

THE UTILIZING POTENTIAL TOWARDS ENTREPRENEURSHIP INTERESTS OF KARANGWUNI VILLAGE HOUSEWIVES.

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Abstract -Based on data from the Central Statistics Agency in 2023, the poverty rate among Indonesian people is high, reaching 25.9 million people or 9.36% of the total population. Lack of maximization of available resources is one of the causes of poverty, so appropriate steps are needed to overcome it. This research uses a qualitative descriptive method, namely a case study approach, where the author can determine the increasing interest in entrepreneurship among housewives in Karangwuni through the use of Natural Resources in the form of bananas. The object of this research is a productive age housewife in Karangwuni. The entrepreneurial training activity for making banana chips, which presents expert speakers in the field, is a platform that supports Karangwuni village's entrepreneurial activities to utilize the potential of existing resources so that it hoped can have a positive impact and improve the community's economy.

Keywords: Entrepreneurship, Potential, Natural Resources, Community

1. INTRODUCTION

The poverty problem still became a terrible thing for Indonesian people. Moreover, after a pandemic of COVID-19, people are required to survive. Many companies go bankrupt because the COVID-19 pandemic caused a unilateral dismissal of employees. It leads to the citizen's economic conditions. According to the data from the Central Bureau of Statistics, the rate of population affected by COVID-19 in Indonesia in the year 2023 reaches 3,60 people or 1.7 percent from different types. On the other hand, the amount of poverty in 2023 can be regarded as high. It reaches 25,90 million souls or 9,36% [BPS, 2023].

Observing the data and poverty condition of Indonesia, appropriate steps are necessary to resolve the problem with Indonesia's resources. People are required to become observant and conscientious to perceive as well the slightest potential. Therefore, innovation is necessary to increase the community's economy. One of the effective ways to reduce poverty is through the empowerment of economic independence for society.

One of the solutions to increase people's capabilities is by doing empowerment. Empowerment is to increase community capacity towards certain things. Increasing the interest and potential is necessary to hold so that people can overcome the problem itself. According to Surjono & Nugroho (Sri Widayanti, 2012), empowerment is the process in society to increase the independence of one's own lives. This can be implemented in various social or economic activities. Especially after COVID-19 hit, an effective way to improve the ability of people with talents and interests in the entrepreneurship field is to enhance the capacity and quality of human resources through training and education. (Dewi, 2022)

Many previous studies have tried to explain or provide alternatives related to existing economic problems, especially in terms of empowerment. Like the research conducted by Sulsalman Moita and friends, who focused their writing on entrepreneurship training activities for mothers affected by COVID-19. (Sulsaman, 2021) Then the exercises to increase the ability and capacity of housewives who are part of the "Rupi-rupi Cemilan Bu Siti ". This activity includes various aspects, such as planning, procurement, intensive financing and advanced assistance. The results of this activity show an increase that leads to the progress of existing businesses. (Leonardo, 2022) An activity was similar to what was studied by the author, namely "Socialization and Training for Making UMKMs Banana Chips in Kedungdang Hamlet, Bener Village". (Andika, 2022) in this activity is expected to increase public awareness about the importance of skill mastery and knowledge about marketing through social media to improve welfare.

According to the general situation in Indonesia, Karangwuni Hamlet located in Kragan Village, Gondangrejo District, Karanganyar Regency has a problem related to what is happening at the national level. It is the existence of unemployment among productive age groups. This problem needs to be done so that it does not cause more impact.

On the other hand, the people of Karangwuni Hamlet have a surplus of excess labor, especially housewives. According to the local government, housewives of Karangwuni hamlet have a high interest in entrepreneurship. However, unfortunately, no forum or activity accommodates this situation. In addition, the geographical conditions in Karangwuni Hamlet also support terms of agriculture and plantations. Therefore, the unemployment problem in Karangwuni Hamlet can be overcome by empowering existing housewives, especially those related to aspects of plantations or agriculture that are the potential of Karangwuni Hamlet.

By looking at the existing conditions and potentials, community empowerment is one of the bottom-up solutions. So far, communication patterns built by the government have tended to be Top-Down, so the government's inability to appreciate or even listen to the wishes or aspirations of the community from the grassroots. (Hikmawati, 2021)

Empowerment aimed at the village community has been regulated by law NO. 6th year 2014 on Village explained, "*Village Community Empowerment is an effort to develop community independence and welfare by enhancing the knowledge, attitude, skills, abilities, utilization of resources*". Empowerment in Karangwuni can be realized with Training to Increase the Potential Entrepreneurial Interest of Housewives in Karangwuni Hamlet. The training was implemented through the provision of "Chocolate Banana Chips Entrepreneurship Training".

2. METHOD

Research methods are a set of thinking frameworks and work guidelines that help researchers to find and interpret data accurately and measurably in conducting research. So that the research produced is scientific in nature and can be held accountable academically. The research carried out is descriptive qualitative research. This research is research that uses emphasized words or arguments as the main data. Qualitative research seeks to understand and interpret an event in the form of behavior or relationships between people in certain situations based on their own interpretation (Usman, 2008). Data collection methods used in this study include interviews, observation and documentation. Documentation is used as a support for the implementation of observations using camera, tape recorders or mobile phones (Bungin, 2007). The selection of informants was carried out using the Purposive Sampling method, in this study the informants consisted of residents of Karangwuni Hamlet who were involved in the MSME training.

3. RESULTS AND DISCUSSION

Consultation with Local Village Officials

Consultation with local village officials is necessary to ensure that this training is appropriately provided to community members. The established communication and cooperation facilitate the implementation of this entrepreneurship program. By the problems occurring in this hamlet and with various considerations, such as improving the residents' economy, reducing

unemployment rates, and utilizing natural resources, village officials with KKN 111 UIN Sunan Kalijaga agreed to work together to implement this program. Village officials provide data on the number of women grouped by age.

Table 1. Data on the Female Population of Karangwuni Hamlet

No	Group	Amount
1	Productive Working Age	103
2	Unemployment	29
3	Non-Productive (Ages 0-14)	64
4	Seniors (Age 65 and over)	96

Preparation for Entrepreneurship Socialization

Following the results of the consultation, it is necessary to carry out the preparation of activities to minimize risks and maximize the implementation of activities. Entrepreneurship socialization is focused on several indicators, namely, motivational material to generate and increase enthusiasm for running MSMEs to utilize free time; training material on the forms and characteristics of entrepreneurship that housewives need to have and develop in order to reduce unemployment, increase income and meet the family's socio-economic needs; material on strategies for developing an entrepreneurial spirit by exploiting opportunities and possibilities through family-based business strategies, collaboration with other parties, networking-based strategies and digital-based entrepreneurial strategies; material for identifying the potential, opportunities and challenges of women entrepreneurs in running their businesses through attitudes: being more frugal, thorough, patient, honest, disciplined and responsible; product development and marketing materials such as product or service design, production, market assessment, marketing strategies, and sales techniques.

Program Socialization to Residents

Based on the results of consultations with village officials, the points were obtained that would be considered by the group for the next steps. The socialization is aimed at productive age housewives. The criteria for targeting entrepreneurship are housewives with economic conditions lower than the average condition of hamlet residents, do not have jobs other than housekeeping, and have a high interest in entrepreneurship.

Based on the data obtained from the female population, 3 representatives were selected in each RT with a total of 15 people. After obtaining candidates, the next stage is entrepreneurship socialization of entrepreneurship training.

Socialization is carried out to convey information regarding entrepreneurship training to be carried out to the public to maximize the training process. Socialization activities are carried out among target groups, by first

coordinating with the hamlet head and local community leaders. The results of the meeting, Apart from discussing the objectives of entrepreneurship training as one of the embodiments of the Tri Dharma of Higher Education, the implementation team also obtained an overview of the characteristics and data related to the quantity of female MSMEs, the potential of female workers, the types of businesses affiliated with female workers, the amount and type of assistance for workers. women, the type of training women workers have attended, and the allocation of urban village funds intended to help women's businesses.



Preparation of Training Needs

To support entrepreneurship training, the implementation team has prepared proactive, constructive, and innovative steps so that these activities run well and successfully and have implications for the lives of citizens or target groups.

The implementation team presents expert speakers to support the success of entrepreneurship training. Tools and materials are provided by the suggestions of the presenter. Other facilities prepared are projectors and screens, *sound systems*, tables, consumption during training, activity documentation, and so on.

Implementation of Entrepreneurship Training

The implementation of the training begins with the delivery or distribution of invitations to the participants, which consist of housewives. The activity was carried out on Tuesday, August 8, 2023, at the KKN 111 post of UIN Sunan Kalijaga Dusun Karangwuni. The activity with the theme "Chocolate Banana Chips Entrepreneurship Training" was attended by 15 participants.

The implementation of the training began with a joint prayer followed by remarks by the Head of Karangwuni Hamlet. The next session was the provision of material on "Chocolate Banana Chips Entrepreneurship Training", with the resource person, Mrs. Arva Rochmawati, owner of Syukaa Snack Nusantara. Then followed by various steps in the chocolate banana chip production process. In this training activity, the implementation team acted as tutors and assistants.

The training which was held for approximately 5 hours received appreciation and a positive response from the participants. This can be seen in the many arguments and questions of the participants during the training.

In general, the results of community service activities through "Chocolate Banana Chips Entrepreneurship Training" are in the form of knowledge, skills, and technical abilities regarding the entrepreneurial spirit during the Covid-19 pandemic through having a clear vision and goals, initiative, and always proactive, achievement-oriented, dare to take risks, work hard, be responsible for all activities, be committed to running a business, and maintain good relations with various parties.



4. CONCLUSION

Karangwuni Village has a female population with a large productive age. Based on existing data, most housewives of productive age are unemployed. Despite that, they are unemployed, and social interest in the field of entrepreneurship is sufficiently high. However, the lack of communities or activities that can accommodate these conditions makes the community less likely to maximize its potential. Besides, Karangwuni Village has potential Natural Resources in agriculture and plantations, such as banana trees and cassava. Therefore, by considering existing solutions, the potential of Karangwuni village was utilized in the form of entrepreneurship training in making banana chips for housewives.

Entrepreneurship training activities in Karangwuni in the form of training on making banana chips went well and received a positive response from the community. This activity provides understanding for the communities to maximize the potential of Natural Resources, which indirectly will impact economic growth and community quality. Entrepreneurial activities also need a forum that can move and coordinate so that these activities can be sustainable. Therefore, it is expected that the community provided by Group 2 KKN 111 UIN Sunan Kalijaga in the field of entrepreneurship can be sustainable and have a positive impact on Karangwuni's people.

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