flow. For example, the use of digital wallets has made it easier to pay for daily needs without the need to carry cash. However, not all housewives in Makassar can take full advantage of this technology. Limitations in digital literacy and internet access are the main obstacles for some families.

Financial education also plays an important role in shaping the behavior of housewives in financial management. Those who have a better understanding of finance tend to be better able to plan budgets efficiently, avoid unnecessary debt, and take advantage of investment opportunities. Unfortunately, many housewives in Makassar still face challenges in understanding modern financial concepts such as investment or insurance. As a result, they tend to opt for traditional methods of managing money, although they are often less efficient in the long run.

In addition to individual factors, the influence of local culture also shapes the behavior of housewives in managing finances. In Makassar, the values of social and family solidarity are very strong. This can be seen in the budget allocation for social needs, such as helping relatives or attending traditional events. Although this practice strengthens social relationships, spending on social needs is often an additional burden for families with limited incomes. In this situation, housewives are required to balance between the needs of the nuclear family and the existing social demands.

In financial management, debt is one of the aspects that cannot be ignored. Many housewives rely on loans to meet urgent needs, either through cooperatives, families, or online loan services. Although debt can be a temporary solution, if not managed wisely, debt can actually become a burden that worsens the family's financial condition. Therefore, housewives with better financial literacy tend to be more cautious in deciding to go into debt and ensure that loans are only used for productive needs.

In the midst of various challenges, housewives in Makassar continue to adapt to manage family finances in an efficient way. Their central role in the household has a significant impact on the economic stability of the family. In the long term, increasing financial literacy, utilizing technology, and access to financial education programs can strengthen the ability of housewives in Makassar to better manage family finances. This effort not only provides benefits for their families, but also contributes to the social and economic welfare of the people of Makassar city as a whole.

B. Advantages and disadvantages of housewife financial management in Makassar city:

Family financial management is one of the important aspects in maintaining household economic stability, especially in big cities such as Makassar. In this case, housewives play a central role as the main manager of family finances. Their duties include various activities, such as preparing a budget, managing expenses, saving, and deciding on investments. Although many housewives have shown extraordinary abilities in managing finances, there are still weaknesses that need to be considered to improve the effectiveness of financial management.

Advantages of Financial Management for Housewives in Makassar City:

1. Ability to Adjust Budget to Income:

Many housewives in Makassar are able to manage their budgets according to their family income. This is especially important for families with irregular incomes, such as fishermen, small traders, and informal sector workers. They tend to use flexible strategies to manage their expenses, ensuring their basic needs are met even when their income is unstable. These skills reflect accuracy and creativity in financial management.

2. Family-Oriented Management:

As a housekeeper, Makassar housewives tend to prioritize family needs. The welfare of families, especially children, will be the focus of budget allocation. Many of them prioritize education, health, and basic needs before considering their personal needs. This orientation shows a high sense of responsibility for the welfare of one's family.

3. Saving Habits as a Form of Future Readiness:

Saving is a common habit done by housewives in Makassar. They usually save a small fraction, if not mostly, of a percentage of their income. These savings often serve as a financial buffer for the family in times of need, such as medical expenses or other emergency needs. Saving shows that you realize the importance of planning for your financial future.

4. Social Role and Solidarity Values:

Makassar's Bugis culture, which highly upholds family values and social cohesion, also affects the financial behavior of housewives. They often allocate a portion of their budget to help a relative or relative in need. While this can be a challenge in household management, this approach strengthens social relationships and creates a sense of mutual support in society.

Weaknesses of Financial Management for Housewives in Makassar City:

1. Low Financial Literacy:

One of the biggest weaknesses is the low financial literacy of housewives. Many of them still do not understand modern financial concepts such as investment, debt management, and diversification of income sources. So they tend to switch to traditional approaches that are less effective in the long run, such as keeping money at home instead of using formal financial products.

2. Influence of Consumptive Culture:

As a big city, Makassar is closely related to the rapidly growing culture of consumerism. Housewives often face societal pressure to fit into a certain lifestyle, such as owning branded goods and following certain trends. This can cause expenses to become uncontrollable and household inefficiencies. This consumer culture poses a major challenge, especially for low- and middle-income families.

3. Dependence on Debt:

Debt is often a temporary solution to meet urgent needs. In Makassar, many housewives rely on loans from cooperatives, financial institutions, and even online lending services. While debt can be useful in an emergency, relying on it too much without a solid repayment plan can be a huge financial burden. A lack of understanding of debt management exacerbates this situation.

4. Limitations in Accessing Financial Technology:

Advances in financial technology (fintech), such as financial management apps and digital banking services, can help housewives manage their finances more efficiently. However, many housewives in Makassar still have limited access to this technology. Lack of digital literacy, traditional practices, and limited infrastructure are the main obstacles to financial technology adoption.

5. Lack of Long-Term Planning:

Many housewives tend to focus on short-term needs without considering long-term financial planning. This is largely due to limited income and a lack of knowledge regarding the importance of future financial planning. As a result, people are less prepared to face unexpected events or major needs in the future, such as education costs or children's pension funds.

Financial management by housewives in Makassar City offers benefits that reflect responsibility, flexibility, and local cultural values. They are able to adjust their budget to their income, prioritize family needs, and maintain the habit of saving for the future. However, the challenges we face are not great. Low financial literacy, consumptive culture, dependence on debt and lack of access to financial technology are obstacles that must be overcome.

Improving the efficiency of financial management for housewives in Makassar requires cooperation between the government, financial institutions, and the community. Financial education programs, wider access to financial technology, and the promotion of digital literacy can help them manage their finances better. In this way, housewives can contribute not only to the economic stability of their households but also to the economic development of society as a whole.

C. Family financial management strategies in improving the family economy in the city of Makassar:

Financial management is a fundamental aspect in improving your family's standard of living while maintaining your household's financial stability. With the rapidly growing urban economic dynamics in Makassar City, families need to implement effective financial management strategies. Families in Makassar face various challenges, including the rising cost of living and the impact of consumer culture, so a planned approach is needed to achieve economic stability and growth.

A financial management strategy is a series of planned steps aimed at managing income and expenses effectively. This includes budgeting, debt management, saving and investing for the future. In a city like Makassar, families who manage their finances well can overcome economic challenges while creating opportunities to improve their well-being.

1. Creating a Family Budget:

Budgeting is the first step towards effective financial management. Families should keep detailed records of all sources of income and expenses. In Makassar, many families spend their money to meet basic needs such as clothing, food, board, and children's education. When creating a budget, you should prioritize primary needs before considering spending on secondary or tertiary needs.

Applying the 50/30/20 method can be a good strategy. This method involves allocating 50% of your income to basic needs, 30% to personal needs or entertainment, and 20% to savings or investments. This method helps families maintain a balance between daily expenses and long-term financial provisions.

2. Mengontrol Pengeluaran dengan Bijak:

Families in Makassar need to avoid unnecessary expenses in order to manage their budget. One of the challenges is that large cities are characterized by a consumer-oriented lifestyle. Focusing on basic needs helps families avoid overspending. Using technology such as financial management apps can also help you monitor your cash flow and identify areas where you need to reduce your expenses.

3. Increasing Family Income:

In addition to controlling expenses, families can also increase their income in several ways. Many families in Makassar run small businesses, such as selling traditional food or opening grocery stores. Using digital technologies such as social media and e-commerce platforms gives you the opportunity to reach a larger market. In this way, the family can strengthen its household economy.

4. Saving and Investing:

Savings are an important part of a family's financial plan. The habit of saving, even if the amount is small, can help families prepare for future needs such as children's education or emergencies. In addition, families should also consider investing as a way to grow their wealth. Investing in gold, savings, and even real estate can also be a profitable option in Makassar.

However, it is important for families to get complete information about their preferred investment product before making any investments. Financial education is a key component in making the right investment decisions.

5. Managing Debt Wisely:

Debt is often part of a financial strategy, especially when used for productive purposes such as starting a business or funding an education. However, Makassar families need to be careful in managing their debts. It's best to borrow money only if you really need it and have a clear repayment plan. Avoiding consumer debt and understanding interest costs is an important step to prevent undue financial stress.

6. Avail of Financial Programs and Services:

The government and financial institutions in Makassar often offer various programs to help families manage their finances. Programs such as financial literacy training, micro-savings, and access to small business loans provide families with opportunities to improve their economic situation. These programs provide families with more knowledge and resources to manage their finances.

7. Financial Education for All Family Members:

An effective financial management strategy involves the whole family, not just the head of the household. Financial education from an early age, especially for children, contributes to developing good financial habits. Children who are taught about saving and the value of money will grow up to be smarter financial managers in the future.

Challenges in Financial Management in Makassar City:

While these strategies may be useful, families in Makassar still face many challenges. The rising cost of living, lack of financial literacy, and the influence of consumer culture are the main obstacles. In addition, not all households have adequate access to formal financial services or digital technology, which can limit efforts to manage finances effectively.

In Makassar City, efficient household financial management is the key to improving the household economy. By implementing strategies such as budgeting, expense management, savings, investments, and utilizing available financial programs, families can unlock growth opportunities while achieving financial stability. In addition, financial education and prudent debt management are key elements that support this strategy.

Despite facing these challenges, with enthusiasm and careful planning, the Makassar family was able to overcome these obstacles and create a better economic situation. In addition, joint efforts are needed from the government, financial institutions, and the community to support families in implementing more effective financial management strategies.

Chapter VI Conclusion:

Housewives play a strategic role in managing household finances in Makassar, especially considering that the city's economy is growing rapidly. They face challenges such as unstable incomes, consumer culture, and societal demands that affect shopping and saving behavior. Since basic needs, children's education, and social solidarity are paramount, housewives often combine traditional and modern values when managing their finances. Despite the increasing use of financial technology and digital services, low digital literacy is still an obstacle for most people. Better financial education is expected to improve people's ability to budget, manage debt, and take advantage of investment opportunities, so that it can stimulate economic growth. Family stability and community welfare.

Although household management by Makassar housewives has advantages such as the ability to manage budgets according to income, the ability to prioritize family needs, saving habits, and a high sense of solidarity, household management by Makassar housewives also has challenges, namely: These include low financial literacy, the influence of consumer culture, dependence on credit, and limited access to financial technology. The lack of focus on long-term planning also hinders the fulfillment of future needs. Addressing these challenges requires financial education, increased digital literacy, and access to financial technology that will allow them to manage their money more efficiently and contribute better to their families. - Economic development and community survival in Makassar.

In Makassar, financial management through various strategies such as budgeting, expenditure control, savings, investments, and prudent debt management is the key to household financial stability. Families can benefit from budgeting methods such as 50/30/20, avoiding consumer spending and increasing income through small businesses and digital platforms. However, challenges such as the rising cost of living, lack of financial literacy, and limited access to formal financial services must be addressed. Therefore, financial education, access to government programs, and support from financial institutions are essential to help families achieve stability and sustainable economic growth.

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