



## The Role of Community Learning Center Managers in The Development of Women's Productive Economic Businesses

Elly Malihah, Lilis Widianingsih, Viena Rusmiati Hasanah\*, Nita Fauziah

Universitas Pendidikan Indonesia, Indonesia

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### Info Articles

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### Abstract

Equality education is one of non-formal education to provide basic school program services equivalent to the pursuit of package C, junior high school equivalent to the pursuit of Package B and senior high school equivalent to the pursuit of Package C, with an emphasis on improving scientific skills, skills, self-development for students. Education for equality. High school, with an emphasis on improving scientific skills, skills, self-development for students. The purpose of this study is to describe the efforts of the managers of the Al Barokah Smart House in developing women's productive economic enterprises in society. The method used in this research is descriptive research method with a qualitative approach. The techniques used in this research are interviews, observation and documentation study. The subjects in this study were five people. The results of this study indicate that in developing productive economic enterprises, managers make efforts including facilitating the community, especially women in forming productive economic businesses, educating and teaching economic business processing skills, building networks and obtaining resources and marketing and optimizing women's productive economic enterprises. through various online marketing efforts. The conclusion of the study shows that the management's efforts in empowering the women's economy still need to be improved by building wider networks and adequate marketing access to be able to increase the economic independence of families in the communities around the Al Barokah Smart House

\*Alamat Korespondensi:  
E-mail: [viena@upi.edu](mailto:viena@upi.edu)

## INTRODUCTION

Smart Home is one of the institutions that functions to serve the needs of the community to develop their potential in accordance with the potential of the area where they are located (Dewi, 2021). The existence of Smart Homes in the community environment can be one of the centers of community activities both in the fields of education, skills, and other potential development (Retno et al., 2015). Al Barokah Smart Home is one of the smart homes found in West Java, precisely in Batukarut Hamlet, Cibeureum Wetan Village, Cimalaka District, Sumedang Regency. Al Barokah Smart Home, which was pioneered by a figure called The Guru Qalbu named Een Sukaesih, is the first Smart Home in Sumedang Regency. Smart Homes are a place for community education services ranging from early childhood to adults. Al Barokah Smart Home is also a place for educational services for the community around Cibeureum Wetan Village. Teaching and learning activities to children have been carried out for more than twenty years by the pioneer of the Al Barokah Smart Home, it can be said that learning has been carried out long before the establishment of the Smart Home.

Al Barokah Smart Home was established in 2013 by having five main centers, namely play centers, stage centers, computer centers, book centers and craft centers and additional centers, namely tutoring centers. The purpose, center or program organized in the Smart Home, needs to be actively managed by the Smart Home manager so that the system and the sustainability of the Smart Home programs can run well. Management or management is the ability and specific skills to carry out activities, both with others and through others in achieving organizational goals (Eri Susan, 2019).

Smart Home Managers can be said to be community workers because Smart Homes are places for community education services. As a community worker, managers have roles and skills that they are expected to have according to their position or situation. Community workers are faced with several roles that they must carry. There are four groups of community worker roles, namely facilitating roles, educational roles, representative roles and technical roles (Daly et al., 2010). Each class of community worker roles has each task that a community worker is expected to perform in a particular situation.

The purpose of this study is to describe the activities of managers in facilitating the community to develop women's productive economic businesses in the surrounding community. The educational activities carried out by managers at the Al Barokah Smart Home include educational tasks including raising awareness, providing information, confrontation and training. Representation activities carried out by managers in building networks with resources outside the Al Barokah Smart Home are obtaining various resources, advocacy, using a medium, public relations and public presentations, work networks, and sharing knowledge and experience

Literature reviews that are relevant to this study include the role of whimsical devices that are expected to be owned by people who are domiciled in society (Mawitjere et al., 2018). In management or management activities, they must have managers, where the manager must be able to interact and influence others in order to achieve organizational goals (Ibrahimy, 2019). The role assumed by a person will be different according to their profession or position. The role of managers in smart homes can be said to be community workers because smart homes are places for community education services where managers are in charge and responsible in terms of education and community empowerment.

The workers of society in this case should be mediators and negotiators. The abilities that need to be possessed are listening, understanding from many points of view, analyzing, formulating the common interests of the parties and consensus, and being able to transfer this ability to the community itself (Sunarti, 2019). A community worker plays the role of providing support for

people involved in various structures and activities of the community. This includes affirming residents, recognizing and acknowledging their value and the value of their contributions, giving encouragement, providing themselves when they need to talk about something or ask various questions, and so on.

## **METHODS**

This research uses a qualitative approach using descriptive methods. The subjects for this study were 5 people who were smart home managers, including the chairman, center managers, tutors and learning residents. The determination of the subject is based on purposive sampling with the consideration that the subjects are people who know the service activities and conditions of the institution.

The data collection techniques used by researchers in this study were interviews, observations and documentation studies. As well as test the validity of the data by extending observations, increasing persistence, triangulation, analyzing negative cases, using reference materials, and holding a meeting. Data analysis uses three stages, namely reduction, display and verification.

## **DISCUSSION**

The activities of the manager in facilitating the community to develop women's productive economic businesses in the community around the Al Barokah Smart Home include social animation activities. It inspires, inspires, innovates, stimulates, moves and motivates others to take action (Olivier Serrat, 2017). A person who serves as a community worker must be able to make others participate in various community activities.

Social animation activities carried out by managers, namely stimulating and motivating residents to learn or the community to have business motivation. Based on the notion of social animation, the manager of the Al Barokah Smart Home has the ability to invite others to take action. Socialization activities are one of the ways carried out by managers in providing social animation because these activities present learning residents and the community (Salamun, 2021), besides that managers also carry out interpersonal communication in providing social animation.

Mediation and negotiation is one of the roles of a community worker, namely the ability to face and overcome conflicts that occur in society. Community workers in this case should be mediators and negotiators (Fahri, 2021). The managers at the Al Barokah Smart Home have not conducted mediation and negotiations on conflicts that occur in the community, so far only conducting mediation and negotiation activities on matters that are internal to the manager and the Smart Home.

Management Al Barokah Smart Home has been providing support for others. The provision of support is carried out by each manager in the Smart Home in helping the community develop women's productive economic businesses in the community around the Smart Home. The support carried out by the manager aims to make the community learn and work so that they can develop (Shofwan & Kuntoro, 2014). Smart Home Managers are very open and provide support for anyone and from anywhere to learn and the mother figure Ee Sukaesih is used as an inspirational figure to continue learning and doing positive things.

Groupasilitation is managing various actions and group activities (Sulistiyani & Wulandari, 2017). In this case, what the manager of the Al Barokah Smart Home does is to offer and invite and gather groups that are lacking or do not have learning facilities and infrastructure to join and use the facilities and infrastructure contained in the Smart Home. Some of the groups that have been facilitated include the Qasidah group, paud children, and MTs children.

Smart Home Managers utilize various skills and resources by inviting, facilitating and developing identified abilities. Activities utilizing natural resources such as fruit shells are used as skill products in the form of hangers and brooches in collaboration with Mr. Darsum in the procurement of raw materials, besides that the manager makes MTs children who can play Islamic tambourine to become peer tutors in the Smart Home.

Educational activities carried out by managers at the Al Barokah Smart Home Manager stimulate, motivate and provide direction and input to learning residents to continue learning and follow activities and learning in the Smart Home. Awareness-raising activities are carried out orally which are carried out by inserting activities during learning schedules or rest periods. Activities to provide information related to the Smart Home are carried out by managers both directly and indirectly such as using communication media. The information submitted is usually about activities in the Smart Home and activities outside the Smart Home such as notification of learning schedules or activities, invitations or competitions that can be participated by learning residents.

The Smart Home Manager explained that the training activities that had been carried out at the Smart Home were initiated by outside parties who worked with the manager. In this activity, the manager facilitates and conditions the training activities carried out. It can be concluded that the manager has carried out training activities as a specific educational role. Representation activities carried out by managers in building networks with resources outside the Al Barokah Smart Home.

Obtaining resources that are activities facilitate cooperation with institutions outside the community that have certain resources. Smart Home Managers in carrying out the task of connecting to build networks with resources outside the Smart Home in order to find and add resources or donations. The steps taken by the manager in obtaining resources as partners are to search and identify to obtain resources related to and can contribute to the Smart Home, then the manager approaches and lobbies so that they can participate and contribute to the Smart Home. So it can be concluded that the manager has carried out activities to obtain resources at the Al Barokah Smart Home.

Community workers publish activities, processes, and achievements to make them on the agenda of the community. Smart Home Managers in this case have used media for communication development in order to build a network of work carried out using blogs and twitter. The use of this media has received a response from several parties so that the work partners of the Al Barokah Smart Home are increasing.

In concept, public relations and public presentations are the ability to make various public present (Fajar, 2011). Community workers provide information about activities, processes and achievements to obtain the support of various parties. Smart Home Managers become public relations and make personal public presentations that are carried out on several occasions, for example if they meet or together with parties from outside the Smart Home. So that public relations and public presentations have been carried out by the manager of the Al Barokah Smart Home.

Smart Home Managers have carried out the task of networking, namely by building a personal network to support programs or activities at the Al Barokah Smart Home. Despite the search for a personal network, until now the partnerships that have been established have been established quite a lot including the government and the private sector and certain communities or groups. The network that has been established until now has not been carried out coaching. So far, the follow-up that has been carried out to partners is to only invite institutions and partners if there are activities in the Smart Home.

Managers carry out activities to share experiences and knowledge about Smart Homes to build a network of work. Managers personally wherever and whenever if they have the opportunity always try to build a network by sharing experience and knowledge about smart homes with outside parties. The activity of sharing experiences and knowledge is expected to make people who hear

interested in contributing to the Smart Home. Therefore, managers have shared experiences and knowledge that are in accordance with the conceptual community workers, namely as facilitators of the learning process between parties both formally and informally (Muslimin et al., 2019).

Technical activities carried out by managers at the Al Barokah Smart Home as a center for learning and community empowerment. Peran or technical skills are managing the steps or stages of the program starting from exploring needs to monitoring-evaluating (Surls et al., 2015). The struggle that community workers need to have in processing mujaer fish, as well as beautiful and elegant packaging, is carried out by mothers and neighbors around the Al Barokah Smart House.

Some management activities are assessing the appearance of staff, building an effective team, helping an organization to set its various goals and objectives, deciding on an adequate allocation of responsibilities in an organization, ensuring good communication among different people, dealing with various conflicts and tensions, and ensuring that appropriate authority is obtained before various decisions are definitely taken (especially things that involves money).

The activities carried out by the manager are related to finance, namely budget preparation, management and reporting if there are activities. In general, financial arrangements are not carried out by the manager but are carried out by the Al Barokah Ean Sukaesih Foundation. So it can be concluded that the manager does not carry out financial regulatory activities, namely financial management in accordance with the principles of development (Irawan et al., 2021). The abilities that need to be possessed are mastering the system and methods of financial reporting, financial accountability mechanisms, financial monitoring, and so on.

## CONCLUSION

Facilitating activities for the community and learning residents in general have been carried out by the manager of the Al Barokah Smart Home. Most of the activities of social animation, mediation and negotiation, support, consensus building, group facilitation, utilization of various skills and resources, and organizing have been carried out by managers in the process of developing women's productive economic enterprises in the surrounding community. Awareness-raising activities that have been carried out by managers are stimulating, motivating and providing direction and input to residents of the surrounding community to be able to actively carry out joint economic efforts. The management's training activities are facilitating and conditioning the training activities that have been carried out. Representation tasks in building networks include networking, obtaining resources, using media, public relations and public presentations, and sharing experiences and knowledge but not advocating.

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