

Economic Empowerment of PKK Women in Improving Community Welfare in Pasir Endah Village, Ujungberung City District

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ABSTRACT

This Community Service activity aims to help PKK mothers in Pasir Endah Village, Ujungberung District, Bandung City in making Jumputan batik with the aim of providing understanding in improving family welfare. The activity was carried out in the form of direct practice in making jumputan batik which was attended by approximately 30 residents of Pasir Endah sub-district, Ujung Berung District, Bandung City. Through this activity, it is hoped that it will provide benefits in that the women of PKK Pasir Endah, Ujung Berung District, Bandung City will have the skills to make jumputan batik so that they can improve the welfare of their families. Apart from that, it is hoped that PKK women will get an idea of how to form an MSME business which can be done after identifying and inventorying the potential of the artistic works owned by PKK women so that they can be developed to be more economically productive and they can also understand alternatives in carrying out efforts to find sources of funding by the aim of improving family welfare.

Keywords: Economic Improvement, PKK Mothers, Public Welfare

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Received: 05-01-2024

Revised: 20-02-2024

Accepted: 25-02-2024

Published: 12-03-2024



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1. INTRODUCTION

One route of community empowerment that can be carried out is empowering, namely strengthening the potential and power of the community (Ratnawati et al., 2022; Khalid et al., 2019). Strengthening power or capabilities can be carried out through community empowerment training activities which must be carried out optimally and in a targeted manner in order to improve the economic situation (Amran et al., 2022). Community empowerment also includes providing the resources and support necessary to facilitate local economic growth and improve access to education and health services (Wahid et al., 2017). Thus, efforts to strengthen community potential do not only aim to improve economic aspects, but also improve the overall quality of life (Aman et al., 2022; Mamirkulova et al., 2020).

Furthermore, community empowerment initiatives often involve fostering social cohesion and solidarity among community members, encouraging active participation in decision-making processes, and promoting the exchange of knowledge and skills within the community (Qasmi & Ahmed, 2020). By fostering a sense of ownership and collective responsibility, communities are better equipped to address local challenges and seize opportunities for sustainable development. This holistic approach to empowerment not only strengthens the economic resilience of communities but also enhances their capacity to address social and environmental issues, ultimately leading to more inclusive and resilient societies (Wright et al., 2022).

Pasir Endah Subdistrict, Ujungberung District, Bandung City is one of the subdistricts with diverse communities from various ethnic groups, which has a great opportunity to utilize

jumputan batik as local creativity in order to improve the economy of the people of Pasir Endah subdistrict. Community empowerment in making jumputan batik is expected to improve the economy of the people of Bandung City, especially the Pasir Endah sub-district, Ujungberung District, which is a potential community target. For training in making jumputan batik were PKK women. After carrying out the training, it is hoped that the community will have the skills to make jumputan batik using tie or sewing techniques, so that it can continue to preserve and improve the community's economy.

Challenges in empowering PKK women in Pasir Endah Village, Ujungberung District, Bandung City. PKK mothers in the context of a society dominated by mothers who still struggle with family, economic, social, political and health issues. The social life of PKK mothers is limited and they only deal with kitchen activities such as shopping, cooking, cleaning the house, looking after children and so on. What they don't actually realize is: PKK mothers can be active, be creative outside of household affairs with various activities, including taking part in training and self-development, developing the potential to independently play an active role in improving family welfare without neglecting the main task of taking care of household affairs. . Apart from an adequate level of education, certain skills must be possessed, networking and communities must be had as well as facilities and capital. All of the available potential and resources can provide economic benefits if PKK women are able to empower them, so that they can contribute to increasing income for the family. The things mentioned above are taken into consideration in carrying out Community Service activities in the PKK women's environment in Pasir Endah sub-district, Ujungberung District, Bandung City.

It is hoped that providing Jumputan Batik Making Training can provide a beneficial contribution to the economic sustainability of PKK women so that PKK women are more creative in empowering their abilities to further improve the welfare of their families.

2. METHODS

This Community Service activity was carried out in the form of training (Sulistyan, 2020), techniques for making Jumputan Batik on Thursday, December 14 2023 for 25 participants who were PKK women in the Pasir Endah Village, Ujungberung District, Bandung City. After the training on making Jumputan batik, a motivational session was held in order to improve the quality of life to be happier. PKK mothers are very enthusiastic and appreciative of Community Service activities. This activity was carried out in the Multi-Purpose Building, Pasir Endah Village, Ujungberung District, Bandung City, Jl. Raya Simpang Asih No. 8 Bandung

3. RESULTS AND DISCUSSION

Empowerment is an effort to increase the capacity of the community (Sulistyan et al., 2023), especially PKK women in the Pasir Endah Village, Ujungberung District, Bandung City. Empowerment here also means awakening, encouraging, motivating one's potential and being able to work hard to develop that potential so that it is quality and productive. If this potential is managed well, it will certainly have a positive impact and great benefits in order to improve the welfare of PKK mothers. Just like what has been implemented in the training on making jumputan batik, one of which is to educate, provide directions on making jumputan batik which can later become one of the abilities for PKK women in gaining knowledge to gain increased capacity, so that In this way, the welfare of PKK mothers will be created which will have an impact on the welfare of the family or household. This is a strategy to improve the economy of PKK women in the Pasir Endah Village, Ujungberung District, Bandung City. In other words, training in making jumputan batik is one of the bridges in exploring the potential abilities of PKK women and together they can explore potential abilities collectively. whole. PKK mothers are an activity unit in the sub-district environment, but their spearhead is taking care of their household, which means that apart from having activities in the PKK organization itself, they also play a role in

protecting their family and themselves. This of course depends on how they carry out activities outside the household without abandoning their obligations as a housewife. So the activities of PKK mothers are expected to be able to improve family welfare. There are 4 main elements of economic empowerment for PKK women that need to be considered in the empowerment process, calling it the elements of community empowerment in general:

1. Inclusion and Participation . expressed that economic participation is a manifestation of the desire to develop democracy through a decentralization process where efforts are made, including the need for bottom-up planning by involving the community in the planning and development process of their community. Economic participation here is defined in terms of increasing household income and encouraging economic development from the lower level by consciously doing so.
2. Access to information Providing access to economic resources has a strategic role in improving community welfare. Availability of access, including access to facilities, infrastructure, training, technology, capital and markets, is very much needed to strengthen the economy. Through technology and information and training carried out in the Pasir Endah sub-district, Ujungberung District, Bandung City, PKK women can increase their economic and social productivity in influencing their environment.
3. Local organizational capacity, which means having local attributes in terms of operating these attributes including vision, mission, managerial practices, training, managerial components. In this case, of course, in the Pasir Endah sub-district, Ujungberung sub-district, Bandung city, PKK women were trained in making Jumputan batik with training provided by trained instructors. The aim is none other than to increase the capacity of PKK women in developing community economic participation.
4. The professionalism of empowering actors is the ability of empowering actors, namely government officials, where PKK women who are directly under the leadership of the village head are able to listen, understand, accompany and take action, in this case carrying out activities in the form of jumputan batik training which is of course based on instructions from the deputy village head who is at the same time accompanying him as chairman of the PKK which is of course necessary to serve the interests of the community, in this case namely the PKK mothers

The implementation of PkM (Community Service) Activities for PKK Women in Improving the Community Economy in Pasir Endah Village, Ujungberung District, Bandung City was held on Thursday, December 14 2023 at the multi-purpose building of Pasir Endah Village, Ujungberung District, Bandung City, which was attended by as many PKK Mothers. 25 people.

From the results of the training provided directly by the instructor, training in carrying out training activities in making jumputan batik produces various kinds of jumputan batik, namely starting with calico type cloth or actually you can also use mori type cloth or cloth according to taste such as prima, primissima and dyes you can use wantek or wantek, hot water mixed with cold water which produces about 2 liters of warm water for one package of wantek mixed with two spoons of salt, while the tools used can be rubber bands, marbles or pebbles of a size that is not too big or according to taste, coins, a pot or basin and a spoon for stirring. color. Then the PKK women were given an explanation about how to make jumputan batik correctly so that the expected results were satisfactory.

The making of jumputan batik which was introduced by the team of trainers assisted by students has obtained results in the form of tablecloths, handkerchiefs with various interesting motifs as well as being a medium to show the PKK women from the Pasir Endah sub-district that making jumputan batik is easy, not complicated. It's not difficult, all PKK mothers can follow it well.

Through this Community Service activity, the results obtained by the PKK women are no less important, namely having additional knowledge, being able to know how to make jumputan batik, starting from choosing materials for jumputan, how to tie the cloth, choosing colors and how to dye jumputan batik with produce interesting motifs. From these results, after the jumputan batik is made and dried, it can look like in the picture above.

Through Community Service activities in the Pasir Endah subdistrict, Ujung Berung District, Bandung City, the most important result is being able to provide additional provisions to PKK

mothers in increasing family income through making jumputan batik. The PkM Team also provides a little training on how to market jumputan batik online. digital, with the hope that PKK women can sell their work both on a small and medium scale. As a provision of skills to set up a business.

Another observation result was that the reception of the PkM team was very enthusiastic, the PKK women were happy to receive the training, not in the least complaining that not all participants could take part. They are very enthusiastic. Of the invited participants, in total they came, none of them were absent, all of them attended the training from start to finish, no one left the activity. This shows that the participants really appreciated this activity, and as another reinforcement, the PKK women followed up on the PKK program activities in Pasir Endah Village, Ujung Berung District, Bandung City.

From the results of this training, it is hoped that there will be serious handling from related parties, such as continuing activities to market jumputan batik with the available opportunities. As is the demand for the ability of PKK women to manage marketing Jumputan batik through available media such as Instagram, Facebook, Sofi, etc. Inseparable from this marketing, Jumputan Batik should be used as a business for PKK women which can be used as an opportunity for businesses to be used as Micro, Small and Medium Enterprises because as we know in Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises, MSMEs states that micro businesses are productive businesses owned by individuals or business entities that meet the criteria for micro businesses. Efforts or activities to strengthen micro businesses which can be realized in various types of activities include capital through providing credit/assistance, training, mentoring and facilitators. Micro businesses are classified as a marginal type of business, characterized by the use of relatively simple technology, low levels of capital and access to credit, and tend to be oriented towards local markets. Apart from that, micro businesses are also one of the main components of local economic development, and have the potential to increase the bargaining position of PKK women. Micro and small business activities cannot be separated from mothers. Micro businesses are in great demand by mothers considering that this business can support household life and fulfill personal development needs.

4. CONCLUSION

Empowerment here also means awakening, encouraging, motivating one's potential and being able to work hard to develop that potential so that it is quality and productive. As a result of the training provided by the PkM team, we got the results of making jumputan batik with various patterns, the results being handkerchiefs, tablecloths, headscarves and others according to the participants' own tastes. The implementation of PkM (Community Service) activities for PKK mothers in Pasir Endah Village, Ujungberung District, Bandung City was held on Thursday, December 14 2023 at the multi-purpose building in Pasir Endah Village, Ujungberung District, Bandung City, which was attended by 25 PKK Mothers. With training in making jumputan batik, PKK women realized that they could play a bigger role in supporting the family economy by utilizing the facilities of sub-district organization activities. With the hope that the results of this training will produce interesting work that can be marketed. Based on the conclusions and evaluation of this PkM (Community Service) activity, it was concluded that: 1) The implementation of PkM went well and PKK mothers were able to receive this jumputan batik training with pleasure. and there needs to be further activities as creativity training for PKK women to be able to further improve their abilities so they can produce products that are of higher quality and suitable for sale. 2) PKK women must provide good managerial training, including operational management, finance, marketing and other aspects such as accounting, law and taxes to PKK women. 3) PKK women must have assistance in running their business regarding the type of business to be carried out, how to obtain sources of capital and marketing so that they can motivate others to do business.

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