

Financial Planning for Education Funds Through Investment Options for Housewives in South Cicinde

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ABSTRACT

Submitted: **Purpose of the study** — *The purpose of the study is To know How planning education fund finance for housewives in South Cicinde Village stairs via choice investment. Problems found that part big public there No own education fund preparation Because misunderstanding will management finance.*
12-17,2024

Accepted: **Research method**— *Qualitative and quantitative approaches are used in this study. Through online surveys and in-depth interviews,*
01-11, 2025

Published: **Result**— *The results of research and data analysis show that the people of South Cicinde Village, especially housewives Already own planned education For their son. However, plan This is not supported by educational funding preparation because 81.6% of the Respondent has No own savings term allocated length special for Education Fund. Choice investment For Educational funding planning chosen by respondents is Investment riches personal in the form of Gold and Wealth Real rice fields and buildings (rent property). Respondent No chose an investment as well as an Investment Commodity Because factor misunderstanding, as well as concern, will risk on investment which is rated very highly.*
02-04, 2025

Keywords: Planning, and Education, Financial Management



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INTRODUCTION

Education is very important in a sustainable life man moment because at every point of life man always close the relation with education. Good education is capable become the capital of a nation For repair conditions nation becomes more advanced and developed (Hera Ramadani & Nugraheni, 2024). Education in Indonesia until now Still must be attention government to continue to experience improvements, especially to realizing Generation

Indonesia Gold 2045. One of the problems in sector education is inequality in education in urban and rural areas which is still high (Jauhari, 2023).

Data from the Central Statistics Agency (BPS) for March 2023 shows that inequality in education between urban and rural areas is Still Enough high. Based on data about the level of education highest completed residents are 15 years old to above in the village and city, still there is 5.11% of the population village has / not yet At school, and as many as 12.39% have not finished elementary school education. While that, the number of residents who are not / have not Once schools in urban areas is only 1.93%, and residents who are not elementary school graduates are 6.62%. In urban areas, there are 49.16% of the population 15 years old to above have finished high school education/equivalent. However, the population of the village that finished level high school education / equivalent is only 27.98%. The data shows that the majority rural population only finishes education at with elementary school level, namely 31.13%.

South Cicinde is a village located in the sub-district Banyusari Karawang Regency with an area of 4,540 km². Agriculture plant food makes a very big contribution to the economy community. The area of rice fields reaches 80.19 percent of the total area is the basic capital for eye livelihood part big the population that depends on life in the sector agriculture (BPS, 2023). Apart from agriculture, fisheries in South Cicinde Village are one of the potential economies Where Lots of residents of South Cicinde Village opened House salted fish production as well as processed others . Educational facilities in South Cicinde Village consist of from 3 TPA/PAUD, 1 Elementary School, and 1 Madrasah Ibtidaiyah (MI). For Level education intermediate located in the District Banyusari, namely There are 1 high school and 1 vocational school. Many of the people of South Cicinde Village prefer to choose work in the industry after completing High School Education, because of the condition economy families that do not own education funds prepare for a higher level. Based on observation beginning, society no own education fund preparation Because misunderstanding will management finance .

Cost education in the present day This is not something cheap . Facts that occur in the field is cost education experience increase every year . The inflation that occurred For cost education That around 10-15%. In addition cost education this needed To range enough time long, because customized with the level his education, namely for elementary school 6 years, junior high school 3 years, senior high school 3 years, and college 4 years (OJK, 2024). Preparing investments for education fund child important in planning finance family because the cost of education child always increases every year

High education funding can become a burden financial and necessary A effective solution. One of the solutions is planning finance will fund education. Planning education funds must done as early as maybe so the child child Can get a good education. Planningfinance family is a systematic, detailed, and planned process in evaluate as well as analyzing the needs will objective somebody in family term short , medium and long (Hazmi 2018).

Individuals who understand finance are usually capable of direct investment become more effective because they can access various types information finance (Upadana &

Herawati, 2020). Different types of investment have different levels of risks and prospects of different benefits. This includes deposits , gold , stocks , mutual funds, bonds , SUN, property , business , etc. In practice, good investment is important For see second side risks and potential profit from every instrument investment. Instruments with level significant returns usually also have significant risk, while instruments with results that are not significant tend to own risk that is not significant (Herdinata, 2022). This research focuses on analysis planning finance.

Condition the in harmony with results National Survey of Literacy and Inclusion Finance (SNLIK) which is carried out Financial Services Authority (OJK). Based on results National Survey of Literacy and Inclusion Finance (SNLIK) 2022 shows level of literacy and inclusion finance in public rural is 48.43 percent and 82.69 percent or still below compared to urban areas which reached 50.52 percent and 86.73 percent. This shows that with Good side understanding and also use product/service finance, people in rural areas are Still Enough left behind compared to people living in urban areas (OJK , 2023). The purpose of study This is For know How education fund planning the people of South Cicinde Village through choice investment.

According to Financial Services Authority (OJK, 2018) Planning finance is art management finances conducted by individuals or families To reach effective, efficient, and beneficial goals so that families become prosperous families. In general, activities carried out are a management process of income To reach objective financial like the desire to have wedding funds, birth funds children, and others. According to FA Wulandari and Sutjiati (2014) in Kusdiana and Safrizal (2022), the function do it planning finance for the family is to prepare life as early as Possible to reach objective desired finances through management planned, organized, and wise finances. According to OJK, the preparation of planning finance family through 5 (five) Steps : (1) Evaluate the condition finance moment this (2) Compile objectives finance (3) Make plans finance and its alternatives For reaching goals finance (4) Implement planning finances that have been arranged with discipline (5) Review and improve plan finance in a way periodic For adapt condition finance latest.

Planning strategies finance family in finance children's education according to Sumual et al, (2024) are: 1) Saving in a way periodic by making a Special Education Savings Account To deposit Part of their income into every month. 2) Investment term long, like stocks, mutual funds, or real estate for Building Education for children. 3) Using financing programs for education, such as loan student or educational savings programs offered by institutions finance. 4) Utilizing scholarships and assistance finance from the government or organizations private sector can also help the families to fund education children.

Investment is an investment for One or more assets that have term long-term time with the hope For to obtain future benefits(Astuti, 2023). In the research by Ernitawati et al. (2020), Jones defined investment as a commitment to plant a certain amount of funds at one time or more assets during several periods in the future . According to Royda & Riana (2022), there are several types of investment, namely : (1) Investment Riches Real, which involves asset like land and buildings, (2) Investment Riches Visible person, which includes things like gold, diamonds and goods antique, and (3) Investment Finance, which consists of from investment in letter

valuable in the money market and capital market, and (4) Investment Commodities, which involve trading commodity like coffee and coconut palm oil, often done through trading futures. Investment According to Destina Paningrum (2022), term time that is There are 3, among others, (1) Investment term short, namely investments made No more than 12 months (2) Investment term medium, namely investment that has a range time between 1 to 5 years (3) Investment term long.

METHOD

Study This use approach is qualitative and quantitative descriptive. Sugiyono (2019:21) stated that the method descriptive is a method used To describe or analyze a results study but not to make more conclusions .Research implemented in Disa The Little Mermaid South, subdistrict Banyusari Karawang Regency. Target/ subject study This is the people of South Cicinde Village with criteria Mother House the stairs that merged in group PKK mothers as many as 62 people through online surveys and in-depth interviews. Source of research data obtained with method collect primary data and secondary data. Primary data is data obtained in a way directly sourced from interviews, observations, and documentation, while secondary data is obtained through library research.

RESULTS AND DISCUSSION

RESULT

Profile Respondents were obtained through a distribution questionnaire with several 62 respondents. That age the average respondent was under 30 years old, the level of average education was high school or equivalent, and income respondents averaged Rp. 5,000,000 per month. As shown in table 2 below.

Table 2. Profile Respondents

Variables Criteria		Frequency	Percentage
Age	24-29	33	53%
	30-35	15	24%
	36-40	10	16%
	41-45	4	7%
Income	< Rp. 2,000,000	10	16%
	Rp 3,000,000 - Rp.4,000,000	18	29%
	> Rp. 5,000,000	34	55%
Education	Elementary School/ Equivalent	8	13%
	Junior High School/ Equivalent	13	21%

Variables Criteria	Frequency	Percentage
Vocational High School/ Equivalent	32	52%
D3	4	6%
S1	5	8%
S2 to on	0	0%

Source : Data Processing Results, 2025

Election investment most that is investment riches personal with a total of 39 respondents or 62.90%, Investment riches real with a percentage of 24.20% or as many as 15 respondents, wealth investment finance with a percentage of 12.90% or as many as 8 respondents, then Respondent No some choose for investment commodity.

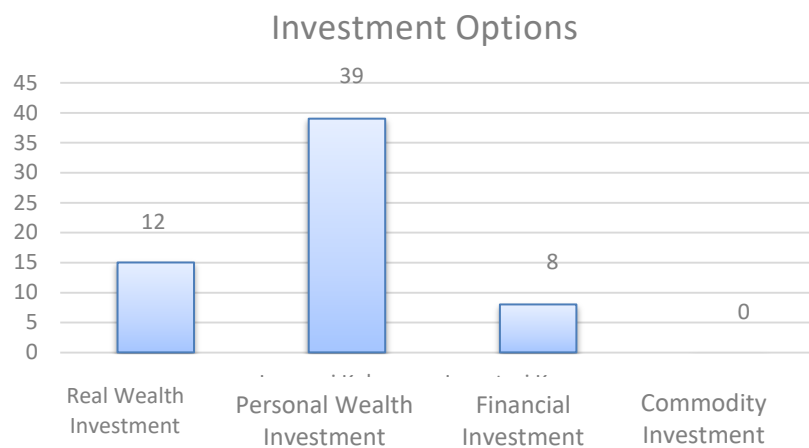


Figure 1.Graph Election Investment

Source : Data Processing Results, 2025

Good education fund planning will allow a family can send their son to level higher education or college's expected height. Making planning for education fund child is a thing to do by every parent who has a child, remembering cost of education is experiencing improvement from year to year. There are several parents' reasons need to prepare education funds For their son it is a condition economy is not always good, a condition that are not always healthy, a rising cost of living from year to year, and so on. To prepare future education funds for child, one of them Can use instrument investment like savings education (Putri and Miharti, 2021).

In line with the opinion said, all respondents (100%) have their plan for educating their son. As stated by Mrs. Suriana (22 Years) "Minimum child I school until to College ", the same thing was also conveyed by Mrs. Tika (31 years old) stating that " child I must school until can title Bachelor's degree ". Mrs. Aliah (38 years) states that " child I must school as high as maybe

so that it can reach out his ideals ". Can concluded that the respondents owns a plan for education For their son and his daughter.

DISCUSSION

According to the Financial Services Authority, planning finance is the art management finances conducted by individuals or families To reach effective, efficient, and beneficial goals, so that family the becomes prosperous family. In general, activities carried out are a management process of income To reach objective finances like the desire to have wedding funds, birth funds children, and others. Income We need to be managed so that it can fulfill the moment and also future needs.

To reach an objective family is with making planning finance family. One of the stages in planning sufficient finances is the compilation of the budget for House stairs. Because in stages This is the core of managing our money get For sufficient need moment this and future needs. A healthy budget is when the amount of income is The same or bigger instead of spending, don't until expenditure We bigger than the income we will cause condition financial " bankrupt ".

According to Nurcahyani (2021), 85 % of activities shopping family, such as shopping monthly and decisions purchase need family others, arranged by a wife or Mother House stairs. However, 50 % of wives or Mother the No feel Certain to decision financially they take and 62% said confusion moment must direct plan their financial term long family and them need help with appropriate information with profile family so they can make decisions proper financially.

No	Expenditure Items	Allocation
1	Zakat, Infak, Sedekah	5%
2	Savings and Emergency Funds	10%
3	Insurance Premiums	5%
4	Loan Installments	20%
5	Future Investments	5%
6	Household Expenses	40%
7	Children and Education	10%
8	Entertainment	5%

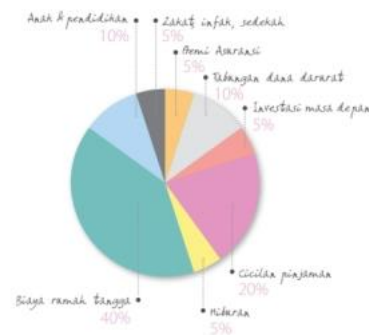


Figure2.Allocation Finance Family
Source : Financial Services Authority

According to OJK in the book " Planning Finance Family " allocation in finance House ladder in accordance Figure 1. Income every month should No spent On consumption simply because in the future Still need money for cost live . When the conditions in the future No income Again Because entering retirement or suffering sickness. Because of that, eight expenditure items should owned by each family . If condition No has debts, then allocation income can be diverted for savings post or investment post.

Allocation education must become a priority for planning education by the hope family. The people of South Cinde Village have realize that education must taken For future provisions child . However allocation from planned education the not included yet with planning finance will preparation of education funds . Only 18.4% of respondents who have prepare plan funds education term long in form savings, insurance, or in form investment. As many as 81.6% of respondents state that they do Not yet own preparation For education child in form allocation from budget income family. As expressed by Mrs. Rahmawati (29 Years) " I have no savings for high school or college, there are also savings at school For the preparation year next ". The same thing expressed by Mrs. Puspa (30) Year) " I no savingsterm long for Later child " college ", Mrs. Marsya also stated same thing " I have savings the most savings for preparation enter school Just each the year if savings term long No There is ".

Choice investment in planning education shows Respondents majority prioritize Investment riches personally in the form of gold jewellery Because their own values tend to increase, more easily obtain, easier for sale moment needed, and can used as a form of confession identity. In addition to gold, the choice investment next selected by the respondents is Investment Riches Real in the form of rice fields and buildings (rent property) with the hope of obtaining passive income as income addition. Investment Finances consist of investments in letters valuable in the money market and capital market to become a choice as well as Investment Commodity Because factor misunderstanding, as well as concern, will risk on investment which is rated very highly.

The reason why the people of South Cinde Village do not allocate education funds is due to the available funds allocated for daily needs efforts, and reasons others. In addition, If seen from an income House existing stairs Still be in the range group class medium. Existence institution banking also affects the public in preparing education funds. In Cinde Village South No There is institution banking or cooperative, the closest is a Bank unit owned by the government located in the sub-district and is approximately 7 km away. From the results interview public Still assumes that saving to go to the Bank is troublesome with sufficient distance far, queue as well as No practical. Society is more choose save in groups like school, religious studies or through community savings which is considered easy.

CONCLUSION

From the results of research and analysis data can be concluded that the people of South Cinde Village, especially the mothers Already own plan of education For their son. All Respondent's answers will be sent to school his son until level college height, namely must get a Bachelor's degree. However, the plan This is not supported by educational funding preparation because 81.6% of Respondents do not own savings term allocated lengthspecial for Education Fund. The community has realized that the cost of education increases every year. However various reasons make Respondent Still have difficulty Preparing education funds. The

investment choices of Cicinde's community, especially among women, predominantly focus on tangible assets like gold, real estate, and agricultural land.

Remember planning education fund finance is very important For society, starting from Mother House stairs in the neighborhood the smallest must own knowledge will planning finance so that own ability to manage finance House stairs. Based on the description, the researcher's suggestion of an improvement strategy for planning education fund finance that is it's been rapped government village local or service-related and banking institutions and the Supervisory Agency (BI / OJK) routinely provides training as well as coaching to Mother House ladder For add knowledge they about planning and management finance. Routinely do monitoring and supervision to activity finance society to avoid investments bulging with add material finance at the meeting event village involving the presence of mothers Good from PKK groups, Posyandu, religious studies or Mother House ladder.

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