

## The Role of Community Mobilizers in Family Economic Empowerment

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### Info Articles

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### Abstract

This study aims to determine the role and influence of the driving figures of the Local MSME units Hero, Ibun, Majalaya in developing knowledge and how the enthusiasm of learning residents is empowered in developing and their skills to improve the welfare of their families. This research uses a qualitative approach, with an analytical descriptive method. Qualitative research methods are research methods used to examine the natural condition of objects, where the researcher is as a key instrument. The data collection techniques used are observation and documentation. The collected data is processed and analyzed in accordance with data processing procedures. The result of this research is as a basis for developing ideas and ideas for community educators how strong the influence of the movers in the development of a unit so that it can develop in accordance with expectations, changes in behavior and mindset in the community, useful readings and references.

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## INTRODUCTION

The family plays an important role in the activities of the state, since it is they who determine the supply and demand for money and goods. The health of a country's economy is one of its successes: the stronger and better the family economy, the stronger and more prosperous the country will be. Almost every country has faced and been affected by the Covid 19 pandemic since 2020. The impact of the virus has hit the Indonesian economy, affecting almost all levels of society in all sectors, formal and informal. The informal sector (micro, small and medium enterprises/MSMEs), especially housewives, is also feeling the severe impact of the shortage of buyers/consumers. The decline in the number of consumers has had an impact on the decline in the income of consumers working in other sectors due to this pandemic, as most consumers reduce household spending. In other words, there is a large *multiplier effect* on reducing people's income levels (Rachmawati et al, 2022)

Improving the economic welfare of the community is a form of increasing family resilience. One way that can be done is to maximize the existing potentials in order to develop to meet the needs of the family. To realize this, one of them can be achieved by mobilizing existing women to become empowered. Women can appreciate their ability to build resilient families. In terms of improving the women's economy, especially in rural areas, women have limitations in carrying out their activities, these limitations include low education, skills, few job opportunities, and women's ideological constraints related to the home. In addition, women are also faced with an exclusive barrier that is rarely known as *the "triple burden of women"*, that is, women are obliged to perform reproductive, production and social functions simultaneously in society. (Rev. Tjiptaningsih, 2017)

Through the process of empowerment activities, women can get the opportunity to gain access to knowledge, understand their rights and obligations, and implement other roles that can help their families. (Malihah, Elly et al, 2022; Hasdiani, T, et al, 2022). In addition, to support the running of these things, movers are needed. The success of an empowerment activity can be influenced by the maximum number of driving figures to manifest their roles to encourage people to want to move forward. The community leader himself is a person who is in the community, who is trusted by the community, has more knowledge, can lead the community, and tends to influence the decisions made. Community leaders are potential agents in making changes to society. (Potter and Halliday, 1990)

In connection with the research above, there is another research conducted by Nurhayani Lubis in 2020 which is in the scientific journal protection and empowerment volume 2 number 1 with the title *The Role of Community Leaders in Empowering Fishing Families in Pangandaran Village, Pangandaran District, Pangandaran Regency*. This research discusses the role of community leaders in carrying out family empowerment. That to build the economy of fishing families requires an activity that is able to reach productive sources. In this case, the community is directed and guided to meet basic needs through the existence of KUD. Then, the driving figures in this study have a role as planners and determine empowerment programs that are strategic according to the needs of the community.

According to the authors' research, this study tries to examine the importance of mobilizers in a community to empower women to have a resilient family economy. In this case, the author makes the locus of research focus on the Local Hero community driven by informal figures in Ibun District, Bandung Regency.

The Local Hero Community is a non-formal community engaged in empowering women to improve the quality of life, one of the activities carried out is the development of MSMEs owned by mothers in Ibun District, Bandung Regency. in the journal that *Efforts to Increase Interest in Learning*

Local Hero Women carried out on January 2, 2022 revealed that the Local Hero community program categorizes learning residents who are classified as housewives and mothers who have completed the Diploma Package at PKBM Annur. From the results of the interview with the manager, Mrs. Yanti Lidianti, the process of activities at Local Hero went smoothly, as evidenced by the level of participation known and enthusiasm of the residents. Learning and activities in participating in learning activities. Based on the background and information provided by PKBM An-nur Ibun, it can be said that the An-nur PKBM Institution has carried out various creative economy activities in the city of Bandung. It is influenced by many factors, such as livelihood, interest in learning, willingness to learn and self-esteem. Based on these various factors, researchers suspect that the learning interest in learning developed at the institution is the interest of local members of Hero PKBM An-Nur, Ibun, Bandung Regency. (Klara et al, 2022)

Along with several studies that have been presented. In particular, the research was conducted to examine the role of mobilizers in developing the Local Hero MSME unit and the interest of residents in developing their knowledge and skills. Further to find out how the mobilizers develop community members to be empowered and increase the economic value of the family.

### **The Role of Public Figures**

The role of a community leader is defined as a person who already exists in his environment according to the influence of his position as well as his position of use so that it can be used so as to create harmony. Furthermore, the role of public figures is further divided into several roles. According to Pane (2017, 26) the role of community leaders consists of the role of community leaders as telada, the role of community leaders as catalysts, the role of community leaders as facilitators, the role of community leaders as motivators, the role of community leaders as mobilizers, the role of community leaders as extension workers.

### **Women Empowerment**

Empowerment is the process in society to become empowered, encourage or motivate individuals to have or be empowered to choose their life choices and the empowerment of abilities must be aimed at the group or stratum of society that are left behind, (Onny S. Prijono and AMW Pranaka, 1996).

To improve the quality of life or welfare for women can be done using ways to empower women. The empowerment of women cannot be separated based on the self-development of these women. Women's self-development is believed to be an active trait and behavior in developing the various potentials contained in women. (Munawaroh, 2019)

According to Titik Sumarti (2010) women's empowerment can be done through meeting practical needs, namely by education, health, economy both women and men and through the fulfillment of needs strategies, namely involving women in activities.

## **METHOD**

This research uses an approach approach, with an analytical descriptive method. Qualitative research methods are research methods used to examine the condition of natural objects, where the researcher is an instrument, data collection is carried out tributarically, data analysis is inductive, and qualitative research results are more meaningful than generalizations. (Abdussamad, 2021).

Analisis data as "an effort to systematically search and organize records of observations, interviews, and others to improve the researcher's understanding of the cases studied and present them as findings for others (Muhadjir, 1998). Meanwhile, to increase this understanding, it needs to be continued by trying to find meaning. (Rijali, 2018)

The steps taken in qualitative research, the first is to identify the problem, determine the focus of the problem, establish the focus of the research, data collection, data processing and meaning, the emergence of theories, and the reporting of research results. (Abdussamad, 2021)

The qualitative approach to research deals with the assessment of attitudes, opinions and behaviors. Research in such situations are 4 functions of the researcher's insights and impressions. Approach to finding good results in non-quantitative form or in a form that is not subjected to strict quantitative analysis. Generally, focus group interview techniques, projective techniques and in-depth interviews are used. (Kusumastuti, 2019)

## RESULTS AND DISCUSSION

The author made direct observations on the Local Hero community, Ibun Bandung, which was held in January-March 2022. The author observes firsthand the process of learning in the Local Hero Ibun Community, Bandung. focus on driving the learning community in developing the Local Hero MSME unit and the enthusiasm of Local Hero members in participating in learning.

In the learning process, the mobilizers apply several principles in Community Education, one of which is the cultivation of independence for learning citizens. The driving figures carry out self-awareness and foster self-motivation of residents to learn, so that residents learn in interpreting every learning process that is being carried out. Selaras Hurlock defines interest as a source of motivation that motivates people to do what they want to do. (Ridho, 2017)

Furthermore, based on the findings in the field, it was found that the driving figures in addition to providing awareness to the learning residents, the driving figures provided an example for the learning residents. So that when in the learning process, in addition to being given positive motivation, learning residents can also imagine and feel directly from what is conveyed in the learning process, having continuity with the daily behavior of the driving figures. So that residents learn will be easier to apply what is conveyed in the learning process. (Watson, 2019). Exemplary As a Method of Character Education the most important and most effective method is exemplary, that is, educators provide examples of good speech or deeds for students to imitate so that students have good words or deeds. (Munawaroh, 2019)

The next finding regarding the enthusiasm of residents to learn related to awareness in improving welfare in the form of MSME development, the author found that broadly speaking, members of Local Hero have a home business in the food and clothing sector. Learning residents have a high curiosity for improvement and skills, which provides direct input by active mobilizers on the work of members of Local Heroes. Not just judging, the mobilizers who understand that are easy to understand by the residents learn to assess the assessment of the results, and the driving figures never miss to give appreciation for each work produced, so that the residents learn to increase enthusiasm to correct the shortcomings of the work. Minat members of Local Heroes in developing knowledge and skills, which is inseparable from the positive influence of the driving figure, namely Yanti Lidianti's mother. In the discussion of ideas or ideas from the opinions of learning local female heroes at PKBM An-nur Ibun, Bandung. Researchers interviewed 3 learning residents, based on the results of the research obtained, the driving figures provided opportunities for learning residents to convey their ideas, experience increases and develops, develops insights and behaviors. This is also supported by mobilizers who always provide encouragement and encouragement to residents to learn. (SL, Klara et al, 2022).

In line with one of the principles of public education, namely self-concept. Self-concept is an independent attitude and does not depend on other people's decisions that adults have. An adult will reject everything that is contrary to his concept as an independent person. An adult is able to completely regulate himself. Therefore, the rationalization of the criticisms and comments given by

the driving figures to the products produced by the learning citizens is a form of awareness and equalization of concepts between the driving figures and the learning citizens, so that there is continuity and similarity of concepts with each other. (Knowles, 1973).

## CONCLUSION

In an effort to develop the Local Hero Ibum MSME unit, Majalaya, cannot be separated from the influence of the mobilizers, namely Yanti Lidiati. In the learning process, the mobilizers apply several principles in Community Education, one of which is the cultivation of independence for learning citizens. The driving figures carry out self-awareness and foster self-motivation of residents to learn, so that residents learn in interpreting every learning process that is being carried out.

So that with self-awareness, the enthusiasm of residents to learn in developing knowledge and skills continues to increase in a positive direction. Local Hero members' products are always given positive comments and do not close themselves when there must be improvements, because of the huge influence of driving figures, providing an understanding that is easy for learning residents to understand, the reason why these improvements are necessary. The concepts and principles of community education are widely applied by mobilizers in developing their units, including independence and self-concept that make learning citizens have full awareness of their own needs and harmony between what the developer wants to form and what has been conceptualized in each individual citizen learning.

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