

Empowerment of Women Through Entrepreneurship Workshops and Business Plan Development in Students of Babakan Ciwaringin Islamic Boarding School, Cirebon

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Abstract

This training activity aims to improve the trainees' soft and hard skills, namely Members and administrators of the Cirebon district cottage. The output of the activity is an understanding of the importance of the role of women in doing business and entrepreneurship as an alternative to improve family welfare. Independence in earning a living can reduce dependence on men. This activity began with an initial survey and discussion with the board of the Islamic boarding school. This activity is carried out to get input and design activities needed by the training participants. This training activity uses the method: lectures and discussions.

Keywords: digital era; entrepreneurship; pandemic; woman; empowerment

INTRODUCTION

The Economic Forum on Global Gender Gap Issues in 2017 released its report that Indonesia ranks 109 out of 144 countries in terms of women's involvement in economic participation and business opportunities. The report illustrates that women in Indonesia have not fully had the opportunity to get work opportunities and business opportunities. The low opportunity and involvement of women not only have an impact on the economy but also has an impact on other social problems; women's economic dependence on men often causes women to be powerless when there is violence in the family or are not involved in decision-making.

The role of women in ancient society was more emphasized in the domestic sector of a family, namely cooking and taking care of children. Women are like backstage performers who have an important role but never appear in public. Along with the times and the emergence of emancipation, it has brought many changes to the role of women, closely related to the equality of the roles of women and men in a family (Abidin, 2017). Not infrequently women work to support their families, even become the backbone of a family. Many women study as high as possible in order to get a promising job for their family life.

Accompanied by the perseverance and tenacity of a woman, many women occupy essential roles in a country, such as being a lurah, sub-district head, or regent. This is not a problem for women who can seize higher education (Tasia & Nurhasanah, 2019). However, women who do not have the opportunity to get higher education will undoubtedly be unable to compete with other women. Economic conditions and the relatively low level of community education require assistance and counseling to take advantage of the potential that exists in the village and its environment. Women of productive age are one of the village potentials that can be developed by providing skills and knowledge that can be used to support the economic development of rural communities (Abidin, 2017).

Women who have unemployed time are capital and opportunities that can be used for productive activities so that they can become a source of income so that women are not only housewives in general but can become housewives who are economically empowered (Garba & Abubakar, 2019). Empowerment means giving power or strengthening the community

(Kurniawati, 2013). Empowerment aims to help gain power by reducing social and personal barriers to making decisions (Antonites & Vuuren, 2005). On the other hand, the empowerment that is carried out by a person or group of people will be able to generate self-confidence to achieve hope (Kim et al., 2012). One implementation of empowerment can be done with entrepreneurship (Omar, 2021). Empowerment aims to help gain power by reducing social and personal barriers to making decisions (Antonites & Vuuren, 2005). On the other hand, empowerment that is carried out by a person or group of people will be able to generate self-confidence to achieve hope (Kim et al., 2012). One implementation of empowerment can be done with entrepreneurship (Omar, 2021). Empowerment aims to help gain power by reducing social and personal barriers to making decisions (Antonites & Vuuren, 2005). On the other hand, empowerment that is carried out by a person or group of people will be able to generate self-confidence to achieve hope (Kim et al., 2012). One implementation of empowerment can be done with entrepreneurship (Omar, 2021).

According to Sun et al. (2020), entrepreneurship means actions taken to fulfill life's needs by prioritizing abilities, skills, and potential. This ability is used to create something new with added value to generate profits and customer satisfaction. Efforts to strengthen community entrepreneurial knowledge and skills can be carried out by transferring knowledge and life skills. This business can have a big impact, especially if the knowledge and skills can utilize existing resources in the community to be processed into something that has added value (Antonites & Vuuren, 2005).

This community service aims to transfer knowledge and skills offline or by interacting directly. The discussion in this community service program includes making a business map with a business model canvas, finding and creating business-added value, determining the right target market, conducting market surveys, creating a business that provides solutions, developing marketing channels, shaping the mentality and mindset of success for women entrepreneurs, determining business direction and goals, creating a business identity, creating a financial budget, calculating correct and profitable selling prices, and compiling simple financial reports.

One of the most promising businesses is the culinary business to take advantage of business opportunities in the digital era and during this pandemic. The prospects for this business will continue to be bright, considering that culinary food is a basic human need. One of the culinary businesses that can be run is the catering business. The catering business has become a business trend lately, and the number of catering entrepreneurs continues to increase, so competition in the catering business is quite tight. This catering business is very suitable to be run by women because cooking is a hobby of women.

The catering business is also suitable for those who have a passion for food or for those who see great opportunities in this catering business. However, currently the demand for food security that is nutritious, safe, and of good quality continues to increase. Food safety is the key to prevent foodborne diseases.

Consumers want food that is nutritious and safe, so the issue of food safety is significant for the food industry and business. Food business actors are required to produce and market food that is safe and appropriate. In addition, with the development of technology and the use of business technology in online media, it is a profitable option for those who want to open a business or develop a business. Online business has a reasonably large market area, especially when people are required to stay at home or carry out routines during the pandemic; more and more consumers are turning to e-commerce and shopping for food retail online. This community service program aims to provide knowledge and skills to women of productive age to be able to take advantage of business opportunities in the digital era and during this pandemic, one of which is with various healthy businesses because during the pandemic and in the post-pandemic period almost everyone wants to consume food with maintained nutrition and hygiene. The reality in society shows that women are very potential economic actors in micro businesses. The competence of women in micro businesses is supported by their

characteristics, for example: Diligent, as we know that, in general, women are more thorough in running a business, women pay more attention to things that are often taken for granted by men. Building women's networks is superior to men because women generally have social skills and are easy to get along with, so it's easy to attract customers; besides that, women are more observant in seeing business opportunities, Often business opportunities that are considered trivial by men can benefit and be successful when carried out by women. Tenacious women do not easily give up when they experience failure, have a higher fighting power, and are more patient. The advantages of these women become a very important basic capital when women are empowered and given the opportunity to develop themselves as entrepreneurs. Realizing the potential of women in entrepreneurship, the Ciwaringin Babakan Islamic Boarding School, which accommodates women in religious activities, is called upon to empower the welfare of its students. Babakan Ciwaringin Islamic Boarding School is the oldest Islamic boarding school in Indonesia. This was revealed in the Baban Kana Book Review by KH Zamzami Amin at the Soft Opening of Saung Juang on Jalan Perjuangan.



Figure 1. View of the Activity Location of the Mualimin Mualimat Islamic Boarding School

Problems

The target community for the activity is the younger generation in Ciwaringin Village, Cirebon. According to data from the village, the population of Ciwaringin Village is 3,407 people, with the number of youth aged 18 to 25 years, namely around 354 people. With a total of 174 for the male sex and 180 for the female sex. There are several business startups in Ciwaringin Village, namely the majority in the agricultural sector and some in the tourism sector. From the agricultural sector, the crops planted are rice, corn, and bananas. However, there is a problem because it is not managed optimally, this can be optimized with the role of the village youth entrepreneur who is able to manage the agricultural sector. Apart from that, from the tourism sector the potential is water tourism, namely swimming pools and Buken fishing ponds, which can be used to sell village products.

The majority of the younger generation in Ciwaringin village only carry out school obligations, so that the youth's abilities are not developed anymore. Apart from that, other activities are playing and doing activities related to gadgets, and the biggest problem is not using time for positive activities, due to free association and lack of control, as well as suspicious youth behavior, namely frequent activities in the afternoon. until night in the plantation area which tends to be negative, so positive activities are needed to replace these negative activities, namely entrepreneurial activities. The lack of youth groups engaged in entrepreneurship is also something that needs attention, because the potential of the village cannot be optimized. Seeing this, we conducted an entrepreneur training program to optimize the potential of existing resources in Ciwaringin Village. The program can provide benefits to

the community and the village in terms of the economy.

Program Objectives

The purpose of this Community Service is:

- Empowering women through entrepreneurship programs to support the family economy
- Grow entrepreneurial skills for youth to optimize the potential of resources in Ciwaringin Village; And
- Increasing the creativity of youth, especially women in Ciwaringin Village.

METHOD

- The community service team conducted a location survey to get an overview of the training participants, for this the team discussed with the board of the Islamic boarding school.
- Preparation of activities carried out by the service team to plan activities which include timing, training materials and technical implementation of activities
- After obtaining certainty about the time and place of implementation, the Community Service Team, assisted by the management, invited female students to become training participants with a target of 35 participants.
- The training in the first session used the lecture and discussion method, in this session the facilitator explained the importance of women having economic resources that could reduce dependence on men. This session is intended to equip participants with motivation and explain the importance of women's role in the family economy.
- Training in the second session, is Entrepreneurship as an alternative to improve family welfare. This session is intended to instill an entrepreneurial spirit, including: creative, innovative and tenacious.
- Training in the third session, the importance of social media as a medium to promote organizational products and activities. This session is intended to impart skills Which related to the use of the internet to identify and promote an organization's activities and business results. This community service program is designed to provide knowledge and skills of women who are of productive age, namely women aged 17-20, regarding entrepreneurship and taking advantage of business opportunities in the digital era and during a pandemic, so that women can open or develop businesses they start easily without direct interaction between sellers and buyers. Thus, women can be economically empowered.

Target Audience

The main target in this service activity is the female students who are still active at the Jatiwaringin Islamic Boarding School.

Activity stages

Preparation phase

- The activities that will be carried out at the preparatory stage are: 1. Searching for places/locations, with direct surveys to the targets in this community service activity.
- Preparation of proposals and completion of administrative permits for places or locations for community service.
- Making modules or materials to be delivered to the target or target audience.
- Determination of the time and media that will be carried out in the implementation of this activity.

Stage. Implementation of Activities

This service activity is carried out after all permits and equipment preparations have been completed. The preparations carried out involve female students starting from permits, making modules, to preparing everything for this service activity.

The flow of this service activity is divided into several sub, namely:

- Survey activities first. This is done to make it easier for service participants to carry out

activities.

- Implementation of activities carried out directly to the female students
- Evaluate the results of activities.

Stage of Making Activity Reports

- Initial Report Preparation Initial report preparation is adjusted to the results that have been achieved during community service activities.
- Revision of Reports Revisions to reports are made if an error occurs in the preparation of the initial report.
- Preparation of the Final Report: The preparation of the final report is carried out after revising the report so that in the preparation of the final report better results are obtained

Implementation of Activities

The Community Service that has been carried out regarding the introduction of digital marketing for MSMEs is carried out for 3 days, from 15 to 17 June 2023. In this activity, participants take part in activities from 09.00 – 12.00 WIB which contains the provision of related material digital marketing delivered by the team in this service activity.

Series of community service activities that have been implemented:

The following is a series of community service activities for Islamic boarding school students

- Opening and Introduction Community service chaired by Dr. Alfatih S. Manggabarani and members of Munasiron Miftah, MM and Dr. Suryani were officially opened by the person in charge of the Islamic boarding school while giving remarks and thanks to the FEB UPNVJ Community Service Team for carrying out this activity. Furthermore, this event was moderated by Haiatin Jamiilah to guide the presenters in providing material to the training participants.
- The training in the first session used the lecture and discussion method, in this session the facilitator explained the importance of women having economic resources that could reduce dependence on men. This session is intended to equip participants with motivation and explain the importance of women's role in the family economy.
- Training in the second session, is Entrepreneurship as an alternative to improve family welfare. This session is intended to instill an entrepreneurial spirit, including: creative, innovative and tenacious.
- Conduct effective message training. Prospective business people must have this ability because attractive images and messages will increase the interest of potential customers to buy our products
- Training in the third session, the importance of social media as a medium for promoting organizational products and activities. This session is intended to provide skills related to the use of the internet to introduce and promote the activities of the organization and the results of the participants' efforts. This community service program is designed to provide knowledge and skills for women of productive age, namely women aged 17-20 years, regarding entrepreneurship and taking advantage of business opportunities in the digital era and during a pandemic, so that women can open or develop businesses that are initiated easily without direct interaction between sellers and buyers. Thus, women can be economically empowered.
- Follow-up Stage After this series of community service programs has been implemented, an evaluation needs to be carried out in terms of the quality of the training material presented and ensuring that participants can have guidance in starting or developing their business.

RESULTS AND DISCUSSION

Table 1. PKM activity achievement targets

NO	ELEMENT	Pre PKM	Post PKM
1.	Entrepreneurial spirit	Not yet have entrepreneurial motivation	Have entrepreneurial motivation
2.	Creativity in doing business	Not creative in doing business	Deep creative do business
3.	Understanding Product selling value and competitiveness	There is no understanding of product selling value and competitiveness	Increased because given examples of products and more attractive packaging will lead to competitiveness tall
4.	Utilization of social media as a marketing tool business	Limited to personal use	Develop become a marketing medium for business products run
5.	Business plan creation	Just never heard of the term This	Able to draw up a business plan by 9 factors

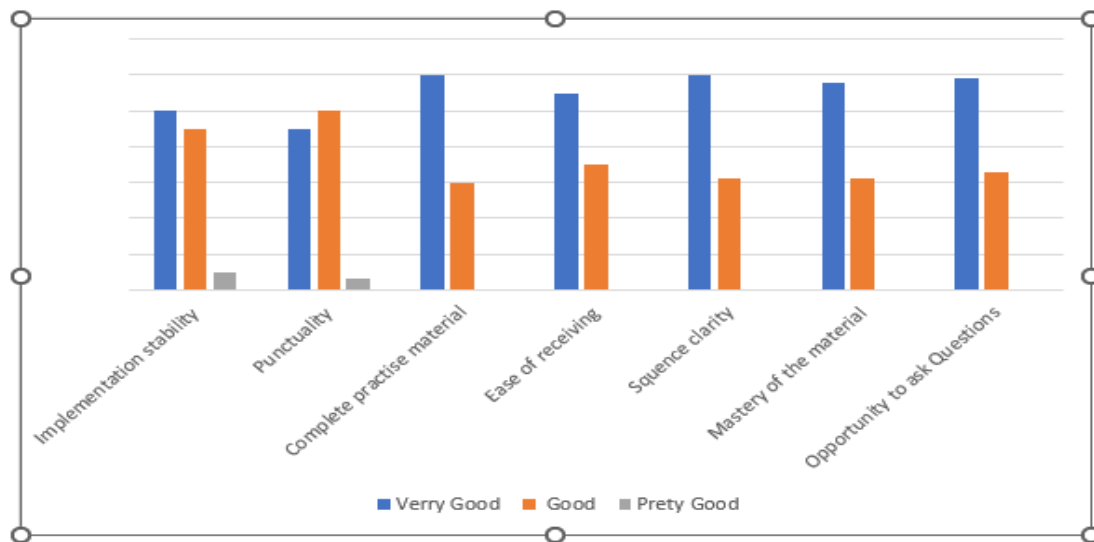


Figure 3. Activity Evaluation Results

Video recording of participants' activities to present how to promote products to be sold.
 Youtube links: <https://youtu.be/lybtesk1uBg>

CONCLUSION

In general, the implementation of these community service activities has been going well thanks to the collaboration between the FEB Lecturer team and the Islamic Boarding School and the support of various parties. However, there were a number of things that were noted after the activity took place, namely, the training participants needed continuous training after this activity, because there were still many training participants who were less able to design persuasive messages and utilize other media. Feedback from training participants regarding the implementation the resulting training in this activity was excellent. Most of the participants who were respondents stated that the theme and content of the material as well as the information shared in the training and during the training could add information to them in an effort to form new businesses and develop businesses. The training and materials presented are in accordance with the information needs of the female students in facing the challenges

of business development during the pandemic. So that in the future it is hoped that similar activities can be held which can become a forum for female students to share information and knowledge related to business establishment and development.

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- Islamic boarding school management and female students who have participated in the training activities share information regarding the development of women's productivity in business today.

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APPENDIX



Figure 4. Activities Documentation