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Jurnal Pengabdian kepada Masyarakat
<https://journal.unnes.ac.id/journals/abdimas/>

Empowering Housewives' Entrepreneurship Through Makeup and Hijab Creative Training in an Effort Improving Economic Welfare in Watusari Village Rw 06 Pakintelan Village, Gunungpati District, Semarang

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Abstract

This Community Service (PKM) activity aims to empower entrepreneurial skills in mothers in RW 06 Watusari Village, Pakintelan Village, Gunungpati District, Semarang in an effort to improve economic welfare. This service method is carried out by providing training and direct assistance to mothers in RW 06 Watusari Village, Pakintelan Village, Gunungpati District, Semarang on make-up and hijab creations. This service activity contributes to mothers in RW 06 Watusari Village, Pakintelan Village, Gunungpati District, Semarang, with materials presented by the service team and is expected to empower entrepreneurial skills as an effort to improve the family economy. With this service activity, it is hoped that mothers in RW 06 Watusari Village, Pakintelan Village, Gunungpati District, Semarang have make-up and hijab creation skills, which are expected to provide new ideas about entrepreneurship and be developed to improve the family economy. The output targets that can be produced from this activity are: 1) Participants in this Community Service activity have make-up and hijab creation skills., 2) Participants in the Community Service activity can empower their entrepreneurial skills. 3) Completion of Journal Articles Published in National Journals with ISSN, 4) News coverage of the implementation of community service activities in print or electronic media.

Keywords: entrepreneurship, makeup, hijab creations

INTRODUCTION

Currently, makeup and hijab creations have become a necessity for most people, along with the increasing need for beauty and appearance, giving birth to various forms of beauty services. Producing a beautiful face is no longer a criterion of perfection in the art of makeup, but rather the achievement of the desired makeup goals (Grange, 2013). Experts define makeup as the process of changing the impression of a person's face into the desired face according to its purpose (Brown, 2008). Humans do makeup or usually known as *make-up* with the aim of beautifying and improving a person's appearance, especially on the face. *Makeup* is done by giving the impression or highlighting parts of the face that are already good, and correcting or disguising parts of the face that are less than perfect (Barnes, 2010). This is supported by the use of various hijab creations. A facial diagnosis needs to be done before doing makeup in order to find out the shape of the face and to find out parts of the face that are considered less than perfect so that improvements can be made. Parts of the face that are already good or beautiful can be highlighted so that a person's appearance becomes more perfect (Nurlaili, 2016).

The part of the face that needs improvement or correction needs to be done according to the principle that the shape of the face that is considered less than perfect can be changed in such a way, this is done so that the person's appearance can produce a better or near-perfect appearance (Grange, 2013). There are several face shapes that are considered perfect or beautiful, namely an oval or oval face. This face shape is said to be ideal and *photogenic*. So, faces that have other shapes can be made up to appear oval. Thus, the facial diagnosis carried out aims to obtain perfect makeup results as desired (Barnes, 2010).

Steps to beautify the appearance of the face and skin are done with makeup cosmetics. Makeup cosmetics can reduce or cover up deficiencies in skin areas that are too large or too small, wide cheeks, thin or thick eyebrows and others by correcting these areas (Winarti & Rahmawati, 2021). The cosmetics used contain various and attractive colors, and there are fragrances so that the skin that is made up smells good. Currently there are various types of makeup, but in general cosmetics consist of moisturizers, foundations, face powders, lip paints (*lipstick*), *blushers*, eyebrow pencils, *eye shadows*, and mascara (Government of Kerala Department of Education, 2016)

One of the businesses in the field of make-up is a beauty salon as a place to beautify and beautify the face by providing beauty services. The main function of the salon itself is certainly as a container or main place to provide services and services related to beautifying the physical and facial care including make-up and wearing the hijab. This community service activity focuses on empowering entrepreneurial skills as an effort to improve the family economy through make-up training and hijab creations. Partners in this community service activity are mothers of RW 06, Watusari Village, Pakintelan Village, Gunungpati Semarang. Through this activity, it is hoped that it can help the mothers of RW 06, Watusari Village Pakintelan sub-district, Gunungpati, Semarang to make use of his time and empowering entrepreneurial skills so that if trained and developed they can opening up business opportunities in the field of make-up and hijab creations at home to increase family economy

Partner Issues

Based on the description above, several problems faced can be formulated, namely as follows:

1. How to empower the entrepreneurial skills of mothers in RW 06 Village Watusari, Pakintelan subdistrict, Gunungpati, Semarang as an effort to improve economic welfare?
2. How to maximize the implementation of makeup and hijab creation training to empower entrepreneurial skills in an effort to improve economic welfare of mothers in RW 06 Watusari Village, Pakintelan Subdistrict Mount Pati Semarang?
3. How to empower the entrepreneurial skills of mothers in RW 06 Village Watusari, Pakintelan Village, Gunungpati, Semarang through make-up training and hijab creations?

Solutions Offered

Based on the problems faced by community partnerships (KM) above, the solutions agreed upon with partners are as follows:

1. Empowering entrepreneurial skills through makeup training and hijab creations directly to mothers in RW 06 Watusari Village, Pakintelan Subdistrict, Gunungpati Semarang in an effort to improve economic welfare.
2. Providing assistance to mothers in RW 06 Watusari Village, Pakintelan Subdistrict, Gunungpati Semarang to empower entrepreneurial skills through training makeup and hijab creations
3. Providing materials on make-up and hijab creations to empower abilities entrepreneurship in an effort to improve the economic welfare of mothers in RW 06 Village Watusari, Pakintelan subdistrict, Gunungpati, Semarang

Target of devotion goals

This activity aims to answer existing problems:

1. Empowering the entrepreneurial skills of mothers in RW 06 Watusari Village, Pakintelan Subdistrict, Gunungpati Semarang as an effort to improve economic welfare.
2. Maximizing the implementation of make-up and hijab creation training to empower entrepreneurial skills in an effort to improve the economic welfare of mothers in RW 06 Watusari Village, Pakintelan Village, Gunungpati Semarang.
3. Empowering the entrepreneurial skills of mothers in RW 06 Watusari Village, Pakintelan Subdistrict, Gunungpati Semarang through make-up and hijab creation training.

This community service is structured through the following detailed activities :

1. Conducting a needs analysis for make-up and hijab creation training activities.
2. Arrange activity schedule, number of potential participants, resource persons.
3. Developing training modules.
4. Prepare a shopping plan for community service activity materials.
5. Prepare activities by coordinating participants, lecturers, students and event organizing committee.

6. Carrying out community service activities.
7. Evaluating community service activities.
8. Reporting community service activities.
9. Publication of outputs from community service activities.

METHODS

Framework Solution Problem

The community service program that will be implemented can run effectively and in an integrated manner, so it will be implemented in 3 (three) stages: stage 1. Implementation of observation, stage 2. Introductory stage and introduction to entrepreneurship, beauty materials and tools, stage 3. Implementation of community service activities, with the following explanation:

Observation Implementation Stage

Observation is an initial activity carried out to find out the conditions and situations in the field. It is carried out by observing activities in the environment. especially the activities of mothers in the RW 06 Watusari Village, Pakintelan Subdistrict Gunungpati Semarang. In addition to observations, interviews were also conducted with several mothers to dig up information related to the daily activities of mothers in the RW 06 area. In the interview, several wishes were conveyed to be able to empowering entrepreneurial skills in the field of make-up and hijab creations so that they can trying to be independent to help the family economy. After obtaining permission, an agreement was made to carry out community service activities on May 14, 2024 starting at 09.00

Introduction and introduction to entrepreneurship, beauty materials & tools

In this activity, the mothers of RW 06, Watusari Village, Pakintelan Subdistrict, Gunungpati were given an understanding to empower entrepreneurial skills, knowledge about make-up which was also followed by an introduction to the materials and tools that would be used. used for the implementation of make-up and hijab creation training

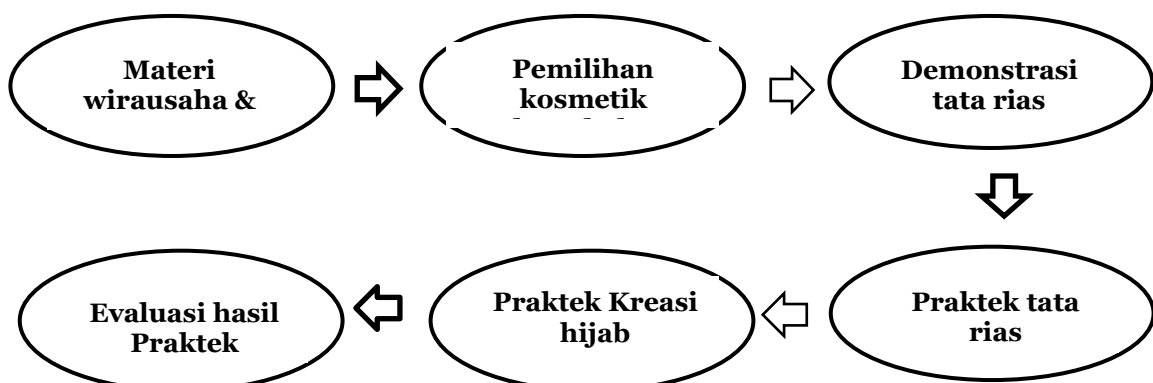
Implementation Stage

In the third stage (implementation stage), the activities of the mothers of RW 06, Watusari Village, Pakintelan Subdistrict, Gunungpati, began with demonstration activities starting from the election. appropriate cosmetics.

Demonstration activities are accompanied by practical implementation. directly guided students and lecturers in the following order:

- a. Selection of cosmetic types.
- b. Facial cleansing.
- c. Application of foundation and powder.
- d. Selection of eyeshadow colors and application techniques.
- e. Eyebrow making.
- f. Application of eyeliner and mascara.
- g. Use of blush on and lipstick.
- h. Use of hijab variations.

The steps for implementing the activity can be described as follows:



Partner participation in program implementation

No	Solution	Activity plan	Activity	Partner participation
1	understanding to empower entrepreneurial skills and knowledge about make-up and hijab creations	entrepreneurial material , make-up knowledge and hijab creations	Socialization and mentoring	Providing training venues
2	Introduction to makeup materials and tools and hijab creations	Providing material on choosing cosmetics and hijab materials	Socialization, practice and mentoring	Providing training venues
3	Demonstration and practice of make-up and hijab creation	Makeup training, hijab creation and evaluation of practical results	training, mentoring and evaluation of practical results	Providing training venues

RESULTS AND DISCUSSION

Community Service Results

This community service activity was attended by 20 participants from RW 06 Watusari Village, Pakintelan Village, Gunungpati, Semarang. In this activity The community service team provided descriptions of: 1) Entrepreneurial knowledge, knowledge of make-up and hijab creations, 2) Selection of cosmetics, make-up tools and hijab materials, 3) make-up practice, hijab creations and evaluation of practical results.

The service material in addition to theory is also given a demonstration as well as practice for make-up and hijab creations. Especially for hijab creations, there is a training module so that it can be understood, practiced and can be developed by participants as an independent business to help the family economy.

Discussion

In carrying out this community service, participants were very enthusiastic and excited in participating in the activities, this can be seen from the questions raised by several participants, especially in the stages of using make-up, the tools used, and the techniques or methods of applying cosmetics to the face.

The implementation of community service activities began with an understanding of entrepreneurship carried out by Dr. Trisnani Widowati, M.Sc. as the head of this activity. Continued with the provision of material on the introduction of materials, facial makeup tools by Anik Maghfiroh, S.Pd., M.Pd. The delivery of the material was carried out using the lecture method , questions and answers and giving examples . The lecture method is a method of explanation and narration carried out verbally which is carried out in front of the participants of the activity (Annisa' et al., 2018). During the delivery of the material, a question and answer activity was included with the participants so that the atmosphere was more lively so that the participants were enthusiastic in participating in this activity. This activity was attended by 20 participants aged 2.5-3.5 years . This condition is an opportunity for the speaker to relate the makeup material to problems that occur in everyday life. This is done with the aim that the material can be easily accepted by the participants. After the delivery of the material, it was continued with a demonstration activity. The demonstration method is a learning method that is carried out by presenting objects, events, rules and sequences of activities, either directly or through demonstrations. how to use cosmetics, learning media that is appropriate to the material being taught (Dede et al., 2018).



Figure 1. Initial Explanation

In the application of makeup and hijab creation activities assisted by students who demonstrate the sequence of doing makeup and making hijab creations . The material provided in this activity is divided into several stages, namely:

Presentation and introduction of material on cosmetics, tools and materials

This activity is the initial stage of informing participants about various types of cosmetics, tools and materials.

Presentation and introduction of material about make-up

This activity is about make-up. At this stage, the technique is also introduced. makeup, use of tools, and how to apply cosmetics.



Figure 2. introduction of tools, types of cosmetics



Figure 3. Student involvement in how to apply cosmetics



Figure 4. Demonstration of hijab creation Figure 5: practice of hijab creation 1



Figure 6. hijab creation result 1



Figure 7. Hijab creation practice 2



Figure 8. Final result of make up and hijab creation

CONCLUSION

The conclusions resulting from this activity are as follows:

1. The community service program was able to increase entrepreneurial knowledge, make-up knowledge and hijab creations of the mothers of RW 06 Watusari Village, Pakintelan Village, Gunungpati, Semarang.
2. The results of the activities of the mothers of RW 06 Watusari Village, Pakintelan Village, Gunungpati, Semarang were able to do make-up and hijab creations.
3. This activity is able to bring changes to participants between before and after the activity. This is shown by the changes after the Q&A and discussion during the activity in the attitude of action, communication, participation.
4. There are differences in results activities that have been carried out by participants after completing the implementation of the activity. This is shown by the analysis of the results of the make-up and hijab creations that were carried out and the emergence of participants' desire to develop their abilities deeper.

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