

## Pengaruh Kearifan Lokal Bapukung terhadap Produktivitas dan Keseimbangan Peran Ibu Rumah Tangga

### *The Influence of Local Wisdom Bapukung on Productivity and Role Balance of Housewives*

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#### Abstrak

Menyeimbangkan tanggung jawab pengasuhan dengan berbagai tanggung jawab lainnya merupakan tantangan yang terus dihadapi oleh ibu rumah tangga, terutama mereka yang mengelola Usaha Mikro, Kecil, dan Menengah (UMKM). Bapukung, sebuah praktik tradisional mbedong bayi dari Kalimantan Selatan, menawarkan solusi potensial dengan meningkatkan kualitas tidur bayi dan memberikan waktu tanpa gangguan bagi ibu untuk mengelola tugas rumah tangga serta kegiatan bisnis. Penelitian ini bertujuan untuk mengkaji pengaruh Bapukung terhadap produktivitas dan keseimbangan peran ibu rumah tangga dengan pendekatan kuantitatif menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS). Data dikumpulkan dari 30 responden di Kalimantan Selatan melalui kuesioner terstruktur. Hasil menunjukkan bahwa Bapukung secara signifikan memengaruhi produktivitas ( $\beta = 0,816$ ,  $p < 0,05$ ) dan keseimbangan peran ( $\beta = 0,787$ ,  $p < 0,05$ ). Temuan ini selaras dengan kerangka teori Resource-Based View (RBV) dan Balanced Scorecard, menunjukkan bahwa praktik budaya dapat menjadi sumber daya strategis untuk meningkatkan manajemen waktu dan efisiensi. Penelitian ini berkontribusi pada integrasi kearifan lokal dalam teori manajemen modern serta menawarkan implikasi praktis bagi program kesejahteraan keluarga dan pelatihan kewirausahaan. Penelitian mendatang disarankan untuk mengeksplorasi skalabilitas Bapukung dalam berbagai konteks budaya dan dampaknya dalam jangka panjang terhadap dinamika keluarga dan kesejahteraan ibu.

#### Kata Kunci:

Bapukung,  
local wisdom,  
productivity,  
role balance,  
SEM-PLS

#### Keywords:

Bapukung,  
kearifan lokal,  
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#### Abstract

*Balancing caregiving duties with multiple responsibilities is a persistent challenge for housewives, particularly those managing micro, small, and medium enterprises (MSMEs). Bapukung, a traditional swaddling practice from South Kalimantan, offers a potential solution by improving infant sleep quality and providing mothers with uninterrupted time to manage household and business tasks. This study investigates the influence of Bapukung on the productivity and role balance of housewives using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS). Data were collected from 30 respondents in South Kalimantan through structured questionnaires. Results reveal that Bapukung significantly influences both productivity ( $\beta = 0.816$ ,  $p < 0.05$ ) and role balance ( $\beta = 0.787$ ,  $p < 0.05$ ). These findings align with the Resource-Based View (RBV) and Balanced Scorecard frameworks, demonstrating how cultural practices can serve as strategic resources to enhance time management and efficiency. The study contributes to the integration of local wisdom into modern management theories, offering practical implications for family welfare programs and entrepreneurship training. Future research should explore the scalability of Bapukung across diverse cultural contexts and its long-term influence on family dynamics and maternal well-being.*



## I. Introduction

Balancing caregiving responsibilities with household management and economic activities is a persistent challenge for housewives, particularly those who run micro, small, and medium enterprises (MSMEs). These dual roles often lead to "role strain," a condition where the conflicting demands of caregiving and professional responsibilities cause physical fatigue, mental stress, and reduced productivity (White & Erickson, 2019). Smith (2018) highlights that housewives frequently experience heightened stress and anxiety due to the constant need to switch between caregiving and external duties, particularly when managing young children. In Indonesia, housewives contribute significantly to the MSME sector, with women making up a substantial portion of this workforce. According to the Ministry of Cooperatives and SMEs (2021), women-led MSMEs play a vital role in local economic development and household financial stability. However, balancing entrepreneurial activities with domestic responsibilities remains a significant obstacle for many women.

In managing these dual roles, many housewives struggle to allocate their time effectively, especially when young children require constant attention. Research by Fisher et al. (2020) indicates that housewives involved in dual roles frequently experience high levels of stress and decreased job satisfaction. These challenges emphasize the need for strategies that enable mothers to manage their time efficiently while fulfilling both caregiving and entrepreneurial responsibilities. Martinez and Silva (2022) argue that integrating cultural practices into modern caregiving routines can reduce stress and enhance time management, suggesting a potential solution in local wisdom.

One such cultural practice is Bapukung, a traditional swaddling technique from South Kalimantan. Bapukung involves swaddling infants in a seated, secure position that mimics the feeling of being held, providing comfort and encouraging longer sleep durations (Rahmawati et al., 2022). This practice is deeply rooted in the Banjar culture and has been passed down through generations. Rahmawati et al. (2022) emphasize that Bapukung not only improves infant sleep quality but also creates additional time for mothers to manage household and business tasks. Agustina et al. (2023) reported that 79% of mothers practicing Bapukung observed significant improvements in their infants' sleep, allowing for greater flexibility in daily routines.

From a theoretical perspective, Bapukung aligns with the Resource-Based View (RBV) theory, which emphasizes leveraging unique and non-replicable resources to gain a competitive advantage (Barney, 1991). As a cultural resource, Bapukung provides housewives with uninterrupted time blocks, enabling them to manage multiple responsibilities effectively. This aligns with Cahya and Firdaus (2024), who highlight that cultural resources, when utilized strategically, can significantly improve engagement and efficiency. Additionally, Dessler (2020) underscores the importance of optimizing individual resources such as time and energy to enhance productivity. Furthermore, Bapukung reflects principles of the Balanced Scorecard framework (Kaplan & Norton, 1996), which underscores the importance of balancing personal and professional goals to achieve internal efficiency and overall well-being.

Despite its potential, the role of Bapukung as a strategic resource for enhancing productivity and role balance among housewives remains underexplored. Previous studies have predominantly focused on the health benefits of Bapukung for infants, with limited attention to its broader implications for maternal productivity and household dynamics (Rahmawati et al., 2022; Agustina et al., 2023). This research aims to address this gap by investigating how Bapukung influences the productivity and role balance of housewives who manage caregiving, household responsibilities, and entrepreneurial activities.

Using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS), this study examines the influence of Bapukung on the productivity and role balance of housewives in South Kalimantan. By integrating local wisdom with modern management theories, the findings aim to provide practical insights for family welfare programs and entrepreneurship training. Furthermore, this study contributes to the growing body of research on the intersection of cultural practices and strategic management, offering a novel perspective on how traditional wisdom can address contemporary challenges faced by housewives.

## 2. Literature Review

### 2.1. Challenges in Balancing Childcare and Household Duties

Balancing childcare and household responsibilities presents significant challenges, particularly for mothers who manage dual roles as caregivers and entrepreneurs. The concept of "role strain," described by White and Erickson (2019), highlights the tension mothers experience as they allocate time and energy between family and external duties. This strain is often exacerbated when young children require constant attention, leaving mothers physically and mentally fatigued. Anderson and Hinsliff (2021) note that such dual roles frequently lead to reduced productivity, heightened stress, and diminished overall well-being.

These challenges become even more pronounced for housewives engaged in small businesses. Olson and Simmons (2020) argue that housewives who operate businesses face additional pressures to meet financial and operational demands, often intensifying the conflict between professional and familial responsibilities. This dual burden not only affects

the emotional and physical health of mothers but also has implications for their ability to balance tasks effectively. Fisher et al. (2020) observed that mothers in such situations reported lower job satisfaction and higher levels of anxiety due to the constant role-switching required in their daily lives.

To address these challenges, many mothers turn to traditional and cultural practices as coping mechanisms. Martinez and Silva (2022) emphasize that integrating local wisdom into caregiving routines can provide a structured approach to managing time and reducing stress. These strategies, rooted in cultural traditions, offer practical solutions to the dual demands faced by mothers. However, the effectiveness of these practices requires further exploration, particularly in contexts involving entrepreneurial housewives balancing complex household and business dynamics.

## **2.2. The Role of Sleep in Childcare and Maternal Well-being**

Infant sleep quality is a crucial determinant of maternal productivity and well-being. Research by Adair and Bakker (2021) highlights that structured sleep schedules not only benefit infants but also provide caregivers with uninterrupted time to focus on other responsibilities. When infants sleep for longer durations, mothers are better able to manage household and business tasks, reducing their stress levels and improving their productivity. This underscores the importance of prioritizing infant sleep as a strategy to support maternal roles.

Swaddling, a traditional method to enhance infant sleep, has been widely recognized for its calming effects on infants. Studies by Bowman and Holt (2022) found that swaddling across cultures promotes longer sleep durations and reduces infant fussiness. Techniques like Bapukung, which incorporate swaddling, help regulate infant sleep and create a soothing environment. Wilson and Clarke (2023) observed that improved sleep quality in infants leads to reduced interruptions in mothers' routines, enabling a more organized approach to daily responsibilities.

The relationship between infant sleep and maternal productivity is further emphasized in the psychological benefits it brings to caregivers. Ben-Zion et al. (2020) reported that mothers with infants who follow structured sleep schedules experience lower levels of stress and higher satisfaction in their daily lives. These benefits extend beyond immediate caregiving tasks, contributing to a holistic improvement in maternal well-being and efficiency. Johnson & Liu (2022) also highlight that "kesejahteraan orangtua, terutama ibu, sangat dipengaruhi oleh pola tidur anak. Ketika anak tidur lebih lama dan lebih nyenyak, orangtua memiliki lebih banyak waktu untuk mengelola tanggung jawab lain, yang berdampak positif pada produktivitas dan kesejahteraan emosional mereka." This reinforces the idea that when infants sleep for longer periods, mothers can better manage both family duties and work responsibilities, reducing stress and improving their productivity.

Furthermore, Lee et al. (2022) emphasize that "swaddling techniques, such as Bapukung, have been shown to enhance infant sleep quality by reducing fussiness and promoting longer sleep durations. This not only benefits infants but also provides caregivers with valuable uninterrupted time, allowing them to manage other responsibilities more effectively. As a result, caregivers experience reduced stress and improved overall well-being." This highlights the significant influence of culturally relevant practices like Bapukung on both infant and maternal outcomes, offering a holistic approach to caregiving and family well-being.

## **2.3. Local Wisdom of Bapukung in Indonesian Culture.**

Bapukung is a traditional practice of the Banjar people of South Kalimantan, known for its unique approach to swaddling infants in a seated, secured position. This technique mimics the sensation of being held, providing comfort and promoting longer sleep durations (Halim & Dewi, 2021). Rahmawati et al. (2022) describe *bapukung* as not only beneficial for enhancing infant sleep quality but also for fostering a sense of security in children. The practice has deep cultural roots and is viewed as a practical solution for modern caregiving challenges.

According to Kaekaha (2018), *bapukung* involves cradling an infant in a cloth sling that suspends the child in a seated, swaddled position. This technique is traditionally used by Banjar families to keep infants close to their caregivers while allowing parents, especially mothers, to perform daily tasks. The materials used for *bapukung*, often simple pieces of cloth or batik fabric, reflect the resourcefulness and practicality of the Banjar community. Moreover, *bapukung* is imbued with cultural meaning, symbolizing the nurturing role of families and preserving ancestral traditions.

The effectiveness of *bapukung* in improving infant sleep has been documented in several studies. Agustina et al. (2023) reported that 79% of mothers practicing *bapukung* observed significant improvements in their infants' sleep quality and duration. These improvements allowed mothers to better manage household and business tasks, reducing the stress associated with balancing multiple responsibilities. The technique's success lies in its ability to integrate cultural wisdom into daily routines, making it both functional and meaningful for caregivers.



Figure 1. A child being gently cradled in a local wisdom Bapukung. Source: Kaekaha, *Kompasiana* (2018)

As vividly illustrated in Figure 1, where a child is securely cradled in a traditional *bapukung* swing, this practice exemplifies the Banjar people's ingenuity and commitment to maintaining familial bonds. The swing's design not only soothes the infant but also reinforces the importance of preserving cultural heritage while addressing contemporary parenting challenges. Martinez and Silva (2022) highlight that practices like *bapukung* serve as a bridge between cultural heritage and modern caregiving, strengthening familial bonds and supporting the psychological well-being of both infants and mothers. As a holistic parenting approach, *bapukung* enhances caregiving outcomes while preserving valuable cultural traditions.

#### 2.4. Management and Strategic Management Perspective

From a management perspective, Bapukung aligns with the Resource-Based View (RBV) theory, which emphasizes the importance of leveraging unique, rare, and non-replicable resources to gain a competitive advantage (Barney, 1991). For housewives balancing family responsibilities and entrepreneurial duties, Bapukung serves as a valuable cultural resource that enhances time management and productivity. Its ability to provide uninterrupted time blocks for mothers is particularly critical in managing dual roles efficiently. Similarly, Cahya and Firdaus (2024) demonstrated that organizational culture, when managed strategically, can significantly enhance engagement and effectiveness. By analogy, Bapukung acts as a cultural resource within households, offering an innovative approach to managing caregiving and work responsibilities effectively.

The Balanced Scorecard framework also highlights the strategic importance of Bapukung. Kaplan and Norton (1996) emphasize balancing personal and professional goals as key to achieving productivity and satisfaction. Through Bapukung, mothers can improve internal efficiency by allocating focused time for caregiving, household tasks, and entrepreneurial activities. This practice aligns with the Balanced Scorecard's emphasis on internal process optimization, enabling housewives to maintain role balance and achieve greater personal well-being. Such integration of traditional wisdom into modern management frameworks underscores the adaptability of cultural practices in addressing contemporary challenges.

Furthermore, Bapukung illustrates the potential of cultural resources as strategic tools in family management. By reducing role strain and increasing maternal productivity, Bapukung bridges the gap between local wisdom and global management principles. This supports the findings of Dessler (2020), who highlighted the importance of resource optimization for improving individual performance. Giddens and Ratcliffe (2023) also emphasized how managing unique resources can lead to improved organizational and personal outcomes, and in this case, Bapukung acts as a non-replicable resource that supports housewives in their dual roles. In a broader context, Bapukung represents a blend of cultural identity and practical utility, reinforcing the role of traditional practices in modern household and entrepreneurial dynamics. The strategic implications of Bapukung demonstrate its relevance not only in family settings but also as a resource for broader socio-economic development.

## **2.5. Gaps and Opportunities for Future Research**

While the benefits of Bapukung are evident, there are several gaps in the existing literature that warrant further exploration. Current studies, such as those by Rahmawati et al. (2022) and Agustina et al. (2023), primarily focus on immediate outcomes like improved infant sleep and maternal productivity. However, the long-term influences of Bapukung on family dynamics, maternal mental health, and economic participation remain unexplored. These dimensions are critical to understanding the broader implications of this cultural practice, particularly in the context of empowering housewives balancing caregiving, household, and business responsibilities.

In the field of management, Cahya and Firdaus (2024) highlighted how organizational culture influences engagement and effectiveness, but the application of similar principles in household management has not been extensively studied. This study partially addresses this gap by examining Bapukung as a family-based cultural resource; however, further research is needed to evaluate its scalability and long-term influences in diverse contexts.

Future research should broaden its scope to include diverse cultural and socio-economic settings. Comparative studies across different communities and countries could provide insights into the universality of practices like Bapukung in supporting maternal productivity and role balance. Bowman and Holt (2022) emphasized the global prevalence of swaddling techniques, suggesting opportunities for cross-cultural analysis to evaluate shared benefits and unique adaptations. Such studies could help identify whether practices like Bapukung offer solutions that transcend cultural boundaries while maintaining their local significance.

Additionally, longitudinal studies are essential to explore the sustained influences of Bapukung on family well-being. For instance, such studies could assess whether the practice contributes to lasting improvements in maternal mental health, family dynamics, and economic stability. Integrating Bapukung into government or community programs could amplify its benefits, particularly for housewives balancing caregiving and entrepreneurial roles. Policymakers and practitioners should consider incorporating cultural practices like Bapukung into family welfare initiatives, leveraging their cost-effectiveness and cultural relevance to promote broader social and economic development.

Beyond these considerations, future research could investigate external factors such as family support systems, education levels, and access to technological resources that may influence the effectiveness of Bapukung. These variables could provide a nuanced understanding of how external environments interact with cultural practices to shape maternal and familial outcomes.

Finally, research could explore the potential of integrating Bapukung into structured training or entrepreneurship programs targeting housewives engaged in micro, small, and medium enterprises (MSMEs). Such integration could provide housewives with culturally resonant tools for managing their dual roles, enhancing both productivity and family welfare.

## **3. Methodology**

### **3.1. Research Design**

This study employs a quantitative research design to analyze the influence of Bapukung on the productivity and role balance of housewives in managing family duties and daily activities. The approach was chosen to provide measurable and objective insights into how this traditional practice influences the dual roles of caregiving and economic activities.

### **3.2. Sampling Technique**

The study used purposive sampling to select respondents who met specific inclusion and exclusion criteria, ensuring the sample aligned with the research objectives.

#### **1. Inclusion Criteria:**

- Housewives who have at least one child under the age of five.
- Housewives who are actively managing both household responsibilities and micro, small, or medium enterprises (MSMEs).
- Residing in South Kalimantan, particularly in regions where the Bapukung practice is culturally prevalent.

#### **2. Exclusion Criteria:**

- Housewives with infants experiencing chronic health conditions that significantly disrupt sleep patterns.
- Housewives who have access to external full-time caregiving support, as this may influence productivity and role balance.

### **3.3. Data Collection**

Data were collected from 30 respondents divided equally into two groups:

1. Practicing Group: 15 housewives who actively practice Bapukung.

2. Non-Practicing Group: 15 housewives who do not practice Bapukung but meet similar demographic and contextual conditions.

Structured questionnaires were employed to measure three main constructs: Bapukung usage (X), productivity (Y1), and role balance (Y2). The Bapukung usage construct captured the frequency and consistency with which mothers practiced the technique, while productivity assessed their ability to complete daily tasks and manage time effectively. The role balance construct evaluated mothers' perceived ability to harmonize caregiving, household responsibilities, and business activities. Each construct was measured using a 5-point Likert scale, ensuring consistent and reliable responses. To enhance the accuracy of data collection, face-to-face interviews were conducted with all respondents.

### 3.4. Data Analysis

Data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS software. This method was selected for its capability to handle small sample sizes and its flexibility in analyzing complex relationships among variables without requiring data to follow a normal distribution. SEM-PLS allowed for simultaneous evaluation of multiple dependent and independent variables, making it ideal for exploring how Bapukung usage influences productivity and role balance. The analysis focused on assessing the reliability and validity of the constructs through convergent and discriminant validity tests, as well as calculating path coefficients to evaluate the significance of the relationships between variables. These methodological steps ensured a robust analysis of the data, providing insights into the influences of Bapukung on housewives' ability to manage their dual roles effectively.

#### 1. Measurement Model Evaluation:

- Convergent Validity: The Average Variance Extracted (AVE) values were calculated for each construct. A construct is deemed to have good convergent validity if its AVE exceeds 0.5.
- Discriminant Validity: This was tested by comparing the square root of the AVE for each construct with its correlations with other constructs. Discriminant validity is achieved when the square root of the AVE is greater than the correlations.
- Reliability Testing: Cronbach's Alpha and Composite Reliability values were examined, with thresholds of 0.7 indicating good internal consistency among indicators.

#### 2. Structural Model Evaluation:

- Path Coefficients: The relationships between constructs were assessed using path coefficients ( $\beta$ ), which indicate the strength and direction of the effects.
- Significance Testing: The significance of relationships was determined through T-statistics and p-values, with a p-value  $< 0.05$  indicating a statistically significant relationship.
- R-Squared ( $R^2$ ) Values: These were calculated to determine the proportion of variance in the dependent variables (productivity and role balance) explained by the independent variable (Bapukung usage). Higher  $R^2$  values indicate stronger explanatory power of the model.

#### 3. Collinearity Diagnostics: Variance Inflation Factor (VIF) values were assessed to ensure there was no multicollinearity among the indicators, with VIF values below 5 considered acceptable.

This systematic approach to data analysis ensured the validity and reliability of the constructs while providing robust insights into how Bapukung usage influences productivity and role balance among housewives.

## 4. Results

This section on data analysis and discussion will examine the relationship between Bapukung Local Wisdom and the Productivity and Role Balance of Housewives in managing household tasks and daily activities. This examination utilizes the SEM-PLS analysis method to observe the structural relationships between variables.

### 4.1. Validity and Reliability Test

Before conducting hypothesis testing to predict the relationships between latent variables in the structural model, a measurement model evaluation is conducted to verify the indicators and latent variables that can be further tested. Convergent validity testing is an important step to ensure that the research instrument used truly measures the intended latent variables. An indicator is said to meet convergent validity if its AVE value is  $\geq 0.5$ . The calculation results are as follows:

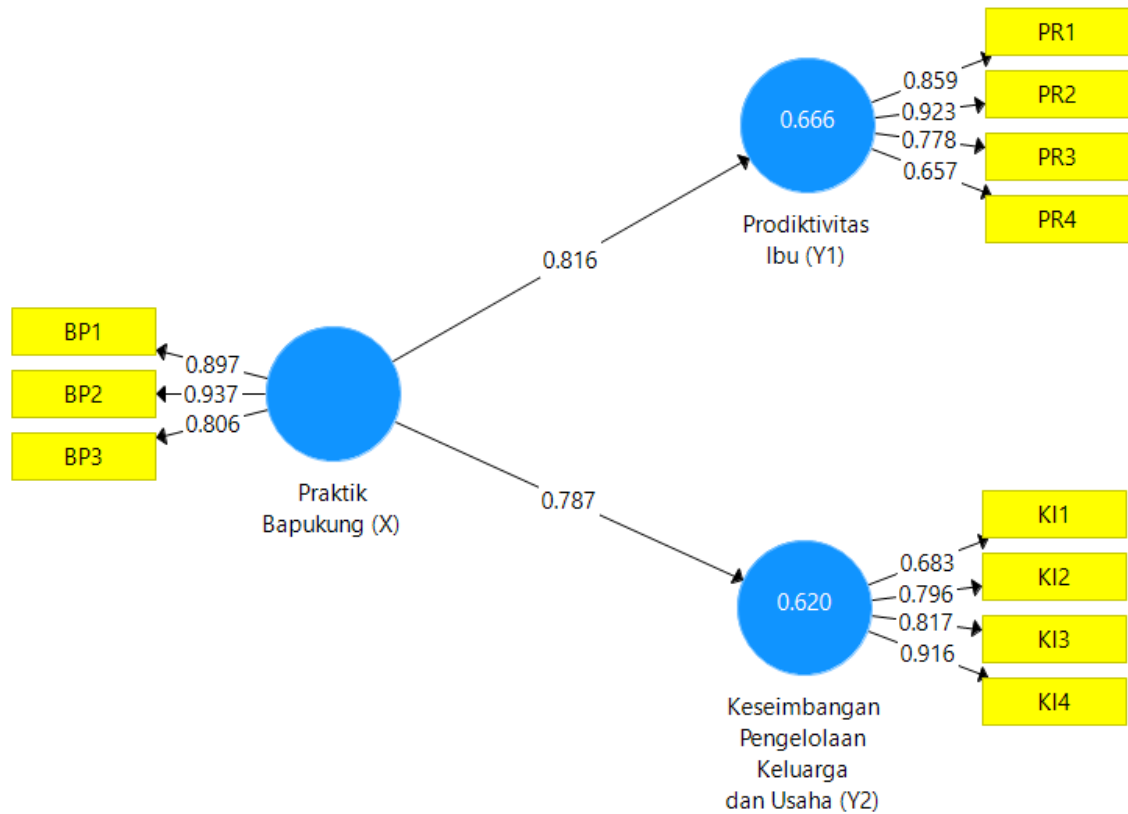


Figure 2. Path Diagram with Loading Factor Values

The results of the convergent validity test indicate that all Average Variance Extracted (AVE) values for the analyzed constructs exceed the threshold of 0.5. This demonstrates that all indicators within each construct have a good level of convergent validity, leading to the conclusion that the measurement instrument consistently represents the concepts being measured.

Discriminant validity testing aims to ensure that each construct in the model is distinctly different from the others. Discriminant validity is considered achieved if the square root of the Average Variance Extracted (AVE) for a construct is greater than the correlation between that construct and any other constructs. Based on the results in Tables 1 and 2, the conclusions for the discriminant validity test are as follows:

Table 1. Correlations Among Latent Variables

Corelation	X	Y <sub>1</sub>	Y <sub>2</sub>
X	0.882		
Y <sub>1</sub>	0.816	0.81	
Y <sub>2</sub>	0.787	0.854	0.807

From Table 1, which shows the correlations among latent variables, the diagonal values for each variable are greater than the correlations with other variables. This indicates that discriminant validity is achieved, as each construct has a higher correlation with itself than with any other construct

Table 2. Result of Cronbach's Alpha and Average Variance Extracted

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X	0.855	0.913	0.777
Y <sub>1</sub>	0.82	0.883	0.657
Y <sub>2</sub>	0.818	0.881	0.652

The reliability test aims to assess the internal consistency of the indicators within each construct, determining the extent to which the indicators produce stable and reliable results. Reliability is evaluated through the values of Cronbach's

Alpha and Composite Reliability, with values greater than 0.7 considered acceptable. Based on the research results presented in Table 2, all variables meet the reliability test criteria.

Table 3. VIF Value of Indicators

Indicator	VIF	Indicator	VIF
PR4	1.287	KI3	1.842
PR3	1.829	KI2	1.923
PR2	4.838	KI1	1.45
PR1	3.699	BP3	1.642
KI4	2.86	BP2	3.474
		BPI	3.059

Furthermore, in the results of the collinearity test for the outer model, indicators of a variable are considered free from collinearity if the VIF value is less than 5. The results presented in Table 3 indicate that all variables have VIF values below 5. Therefore, it can be concluded that there is no collinearity among the indicators of the variables.

#### 4.2. Structural Model

Data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), a method that is suitable for examining complex relationships and models with relatively small sample sizes. SEM-PLS is advantageous in this context as it does not assume normal data distribution and is effective for exploratory research on theoretical models. The analysis was conducted using SmartPLS software, focusing on assessing the relationships between Bapukung usage, productivity, and role balance. Key statistical tests included assessing reliability, validity, and path coefficients to determine the significance of Bapukung's effects on productivity and role balance. Hypothesis testing results showed significant positive effects of Bapukung practice on both productivity and role balance, as indicated by T-values exceeding the critical threshold and p-values below 0.05.

Table 4. Hypothesis Testing Results

Hypothesis	Coefficient	Standard Deviation	T Statistics	P Values
Bapukung Practice (X) → Productivity ( $Y_1$ )	0.816	0.045	18.041	0.000
Bapukung Practice (X) → Role balance ( $Y_2$ )	0.787	0.055	14.44	0.000

Based on Table 4, it can be concluded that the coefficient of the Bapukung Practice (X) on productivity ( $Y_1$ ) is 0.816, with a P-value of 0.000, which is less than 0.05. These results indicate that the Bapukung Practice has a positive and significant influence on the productivity of housewives in managing family and UMKM. Furthermore, the coefficient of the Bapukung Practice (X) on role balance ( $Y_2$ ) is 0.787, with a P-value of 0.000, which is also less than 0.05. This finding demonstrates that the Bapukung Practice has a positive and significant influence on mothers' ability to balance family management and business activities.

Table 5. R-squared Values

Variable	R Square	R Square Adjusted
Productivity ( $Y_1$ )	0.666	0.654
Role balance ( $Y_2$ )	0.62	0.606

Based on the analysis results, the R-square ( $R^2$ ) value for the variable  $Y_1$  (Housewives' Productivity in Managing Family and UMKM) is 0.666, indicating that 66.6% of the variation in productivity can be explained by the independent variable, namely the Bapukung Practice (X), while the remaining 33.4% is influenced by other factors outside the model. Meanwhile, the R-square ( $R^2$ ) value for the variable  $Y_2$  (Mothers' Role Balance in Managing Family and Business) is 0.62, meaning that 62% of the variation in role balance can be explained by the Bapukung Practice (X), with the remaining 38% attributed to other factors not included in this model. The relatively high  $R^2$  values for both dependent variables indicate that the model used has a good capability in explaining the relationship between the Bapukung Practice and the studied variables, namely productivity and the role balance of housewives.

## **5. Discussion**

The findings of this study confirm that the Bapukung practice has a positive and significant influence on both productivity and role balance among housewives. The coefficient values of 0.816 for productivity and 0.787 for role balance validate its effectiveness as a cultural strategy to address challenges faced by mothers managing family and business responsibilities. This section discusses these findings in relation to existing literature, highlights the practical implications, identifies limitations, and provides directions for future research.

### **5.1. Alignment with Existing Literature**

The results align with prior studies that emphasize the benefits of structured infant sleep for maternal productivity. Adair and Bakker (2021) and Lee et al. (2022) highlighted how structured sleep routines, including swaddling, enhance caregivers' ability to allocate uninterrupted time for household or entrepreneurial activities. Similarly, this study found that the Bapukung practice, as a swaddling technique rooted in Indonesian culture, creates longer, more restful sleep durations for infants, thereby enabling mothers to optimize their daily routines.

The positive relationship between Bapukung and productivity also supports the notion of leveraging cultural practices as unique resources. According to Barney (1991), the Resource-Based View (RBV) framework emphasizes that rare and non-replicable resources can provide a competitive advantage. For housewives balancing caregiving and entrepreneurial roles, Bapukung functions as an efficient time-management tool that reduces role strain and enhances productivity.

Further validation comes from the Balanced Scorecard framework (Kaplan & Norton, 1996), which highlights the importance of balancing personal and professional objectives. By improving internal process efficiency, Bapukung allows housewives to allocate focused time for caregiving, household tasks, and business responsibilities. This aligns with strategic management principles and underscores the potential of traditional practices in addressing contemporary challenges.

Moreover, this study's findings resonate with Martinez and Silva (2022), who noted that integrating cultural wisdom into modern practices reinforces familial bonds and enhances well-being. The psychological benefits reported, such as reduced stress and increased satisfaction, further demonstrate Bapukung's holistic advantages for mothers balancing multiple roles.

The study also contributes to the broader discourse on maternal well-being, highlighting the practical application of local wisdom. Rahmawati et al. (2022) emphasize that practices like Bapukung are not merely caregiving techniques but also embody cultural identity, enriching their relevance in diverse societal contexts.

### **5.2. Theoretical Implication**

The findings of this study contribute to the understanding of the role of traditional practices, such as Bapukung, in modern management theories, particularly through the lens of the Resource-Based View (RBV) and Balanced Scorecard (BSC).

From the perspective of the Resource-Based View (RBV) (Barney, 1991), the Bapukung practice can be viewed as a unique and valuable resource for housewives. RBV suggests that organizations or individuals can achieve a competitive advantage by leveraging rare and non-replicable resources. In this case, the time-saving benefits of Bapukung, by enhancing infant sleep, provide housewives with uninterrupted time, which they can utilize to balance household duties and entrepreneurial activities. This cultural practice, deeply rooted in local wisdom, represents a non-material resource that significantly enhances productivity and reduces role strain, which has been largely overlooked in traditional management theory.

Furthermore, this study illustrates how Bapukung acts as a strategic resource in the context of time management, enabling mothers to effectively manage their dual responsibilities. The practice provides a practical example of how non-Western, culturally embedded practices can be leveraged to improve productivity in ways that align with RBV, emphasizing the importance of culturally informed management resources.

In alignment with the Balanced Scorecard (BSC) framework (Kaplan & Norton, 1996), this study reveals that Bapukung also supports the key components of internal efficiency and work-life balance. By providing more time for other responsibilities, such as business management or household tasks, Bapukung helps mothers achieve a more balanced approach to their roles. This reflects BSC's emphasis on internal process efficiency, where optimal use of time leads to improved personal well-being and productivity.

The practice of Bapukung integrates elements of both internal process efficiency and learning and growth, two critical aspects of the BSC. By applying this traditional practice, housewives can enhance their ability to balance work and family, which contributes to both family welfare and economic participation. This suggests that local wisdom can complement modern strategic management frameworks, offering a more holistic approach to managing personal and professional responsibilities.

In addition to aligning with existing management theories, the findings of this study also expand the scope of these theories by incorporating the influence of culturally specific practices, which has often been neglected in Western-dominated management models. The integration of Bapukung into the broader theoretical conversation offers valuable insights into the role of culture in shaping time management and productivity, providing a novel perspective for both academics and practitioners.

### 5.3. Practical Implication

The findings of this study highlight the practical benefits of integrating Bapukung, a traditional swaddling practice, into modern caregiving and household management strategies. By enhancing infant sleep quality, Bapukung provides mothers with uninterrupted time blocks, enabling them to focus on household tasks, caregiving responsibilities, or entrepreneurial activities. This time-saving advantage directly addresses the role strain faced by housewives balancing dual responsibilities, contributing to improved maternal productivity and family well-being.

In the context of family welfare programs, Bapukung offers a cost-effective and culturally relevant solution for improving maternal and infant outcomes. Local governments and community health organizations could incorporate Bapukung into parenting workshops and maternal health initiatives, particularly in regions where traditional practices remain significant. Such initiatives could teach the technique to young mothers, emphasizing both its cultural heritage and its practical benefits, thereby bridging traditional wisdom with contemporary caregiving needs.

For housewives managing micro, small, and medium enterprises (MSMEs), Bapukung can serve as a time-management resource to optimize their dual roles. Entrepreneurship training programs targeting women could include Bapukung as part of their curriculum, positioning it as a tool to improve productivity while maintaining familial obligations. This integration would enhance the capacity of housewives to participate in economic activities without compromising their caregiving roles, promoting a balanced approach to personal and professional responsibilities.

Expanding its relevance, this study suggests adapting Bapukung for urban contexts where modern caregiving demands differ from rural traditions. Simplified or hybrid designs could make Bapukung more accessible to urban families while preserving its cultural essence. This adaptation ensures the practice remains relevant across diverse socio-economic groups, broadening its impact and reinforcing its utility as a practical and cultural resource.

Furthermore, Bapukung has the potential to reduce maternal stress and improve mental health, as the uninterrupted time it provides allows mothers to manage their roles more effectively and maintain emotional well-being. By incorporating Bapukung into structured parenting programs, policymakers and practitioners can address maternal mental health challenges while enhancing family resilience and fostering stronger bonds between caregivers and children.

Ultimately, Bapukung represents a holistic approach to caregiving that strengthens family welfare while preserving local cultural heritage. Its integration into government initiatives, entrepreneurial training, and modern caregiving practices can empower mothers, support economic participation, and sustain the cultural identity of South Kalimantan. This practice demonstrates the enduring relevance of local wisdom in addressing contemporary challenges, bridging the gap between tradition and modernity.

### 5.4. Limitations

While this study provides valuable insights into the practical applications of Bapukung, several methodological limitations must be acknowledged. First, the study employs a relatively small sample size of 30 respondents, which limits the generalizability of the findings to broader populations. Although the use of SEM-PLS accommodates small sample sizes, future studies should involve larger samples to improve the robustness and external validity of the results.

Second, the study is geographically confined to South Kalimantan, focusing solely on a region where Bapukung is a culturally embedded practice. This creates a potential bias in cultural representation, as the findings may not fully apply to areas where Bapukung is not widely practiced or understood. Future research should consider expanding the scope to include diverse cultural and socio-economic contexts, enabling a comparative analysis of how Bapukung performs across different settings.

Third, the use of purposive sampling introduces the possibility of selection bias, as the participants were chosen based on specific inclusion criteria. While this approach ensures alignment with the study's objectives, it may exclude other relevant groups, such as housewives with varying caregiving challenges or different levels of entrepreneurial activity. Adopting a random sampling method in future research could provide a more representative understanding of the broader population.

These limitations highlight the need for further studies that address methodological constraints, enhance sample diversity, and explore the scalability of Bapukung in different regions and contexts. Addressing these gaps will strengthen the validity and applicability of the findings, offering a more comprehensive perspective on the role of traditional practices in modern caregiving.

### 5.5. Directions for Future Research

To build upon the findings of this study, future research should address several areas to enhance the understanding and applicability of Bapukung as a caregiving and productivity tool. The following directions are proposed:

1. **Expand the Sample Size and Diversity**  
Future studies should involve a larger and more diverse sample to improve the generalizability of the findings. Including participants from various regions, socio-economic backgrounds, and cultural settings would provide a broader perspective on the adaptability and influence of Bapukung.
2. **Investigate Long-Term Impacts**  
Longitudinal studies are essential to assess the sustained effects of Bapukung on maternal well-being, family dynamics, and household productivity. These studies could explore whether the practice leads to lasting improvements in time management, maternal mental health, and economic participation.
3. **Analyze Modern Adaptations of Traditional Practices**  
As caregiving needs evolve in urban and modern contexts, research could focus on the adaptation of Bapukung to align with contemporary lifestyles. This includes studying the feasibility of integrating the practice into hybrid caregiving methods or incorporating technology to support its application.
4. **Explore Integration into Public Policy and Community Programs**  
Research could evaluate the potential for Bapukung to be incorporated into structured community health or government welfare programs. Studies could assess its scalability and cost-effectiveness as a part of parenting workshops, maternal health initiatives, or entrepreneurship training for women managing dual roles.

By addressing these directions, future research can provide deeper insights into the multifaceted benefits of Bapukung, ensuring its relevance and applicability in diverse cultural and economic contexts.

## **6. Conclusion**

This study demonstrates the significant influence of Bapukung, a traditional practice from South Kalimantan, on enhancing maternal productivity and role balance. By improving infant sleep quality, Bapukung allows mothers to manage household responsibilities, caregiving, and entrepreneurial tasks more efficiently. This practice not only reduces stress but also supports time management, contributing to improved productivity and overall well-being for housewives balancing dual roles.

The practical implications suggest that Bapukung can be integrated into community health programs, entrepreneurship training, and government welfare initiatives. Incorporating Bapukung into these programs provides a cost-effective and culturally relevant solution for improving maternal mental health, family dynamics, and economic participation. It serves as an empowering tool for housewives, offering a sustainable approach to managing family responsibilities while maintaining personal well-being.

Despite its promising results, the study acknowledges limitations, such as a small sample size and regional constraints, which warrant further research. Future studies should explore the scalability and long-term effects of Bapukung across diverse socio-economic and cultural contexts. By expanding the understanding and application of Bapukung, future research can enhance its role as a tool for family empowerment and a bridge between traditional wisdom and modern needs.

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