



Housewife Empowerment Training Skills through Processing Waste Products to be Economic Value

Askardiya Mirza Gayatri , Sri Hapsari, Deden Ibnu Aqil

University of Indraprasta PGRI

DOI: 10.15294/pls.v1i2.17125

Info Artikel

Sejarah Artikel:

Diterima Agustus 2017

Disetujui Oktober 2017

Dipublikasikan Desember 2017


Keywords:

community development; waste processing; entrepreneurship; skills

Abstrak

The purpose of this research is to improve the skills of housewives Sawangan, Depok, in the use of waste cloth into brooches, necklaces, earrings, towels, and other accessories through community empowerment. Empowerment is a community effort to increase the capacity to prepare themselves for the provision of knowledge and skills. Stages empowerment counseling begins with awareness of the importance of taking wastewater to protect the environment and entrepreneurship motivation, followed by waste processing training, mentoring makes products to become independent, as well as promotional strategies. Through counseling and training, is expected to explore the potential that there is in the group of mothers in the household so that it can generate income to the household economy, either as principal or as an additional revenue, as well as a provision for opening an independent business in the creative industries. If it is implemented properly and sustained, will indirectly assist in economic growth in both the domestic and regional levels in the District Sawangan.

© 2017 PLS FIP UNNES

 Alamat korespondensi:

E-mail: mirzagayatri@yahoo.com

INTRODUCTION

Badan Pusat Statistik (2013) mentions the percentage of the Indonesian population, men by 50.25% and female 49.75%. The population growth is still not evenly distributed in each of the archipelagoes and the island of Java has still occupied the top spot in the category of overcrowding. It has an impact on economic growth imbalances in income distribution where one of the factors that affect the economic growth of a society is population growth. Population growth and matters related to the increase in the labor force has traditionally been regarded as a positive factor in stimulating economic growth, so it can be interpreted that the more the number of labor force more and more supply of labor and the greater number of the population then the potential of the domestic market will increase (Arsyad, 2010). Did not rule out the existence of population growth will increase unemployment if not addressed, among others through community empowerment, both for the labor force was unemployed, housewives household, even to the elderly people who are still healthy.

Indonesian society is still dominated by the female gender should receive the attention of the parties concerned for her role as a wife and a mother. At present a real dilemma for a woman who is a dual role, as a wife, housewives, and workers. Not a few of their spare time on the sidelines of his daily routine as a mother and wife (Pratiwi, 2010). In addition, when a housewife only busy with homework without other activities, will make them saturated can cause depression. Thus the necessary independence or entrepreneurial as life skills, the development of rural entrepreneurship courses, and independent business groups (Suryadi, 2009). Life skills are the skills of everyday life, part of a continuum of knowledge and skills required by a person to function independently in life. So is the ability of life skills, abilities, and skills needed by a person to live a life with pleasure and happy (Marwiyah, 2012).

The reason they work in addition to develop themselves well to address the economic problems of households that have their own

income or source of income to cover the financial shortfall insufficient when only relying on the income of the husband as head of household. Ekonomi conditions are increasingly uncertain make housewives have to think hard set of financial problems, even thinking of how to supplement the family income in addition to their husbands (Sumiarti, 2008). The solution to overcoming this problem, one of them with empowerment through skills training, especially for mothers of households to become independent and develop themselves by exploring the potential in them.

Empowerment is powering or power to someone because they are powerless or power available to him is very small, so it almost does not do anything (Marzuki, 2010). In general, empowerment is associated with low levels of education because of the public perception attached are low education like no or less in the act because it could choose as an example: someone who dropped out of school but was able to write and count in getting the job easier, but can not choose a job better as laborers in the market, parking attendants, pedicab drivers, laundry workers, and so on. Cause they drop out of school because their parents work and income, number of dependents, and educational background of parents (Indriaty in Sutini & Daulay, 2014).

Generally, empowerment is done through training. Skills training included in the category out of school education (nonformal education), which are classified into three namely: (a) activities oriented to the development of knowledge, skills, and attitude of workers; (b) activities to prepare young people for work; and (c) activities designed to develop the knowledge, skills, and attitudes of people apart from the world of work (Marzuki, 2010).

Out of school education has the objective to overcome the ability of target students such as the ability to communicate, skill, productive capability, the ability to prepare for entry into the world of work, and the ability to improve personal and environmental conditions to improve the common welfare. Other skills are a must-have especially for the creative industry

entrepreneurs are knowledge, skills, and attitude (Hermawan, 2012).

Appropriate skills training for mothers of households should be close to everyday life, which is the home environment. In every community, there is usually a citizen who is a tailor. The rest of the material (waste rag) of tailors is burned, dumped, or sold to others to be utilized as new goods as raw materials. Waste rag potential to be used as articles or products of high economic value when touched by the creativity of craftsmen. Increased entrepreneurs in the field of waste treatment patchwork create competition among businesses so that entrepreneurs need to create a strategy to get the product accepted by the market because consumers generally want innovative products to their liking (Octavia et al, 2016).

The high market demand makes the creative industry businesses are competing to provide attractive deals in terms of price, uniqueness, quality of the product, to the service. According to Nurjanah (2013) in study mapping the creative industries, ministry of home affairs, there are 14 sectors in the creative industries, namely: (1) advertising, (2) architecture, (3) market art products, (4) crafts, (5) the design, (6) fashion, (7) video, film and photography, (8) interactive games (9) music, (10) the performing arts, (11) publishing and printing, (12) computer services and software, (13) television and radio, (14) research and development. Referring to the creative industry, the creative industries are assessed in accordance with the existing potential in the mother-housewife in Sawangan, Depok. This is the fashion industry. Fashion is a creative activity associated with the creation of clothes design and other fashion accessories. In the region Sawangan, Depok, there are several tailors the rest of the ingredients (patchwork) can be utilized as a product of creative industries, especially category. fashion with the availability of these raw materials as well as the desire of women entrepreneurship households will facilitate the training process.

Based on observations made, residents in the village Bedahan condition can be described

as follows: the majority of mothers of households in both partners do not work but becomes pure housewives, some of them work as laundry workers, farmers, trade. While the majority husband worked as a trader of fruit, fruit farmers and construction workers (Figure 1 shows the activities of its husband who works as a farmer), some husbands work in private companies and educational institutions as teachers. The economic conditions of these partners are still far from expectations to be supporting the regional economy. However, the community is upholding social values. This is evidenced by the harmony and comfort are built up in the region of partners, even though the community is composed of diverse ethnic and religious.



Figure 1. Activities of Farmers

Housewife despite his young age, even some of them not yet 17 years old, can be said to be an adult when they are married. A person can be said to be psychologically mature if it "can steer you, do not always depend on others, want to be responsible, independent, willing to take risks, and being able to take a decision" (Suprijanto, 2008:11). Adults develop itself by increasing knowledge, for example through audiovisual media such as television, print media (books, newspapers, tabloids, and so on), or skills training. For mothers who are not earning households in increasing the economic income households to a more prosperous family life, can be addressed through empowerment programs by conducting skills training. Although the mother-housewife often get feedback in the form of knowledge and information through the media both print (newspapers, magazines, tabloids, bulletins,

etc.), electronic media/audio/audio-visual (television, radio, etc.), or social media but often fail to understand because of what is recorded in the mind they do not correspond to their perception that there is a misunderstanding of perception and action. Thus the problems faced by the partners are as follows: (1) Leisure time housewife mother has not been used for productive activities, and the lack of awareness in creative thinking so unthinkable to have an extra income. (2) Lack of knowledge in the use of waste as a raw material patchwork so as to have economic value. (3) Skills training have been followed not done thoroughly, not just make products only so that the partners do not yet know the next action, especially when the products are made of raw materials are scarce and expensive. (4) The lack of knowledge of entrepreneurship, including capitalization and product marketing. (5) Lack of confidence in starting entrepreneurship. (6) Lack of sustainable development.

Therefore, by empowering the form of skills training expected household mothers can improve their skills, without leaving his home because it can be done at home. Community empowerment for mothers of households in Sawangan, Depok, West Java is considered as the appropriate action. The training uses a patchwork waste materials as easy to get as well as cheap because the source could be from their own environment as a neighbor who works as a seamstress so without the cost of transportation and postage. Besides this, in the workmanship can be handmade not wearing a sewing machine or a blend of handmade with a sewing machine for certain products, so mothers of households have no difficulty in the process and can choose what products will be made in accordance with the capacity and their ability. These handmade skills into opportunities emerging creative industry. Some of the factors that influence the development of small industry.

Table 1. Factors Affecting The Development of Small Industries

Factor	Subfactors
Human Resources	Education Quality. Human Resources Quality.
Economic Resources	Creativity and courage to choose a strategy. Financial aspect (the availability of capital). Raw materials (price, quality and availability).
Resources Information	Market information manufacturers supply. Technology can be used to enhance the performance of production. Information about the market of products that will be offered.
Resourcesinstitutions	Governmentand other agencies in providing regulatory and infrastructure that can be accessed by small business support to small businesses (support technical, financial support, support ease of raw materials, marketing support).

Source: Rukmi et al (2012)

The purpose of empowerment for mothers household is as follows:

- a) to provide knowledge and education on the importance of free time with activities that prod until, as well as the provision of skills training so that creativity and potential in untapped partners, thus indirectly can change the way of thinking and find ways to get money or extra income.
- b) Provide awareness and knowledge about protecting the environment, one of which is a

patchwork utilizing waste as the main raw materials and other wastes into value-added products that have economic value.

- c) Provide skills training on an ongoing basis and through, not only in the manufacture of products but also given the knowledge and training of the marketing strategy one through internet marketing as well as the sale price
- d) provide entrepreneurial knowledge of business opportunities, develop a business plan,

to address the business risks in a way very simple so easily understood by the partners.

e) Provide motivation so that partners are confident and ready to begin entrepreneurship both groups and individuals through the medium of slides, or bring in speakers who are competent.

METHODS

This study used a descriptive approach, is making a description, picture or painting in a systematic and factual. This study provides an overview of the activities in the community development process waste rag into economically valuable products. Community empowerment is a community-based education the process of education to the individuals/communities to be more competent in the skills, attitudes, and concepts. People are given training in developing products made of patchwork into a variety of accessories. The development of creative industries can provide a short-term impact as described Jones (in Simatupang et al., 2009) namely: (a) opportunities in offering specialized business training and support the creative industries for creative businesses in large numbers in the post-industrial regeneration. (b) Forming new learning materials and new technological approach that would extend the current provisions regarding the general business training that includes in it a specific requirement will be a creative entrepreneur. (c) A network of new work on the business and the employees of the industry who will be involved in the development, expansion, and assessment methodologies related concerns with agency creative industries.

The target in this study was a housewife in Sawangan, Depok, West Java and Community Self-Reliance Agency board (BKM). The sample in this study are: (a) Mrs. Mulyati as Chairman of the Community Self-Reliance Agency (BKM) region Sawangan, Depok. (b) Housewives in the region Sawangan by 20 (twenty) people as trainee.

RESULT AND DISCUSSION

The phase of empowerment

The first phase, beginning with awareness to protect the environment, the materials of waste rags and other household waste and their impact on the environment, Followed by extension in managing household waste through the motions 2R (Reduce and reuse). The second phase, provision of material for housewives entrepreneurship. In this matter, the participants were given the knowledge of how to explore the potential and develop raw materials in the vicinity that may have economic value so as to create business opportunities. To be an entrepreneur, there are several stages namely: (1) the stage of starting a business, (2) the stage of carrying out business, (3) maintain the business, (4) develop a business (Hapsari & Shahroza, 2014). The participants were quite enthusiastic about the provision of material is also provided examples of entrepreneurs who started their business from scratch. With entrepreneurial material is expected the participants to be motivated to start a business.

The third stage of training making crafts using patchwork, into a variety of accessories, such as brooches, placemat, necklaces, bracelets, and rings. The following documentation of the training provided in figure 2 and figure 3.

Figure 2 is a brooch-making training from the patchwork. Many techniques in the creation of this patchwork. First, the corrugation technique, the material is prepared patchwork measuring approximately 2x30 cm long. The end of patchwork folded so that the thread is not visible and is folded into two parts, the good part is outside, then sewn around the edge of the fabric by sewing techniques sum, slightly stretched to cause wrinkles. Before thread tied, which has crimped fabric was formed flowers and bottom sewn so that the shape of flowers awake. To embellish this interest can be added accessories. While making a brooch with yoyo technique, the material prepared is patchwork formed a circle, big circle with a diameter of about 10 cm. After that, fold the fabric side of about 1 cm, stitched around it until the circular and slightly drawn yarn thus appears wrinkled

circles, this is called wrinkle yoyo. In the middle, you can add a variety of accessories such as beads, buttons, flowers or pearls. In figure 3, patchwork creation a placemat. Materials prepared was flannel formed a circle about 17 cm in diameter patchwork formed a circle that is larger than flannel. Furthermore, flannel lined and stitched patchwork, lace fabric edge of the circle was given to sweeten placemat.



Figure 2. Training Makes Bros



Figure 3. Training Made Placemat



Figure 4. Utilizing Mobile Phones for Online Marketing

The fourth stage of the training is an online marketing strategy. With simple language, the team's community service train patchwork of product marketing with online marketing. This strategy is considered to reach a wider consumer, relatively low cost, and easy to use. This training is a form of empowerment

activities are based on (1) empowerment should focus addressed to that need with programs designed to address the problem and as needed; (2) the program should directly involve and implemented by the targeted community; (3) using a group approach for individual society finds it difficult to solve the problems it faces (Kartasamita, 1997).

Figure 4 team devotion train participants to create an online shop using their mobile phones. Most participants have a smartphone. Through this phone, participants can create an online shop with applications utilizing WhatsApp, BBM, Instagram, and Facebook.

The fifth stage, coaching. After the mother-housewife master the basic skills make accessories, then each participant is given the task to create a number of accessories in their homes and at a certain period, community service monitoring team to do the coaching. Creative Industry defined as reviews those industries roommates have Reviewed their origin in individual creativity, skill, and talent, and the which have a potential for wealth and job creation through the generation and exploitation of intellectual property and content (UK DCMS Task Force in 1998 in Nurjanah, 2013). Opportunities enormous creative industries, especially in Indonesia. This large market share spur various skills training to create creative products. Skills training is believed to increase the potential that exists in ourselves, that potential include: (a) Self-awareness, (b) Conscience, sharpen conscience so that a man of goodwill, (c) Independent will, independent view to the provision of the act and the power to transcend, (d) Creative Imagination, thinking transcendent various issues, with imagination, fantasy, and promotes the proper adaptation (Sumiarti, 2008).

Home Industry may constitute or include on micro defined by Partomo (2009:3) as "a family business nearly poor, aided by the government with the provision of micro-credit". Criteria for micro and small businesses in each country is different, for example in France, included in Micro Small Enterprises (SMEs) if the number of employees 10-40 people, if less

than 10 categorized as small businesses. "In Indonesia, according to the statistics bureau, a small business if the employee is 5-19 if less than 5 people can be classified as household enterprises" (Partomo, 2009:3). Anderson in Partomo (2009:3), "business employing 1-9 people, including the small business criteria (1-little small)". From the definition and the opinion, it can be concluded that the home industry is a business activity that is done at home with a workforce of fewer than 5 people.

The environment is defined as a living environment where everything that is around us both on growth and human development. Environmental issues according to Zoer'aini (2009) were classified into two types, local environmental problems and global environmental issues. Local environmental problems are environmental problems in the country most are local and some global. The following are included in local environmental issues, namely: climate change; water problems, which in certain places people have difficulties to get clean water; the problem of waste, which includes household waste or domestic waste and industrial waste; pollution and contamination issues, including pollution of water/air/dust/noise, land, and sea; erosion problems and flooding; antiruang urban phenomenon for the development of physical development such as housing, offices, business centers, and public transport; neighborhoods where open green spaces already on the wane; aesthetic issue/leisure/recreational needs, many aesthetic values that have been damaged; biology or biological environmental problems that include flora and fauna due to habitat destruction; social and environmental problems, such as increased crime, individualistic lifestyle, da so on. Global environmental problems that arise due to the greenhouse effect, so cause damage to the ozone layer. In the rescue boom as a result of global warming, then the era of the 21st century there is an agenda that is compiled in four dimensions: (a) Dimensions socioeconomic, (b) conservation and management of natural resources for development, (c) Strengthening the role of major

groups, such as women's activities, the role of youth, Non-Governmental Organizations (NGOs), indigenous groups, and so on, (d) Noting the means of implementation, such as funds, transfer of science and technology, and others.

CONCLUSION

The community empowerment can be done through education and training that is part of community empowerment. Counseling is done by providing knowledge about the environment, entrepreneurship, foster creativity and motivation. While training in the form of process waste with patchwork raw material is processed into a variety of accessories. With the skills acquired is expected to mother-housewife can create more innovative products and accessories to entrepreneurship so as to help the family economy.

REFERENCES

- Arsyad, L. (2010). *Ekonomi pembangunan* (5th ed.). Yogyakarta: UPP STIM YKPN.
- Badan Pusat Statistik. (2013). *Proyeksi penduduk indonesia*. Jakarta: Badan Perencanaan Pembangunan Nasional, Badan Pusat Statistik, United Nations Population Fund.
- Hapsari, S., & Shahroza, D. (2014). Pendidikan kewirausahaan di lapas dengan pendekatan minat usaha. *Jurnal Visi*, 9(1), 47-55.
- Hermawan, S. (2012). Pengembangan dan peningkatan kinerja industri kreatif Melalui comprehensive intellectual capital management. *Jurnal Ilmiah Zona Keuangan*, 4(3), 1-21.
- Kartasamita, G. (1997). *Pemberdayaan masyarakat: Konsep pembangunan yang berakar pada masyarakat*. Surabaya: Bappenas.
- Marwiyah, S. (2012). Konsep pendidikan kecakapan hidup. *Falasifa*, 3(1), 75-97.
- Marzuki, S. (2010). *Pendidikan non formal: Dimensi dalam keaksaraan fungsional, pelatihan, dan andragogi*. Bandung: PT Remaja Rosdakarya.
- Nurjanah, S. (2013). Analisis pengembangan program bisnis industri kreatif penerapannya melalui pendidikan tinggi. *JMA*, 18(2), 141-151.
- Octavia, A., Erida, Sumarni, & Sam, I. (2016).

- Pelatihan kewirausahaan dan manajemen bagi ibu rumah tangga, remaja putri, dan kelompok usaha bersama mutiara kota jambi. *Jurnal Pengabdian Pada Masyarakat*, 31(3), 36–41.
- Partomo, T. S. (2009). *Ekonomi koperasi*. Bogor: Ghalia Indonesia.
- Pratiwi, P. (2010). *Peluang bisnis untuk ibu rumah tangga*. Yogyakarta: Tugu Publisher.
- Rukmi, H. S., Fitria, L., & Zonda, F. (2012). Studi tentang kondisi industri kreatif permainan interaktif di kota bandung berdasarkan faktor-faktor yang dipersepsikan penting oleh produsen dan konsumennya. *Jurnal Itenas Rekayasa*, XVII(1), 67–76.
- Simatupang, T. M., Yudoyoko, G., Handayati, Y., Pancasuseno, A., Permadi, K., & Listiani, W. (2009). Analisis kebijakan pengembangan industri kreatif di kota bandung. *Jurnal Manajemen Teknologi*, 8(1).
- Sumiarti, E. (2008). Wirausaha ibu rumah tangga untuk mengatasi kemiskinan. *Jurnal Ekonomi Dan Bisnis*, 3(2), 182–191.
- Suprijanto, S. (2008). *Pendidikan orang dewasa: Dari teori hingga aplikasi*. Bandung: Bumi Aksara.
- Suryadi, A. (2009). *Mewujudkan masyarakat pembelajar: Konsep, kebijakan, dan implementasi*. Bandung: Widya Aksara Press.
- Sutini, & Daulay, P. (2014). Model pendidikan keterampilan hidup (life skills) bagi anak putus sekolah korban lumpur lapindo. *Jurnal Pendidikan2*, 15(1), 54–67.
- Zoer'aini, D. I. (2009). *Besarnya eksploitasi perempuan dan lingkungan di indonesia*. Jakarta: PT Elex Media Komputindo.