

Encouraging Women to Expand their Business Capabilities in Pangkalan Jati District Depok City, West Java

Pemberdayaan Perempuan Dalam Peningkatan Kapasitas Usaha Di Kelurahan Pangkalan Jati Kota Depok Jawa Barat

Yuliniar¹ , Khoirul Aswar^{*2}

1Manajemen, Universitas Pembangunan Nasional Veteran Jakarta

2Akuntansi, Universitas Pembangunan Nasional Veteran Jakarta

*Email : khoirulaswar@upnvj.ac.id

Abstract

As human resources, women essentially possess the capacity to engage in a variety of productive activities that yield outcomes and can support the family economy more generally in order to support the national economy. This is achieved through consistent and ongoing empowerment activities that enable women to become economically independent in the age of globalisation and information technology. The culinary industry is still stagnant and developing slowly after COVID, so efforts are required to boost company capacity through mentoring and training. The empowerment of women in the culinary industry—a field that is closely related to women's everyday lives—will be the activity that is conducted. It is hoped that by participating in this business capacity building activity, women will be able to engage in innovative and sustainable business ventures that not only support the family economy but also advance regional development in the area where the business is located.

Keywords: Accelerating regional development, empowering women, expanding business capacity

Abstrak

Perempuan sebagai Sumber Daya Manusia pada dasarnya potensial untuk melakukan berbagai kegiatan produktif yang menghasilkan dan dapat membantu ekonomi keluarga secara lebih luas lagi membantu perekonomian Nasional yang dilakukan melalui kegiatan pemberdayaan yang dilakukan secara konsisten dan berkesinambungan sehingga mampu mandiri secara ekonomi dalam era globalisasi dan teknologi informasi. Namun pasca covid kegiatan usaha kuliner ini masih berjalan statis dan lamban perkembangannya sehingga sangatlah diperlukan upaya-upaya peningkatan kapasitas usaha melalui pelatihan dan pendampingan. Adapun kegiatan yang akan dilakukan ini merupakan pemberdayaan perempuan dalam kegiatan usaha kuliner yang merupakan usaha yang sangat dekat dengan kegiatan sehari-hari perempuan, melalui kegiatan peningkatan kapasitas usaha ini diharapkan kegiatan usaha yang dilakukan oleh perempuan dapat berkelanjutan serta menjadi kegiatan usaha yang inovatif yang selain mampu menopang ekonomi keluarga juga memberikan kontribusi terhadap perkembangan daerah di wilayah dimana usaha tersebut dijalankan.

Kata kunci: Peningkatan kapasitas usaha, Pemberdayaan perempuan, percepatan perkembangan perkembangan wilayah

1. INTRODUCTION

The integration of the government's main agenda in the working cabinet includes the growth of home industries through the empowerment of women in the family economic system. Even a well-developed home industry can absorb labour and offer jobs, allowing women to produce without leaving the house. Furthermore, thanks to technological advancements, these home-made goods can now be advertised online from the comfort of one's own home. Data from the Ministry of Cooperatives and SMEs in 2015 showed that, out of the approximately 52 million MSMEs in Indonesia, 60% of them were owned and operated by women. Their family, the

environment, and society have benefited greatly from the business expansion they have undertaken.

The author's community empowerment initiatives are conducted in Pangkalan Jati Village, Cinere District, Depok City, West Java. Pangkalan Jati Subdistrict has 29,287 residents, according to 2015 data from the Depok City Central Statistics Agency. There are seven Community Associations (RW) and forty-one Neighbourhood Units (RT) in the Pangkalan Jati Subdistrict. There are 21,339 working persons out of the total population. The majority of people that live in Pangkalan Jati Village are traders and business owners. Particularly at Pangkalan Jati Village, RW 1, they have a variety of businesses, including food stalls, snacks, juice drinks, fruit and vegetables, pharmacies, clothing stores, and more.

Nevertheless, MSME product marketing is still restricted to traditional approaches, such as in-person interactions or product placement at neighbourhood booths. Only the stalls near their homes are part of MSMEs' sales scope. A number of factors contribute to their products' low sales scale. The sole marketing locations in Pangkalan Jati, according to BPS data, are pharmacies (1 unit), eateries (4 units), food stalls (1 unit), one electrical shop, two laundry units, and five vegetable vendors. This indicates that their product line is still limited to the local market. Their present technology and marketing approach are not yet integrated.

Pangkalan Jati residents' low educational attainment is one of the contributing factors. Because of this, their proficiency with information and communication technologies is restricted, necessitating more thorough instruction. Women with jobs other than housewives and businesses, including a culinary business, are among the business actors who have the potential to develop their skills. However, their business capacities are very limited, necessitating various forms of training and support. Service providers in Cimarga Village have done similar things in the past (Yuliniar et al, 2023). Our group of scholars wishes to help accelerate regional development in response to these issues.

The issue facing Mitra Kelurahan Pangkalan Jati is the low educational attainment of business actors, particularly mothers who possess potential but have not yet developed their skills, conduct business operations without utilising technology, which is currently extremely important for managing their business in order to compete, and require support and training in order to expand their business capacity (Aswar et al. 2022).

2. METHOD

This training activity's partner is supporting women in the culinary industry. Twenty people from different food establishments in the Pangkalan Jati subdistrict participated. The service approach provided to assist this initiative while also resolving issues encountered by partner groups is through:

1. Business Capacity Workshop

This activity's overall goal is to improve partner groups' expertise and skills in boosting business actors' business capacity, particularly in areas pertaining to women's empowerment. Lectures and conversations were used to conduct the workshop. Following the resource person's presentation of the topic using PowerPoint, there will be a discussion of the presented content.

2. Discussion

The participants were granted the opportunity to enquire about the information provided and the challenges faced by their individual business actors. As servants, we responded to their enquiries and offered answers.

3. Guidance

In order to help the participants use technology to their own enterprises, this exercise includes examples of how firms have used it to manage their operations.

Success indicators It is anticipated that completing this workshop and mentoring activities, the participants will be able to resolve a number of partner group issues, such as the following:

1. Assist, train, and oversee the execution of initiatives aimed at enhancing business actors' business capacity, particularly those pertaining to women's empowerment.
2. Provide instruction on how to use technology to run their company.
3. Provide money management education.

Prior to the training, the community service activity team had developed and produced examples of how partner groups had employed technology in business management. Throughout the mentoring process, partners receive guidance, training, and oversight as they carry out initiatives aimed at enhancing business actors' business ability, particularly those pertaining to women's empowerment. This support is given till the partner members are able to comprehend the business capabilities that have been made available as well as the technology that each partner uses to operate their company. To help participants become more capable and skilled, the implementation team and instructors will follow them during this activity.

3. RESULTS AND DISCUSSION

Members of the women's empowerment in culinary company are taking part in this community service project. There were 20 participants in this service, with the issues mentioned above. In order to give insight and knowledge about the business capacity of business actors, particularly in activities related to women's empowerment that will be presented in the material explanation session, which is led by an instructor who is knowledgeable in this field, the servants first introduce themselves and the presenters and instructors involved before the workshop begins.



Figure 1. Presentation material delivered by Community Service



Figure 2. Discussion of participants and servants

The fundamental idea that business actors need to comprehend in the Pangkalan Jati sub-district's pattern of women's development is optimal community empowerment. Many tourists, both domestic and foreign, travel to Angkat because of the potential of the region surrounding the Pangkalan Jati sub-district, as well as improvements to the infrastructure and tourism promotion efforts. Food stalls, snacks, juice drinks, fruit and vegetables, pharmacy, clothing, and other businesses are made possible by this. Women with an entrepreneurial drive will be drawn to the small business agro-industry. Through the management of small businesses centred around food stalls, snacks, juice drinks, fruits and vegetables, pharmacies, and clothing, this service program seeks to promote the active participation of women in Pangkalan Jati sub-district.

Using the FEB UPNVJ service fund funding pattern, a number of lecturers from the UPN Veteran Jakarta Study Program regularly offer assistance in the Pangkalan Jati sub-district. Training and socialisation on the added value of food stalls, snacks, juice drinks, fruits and vegetables, pharmacies, and clothing are examples of assistance techniques. The public is supposed to learn about market share, marketing tactics, and capital through training, talks, and lectures. Students will undoubtedly participate in community service projects as part of every activity. It is believed that with this support, excellent MSME manufacturing centres will expand in accordance with their potential for natural resources

4. CONCLUSIONS

Due to the high volume of local tourists, the Pangkalan Jati sub-district region in Depok City, West Java, is a prospective hamlet for the development of a small agro-industry focused on food stalls, snacks, juice drinks, vegetables and fruit, pharmacies, and clothing. The FEB UPNVJ Management and Accounting Study Program has partnered with the Pangkalan Jati sub-district as a coached or assisted village to maximise small businesses in order to ensure the sustainability of the community service program.

The Department of Cooperatives and MSMEs, the Department of Culture, and the Department of Tourism must provide guidance on how to help these small businesses grow into processed goods with greater economic value. This will help them draw in local tourists and turn the processed goods into typical Pangkalan Jati sub-district foods and souvenirs.

The community service program's sustainability will be enhanced in the future by hiring locals to start new enterprises selling small processed goods, particularly women who reside in the Pangkalan Jati sub-district, and by boosting the calibre of the workforce. In order to improve service programs the next year, it is necessary to conduct ongoing monitoring and assessment of

the growth of processed sweet potato product enterprises by village communities, particularly village women

ACKNOWLEDGMENTS

I express my gratitude to Pangkalan Jati Village, Cinere District, Depok City, West Java, and UPN Veteran Jakarta for funding my community work

REFERENCES

- Aswar, K., Ermawati, E., Julianto, W., & Sumardjo, M. (2022). Financial literacy training for sme's activities: online media optimization. *European Journal of Business and Management Research*. 7(3). 296-298. <http://dx.doi.org/10.24018/ejbmr.2022.7.3.1464>
- Aswar, K., Ermawati, E., Wirman, W., Wiguna, M., & Hariyani, E. (2021). Determinants for the adoption of electronic commerce by small and medium enterprises: An empirical study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(7), 333-339. <https://doi.org/10.13106/jafeb.2021.vol8.no7.0333>
- Indiwo, H. E. (2016). Peran perempuan dalam meningkatkan kinerja UMKM. *Equilibria Pendidikan: Jurnal Ilmiah Pendidikan Universitas PGRI Semarang*. 1(1), 40-58. <https://doi.org/10.26877/ep.v1i1.1806>
- Julianingsih, P., Din, M., & Lamusa, F. (2023). Pemberdayaan Perempuan Sebagai Upaya Meningkatkan Ekonomi Keluarga Melalui Pelatihan Pembuatan Stik Kelor. *Jurnal Nusantara Berbakti*, 1(2), 48-57. <https://doi.org/10.59024/jnb.v1i2.96>
- Kemenko PMK. (2019). Optimalisasi peran perempuan dalam pembangunan. Retrieved from <https://www.kemenkopmk.go.id/optimalisasi-peran-perempuan-dalam-pembangunan>
- Marthalina, M. (2018). Pemberdayaan perempuan dalam mendukung usaha mikro, kecil dan menengah (UMKM) di Indonesia. *Jurnal Pembangunan Pemberdayaan Pemerintah*, 3(1), 43-57. <https://doi.org/10.33701/j-3p.v3i1.862>
- Marwanti, S. & Astuti, I. D. (2012). Model pemberdayaan perempuan miskin melalui pengembangan kewirausahaan keluarga menuju ekonomi kreatif di kabupaten Karangayar. *Jurnal Sosial Ekonomi Pertanian dan Agribisni*, 9(1), 134-144. <https://doi.org/10.20961/sepa.v9i1.48814>
- Ratnawati, S. (2011). Model Pemberdayaan Perempuan Miskin Pedesaan Melalui Pengembangan kewirausahaan. *Jurnal Kewirausahaan*, 5 (2).
- Suparti, S., Witjaksono, M., Nurjanah, N., & Muladi, M. (2016). Strategi Pemberdayaan perempuan pemilik usaha makanan khas daerah berwawasan supply chain management dan utilisateknologi informasidan komunikasi untuk penguatan Ekonomi Lokal. *Laporan Akhir Penelitian Strategis Nasional*, 1. Universitas Negeri Malang.
- Yuliniar, Y., Triwardhani, D., Nobelson, N., & Aswar, K. (2023). Program pengembangan sumber daya manusia sebagai pelaku usaha dalam menggali potensi diri di Desa Cimarga Kabupaten Lebak Rangkas Bitung. *Jurnal Pengabdian UCIC*, 2(1), 1-3. Retrieved from <https://jpucic.id/index.php/jpucic/article/view/49>