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## Community Empowerment Training Through Local Potential

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### *Abstract*

*University as an academic institution has a massive potential to built-in entrepreneurs with extensive concept. This have been formed by Setia Budi University with funding the Community Service Programmed which aimed to increase the quality of community in economic, academic and prosperity. Based on that program, the community serviced program about training of making Souvenir will be held in Tambora Tengah , Kelurahan Mojosongo, KecamatanJebres where placed in Setia Budi University area.*

**Keywords:** *Entrepreneurs , Souvenir , Responsibility*

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## INTRODUCTION

There are so many people who want to be self-employed rather than having to work in an office as an employee. Many people have the perception that even though his business is small but he became a boss, different things with his work in the company of others, as high as the position in his office he remains an employee. Employees are of course more often able to command than to command, and are very time-bound at work. That's why people prefer entrepreneurship. But being an entrepreneur is not easy, we must have a creative and innovative soul. Before learning the ins and outs of entrepreneurship, you must first know and understand the meaning of entrepreneurship.

In developing the local potential of entrepreneurship is the same as self-employed, namely people who are smart or talented to recognize new products determine new ways of production arrange operations to procure new products, market them, and manage their operating capital. In view of this situation we have the idea to help the heads of families by making women more productive and have income by providing training. Through training activities, women are expected to be more productive and can use it to obtain additional income just to ease the burden on the head of the family.

The tools used in this business may indeed be fairly easy to find, but these tools can be used many times and will provide benefits that are not small during the business runs. The tools used in the souvenir business are not too many kinds and types. Our last hope from this training activity is that it can be utilized optimally by women and can be followed up by Mojosongo women so that we can realize what we have hoped for through this local potential development training activity. In this community service activity held a training to make crafts with unused materials (beautiful decorative lights of various colors).

## RESEARCH METHODS

Training on developing local potential / making souvenirs will be conducted in Mojosoongo Village, Surakarta with the following details, Permission letter to carry out devotion we also do that before we do the gathering or visit the location of devotion.

Based on the information of the head of RW and RT in the village of dedication there is some information :

- a. The interest of housewives to attend training.
- b. These mothers do not have other activities besides the core duties as housewives.
- c. The presence of young women / housewives who are interested in training.

The training participants are residents of Mojosoongo, Surakarta, especially households that do not work and do not have the skills. The training was conducted during 3 meetings. The method uses: lectures, training in making crafts, discussions and questions and answers.

## **RESULTS AND DISCUSSION**

Materials delivered during the training include :

### **a. Explanation Of Training To Develop Local Potential**

In the first material, it will be explained about entrepreneurship. In this material will also be explained about the advantages and disadvantages if we decide to entrepreneurship, and help find entrepreneurial opportunities in accordance with the ability of participants.

### **b. Business ethics and creativity in entrepreneurship**

In the second material, business ethics is explained, the importance of creativity in entrepreneurship that must be owned by participants. In this material, the traits and character traits that the trainee must have are also explained .

### **c. Explanation of business analysis**

This material is the core of counseling material, namely how to find the right business opportunity by doing business analysis which includes cost planning, marketing, and preparing good financial statements.

### **d. Discussion or question and answer**

The next material is a discussion/question and answer by the trainees to the presenters. Training to make crafts / souvenirs, after the training was held, the trainees were asked to follow each training activity in order to be able to conduct business analysis starting from designing the business field then designing business processes and conducting cost analysis and market analysis with the guidance of a mentor.

Service activities are carried out through 3 stages according to the schedule, namely with the target of training in Community Service is :

1. Provide training to increase motivation knowledge of the participants mothers and young generation in mastering the manufacture of crafts/souvenirs, with community empowerment training through local potential
2. Training to know the results and manage / empower communities with potential local souvenir making business.
3. In addition to menerepkan science and technology obtained during the training also to know the ability to make souvenirs (neatness, accuracy and color composition).

## **CONCLUSION**

The community service Program is expected to transfer the knowledge of the proposed Marketing Mix Strategy (Product, Price, distribution and promotion) will be packaged in the form of training to Mojosoongo residents, especially women who do not have the skills. This is the target of the training, among others: it is expected that after attending the training, participants can do Production, good discussion about the training then participants can understand thoroughly the benefits of training, after attending the training participants are motivated to be skilled and even able to entrepreneurship which in turn can increase family income in the economic field .

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